



Syllabus Course Program



Research in International Business

Specialty

Specialization

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Educational program

International Business (in English)

Level of education

First (bachelor's level)

Semester

5

Institute

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

Department

Department of Management (204)

Course type

Elective disciplines of the profile training

Form of study

Full-time

Language of instruction

English

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 thesis.

Course objectives and goals

The course is based on mastering approaches to students' understanding of the terms, and concepts in research in international business; to organize the research by using the appropriate research methods, to identify and solve problems, generate new ideas; to manage the research in international business and international business environments, in particular;

to develop research projects and manage them, to detect initiative and entrepreneurship.

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

The course tasks are following:

systematic professional knowledge and skills in planning, organizing, and conducting research activities in international business management.

Format of classes

Lectures - 32 h., Workshops - 16 h., self-study - 72 h. Final control in the form of a differentiated grading.

Competencies

SCO2. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.

SC03. The ability to identify prospects of organization development.

SC12. The ability to analyze and structure the problems of an organization, to form reasonable decisions.

Learning outcomes

LO 04. To show skills of identification of problems and justification of management decisions.

LO 06. To show skills of search, collecting, and analysis of information, calculation of indicators to substantiate management decisions.

LO 17. To conduct researches individually and /or in a group under the leadership of the leader.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): Lectures - 32 hours, Workshops - 16 hours, self-study - 72 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".

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

Presentations, discussions, workshops, case-based learning, individual and teamwork, research work, preparation of the individual task on the base of independent research. Study materials are available to students through OneDrive, Teams

Program of the course

Academic classes

Lectures

Topics of the lectures

Hours

Topic 1. Introductory Class.

2

Course structure. Evaluation system. Course objectives.

Topic 2. Research in international business.

2

Components of the research process.

Topic 3. Publication/presentation of research results.

2

Topic 4. Methods of scientific research.

4

General scientific research methods.

Research results.

Topic 5. Theoretical and empirical studies.

6

Data collection and processing.



Topic 6. Study of the international business environment. Components, concepts, approaches.	4
Topic 7. Analysis of the external environment. Industry and market. Customers. Competitors, differentiators. Custom issues	6
Topic 8. Analysis of the internal business environment. Resources and opportunities. Competitive advantages. Value for customers.	4
Topic 9. Final presentation of Individual Assignments and its findings. Discussion	2
Total hours	32

Workshops

Topics for workshops/seminars	Hours	Weighting coefficients α
Topic 1. (Workshop 1) The role of research in international business. Main questions: Bachelor's diploma project vs master's. The structure of the bachelor diploma project.	2	0,1
Topic 2. (Workshop 2) Stages of research. Examples of research results and publications. Main questions: • Create a draft of your literature review. Based on this file, draw the Cloud of key concepts via https://www.wordclouds.com/ or any similar service.	2	0,125
Topic 3. (Workshop 3) Use of research methods in international business. Main questions: • Literature analysis, summarized tables by concepts, conclusions after the tables • Content analysis of concepts, analysis of secondary data.	2	0,125
Topic 4. (Workshop 4) Study of the international business environment. Models, their essence. Main questions: • Testing empirical research • Conducting empirical research within the framework of the topic.	2	0,125
Topic 5. (Workshop 5) Analysis of the external environment. Industry and market. Main questions: • Data collection (empirical research)	2	0,15
Topic 6. (Workshop 6) Analysis of the external environment. Industry and market. Main questions: • Data collection (empirical research).	2	0,15



Topic 7. (Workshop 7) Clients. Competitors, differentiators. Main questions: • Processing of empirical research data.	2	0,125
Topic 8. (Workshop 8) Analysis of the internal business environment. Value for customers. Porter's Model Main questions: Research of the international business environment to attract investments / enter the foreign market.	2	0,1
Total hours	16	$\sum_{i=1}^n a_i = 1$

Laboratory classes

no laboratory classes

Control works

Students are offered 3 questionnaires of 10 test questions per each, randomly generated from the proposed list. Each question contains only one correct answer.

Topics for control works

Weighting
coefficients b

Quiz 1	0,25
Quiz 2	0,25
Quiz 3	0,5
Total	$\sum_{i=1}^m b_i = 1$

Self-study

Self-study includes processing of materials provided in lectures (8h), independent study of specific issues (8 h), preparation for practical classes (8h), as well as completion of individual assignments (45 h) and preparation for the final assessment (3 h).

Topics for self-study

Hours

Topic 1. (Workshop 1) The role of research in international business. • Watch this conference to see how research can be applied to real-life cases • https://www.youtube.com/live/G7UEtAhXbuO?feature=shared • Make the list of research methods used by companies. • Be ready to discuss it next class.	2
Topic 2. (Workshop 2) Stages of research. Examples of research results and publications. • Conduct research as you see it now. • Choose any of the most interesting topics for you. • Present your research approach and deliverables/ findings in the next seminar class. • Your final report, please, upload here: • https://forms.office.com/e/1WeHWw695W	3
Topic 3. (Workshop 3) Literature review. • Watch a master class on optimizing bibliography work: • https://youtu.be/fATead9LIkY?feature=shared	3



- Setup and train to use a bibliography processing service:
- <https://www.zotero.org/>
- Read the requirements for the design of a master's thesis, the appendices to which contain requirements for the design of literature:
- [https://web.kpi.kharkov.ua/mto/for-students/theses guidelines/](https://web.kpi.kharkov.ua/mto/for-students/theses%20guidelines/)

Total hours

8

Individual assignment

Information about the individual assignment (if available): research report or research paper.

An individual assignment must be fulfilled by the student to frame the research project.

The main purpose is to implement the research methods to international business projects. The sections of the plan should be considered briefly, in essence. The task should be based on the theoretical approaches discussed in the lectures. At the same time, the text of the task should not contain theoretical provisions, but only the results of the author's ideas and developments. Total volume of paper is no more than 15 pages.

Content of individual assignment

Task 1. Conduct a literature analysis using the keywords of the topic

- Research problem
- Research objective

Step 1. Select a research topic. Cloud of key concepts for the selected topic

Step 2. Content analysis of concepts, analysis of secondary data

Step 3. Literature analysis, summary tables by concepts, conclusions after summary tables

Task 2. Develop and conduct empirical research within the framework of the topic

- Determine the necessary research methods

Step 4. Defining the problem and purpose of the research. Research methods. Development of empirical research

Step 5. Testing empirical research. Conducting empirical research within the framework of the topic

Step 6. Collecting empirical research data. Processing empirical research data

Task 2. Investigate the international business environment to attract investment / enter the foreign market of a Ukrainian company

Step 7. Investigate the international business environment to attract investment / enter the foreign market of a Ukrainian company using Michael Porter's model

Step 8. Preliminary presentation of research results

Step 9. Preparation of a report on the selected topic. Presentation of results

Total hours

45

Non-formal education

Non-formal education includes professional courses/training, civic education, online education, professional internships, etc. The recognition of learning outcomes acquired in non-formal education applies to both mandatory and elective academic courses/educational components. The elements of non-formal education recommended in the syllabus can be recognized through a simplified procedure without additional validation of the results (without creation of a subject committee).



Recommended training courses, internships

1. Understanding Research Methods

<https://www.coursera.org/learn/research-methods> - obtaining the certificate allows partial recognition of the course. To receive a final score, an individual assignment is required.

2. Research Methodologies

<https://www.coursera.org/learn/research-methodologies> - obtaining a certificate allows partial recognition of the course. To receive a final score, an individual assignment is required.

3. AI for Research & Analysis

<https://www.coursera.org/learn/ai-for-research--analysis>

- obtaining a certificate allows partial recognition of the course. To receive a final score, an individual assignment is required.

Literature, training materials, and information resources

Main literature

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.

Additional materials

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 «ХП», 2023. 40 с.

5. Lorraine Eden, Bo Bernhard Nielsen, Alain Verbeke Research Methods in International Business / Palgrave Macmillan Cham, 2020. - 511 p.

6. Ludwig Martin International Business Development: A Concise Textbook Focusing on International B-to-B Contexts Springer Nature, 2021. - 270 p.

Grading system

The final grade for the educational component is determined by the lecturer and is based on topics, types of activities, etc., in accordance with the syllabus. It is an integrated assessment of the results of all types of student learning activities. The final grade should reflect all the grades for the different parts of the educational process, taking into account their weighting coefficients k :

Continuous assessment (during workshops) k_1	Control works, k_2	Individual assignment, k_3	Final assessment k_4
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0,2

0,2

0,4

0,2

The sum of the coefficients must be equal to one: $k_1 + k_2 + k_3 + k_4 = 1$. The weighting coefficients for the final assessment are decided by the course developer.

The final grade is calculated using the following formula:

$$G = C \cdot k_1 + K \cdot k_2 + I \cdot k_3 + E \cdot k_4$$

where: C - weighted average score for the continuous assessment

I - individual assignment grade



K – weighted average score for the continuous assessment
 E – final assessment (exam) grade

$$C = \frac{C_1 \cdot a_1 + C_2 \cdot a_2 + \dots + C_n \cdot a_n}{\sum_{i=1}^n a_i}$$

where: a_i - weighting coefficient for each workshop.

$$K = \frac{K_1 \cdot b_1 + K_2 \cdot b_2 + \dots + K_m \cdot b_m}{\sum_{i=1}^m b_i}$$

where: b_i - weighting coefficient for each control work.

The assessments for each component (C, K, I, etc.) are based on a 100-point scale in line with the provisions of the “Criteria and System for Assessing Knowledge and Skills, and Rating of Higher Education Students” of the National Technical University “Kharkiv Polytechnic Institute.”

The final grade is finalized as the calculated value of G , rounded up to the nearest integer.

Grading scale

Total points	National	ECT S
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

Students 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

30.08.2025



Head of the department
Nataliia SHMATKO

