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| **National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”** |  | **International Trade Department** |
| **TRANSNATIONAL CORPORATION****SYLLABUS** |

# Syllabus details

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| Higher education level | *First (bachelor's)*  |
| Branch of knowledge | *05 Social and behavioral sciences* |
| Specialty | *051 Economy* |
| Educational program | *International trade* |
| Discipline status | *Selective* |
| Form of study | *Full-time* |
| Preparation year, semester | *3rd year, autumn semester* |
| Discipline scope | *120 hours* |
| Semester control / control measures | *Test* |
| Schedule | *Lecture - weekly, practical classes - once every 2 weeks* |
| Language | *English* |
| Course leader / teachers information | Lecturer: *PhD, associate professor Tetiana Moiseienko, moiseienko.tetiana@lll.kpi.ua*Practical: *PhD, associate professor Tetiana Moiseienko, moiseienko.tetiana@lll.kpi.ua* |
| Course placement | *Google classroom:* *Course code:* |

# Syllabus program

# Syllabus description, purpose, subject of study and learning outcomes

The discipline reveals the prerequisites and principles of operation of transnational corporations (TNCs). The classification, types, structures of corporate associations are given and the cyclical nature of their development is considered, which will help students to orientate in the peculiarities of building business structures. Approaches to assessing the global market environment are proposed, which will allow a realistic assessment of the current state and course of global economic processes. The process of managing the activities of TNCs is considered, specific examples and approaches are illustrated. The financial activity of TNCs is analyzed, examples of application are given. The branch and regional features of TNCs' activity in the industrial sphere and the sphere of services are given. The components of successful foreign economic activity of corporate structures are outlined. The interaction of TNCs and national economies is described. Peculiarities of TNCs functioning in the conditions of modern technology development are noted. The issues of interaction between TNCs and startups are highlighted, the prospects and features of such cooperation are illustrated.

**The purpose of the discipline is** to form the ability to analyze the activities of modern transnational corporations (TNCs), the economic mechanism of their operation, priorities and problems of development in the context of globalization.

**Subject -** transnational corporations of the modern world.

**The main tasks of the discipline.** After mastering the discipline, students must demonstrate the following learning outcomes:

**KNOWLEDGE** of economic patterns of functioning of transnational corporations; practices of supranational regulation of transnational corporations; interests and needs of transnational economic entities with other entities and countries of the world, as well as:

• the essence of TNCs, the content and scope of their activities;

• evolution of organizational structures of TNCs;

• specifics of development and implementation of the global strategy of TNCs;

• methods of research of production and commercial activities of TNCs;

• factors influencing the development of business associations.

**SKILLS.** Analyze the state and trends of development of transnational corporations, assess their impact on national economies and world economic processes, determine the level of their interaction with the world, as well as:

• have the basic categories and concepts;

• summarize information on the latest phenomena and processes occurring in the international economic system, and justify the strategies of its actors in the global environment;

• analyze economic phenomena and processes in the field of transnationalization of production and commercial activities of enterprises, as well as the features of their impact on global economic processes;

• apply analytical and methodological tools to substantiate proposals and make management decisions on the activities of corporations;

• analyze the functioning and development of TNCs, determine the functional areas, calculate the relevant indicators that characterize the effectiveness of their activities;

• analyze the processes of state and market regulation of socio-economic and labor relations of TNCs;

• calculate indicators that characterize the results of TNCs;

• analyze the processes of state and market regulation of TNCs;

• use data, provide arguments, critically evaluate logic and draw conclusions on the activities of TNCs;

• perform interdisciplinary analysis of socio-economic phenomena caused by the activities of TNCs, taking into account the risks and possible consequences;

• use the results of economic research in practice;

• develop strategies for diversifying the activities of multinational corporations, strategies for entering new markets, strategies for innovation and development;

• perform interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, taking into account the risks and possible socio-economic consequences;

• think abstractly, apply analysis and synthesis to identify key characteristics of economic systems of different levels, as well as the behavior of their subjects;

• ability to act socially responsibly and consciously on the basis of ethical principles, to appreciate and respect cultural diversity, individual differences of people.

The discipline involves a thorough study of theoretical and applied aspects of the organization and functioning of transnational companies and transnational production and circulation in a global economy. Significant importance is attached to the analysis of current trends and forms of transnationalization in the spheres of production and services. The main components of the economic mechanism and the structure of financing the activities of TNCs are considered.

# Syllabus prerequisites and postrequisites (place in the structural and logical scheme of education according to the relevant educational program)

The discipline has an interdisciplinary nature and integrates knowledge from other educational and scientific fields. According to the structural and logical scheme of the training program, this discipline is closely related to other disciplines of law and management: "International Economics", "International Marketing", "Business Economics", "Organization of Production".

The discipline "Transnational Corporations" provides a foundation for further study of such modules as "Management of International Competitiveness", "International Finance", "Financial Management", "Functional Cost Analysis".

# Syllabus content

Topic 1. Prerequisites and principles of operation of transnational corporations

Topic 2. The impact of TNCs on socio-economic and political processes in the world

Topic 3. Interaction of TNCs and national economies

Topic 4. Management system of multinational corporations

Topic 5. Characteristics of TNCs as an employer

Topic 6. Financial activities of TNCs

Topic 7. Innovative activities of TNCs

Topic 8. Directions of interaction of TNCs with startup structures

Topic 9. Marketing activities of multinational corporations

# Training materials and resources

*Basic literature:*

1. Transnational Corporations : Educational textbook / S. V. Voitko, O. A. Gavrysh, O. O. Korohodova, T. E. Moiseienko. – Kyiv : Igor Sikorsky Kyiv Polytechnic Institute, Publishing House “Polytechnica”, 2020. – 202 p. – Bibliogr.: p. 178. ISBN 978‐966‐000‐000‐0
2. Transnational Corporations: coursework [Electronic Resource]: Manual for foreign students’ specialty 051 "Economics", "International Economics" specialization of «Bachelor» educational degree in full-time education / National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"; concluding: Moiseienko Tetiana – Electronic text data (1 file: 2,1 MB). – Kyiv: National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", 2020. - 39 p. - Screen name. Access : <https://ela.kpi.ua/handle/123456789/38267>

*Additional literature (monographs, articles, documents, electronic resources):*

1. Bessarab A., Moiseienko T. Interaction of transnational corporations with start-up projects in a time of change / A. Bessarab, T. Moiseienko //  Міжнародне науково-технічне співробітництво: принципи, механізми, ефективність: XVІ міжнар. наук. – практ. конф., 11 - 12 березня 2021 р.; тези доп. – К., 2021 – С. 112 -114.
2. Moiseienko T., Kiva A. Domestic startups financial assistance improvement in the conditions of international integration [Електронний ресурс] / T. Moiseienko, A. Kiva // Збірник наукових праць Університету державної фіскальної служби України. – 2020. – Режим доступу до ресурсу: [http://www.nbuv.gov.ua/e- journals/Znpnudps/index.html](http://www.nbuv.gov.ua/e-%20journals/Znpnudps/index.html)
3. Moiseienko T., Hlushenko J., Korohodova O., Chernenko N. Regulation of international labor migration in the Industry 4.0 and its impact on socio-economic development of the country // KSI Transactions KNOWLEDGE SSOCIETY; Bulgaria. - 2020. - Vol. XIII, № 3, p. 9 - 12.

# Educational content

# Discipline mastering methods (educational component)

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| --- | --- | --- | --- | --- |
| **№** | **Topic** | **Hours** | **Classes type and content****(questions for consideration)** | Educational methods |
| **Lecture** |
| 1 | **Lecture 1, 2.** Prerequisites and principles of operation of transnational corporations | 4 | 1. The emergence of transnational structures: factors contributing and barriers to proliferation
2. Internationalization, globalization, transnationalization
3. Characteristic features of multinational companies
4. Stages of development of transnational corporations
5. Indices: transnationalization, internationalization, the breadth of the branch system
 | slide shows, presentations, educational films; dialogue on the issue |
| 2 | **Lecture 3, 4.** The impact of TNCs on socio-economic and political processes in the world | 4 | 1. Characteristics of the scale of TNCs (review of statistics)
2. The impact of TNCs on certain areas of activity
3. Review of positive and negative consequences of TNCs
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 3 | **Lecture 5, 6.** Interaction of TNCs and national economies | 4 | 1. UN and international policy towards TNCs
2. TNCs in the economies of developed countries
3. TNCs in the economies of developing countries
4. The impact of TNCs on the competitiveness of the country
5. The impact of TNCs on international business in Ukraine
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 4 | **Lecture 7, 8.** Management system of multinational corporations | 4 | 1. Levels of hierarchy of management of TNCs
2. The general structure of the organizational system of TNCs
3. Organization of interaction between the parent company and its divisions
4. Corporate culture and multinational staff
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 5 | **Lecture 9, 10.** Characteristics of TNCs as an employer | 4 | 1. Quantitative characteristics of the best employers in the world
2. Features of recruitment in TNCs
3. Recommendations for interviews with TNCs
4. Personnel policy of TNCs
5. Career prospects for young professionals
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 6 | **Lecture 11, 12.** Financial activities of TNCs | 4 | 1. Initial placement of TNC shares
2. The main tasks of the financial component of TNCs
3. Market value of TNCs
4. Strategies for attracting financial resources
5. Taxation of TNCs. Deo-offshore
6. Transfer pricing
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 7 | **Lecture 13, 14.** Innovative activities of TNCs | 4 | 1. Characteristics of the largest innovative companies in the world
2. The role of TNCs in technology development and generation of innovative ideas
3. Investments of TNCs in innovation
4. Features of innovation strategies of TNCs
5. Characteristics of types of innovations and directions of their commercialization
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 8 | **Lecture 15.** Directions of interaction of TNCs with startup structures | 2 | 1. Characteristic features of startups and TNCs
2. Identification of common interests of startups and TNCs
3. Characteristics of communication channels of startups and TNCs
4. Obstacles in cooperation between startups and TNCs
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| 9 | **Lecture 16, 17, 18.** Marketing activities of multinational corporations | 6 | 1. Priorities in the international marketing complex of TNCs
2. Stages of market environment research
3. International life cycle of goods.
4. Marketing strategies of production and commercial activities of TNCs
5. Specific strategies of production and commercial activities of TNCs
 | showing presentations, educational films; dialogue on issues; consideration of practical cases |
| **Practical training** |
| 1 | Introduction to the course | 2 | Acquaintance of students with the system of work, features of communication, rating system of estimation. Review of educational literature of the main and additional resources of information retrieval | educational dispute; dialogue on the issue |
| 2 | Prerequisites and principles of functioning of transnational corporations. The impact of TNCs on socio-economic and political processes in the world | 2 | Practical application of transnationalization indices. Consideration of a practical case on the topic. Determining the positive and negative impact of TNCs. Establishing the role of TNCs in world economic processes | retrospective method (recollection); dialogue on issues; consideration of cases; problem solving |
| 3 | Interaction of TNCs and national economies. TNCs and governments | 2 | Analytical characteristics of the impact of TNCs on national economies, comparison of incomes of transnational corporations and GDP of some countries. Establishment of positive and negative factors of influence. Characteristics of the interaction of TNCs and governments of its home country, when their interests coincided and diverged | dialogue on issues; consideration of cases; conducting analytical research |
| 4 | Financial activities of TNCs. Capital structure | 2 | Theory of capital structure and movement. The mechanism of financial leverage | dialogue on issues; problem solving |
| 5 | Corporate culture of leading TNCs. Organizational structures. Personnel policy of TNCs | 2 | Consideration of best practices on the examples of TNCs. Practical features of building effective organizational structures. Total rewards, cases on the examples of leading TNCs | dialogue on issues; problem solving |
| 6 | Transfer pricing | 2 | Consideration of the concept and mechanism of transfer pricing | dialogue on issues; consideration of cases |
| 7 | TNCs innovations | 2 | Consideration of mechanisms for the development of innovative activities of TNCs | dialogue on issues; consideration of cases |
| 8 | TNCs marketing | 2 | Features of TNCs entering international markets, consideration of strategy and cases | dialogue on issues; consideration of cases |
| 9 | Semester results. Preparation for the test | 2 | Summing up the RSO. Consideration of the questions submitted for offset Discussion of organizational questions concerning carrying out offset | retrospective method (recollection); dialogue on the issue |

# Student's self-study

The student's self-study (SSS) involves preparation for lectures and practical classes, which includes: review of the information field on the topic of the lesson, preparation for the discussion of the analyzed information in the classroom; performance of tasks provided by the teacher in practical classes and lectures; problem solving. Time distribution of independent work of students:

# Student’s self-study

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| --- | --- | --- |
| **№** | **Topics and questions submitted for self-study and references to educational literature** | **Hours on SSS** |
| 1 | Prerequisites and principles of operation of transnational corporations | 8 |
| 2 | The impact of TNCs on socio-economic and political processes in the world | 6 |
| 3 | Interaction of TNCs and national economies | 6 |
| 4 | Management system of multinational corporations | 6 |
| 5 | Characteristics of TNCs as an employer | 4 |
| 6 | Financial activities of TNCs | 4 |
| 7 | Innovative activities of TNCs | 6 |
| 8 | Directions of interaction of TNCs with startup structures | 8 |
| 9 | Marketing activities of multinational corporations | 6 |
| 12 | Modul control work | 4 |
| 13 | Test | 8 |
| **Total** | **66** |

# Policy and control

# Syllabus policy (educational component)

**Attending classes**

Lectures, practical classes attendance, as well as absence from them, is not evaluated. However, students are encouraged to attend classes because they teach theoretical material and develop the skills needed to complete a semester individual assignment. The grading system is focused on obtaining points for student activity, as well as performing tasks that are able to develop practical skills and abilities.

**Classroom rules**

The system of work involves constant communication in the form of dialogue, providing feedback to students on the material listened to and the tasks received, which may be in the form of feedback, ideas, suggestions and more. Student feedback is an important component in the process of compiling and improving the content of training courses.

At each practical lesson, students are invited to make short reports, including a review of current news on the topic. This approach helps to navigate in the modern business space and draw their own analytical conclusions on problem situations.

Students receive assignments for independent work on the passed material.

The lectures and practical classes conten is posted in Google Classroom.

Completed tasks are uploaded in a timely manner in the completed tasks section of the Google Classroom user (the deadline for submission of works is specified for each task, as a rule, it occurs 24 hours before the next lecture). Timeliness is the same evaluation criterion as the professional level of performance.

The start time of classes is determined according to the schedule, delay, which is allowed - 5 minutes, for on-line formats - delay is not allowed.

Mobile phones and other devices that can interfere with the work of the audience should be switched to "silent" mode, if you show your computer screen in remote mode, turn on the "do not disturb" mode for messengers.

During the discussion in the audience - it is advisable to take an active part, complement, discuss respecting each other, giving the opportunity to speak without interruption. In remote mode, make sure your microphone is muted until you want to join the discussion.

*Rules for assigning encouragement and penalty points*

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| --- | --- |
| **Encouragement points** | **Penalty points** |
| **Criterion** | **Weight score** | **Criterion** | **Weight score** |
| Execution of additional tasks on the chosen subject | According to the evaluation system | Violation of deadlines (for each work) | -2 point |
| Presentation of selected topics research | According to the evaluation system |
| Writing abstracts, articles, registration of course work as a scientific work for participation in the competition of student research papers | 5 points for each type of activity (2 theses or one article, or registration of creative work as a scientific work for participation in the competition of student scientific works) | - | - |
| Participation in international, all-Ukrainian and / or other events and / or competitions (on the subject of academic discipline) | 5 points for each participation | - | - |
| Individual task  | According to the evaluation system | Violation of deadlines | -10 points in case of late submission of work for inspection |

*Deadlines and rearrangements policy*

The thematic task, which is submitted for inspection in violation of the deadline, is evaluated taking into account the penalty points.

**Appealing the results of control measures procedure**

Students have the opportunity to raise any issue related to the control procedure and expect it to be addressed according to predefined procedures.

Students have the right to appeal the results of control measures, but it is obligatory to explain, with which criterion they do not agree according to the evaluation letter and / or remarks.

**Academic integrity**

The policy and principles of academic integrity are defined in Section 3 of the Code of Honor of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". Read more: <https://kpi.ua/code>

**Norms of ethical behavior**

Norms of ethical behavior of students and employees are defined in section 2 of the Code of Honor National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". Read more: <https://kpi.ua/code>.

# Types of control and rating system for evaluation of learning outcomes (RSO)

*Current control consists of points that the student receives for:*

*- performance of tasks on the topic of lectures (18 tasks during the semester) - 40 points;*

*- active participation in practical classes: answering questions, participating in discussions, preparing news, solving problems and analyzing practical situations - 20 points;*

*- report and presentation on the chosen topic (1 presentation during the semester) - 20 points;*

*- performance of modular control work - MKR (it is divided into two parts lasting 1 academic hour each) - 20 points.*

*The sum of the rating points received by the student during the semester is transferred to the final grade. If the sum of points is less than 60 and has not submitted for testing modular test, the student is not allowed to take the test.*

*Calendar control: is conducted twice a semester as a monitoring of the current state of compliance with the requirements of the syllabus.*

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| **Criterion** | **First certification** | **Second certification** |
| Certification term | 8th week | 14th week |
| The condition for certifications is the current rating | ≥ 15 points | ≥ 30 points |

*Semester control:* *test*

*Conditions of admission to the semester control - test:*

*1. Enrollment in the MCR and a starting rating of at least 60 points. The maximum sum of points of the starting component is equal to 100 points. Semester rating 60 or more points.*

*The sum of starting points and points is transferred to the credit score according to the table:*

|  |  |
| --- | --- |
| ***Scores*** | ***Mark*** |
| *100-95* | *Excellent* |
| *94-85* | *Very good* |
| *84-75* | *Good* |
| *74-65* | *Satisfactorily* |
| *64-60* | *Enough* |
| *Less then 60* | *Not enough* |
| *Admission conditions are not met* | *Not allowed* |

# Syllabus additional information (educational component)

**On-line learning (optional)**

Distance learning through online courses on certain topics is allowed subject to agreement with students. If a small number of students wish to take an online course on a specific topic, studying the material with such courses is allowed, but students must complete all the tasks provided in the discipline.

Scoring for control measures by transferring the results of online courses is not provided.

Execution of practical works and thematic tasks, as well as writing a term paper, is carried out during the independent work of students in the remote mode (with the possibility of consulting with the teacher via e-mail, etc.).

**Work program of the discipline (syllabus):**

**Folded:** PhD, associate professor, associate professor of International economy Department Tetiana Moiseienko

**Approved** **by** International economy Department (Protocol № 11 from 26.05.2021)

**Agreed by** the Faculty of Management and Marketing Methodical Counsil [[1]](#footnote-1) (Protocol № 10 from 15.06.2021)

1. Methodical council of the university - for general university disciplines. [↑](#footnote-ref-1)