



## Syllabus Course Program



# Research in International Business

**Specialty**

073 – Management

**Educational program**

International Business

**Level of education**

Bachelor's level

**Semester**

5

**Institute**

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

**Department**

Management (204)

**Course type**

Elective disciplines of the profile training

**Language of instruction**

English

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## Lecturers and course developers

**Alina Zubkova**

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

Authored and co-authored over 55 scientific and methodological publications. Senior lecturer of courses "Fundamentals of Project Management", "Basics of Project Management", "Project Management", "Research in International Business", "Fundamentals of International Marketing"

More about the lecturer on the department's website

<https://web.kpi.kharkov.ua/mto/about/staff/zubkova/>

## General information

### Summary

The discipline is aimed at the development of research competencies for the analysis of the international business environment. Acquired competencies will help you focus on the applied nature of research in the field of "Management" science and, in particular, the preparation of a bachelor's thesis.

### Course objectives and goals

To develop the students' systematic professional knowledge and skills in planning, organizing, and conducting research activities in international business management.

### Format of classes

Lectures, practical classes, self-study, consultations. Final control - differentiated assessment and test.

### Competencies

GK 03 Ability to abstract thinking, analysis, and synthesis.

GK 06 Ability to communicate in the state language both orally and in writing.

GK 10 Ability to conduct research at the appropriate level.

GK 11 Ability to adapt and act in a new situation.

PK 01 The ability to define and describe the characteristics of an organization.

PK 02 The ability to analyze the results of the organization's activity, to compare them with the factors influencing the external and internal environment.  
PK 03 The ability to determine the prospects of the organization's development.  
PK 12 Ability to analyze and structure organizational problems, and define reasonable solutions.  
PK 14 Understand the principles of psychology and use them in professional activities.

### **Learning outcomes**

LO 3 Demonstrate knowledge of theories, methods, and functions of management, and modern concepts of leadership.  
LO 6 Demonstrate the skills of searching, collecting, and analyzing information, and calculating indicators to background the management decisions.  
LO 11 Demonstrate the skills of situation analysis and communication in various areas of the organization.  
LO 12 Assess the legal, social, and economic consequences of the organization's functioning.  
LO 14 Identify the causes of stress, adapt yourself and team members to a stressful situation, and find means to neutralize it.  
LO 16 Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, critical and self-critical.  
LO 17 Carry out research individually and/or in a group under the guidance of a leader.

### **Student workload**

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, Workshops - 16 hours, self-study - 102 hours.

### **Course prerequisites**

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Fundamentals of Management", "International Business", "Finance", "Customs Regulation".

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

Interactive lectures with presentations, discussions, workshops, case-based learning, individual and teamwork, research work. Study materials are available to students through Moodle, OneDrive.

## **Program of the course**

### **Topics of the lectures**

Introductory class. Course structure. Evaluation system. Course objectives.  
Topic 1. Research in international business. Components of the research process.  
Topic 2. Methods of scientific research. General scientific research methods. Research results.  
Topic 3. Theoretical and empirical studies. Data collection and processing.  
Topic 4. Study of the international business environment. Components, concepts, approaches.  
Topic 5. Analysis of the external environment. Industry and market. Customers. Competitors, differentiators  
Topic 6. Analysis of the internal business environment. Resources and opportunities. Competitive advantages. Value for customers.

### **Topics of the workshops**

Topic 1. The role of research in international business. Bachelor's diploma project vs master's. The structure of the bachelor diploma project.  
Topic 2. Stages of research. Publication/presentation of research results.  
Topic 3. Use of research methods in international business.  
Topic 4. Data processing methods. The use of empirical research.  
Topic 5. Study of the international business environment. Models, their essence.  
Topic 6. Analysis of the external environment. Industry and market.

Topic 7. Clients. Competitors, differentiators.

Topic 8. Analysis of the internal business environment. Resources and opportunities. Competitive advantages. Value for customers.

## Topics of the laboratory classes

no laboratory classes.

## Self-study

The course involves the preparation of an individual assignment. Students are also recommended additional materials (videos, articles) for self-study analysis.

## Course materials and recommended reading

1. Kothari C.R. Research Methodology: Methods and Techniques / 2nd ed., 2004. - 418 P. (Textbook).
2. Katsioloudes, Marios I. International business: a global perspective / Marios I. Katsioloudes and Spyros Hadjidakis, 2006. – 723 p.
3. Strategic Management: Theory: An Integrated Approach by Charles W. L. Hill, Gareth R. Jones, et al. | Jan 1, 2014.
4. Методичні вказівки з підготовки та захисту дипломної роботи ступеня вищої освіти «бакалавр» за спеціальністю «Менеджмент» освітніх програм «Менеджмент організацій та адміністрування», «Бізнес-адміністрування», «Міжнародний бізнес» / укл. О.В. Прохоренко, П.В. Бринь, Т.В. Данько, О.С. Маковоз, І.Л. Сітак, О.І. Чайкова, Н.В. Ширяєва. Харків: НТУ «ХПІ», 2023. 40 с.

## Assessment and grading

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

100% Final assessment as a result of Test (60%) and Project Portfolio (40%).

60% Test: written assignment.

40% Project Portfolio: project report (20), project presentations in progress (15), current class assignments (5).

### 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 CHAIKOVA

