



Syllabus Course Program



Current Problems in International Business

Specialty

073 – Management

Institute

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

Educational program

Business administration (in English)

Department

Management (204)

Level of education

Master's level

Course type

Special (professional), Elective (optional)

Semester

2

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

With over 25 years of lecturing experience, Taras Danko is the author of more than 80 academic and methodological works. He serves as the Chair of the Board at the Ukrainian Association for Management Development and Business Education. He has participated in more than twenty international projects and has over 20 years of experience in training and management consulting in the field of international business. He is the guarantor of the Master's level "International Business" program, 073 - Management specialty. His lecturing courses include "International Business," "Professional Seminar in Management," "International Management," and "Current Problems in International Business."

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

General information

Summary

This course investigates the theory and practice of critical issues in international business, focusing on their impact on management decision-making and implementation. Students will explore fundamental theories and confront contemporary global challenges such as geopolitical instability, technological dynamism, and sustainability crises. Through lectures and interactive workshops based on Challenge-Based Learning, students tackle real-world problems, crafting innovative solutions. The course utilizes digital platforms like Microsoft Teams, OneNote, and OneDrive to facilitate a collaborative and enriched learning environment.

Course objectives and goals

The primary objective of this course is to examine the key current problems in international business theory and practice, as well as to analyze their managerial implications. This will enable learners to critically assess and effectively address these challenges within a global context. Course goals: Familiarize students with the fundamental theories and approaches in international business, covering their

historical development and current trends. Develop learners' abilities to design integrated strategies and management systems for international firms, particularly those undergoing sustainable transformations. Equip learners with the necessary tools and methodologies to devise innovative solutions aimed at tackling complex international management challenges.

Format of classes

Lectures, workshops. Final control is in the form of a differentiated grading.

Competencies

GC1. The ability to conduct research at the required level. SC3. The ability for self-development, life-long learning and effective self-management. SC9. The ability to analyze and structure organizational problems, make effective organizational decisions and ensure their implementation

Learning outcomes

LO1. To critically assess, select, and use appropriate scientific, methodological and analytical tools for managing under conditions of unpredictability. LO6. To possess the skills in making, justifying, and ensuring the implementation of managerial decisions under unpredictable conditions, taking into account the requirements of the current legislation, ethical considerations and social responsibility. LO11. To ensure professional self-development and personal time planning

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

The prerequisites for this course are knowledge and practical skills, demonstrated by successfully passing the Unified Professional Entrance Exam in Management and Administration (Order of the Ministry of Education and Science of Ukraine No. 157 dated February 11, 2022).

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

- During lectures, content is divided into core (essential for understanding the basic concepts) and advanced (for deeper exploration into specific topics) segments. This approach allows students to grasp fundamental concepts while providing options for further study based on interest or necessity.
- Workshops are conducted interactively using the Challenge-Based Learning method. This pedagogical approach engages students in real-world problems, requiring them to work in teams to devise and implement solutions, thereby enhancing their problem-solving skills and practical understanding.
- Sessions incorporate multimedia and information technologies to enrich learning experiences. This includes presentations, videos, and interactive modules that facilitate a dynamic learning environment.
- Educational materials and resources are accessible to students through Microsoft Teams, OneNote, and OneDrive.
- A significant emphasis is placed on group work, encouraging students to collaborate and learn from each other.

Program of the course

Topics of the lectures

Topic 1. Evolution of the scientific foundations of international business

Lecture 1: Key stages in the evolution of the scientific foundations of international business. Institutionalization of international business as an academic discipline.

Lecture 2: Topics and leading research centers in international business during the period of rapid growth. Crisis and renaissance of international business research at the beginning of the 21st century.

Lecture 3: Key theories of the international firm.

Topic 2: Impact of the Fourth Industrial Revolution and escalation of contemporary global problems in international business

Lecture 4: Industry 4.0, the Fourth Industrial Revolution, and contemporary global challenges: Essence and main issues. International Business 4.0.

Topic 3: Promising directions of international business research globally

Lecture 5: Development of traditional themes: internationalization through digitalization; cultural competence; MNCs from emerging economies. New Topics: born globals; international value chains in Industry 4.0; capabilities of international business; cooperative strategies for foreign markets entry; international high-tech business; international business models for SMEs; MNC knowledge management; corporate social responsibility at MNCs.

Topic 4: Conceptual foundations for the development of international business theory in the context of increased global technological dynamism

Lecture 6: The classical paradigm of international business. Global technological dynamism. Transformation of traditional components of international business research in the context of increased technological dynamism.

Lecture 7: Disruption of the classical paradigm of international firms due to increased technological dynamism. Evolution of firm's competitiveness management theories under increased environmental dynamism. Genesis of the concept of global innovation ecosystems in international business theory. Conceptual foundations of the new paradigm of international business management under increased technological dynamism.

Topic 5: Ecosystem approach to strategic management of multinational corporations

Lecture 8: Genesis of the ecosystem concept in management. The role and types of ecosystems in international business.

Lecture 9: The concept of the ecosystem strategy of international firms. The process of developing an ecosystem strategy for an international firm.

Topic 6: Creating shared value in international business

Lecture 10: Theoretical foundations of the concept of creating shared value (CSV). Development of the CSV concept in international business based on institutional and ecosystem approaches.

Topic 7: Global strategic corporate social responsibility

Lecture 11: Emergence and proliferation of global strategic CSR in modern MNCs. The matrix of global strategic CSR.

Lecture 12: Analytical tools of the global strategic CSR matrix: global sustainability indexes, ESG risk ratings. Typology of sustainable practices transfer by MNCs in host countries.

Topic 8: Strategic management of sustainable innovations in international companies

Lecture 13: Sustainable development strategy in the corporate governance of MNCs. Stages of sustainable transformation of MNCs.

Lecture 14: The concept of sustainable innovations. MNC participation in sustainable innovation ecosystems.

Topic 9: Holistic strategic management of MNCs: the circular economy case

Lecture 15: The concept of holistic strategic management of MNCs. Roadmap for integrating circular economy principles into global strategic management of MNCs.

Lecture 16: Model of circular transformation of MNCs based on the concept of holistic strategic management.

Topics of the workshops

Topic 1: Identification and analysis of big ideas in contemporary international business

Workshop 1. Big ideas identification. Essential questions analysis.

Topic 2: Determining challenges in contemporary international business

Workshop 2. Challenges brainstorming. Strategic options development. Viability assessments.

Topic 3: Development of solution concepts in international business

Workshop 3. Guiding questions. Solution concepts design. Workshop 4. Implementation planning. Resource allocation.

Topic 4: Presentation of solution concepts in international business

Workshop 5. Solution presentation and discussion.

Topic 5: Solution design and implementation

Workshop 6. Deliverables finalization. Workshop 7. Implementation project execution.

Topic 6: Evaluation of the solution implementation

Workshop 8. Outcome analysis. Performance evaluation. Feedback integration.

Topics of the laboratory classes

No laboratory classes.

Self-study

The course requires students to prepare an individual assignment focused on the justification, development, and implementation of a selected solution for one of the identified current problems in international business. This assignment is crucial as it encapsulates the practical application of theoretical knowledge acquired during the course and will serve as the primary deliverable of Workshop's topic 5: Solution design and implementation.

Course materials and recommended reading

- Buckley, P. J. (1991). Developments in international business theory in the 1990s. *Journal of Marketing Management*, 7(1), 15–24.
- Buckley, P. J., Doh, J. P., & Benischke, M. H. (2017). Towards a renaissance in international business research? Big questions, grand challenges, and the future of IB scholarship. *Journal of International Business Studies*, 48(9), 1045–1064.
- Castagnoli, R., Büchi, G., Coeurderoy, R., & Cugno, M. (2021). Evolution of Industry 4.0 and International Business: A Systematic Literature Review and a Research Agenda. *European Management Journal*.
- Danko, T. (2023). Global ecosystem-based strategy of international firm under conditions of increasing technological dynamism. *International Business from “East” to “West”: Global Risks and Opportunities*, 126–131.
- Danko, T., Krasnokutska, N., & Shyriaieva, N. (2023). Mapping the European innovation ecosystems for renewable energy: The role and impact of MNCs. *2023 IEEE International Conference on Technology and Entrepreneurship (ICTE)*, 20–25.
- Danko, T., Wagner, R., & Chaikova, O. (2023). Recycling innovation in European circular networks: The case of multinational electrical manufacturing companies. *2023 IEEE 4th KhPI Week on Advanced Technology (KhPIWeek)*, 1–5.
- Kodama, M. (2019). Sustainable Growth Through Holistic Strategic Management. In *Developing Holistic Strategic Management in the Advanced ICT Era: Vol. Volume 35* (pp. 445–480). World Scientific (Europe).
- Krasnokutska, N., & Danko, T. (2022). Corporate Social Responsibility and Countries' Reputation: A Study from a Global Strategic Management Perspective. In *Comparative CSR and Sustainability* (pp. 364–379). Routledge.
- Krasnokutska, N., & Danko, T. (2024). The Circular Economy's Social Dimensions: Implications for Global Strategic Management Teaching and Practices. In A. Šilenskytė, M. Cordova, M. A. Schmitz, & S. M. Toh (Eds.), *The Palgrave Handbook of Social Sustainability in Business Education* (pp. 27–45). Springer Nature Switzerland.
- Krasnokutska, N., Danko, T., & Shyriaieva, N. (2023). Ecosystem-based technology innovation management in the European renewable energy sector. *2023 IEEE 4th KhPI Week on Advanced Technology (KhPIWeek)*, 1–6.
- Morschett, D., Zentes, J., & Schramm-Klein, H. (2015). *Strategic international management: Text and cases* (3rd edition). Springer Berlin Heidelberg.
- Nambisan, S., Zahra, S. A., & Luo, Y. (2019). Global platforms and ecosystems: Implications for international business theories. *Journal of International Business Studies*, 50(9), 1464–1486.

Assessment and grading

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

The final grade for this course is composed of two main components: final assessment (30%) and continuous assessment (70%).

Final assessment includes individual assignment report, and responses to open questions at the final interview.

Continuous assessment includes thematic tests; workshops' activities engagement; and completion of ongoing 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



August 28, 2024

Head of the department
Olena PROKHORENKO



August 28, 2024

Guarantor of the educational
program

Pavlo BRIN