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| Home  **National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute**” |  | [**Department of Management**](http://management.fmm.kpi.ua/) |
| **FUNDAMENTALS OF INTERNATIONAL BUSINESS**  **Work program of the discipline (Sillabus)** | | |

# Details of the discipline

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| **Level of higher education** | *First (bachelor's)* |
| **Branch of knowledge** | *05 social and behavioral sciences* |
| **Specialty** | *051 economics* |
| **Educational program** | *International Economics* |
| **Status of the discipline** | *General training cycle (normative (compulsory) educational components)* |
| **Form of study** | *full-time* |
| **Year of study, semester** | *3 year, autumn semester* |
| **The scope of discipline** | *3 credits (90 hours)* |
| **Semester control / control measures** | *0054esting, modular test, semester certifications* |
| **Timetable** | *according to the schedule: http://rozklad.kpi.ua* |
| **Language** | *English* |
| **Information about course leader / teachers** | Lecturer: *PhD in Economics*, Vorzhakova Yuliia Petrivna  [julija.vorzhakova@gmail.com](mailto:julija.vorzhakova@gmail.com)  Practical: *PhD in Economics*, Vorzhakova Yuliia Petrivna  [julija.vorzhakova@gmail.com](mailto:julija.vorzhakova@gmail.com)  Laboratory: not provided |
| **Course placement** | Link to remote resource : https://do.ipo.kpi.ua/course/view.php?id=674 |

# The program of the discipline

# 1. Description of the discipline, its purpose, subject of study and learning outcomes

The purpose of studying the discipline "Fundamentals of International Business" is to form in students modern economic thinking and a system of special knowledge on the problems of international business development related to global influences. The task of studying the discipline is to deepen students' knowledge of the peculiarities of the formation of business strategies of international business structures in terms of functioning in the global economic and political environment.

Ability:

- abstract thinking, analysis and synthesis, generalization and separation of patterns, trends and characteristics of the formation and development of the global economic space and changes in it;

- apply basic knowledge, analyze theories and mechanisms of functioning of international business structures;

- selection and use of analytical tools to study the state and prospects of development of international business structures using modern knowledge of methods, forms and tools of adaptation to changes in the global market environment;

- to analyze the models of business behavior of international business structures in the global economic space and choose the most effective in terms of changes in the global market space;

- apply cumulative knowledge, information technology to understand the essence of international business.

According to the requirements of the educational-professional program, students after mastering the discipline must demonstrate the following learning outcomes:

knowledge:

- the essence of changes in the global economic environment;

- features of behavior of international business structures in the global economic environment;

- principles of formation of business behavior of companies in the global economic space;

- indicators that determine the peculiarities of business behavior of international business structures in the global economic space.

skills:

- systematically analyze the international business environment, highlight globalization factors and global forms of development;

- identify changes in the development of the international business environment;

- to choose the optimal directions of development of international business structures for the corresponding changes in the global environment.

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

The program is organized according to the annotation of the educational-professional program of bachelor's training, is based on the study of such normative disciplines as "Business Economics", "Political Economy", "Fundamentals of Economic Theory", "Macroeconomics", "Microeconomics". The program of the elective course "Basics of international business" is associated with disciplines that characterize the object of business or its individual functions - economic, financial, accounting and legal disciplines, marketing, technology systems, etc.

# The content of the discipline

*Topic 1. The essence of international business*

*Topic 2. The main stages of international business development*

*Topic 3. International business entities*

*Topic 4. Types of international business*

*Topic 5. Globalization*

*Topic 6. Free economic zones and offshore zones*

*Topic 7. International marketing complex*

*Topic 8. Transnational Companies (TNCs)*

*Topic 9. Franchising as a type of international business.*

*Topic 10. International scientific and technical cooperation of industrial disasters.*

# Learning materials and resources

***BASIC***

*1. Bugrov O. V. Bugrova O. O. "Turnkey" contracts and project management. Management of complex systems development. 2013. № 16. P. 5 - 10.*

*2. Voynarenko M. P. Bereza A. A. The current state and problems of free development economic zones in Ukraine. Visnyk ZhDTU. 2012. № 2 (48). P. 30–36.*

*3. Govorushko T. A., Obushna N. I. The essence of foreign direct investment and their classification. Theories of micromacroeconomics. 2013. №. 41. P. 91–99.*

*4. "Cheap" franchising: cost, income, nuances [Electronic resource]. Access mode: http://ua.prostobiz.ua/biznes/biznes\_start/statti / desheviy\_franchayzing\_vartist\_dohodi\_nyuansi.*

*5. Kozak Yu.G. International Economics: textbook. manual [Electronic resource]. - 2nd type. lane. and ext. - Kyiv: Training Center Literature, 2008. - 1118 p. - Access mode: http://pidruchniki.com/15410104 / ekonomika / pryami\_inozemni\_investitsiyi.*

*6. Komar I. S. Types of offshore zones and their impact on the organization accounting [Electronic resource]. Effective economy. 2014. № 6. - Access mode: http://www.economy.nayka.com.ua/? op = 1 & z = 3111.*

*7. Lazareva O. V. International management: a textbook. Mykolaiv: BSU Publishing House named after Petra Mogili, 2009. 188 p.*

*8. Makedon V. V. Format of interaction of transnational corporations and real sector of the national economy. Foundation Friedrich Ebert. December, 2012. Access mode: http://library.fes.de/pdf-files/bueros/ukraine/09718.pdf.*

*9. Ovcharuk M. P. Features of the spread and impact of TNCs on the economy Of Ukraine*

*10. Skibitsky O. M. Business organization: business management activities: textbook. manual for students. [Electronic resource] / О. М. Skibitsky, VV Matveev, LI Skibitskaya. - Kyiv: Condor Publishing House, 2011. - 912 p. - Access mode: http://pidruchniki.com/1400091441995/menedzhment/odnoosibne\_*

*volodinnya\_yogo\_perevagi\_nedoliki.*

*11. Sweet M. O . Exchange market: textbook. way. Kyiv: Sources M, 2005. - 133 p.*

*12.Teslya S. M. Foreign direct investment as an economic category, their essence and Classification. Scientific Bulletin of NLTU of Ukraine. 2009. №. 19.3. P. 131–139.*

*13. Shkurupiy O. V. Foreign economic activity of the enterprise: textbook. way. [Electronic resource]. Kyiv: Center educational literature, 2012. 248 p. Access mode: http://pidruchniki.com/10560412/ekonomika / vidi\_zovnishnoekonomichnih\_operatsiy*

*14. Shutova O. S. Free economic zones as a kind of territorial tax exemptions. Journal of Kyiv University rights. 2013/1. P. 157–161.*

***ADDITIONAL***

*1. Varnaliy Z. Osnovy pidpryiemnytstva: Navchalnyi posibnyk. 3rd ed., Corrected. and add. K .: Knowledge Press, 2006. 350 p.*

*2.Vinogradskaya A. Fundamentals of Entrepreneurship: Textbook. aid. 2nd ed., Reworked. and add. K .: Condor, 2005. 540 p.*

*3. Getman O. Economics of the enterprise: Textbook. Ministry of Education and Science of Ukraine,*

*Dnipropetrovsk University of Economics and Law. Kyiv: Training Center Literature, 2006. 487 p.*

*4. Gill, Charles W.L. International Business: Competition in the Global Market: Per. in English ..- K .: Published by Solomiya Pavlychko "Fundamentals", 2001. 856p.*

*5. Economy of foreign countries: Textbook. manual / Ed. Kozaka Yu.G., Kovalevsky V.V. К .: ЦУЛ, 2007*

*20. Novitsky V. E. International economic activity of Ukraine. Textbook. K. 2003.*

*6. Makogon Yu.V., Orekhova TV International management: Course of lectures. Donetsk: Don NU, 2003. 277p.*

*7. International business: a textbook. 2 editions. Kyiv: Ukrainian Orthodox Church “Kyiv University », 2009. 623 p.*

*8. International Economics: Teaching method. way. for self. studied disciplines /For order. AM Lieutenant; Ministry of Education and Science of Ukraine; Kiev. Nat. econ. un t. К .: KNEU, 2005. 156 с*

*9. International organizations: Textbook / Ed. Kozaka Y.G., Yekhanurova Y.I., Kovalevsky V.V. - К .: ЦУЛ, 2005.*

*10. Rumyantsev A.P. International Economics :: Workshop / A.P. Rumyantsev, Yu.O. Kovalenko; Kiev. econ. Institute of Management (ECOMEN). К .: ЦУЛ, 2007. 296 p.*

*11. International Management: Textbook. manual / Ed. О.Б.Чернеги. К., 2006. 9. International integration processes of today. Monograph / A.S. Filipenko, VS Budkin et al. / K .: Knowledge of Ukraine, 2004.*

*12. World Economy: Textbook. manual./Ed. Yu.G. Kozak and others. - K .: CUL, 2010. 327 p.*

*13. World Economy: Textbook / A.S. Filipenko, VS Budkin, OI Stag. K .: Lybid, 2007. 640 p.*

*14. Management of foreign economic activity: Textbook. manual / Ed. prof. AIKredisova. 2nd ed., Supplement. K .: VIRA-R, 2002. 550p.*

*15. Filipenko A.S. International Economic Relations. History: Textbook. K .: Lybid, 2006.*

*16. Chuzhikov, V.I. Economics of foreign countries: Textbook. aid. К .: KNEU, 2005. 308 p*

# Learning component

**5. Methods of studing the discipline (educational component)**

The discipline includes 36 hours of lectures and 36 hours of practical classes, as well as the implementation of modular tests.

Conducting lectures provides the formation of theoretical knowledge of the student in the process of presenting theoretical material, solving problems, situations, problems of practical and applied nature, the use of multimedia tools. In order to consolidate the knowledge gained by students in lectures, practical classes and as a result of independent work, in lectures it is recommended to carry out express control of the acquired knowledge in the form of a written solution of test tasks.

During the practical classes the theoretical material is consolidated and practical skills are acquired in the process of solving individual and differentiated tasks, problem situations, partner discussions, business games, presentations, educational projects that model the future professional activity of specialists in market conditions. Students consider situations close to the real conditions of production activities, taking into account the international specifics.

**LECTURE CLASSES**

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| *№* | *Title of the lecture topic and list of main questions* |
| 1 | *The essence of international business*  1. Subject and content of the course "Fundamentals of International Business".  2. Tasks and structure of the course, the relationship with other disciplines and sciences: economic, philosophical, natural, legal and technical.  3. Keywords and terms of the course. The concept and objectives of the development strategy of the organization. Personal policy of the organization, its main content and directions of implementation.  4. The concept of International Business.  5. Stages of developing of International Business.  Recommended Books: [1-12] |
| 2 | *The main stages of international business development*  1. The main reasons that for many centuries prompted formation and development of international business processes.  2. Commercial era.  3. Era of expansion.  4. The era of concessions.  5. The era of nation-states.  6. The era of globalization.  Recommended Books: [1-12, 19-26] |
| 3 | *International business entities*  1. Types of international business.  2. Subjects of international economic relations.  3. International strategic alliances (ISAs).  4. Joint ventures.  5. Joint-stock company (JSC).  6. Limited partnership.  7. Limited Liability Company.  Recommended Books: [1-12] |
| 4 | *Foreign direct investment as a type of international business*  1. Types of foreign direct investment.  2. Factors influencing foreign direct investment.  3. Marketing factors.  4. Trade restrictions.  5. Cost factors.  6. Investment climate.  7. Forms of foreign direct investment.  Recommended Books: [1-12, 19-25] |
| 5 | *Globalization*  1. Globalization is a process of global economic.  2. As a result of globalization.  3. Negative and Positive effects.  4. Economic globalization.  Recommended Books: [1-12, 19-25] |
| 6 | *Free economic zones and offshore zones*  1. The purpose of creating free economic zones.  2. Types of economic zone.  3. Offshore zone.  4. Advantages of the offshore zone.  5. Disadvantages of the offshore zone.  6. Offshore countries.  Recommended Books: [1-26] |
| 7 | *International marketing complex*  1. Product policy.  2. Pricing policy.  Recommended Books: [1-12] |
| 8 | *Transnational Companies (TNCs)*  1. Principles of transnational companies.  2. The purpose of TNCs to enter foreign markets.  3. The main features of TNCs.  4. TNC structure.  5. Hierarchical (vertically and horizontally integrated).  6. Types of TNCs.  7. Domains of the largest TNCs.  Recommended Books: [1-12, 19-26] |
| 9 | *Franchising as a type of international business.*  1. Franchisor (franchisor), franchisee (franchisee).  2. Cost of the franchise, capital, needed to start a business.  3. Types of franchising.  4. Classic franchising.  Recommended Books: [1-12, 19-25] |
| 10 | *International scientific and technical cooperation of industrial disasters.*  1. ISTC structure  2. Priority directions of ISTC development.  3. The main international forms of technology transfer.  4. ISTC of industrial disasters  Recommended Books: [17-24] |

**PRACTICAL TRAINING**

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| *№* | *Name of the topic of the lesson and a list of main questions*  *(list of didactic support, references to literature and tasks on VTS)* |
| 1 | National and international business: common and differences. |
| 2 | The structure and content of the international economic environment. |
| 3 | Macro- and micro-environment of international business. |
| 4 | Political and legal environment of international business. |
| 5 | History of formation and development of international business. |
| 6 | Types and forms of international business. |
| 7 | Subject of the license agreement: patents, know-how, trademark, industrial design. |
| 8 | Features of international leasing. |
| 9 | Production cooperation in international business. |
| 10 | International investment activity as a form of business. |
| 11 | International business entities. |
| 12 | Types of international companies. |
| 13 | Transnational corporations. |
| 14 | Comparative base of typologies of international companies. |
| 15 | The essence of corporations, their place and role in the system of international business. |
| 16 | Conceptual principles of international economic integration. |
| 17 | Integration alliances of the modern world economy. |
| 18 | Motivation of international business. |

# Independent work of a student

The student's independent work includes such components as preparation for current surveys, preparation for practical classes, due to in-depth study of lecture materials, preparation for modular tests.

# Policy and control

# *7. Policy of academic discipline (educational component)*

***Violation of deadlines and incentive points***

* *The key measures in teaching the discipline are those that form the semester rating of the student. Therefore, students must be tested in a timely manner after each section, write a modular test in the middle and at the end of the course.*
* *Incentive points a student can receive for in-depth study of certain topics of the course, which can be presented in the form of scientific theses, scientific articles, essays, presentations, participation in scientific competitions, conferences and more.*

***Attending classes***

* *Attendance is free, points for attendance at lectures and practical classes are not added. However, a significant part of the student's rating is formed through active participation in activities in practical and laboratory classes, namely in solving problems, analysis of specific situations, active participation in discussions and surveys, defense of tasks and reports. Therefore, skipping a practical lesson does not allow students to get points in the semester rating.*

***Control measures missed***

* *If the control measures are missed for good reasons (illness or serious life circumstances), the student is given the opportunity to make an additional control task within the next week. In case of violation of deadlines and failure to complete the task for disrespectful reasons, the student is not allowed to take the exam in the main session*

# 8. Types of control and rating system for assessing learning outcomes

The semester attestation of the student is carried out according to the results of the final value of the rating in the discipline. Since the semester attestation in the discipline is provided in the form of a test, the student's rating is formed as the sum of all rating points and is 100 points.

A student's credit module rating consists of the points he receives for:

1) active participation in practical classes;

2) writing express controls;

3) presentation report on the topic of practice tasks;

4) writing a modular test.

**Rating points system:**

1) answers to 7 practical classes;

2) performance of control works (8 express controls at lectures);

3) presentation report on the topic of practice tasks;

4) modular control work;

**Scoring criteria**

**1.1. Answers to practical classes are evaluated.**

Weight score - 5.

Evaluation criteria:

- "excellent", complete answer (not less than 90% of the required information) - 5-4 points;

- "good", a sufficiently complete answer (at least 75% of the required information), or a complete answer with minor inaccuracies - 4-3 points;

- "satisfactory", incomplete answer (not less than 60% of the required information) and minor errors - 2-1 points;

- "unsatisfactory", unsatisfactory answer (does not meet the requirements for "satisfactory") - 0 points.

**1.2. Express control.**

Weight score - 2.

Evaluation criteria:

- "excellent", complete answer (not less than 90% of the required information) - 2-1.5 points;

- "good", a sufficiently complete answer (not less than 75% of the required information), or a complete answer with minor inaccuracies -1.5-1 points;

- "satisfactory", incomplete answer (not less than 60% of the required information) and minor errors - 1 point;

- "unsatisfactory", unsatisfactory answer (does not meet the requirements for "satisfactory") - 0 points.

**1.3. PP protection.**

Weight score - 20.

Evaluation criteria:

- "excellent", complete answer (not less than 90% of the required information) - 20-18 points;

- "good", a sufficiently complete answer (not less than 75% of the required information), or a complete answer with minor inaccuracies - 17-15 points;

- "satisfactory", incomplete answer (not less than 60% of the required information) and minor errors - 14-10 points;

- "unsatisfactory", unsatisfactory answer (does not meet the requirements for "satisfactory") - 0 points.

**1.4. MCW.**

Weight score - 30.

MCW consists of 20 tests of 1 point and 2 situations - 5 points.

Evaluation criteria:

- "excellent", complete answer (not less than 90% of the required information) - 30-20 points;

- "good", a fairly complete answer (at least 75% of the required information), or a complete answer with minor inaccuracies - 19-16 points;

- "satisfactory", incomplete answer (not less than 60% of the required information) and minor errors - 15 points;

- "unsatisfactory", unsatisfactory answer (does not meet the requirements for "satisfactory") - 0 points.

Incentive points for:

Participation in competitions, contests of scientific works, writing in accordance with the subject of the course of scientific publications is given from 5 to 10 incentive points.

Penalty points are awarded for late protection of PP up to 10 points.

To receive "credited" from the first intermediate attestation (8 weeks) the student must have at least 15 points (provided that at the beginning of 8 weeks according to the schedule of control measures "ideal" student can get 30 points).

To receive "credited" from the second intermediate attestation (14 weeks) a student can get at least 30 points (provided that at the beginning of 14 weeks according to the schedule of control measures "ideal" student can get 60 points).

The sum of rating points received by the student during the semester, subject to crediting the abstract, is transferred to the final grade according to the table. If the sum of points is less than 60, but the abstract is credited, the student performs a test. In this case, the sum of points for the test and defense of the abstract is transferred to the final grade according to the table.

Criteria for assessing the test:

80 - 70 points - complete answers to all questions or there are some insignificant inaccuracies, or no more than three errors in test tasks;

69-58 points - there are inaccuracies in the answers to theoretical questions, there are errors in test tasks or inaccuracies in justifying the answer to the analytical task;

57 - 35 points - incomplete answers to theoretical questions and analytical tasks, no more than 5 errors in test tasks;

0 - 34 points - incomplete answers to theoretical questions, there are significant errors in the justification of the analytical task or no answer at all, more than 5 errors in the answers to test questions.

Test control consists of:

1) 30 tests on 1 point;

2) 3 theoretical questions of 8 points;

3) 2 analytical tasks of 10 and 16 points, respectively.

In order for a student to receive appropriate grades, his rating is translated according to the table:

Points for credit work and the abstract are transferred to the credit score according to the table:

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| *Scores* | *Rating* |
| 100-95 | Perfectly |
| 94-85 | Very good |
| 84-75 | Fine |
| 74-65 | Satisfactorily |
| 64-60 | Enough |
| Less than 60 | Unsatisfactorily |
| Admission conditions are not met | Not allowed |

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

**Compiled** by Associate Professor of the Department of Management, Ph.D. Vorzhakova Yuliia Petrivna

**Approved by:** the Department of International Economics (protocol №11 of 26.05.21)

**Agreed:** by the Methodical Commission of the Faculty (protocol № 10 from 15.06.21)