



## Syllabus Course Program



# INTERNATIONAL BUSINESS

**Specialty**

073 – Management

**Institute**

Institute of Education and Science in Economics,  
Management and International Business

**Educational program**

Management of Organizations and Administration

**Department**

Management (204)

**Level of education**

Bachelor's level

**Course type**

Professional Training

**Semester**

4

**Language of instruction**

English

## Lecturers and course developers

**Taras Danko**

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PhD in Economic Sciences, Associate Professor, Professor of Department of Management

Author of more than 80 scientific and educational publications, including textbooks. Lecturer in the courses: "International Business", "International Marketing Fundamentals", "International Marketing", "International Management", "Current Problems in International Business"

[More about the lecturer on the department's website](#)

## General information

### Summary

This course provides a comprehensive introduction to international business management, covering key concepts, factors influencing operations, skills for effective management, multinational company strategies, and basics of international business operations. Interactive lectures and practical workshops enhance learning and teamwork.

### Course objectives and goals

To develop a clear understanding of the core concepts and principles that drive international business management; to explore the various factors that impact international business operations, such as political, legal, economic, and socio-cultural aspects; to assess the necessary skills and competences to effectively manage international business operations and adapt to diverse cultural contexts; to examine the strategies and organizational structures of multinational companies, understanding how they operate on a global scale; to overview the basic processes and operations involved in international business.

### Format of classes

Lectures, practical workshops, consultations, self-study. Final control in the form of a differentiated grading.

## Competencies

- GC04. The ability to apply knowledge in practical situations.
- GC05. Knowledge and understanding of the subject area and understanding of the professional activity.
- GC07. The ability to communicate in a foreign language.
- GC08. The ability to use information and communication technology.
- GC09. The ability to learn and to master modern knowledge.
- GC13. Appreciation and respect for diversity and multiculturalism.
- GC14. The ability to work in an international context.
- SC02. The ability to analyze the results of an organization's activity, to compare them with the factors of the external and internal environment.
- SC03. The ability to identify prospects for organizational development.
- SC07. The ability to choose and use modern tools of management.
- SC08. The ability to plan the organization activity and to manage time.
- SC11. The ability to create and organize effective communication in the process of management.

## Learning outcomes

- LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.
- LO 08. To apply management methods for ensuring the effectiveness of an organization.
- LO 09. To demonstrate the skills of interaction, leadership, and teamwork.
- LO 11. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.
- LO 13. To communicate in oral and written forms in the official language of Ukraine and foreign languages.
- LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

## Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 48 hours, practical studies - 16 hours, self-study - 86 hours.

## Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Introduction to Speciality (Introductory practice)", "Theory of Organization", "Fundamentals of Business Analysis", "Microeconomics", "Macroeconomics", "Economic Theory", "Fundamentals of Entrepreneurship", "Finance, money and credit", "Enterprise Economics", "Fundamentals of Management"

## Features of the course, teaching and learning methods, and technologies

The course lectures are designed to be interactive and engaging, utilizing multimedia technologies to enhance the learning experience. Through interactive discussions, presentations, and visual aids, students will be able to grasp the concepts of international business management effectively. The practical workshops follow a project-based and challenge-based learning approach, encouraging students to apply their knowledge and skills in real-world scenarios. Emphasis is placed on teamwork, fostering collaboration and problem-solving skills. These workshops provide hands-on experience and allow students to explore practical aspects of international business management. All course materials, including lecture notes, additional resources, and assignments, are easily accessible to students through OneNote Class Notebook. This digital platform enables students to access learning materials at any time, review content, and engage in collaborative activities. By integrating interactive lectures, practical workshops, and accessible learning materials, the course aims to create a dynamic learning environment that enhances student engagement and promotes a deeper understanding of international business management concepts.

## Program of the course

### Topics of the lectures

- Topic 1. Introduction to International Business
- Topic 2. International Business Managerial Competences and Jobs
- Topic 3. Navigating International Business Environment
- Topic 4. The Strategy and Organization of Multinational Company
- Topic 5. Basics of International Business Operations

### Topics of the workshops

- Topic 1. Introduction to International Business
- Topic 2. International Business Managerial Competences and Jobs
- Topic 3. Navigating International Business Environment
- Topic 4. The Strategy and Organization of Multinational Company
- Topic 5. Basics of International Business Operations

### Topics of the laboratory classes

no laboratory classes.

### Self-study

1. Research and analyze current trends and challenges in international business: Explore recent publications, academic journals, and industry reports to stay updated on emerging trends and challenges in the field of international business. Focus on topics such as digitalization, global supply chain management, sustainability, and geopolitical factors affecting international trade.
2. Conduct case studies on successful multinational companies: Select renowned multinational companies and examine their strategies, organizational structures, and global operations. Analyze their approaches to market entry, cultural adaptation, and innovation. Assess the factors that contribute to their success in the international business arena.
3. Watch documentaries on cultural intelligence and cross-cultural communication: Explore documentaries or educational videos that highlight the importance of cultural intelligence and effective cross-cultural communication in international business. Reflect on the challenges and strategies presented in the videos and consider how they can be applied in real-world business scenarios.
4. Analyze the strategy and organization of a selected multinational company: Choose a specific multinational company and conduct an in-depth analysis of its global strategy and organizational structure. Investigate how the company adapts its business model to different markets and cultures, and assess its competitive advantage in the international marketplace.
5. Analyze requirements for typical managerial jobs in international business: Investigate the skills, competencies, and qualifications expected for managerial positions in the field of international business. Review job descriptions and profiles of international business managers and analyze the core skills and knowledge areas required for success in these roles. Compare and contrast the requirements for different managerial positions within multinational companies.

## Course materials and recommended reading

1. Hill, C. W. L. International Business: Competing in the Global Marketplace: McGraw-Hill Education, 2021. 688с.
2. Griffin, R. W., Pustay, M. International Business: A Managerial Perspective, Global Edition: Pearson Education, 2019. 620с.
3. Katsioloudes, M., Hadjidakis, S. International Business: Routledge, 2007.
4. The future of global business: a reader: / за ред. М. Czinkota, І. Ronkainen, М. Kotabe. Routledge, 2011.
5. Данько, Т. В. Концептуальні засади розвитку теорії міжнародного бізнесу в умовах посилення глобальної технологічної динамічності. Проблеми економіки. 2022. No. 4. С. 201–213.
6. Данько, Т. В. Еволюція наукових засад міжнародного бізнесу. Проблеми економіки. 2019. No. 3 (41). С. 109–115.

7. Krasnokutska, N., Danko, T. Corporate social responsibility and countries' reputation: a study from a global strategic management perspective: Routledge & CRC Press.
8. Castagnoli, R., Büchi, G., Coeurderoy, R., та ін. Evolution of Industry 4.0 and International Business: A Systematic Literature Review and a Research Agenda. European Management Journal. 2021.

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

Mandatory test – 50%  
 Course materials feed following and reading – 10%  
 “Essential” classes collaborative learning at Teams – 10%  
 Assignments in OneNote – 20%  
 Final Interview at Teams – 10%  
 Bonuses for voluntary assignments

### Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

**Head of the department**  
Olena PROKHORENKO

Date, signature

**Guarantor of the educational program**  
Olena LINKOVA