
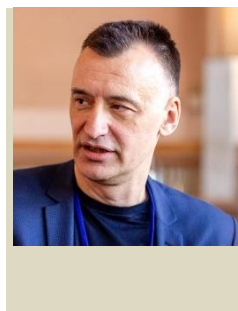


# INTERNATIONAL BUSINESS

## COURSE SYLLABUS

<b>Code and name of specialty</b>	073 – Management	<b>Institute</b>	Institute of Education and Science in Economics, Management and International Business
<b>Program name</b>	Management of Organizations and Administration / Business Administration/International Business	<b>Department</b>	Management
<b>Type of program</b>	Educational and Professional	<b>Language of instruction</b>	English / Ukrainian

### LECTURERS

<b>Olena Chaikova</b>	<i>Olena.Chaikova@khpi.edu.ua</i>	<b>Taras Danko</b>	<i>taras.danko@khpi.edu.ua</i>
	PhD (Economics), associate professor of the International Business and Finance of NTU “KhPI”. Work experience - 16 years. Author of more than 60 scientific and educational works, including textbooks. Lecturer in the courses: “Introduction to Specialty” “International Business”, “Management of export-import operations”, “Project Analysis and Business Planning”		PhD (Economics), professor of the International Business and Finance Department of NTU “KhPI”. Author of more than 80 scientific and educational publications, including textbooks. Lecturer in the courses: “International Business”, “International Marketing”, “Managerial Skills in International Business”, “Current Problems in International Business”

### GENERAL DESCRIPTION OF THE COURSE

<b>Summary</b>	Almost all successful companies strive to be global players. What is the world of international business, why do business entities need to internationalize, going beyond the national economy, what dangers await companies on the path to becoming their global business, how to explore the international environment, what modern trends in the development of world markets, what strategic decisions to make for key types and the functions of international business, how to conduct business communication with foreign partners - these issues are studied in the course "International Business". The acquired knowledge, skills and abilities will develop an analytical worldview for effective management at various hierarchical levels in international companies.						
<b>Course objectives</b>	<ul style="list-style-type: none"> <li>– to develop a student’s theoretical ideas and practical skills of research of the international environment,</li> <li>– to form students' skills to develop strategies for the types and functions of international business,</li> <li>– to deepen students' understanding of establishing contacts and conducting business communication with foreign partners.</li> </ul>						
<b>Types of classes and control</b>	Lectures, workshops, consultations. The course ends with a final exam						
<b>Term</b>	4						
<b>Student workload (credits) / Type of course</b>	5 / Mandatory	<b>Lectures (hours)</b>	32	<b>Workshops (hours)</b>	32	<b>Self-study (hours)</b>	86

<b>Program competences</b>	<p>GC04. The ability to apply knowledge in practical situations.</p> <p>GC05. Knowledge and understanding the subject area and understanding the professional activity.</p> <p>GC07. The ability to communicate in a foreign language.</p> <p>GC09. The ability to learn and master modern knowledge.</p> <p>GC13. The appreciation and respect for diversity and multiculturalism.</p> <p>GC14. The ability to work in an international context.</p> <p>SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.</p> <p>SC11. The ability to create and manage effective communication in the process of management.</p>
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Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO 11. To demonstrate the skills of analyzing the situation and communicating in various areas of the organization's activities.	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, student-peer feedback, problem-based learning	Practical assessment (CAS), online tests (CAS) written task (FAS)
LO 13. To communicate in an oral and written form in the state and foreign languages.	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Presentations in small groups (CAS), written individual assignments (CAS), assessment of knowledge in practical classes (CAS), online tests (CAS), written assignment (FAS)
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.	Research work, workshops, case-based learning, student-peer feedback, individual and teamwork	Written individual assignments (CAS), practical assessment (CAS), data collection and field research reporting (CAS), written assignment (FAS)

## ASSESSMENT AND GRADING

Ranges of points corresponding to grades	Total score (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%). 40% Final exam: individual task (written) and its oral presentation. 60% Continuous assessment: 25% practical assessment; 25% individual assignments (including problem sheets, reporting on fieldwork, and case-studies) 10% mid-term control (2 online tests)
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)		

<b>Course policy</b>	Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material
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and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

## COURSE STRUCTURE AND CONTENT

<b>Lectures 1-2</b>	The essence of international business and its development	<b>Workshop 1-2</b>	Problems and prospects of international business development in Ukraine	<b>Independent study</b>	The impact of globalization on the development of international business
<b>Lectures 3-4</b>	International Business Environment Research	<b>Workshop 3-4</b>	Structure and content of the international environment		Organization of international environment research
<b>Lectures 5-6</b>	Current trends and development of world markets and centers of business activity	<b>Workshop 5-6</b>	Research and analysis of the development of world markets and centers of business activity		Characteristics of the North American market. Market characteristics of European countries. Asian market characteristics. Market Characteristics of African and Middle Eastern Countries. South American market characteristics
<b>Lectures 7-8</b>	Types of international business: International trade, Licensing, Franchising, Enterprise construction contracts (turn key projects), Joint ventures, Foreign direct investment.	<b>Workshop 7-8</b>	Practice of different kinds of activity in international business		Varieties of international business: International trade, Licensing, Franchising, Enterprise construction contracts (turn key projects), Joint ventures, Foreign direct investment.
<b>Lectures 9-10</b>	Strategic decisions in international business	<b>Workshop 9-10</b>	Varieties of strategies in international business. Approaches to strategy development at international business enterprises		Classification of strategies in international business. Types of organizations that can provide the necessary information to business entities
<b>Lectures 11-14</b>	International Business Functional Operations Management	<b>Workshop 11-14</b>	International Business Functional Studies: International Marketing, International Finance, Human Resources, International Supply Chains, International Manufacturing and Projects		Components of International Business: International Marketing, International Finance, Human Resources, International Supply Chains, International Manufacturing and Projects
<b>Lectures 15-16</b>	Business communication and negotiations in international business: their importance and importance.	<b>Workshop 15-16</b>	Forms and features of business communication in international business		Organization of business negotiations. Components of business negotiations

## RECOMMENDED READING

<b>Compulsory</b>	<ol style="list-style-type: none"> <li>1. Charles Hill, G. Tomas M. Hult. International Business: Competing in the Global Marketplace / McGraw-Hill Education; 12 edition. 2019 – 704p.</li> <li>2. Ricky W.Griffin, Mike W. Pustay International Business: A Managerial Perspective / Pearson; 8 edition. 2014 – 624 p.</li> <li>3. John S. Hill International Business Managing Globalization / Sage Publications.Inc, 2009. – 714p.</li> <li>4. Mason A Carpenter Sanjyot P Dunung International Business / Atma Global Copyright Year: 2011 – 730p.</li> <li>5. Johnson D. Turner C. International Business: Themes and Issues in the Modern Global Economy / Johnson D., Turner C. – NY: Routledge, 2010. - 528 p.</li> </ol>	<b>Additional</b>	<ol style="list-style-type: none"> <li>1. Charles Hill, G. Tomas M. Hult Global Business Today. McGraw-Hill Education; 10 edition. 2017. – 560p.</li> <li>2. John J. Wild, Kenneth L. Wild International Business: The Challenges of Globalization / Pearson. 9th Edition 2018 – 448p.</li> <li>3. Michael Geringer, Jeanne McNett, Michael Minor, Donald Ball International Business - Standalone book / McGraw-Hill Education; 1 edition. 2015 – 560p.</li> <li>4. The future of global business: a reader / ed. M. Czinkota, ed. I. Ronkainen, ed. M. Kotabe. — Routledge, – 2011.</li> <li>5. Alain Verbeke International Business Strategy / Alain Verbeke – Cambridge University Press; (2nd ed.). 2013 – 611 p.</li> </ol>
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## ACADEMIC INTEGRITY

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”.

The content of this syllabus is consistent with the International business course program