



Syllabus

Attestation

Specialty

073 – Management

Institute

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

Educational program

International Business

Department

Management (204)

Level of education

Bachelor's level

Course type

Special (professional), Mandatory

Semester

8

Language of instruction

English,

Developers



Olena Chaikova

Olena.Chaikova@khpі.edu.ua

Ph.D. (C.Sc.) in Economic Sciences, associate professor of Management department

Work experience - 20 years. The author of more than 60 scientific, educational and methodological works, including textbooks. Course instructor: "International business", "Management of export-import operations", "Project analysis and business planning"

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

General information

Summary

The attestation of higher education applicants represents the final stage of student training within the educational and professional program "International Business" for the specialty 073 "Management". The attestation takes place in the form of a defense of the qualification thesis. The content of the qualification thesis complies with the Higher Education Standard for the specialty 073 "Management" in the field of knowledge 07 "Management and Administration" at the first (bachelor's) level of higher education. The results of the attestation the graduates' level of readiness for professional activities and further career advancement in the field of international management.

Objectives of the educational component

The purpose of the attestation process is to deepen and consolidate both general and professional competencies, as well as the learning outcomes acquired by the applicant during their studies in the "International Business" educational and professional program for the specialty 073 "Management." The attestation aims to assess the level of competency development among graduates, as stipulated by the educational and professional program for specialist training, in accordance with the requirements of the Higher Education Standard for the specialty 073 "Management" in the field of knowledge 07 "Management and Administration" at the first (bachelor's) level of higher education.

Format of the educational component

Self-study, consultations, individual assignment – thesis.

Final control: attestation in the form of a public defense at an open session of the examination commission for qualification work

Competencies

The ability to solve complex specialized tasks and practical problems characterized by complexity and uncertainty of conditions in the field of management or during the learning process, which involves the application of theories and methods of social and behavioral sciences. When studying Ukrainian practice, competencies that define the regional context were taken into account.

Learning outcomes

Program learning outcomes according to the educational program

Student workload

The total volume is 180 hours (6 ECTS credits): self-study - 180 hours.

Prerequisites for the educational component

For successful attestation, it is necessary to acquire competencies and programme learning outcomes from all previous components of the programme, as well as successful completion of prediploma practice.

Requirements and features of the educational component

General Provisions

The bachelor's qualification thesis is an independently conducted research project on a specific topic that should have an applied nature. Its primary purpose is to demonstrate the level of competencies acquired by the student and their ability to solve specific theoretical and practical tasks. During the preparation of the qualification thesis, students develop critical thinking, acquire research skills, and demonstrate their level of professional training.

Topic Selection

The topics of the qualification thesis are formulated in accordance with the research directions of the department, contemporary scientific advancements in the subject area of professional activity, and the distinctive features of the "International Business" educational program.

According to the National technical university "Kharkiv polytechnic institute" standard СТЗВОХПІІ-2.01-2021, a master's thesis consists of the following elements: Title page; Descriptive abstract; Table of contents; List of abbreviations (if necessary); Introduction; Main body text; Conclusions; List of references; Appendices (if necessary).

The main body of the text consists of five chapters related to the topic of the thesis. These chapters should represent a coherent whole, i.e. to be interrelated and logically interconnected.

The first chapter of the bachelor's thesis provides a theoretical background of the study and describes its methodological framework. It may contain an overview of the existing theories, ideas, models, classifications, opinions; reflect the major stages or milestones in the development of theoretical views in the corresponding research area; define key concepts related to the research problem in order to avoid any ambiguity in their interpretation.

The second chapter of the thesis should contain general information about the company chosen for studying the research problem, including information about the company's current activities, the history of the company development, the form of ownership, organizational structure, the number of employees, geographical presence, major performance indicators, market share etc. When giving a general description of the company, one should avoid a plain copying of text from the company's website or the company's charter.

In the third chapter, the student should analyze those aspects of the company's operations that are directly related to the topic of the thesis and demonstrate the ability to choose and use appropriate instruments for performing such analysis. Depending on the topic, in chapter 3 the student may have to analyze in-depth the company's financial situation, organizational structure, marketing activities,

innovation or investment activities, human resource management, to assess the company competitiveness, to perform strategic analysis and so on.

In the fourth chapter, the student develops specific recommendations as to the improvements in management practices aimed at enhancing the performance, effectiveness and efficiency of the company in question and provides a rationale. The propositions should be based, on the one hand, on theoretical ideas and methodological approaches laid out in chapter 1, and, on the other hand, on the results of the analysis performed in chapters 2 and 3. The description of the recommendations should be as comprehensive as possible and address all relevant issues related to their implementation.

The fifth chapter should contain a thorough justification of the recommended measures – a feasibility study. For this purpose, the student should estimate the costs of implementing the propositions.

Defense of the Qualification Thesis

The defense of the qualification thesis involves the presentation of the results of the student's independent research, demonstrating their ability to conduct analysis, make managerial decisions, apply modern research methods, and engage in critical thinking within the field of international business.

Program of the educational component

Attestation is the assessment of the compliance of a particular level of education and the scope of knowledge, skills, and competencies acquired by students with the requirements of higher education standards.

List of work directions/topics:

- Topic 1. Strategic management in an international enterprise
- Topic 2. Strategic management of a company's foreign economic activities
- Topic 3. Enterprise market entry strategy for foreign markets
- Topic 4. International marketing strategy of an enterprise
- Topic 5. International product promotion strategy
- Topic 6. Management of an enterprise's international brand
- Topic 7. Planning a marketing mix for a foreign market
- Topic 8. Planning a new service/product for foreign clients
- Topic 9. Planning international investment activities of an enterprise
- Topic 10. Management of the effectiveness of international investment projects
- Topic 11. Innovation management in an international enterprise
- Topic 12. Management of an enterprise's export activities
- Topic 13. Management of an enterprise's import activities
- Topic 14. Management of a foreign distribution channel
- Topic 15. Management of international supply chains
- Topic 16. Management of logistic processes in foreign markets
- Topic 17. Human resource management in an international enterprise
- Topic 18. Management of international teamwork
- Topic 19. Management of enterprise internet sales
- Topic 20. Planning a business model for an international startup
- Topic 21. Development of a business plan for enterprise activities in foreign markets
- Topic 22. Development of a business plan for an international startup
- Topic 23. Establishing and managing relationships with international partners

Materials and recommended reading

1. 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.
2. Наказ МОН від 29.10.2018 № 1165 "Про Стандарт вищої освіти спеціальності 073 "Менеджмент" галузі знань 07 "Управління і адміністрування" для першого (бакалаврського) рівня вищої освіти"
URL: <https://tinyurl.com/dxer6kab>

3. СТЗВО-ХПІ-2.01-2021. Дипломні проекти та дипломні роботи. Загальні вимоги до виконання. URL: <https://tinyurl.com/y33d5uda>
4. СТЗВО-ХПІ-3.01-2021 Текстові документи у сфері навчального процесу. Загальні вимоги до виконання. URL: <https://tinyurl.com/y33d5uda>
5. Положення про систему запобігання та виявлення академічного плагіату у випускних кваліфікаційних роботах здобувачів вищої освіти Національного технічного університету «Харківський політехнічний інститут» НТУ "ХПІ". 2020. URL: <https://tinyurl.com/4p4askdj>
6. СУЯ ХПІ-ВЗЯОД-МР/10.1:2023 Кодекс етики академічних взаємовідносин та доброчесності Національного технічного університету "Харківський політехнічний інститут". URL: <https://tinyurl.com/y46kp9vw>
7. Положення про репозиторій «Електронний архів Національного технічного університету «Харківський політехнічний інститут». НТУ "ХПІ". 2020. URL: <https://tinyurl.com/47j9убас>
8. Положення про екзаменаційну комісію у Національному технічному університеті «Харківський політехнічний інститут». НТУ "ХПІ". 2021. URL: <https://tinyurl.com/y5m5enry>
9. Положення про електронний репозиторій кваліфікаційних випускних робіт здобувачів вищої освіти у Національному технічному університеті «Харківський політехнічний інститут». НТУ "ХПІ". 2018. URL: <https://tinyurl.com/2adty4ks>
10. Положення про критерії та систему оцінювання знань та вмій і про рейтинг здобувачів вищої освіти. НТУ "ХПІ". 2021. URL: <https://tinyurl.com/26tfpasa>

Assessment and grading

Criteria for assessment of student performance and the final score structure

The student's graduation qualification work (qualification exam) is defended (taken) at a public session of a state examination commission. At a closed meeting, the state examination commission makes a decision on the defense assessment (exam), taking into account the feedback provided by the supervisor and the reviewer, the content of the report, and answers to questions (completion of exam tasks).
 Evaluation Criteria (total 100 points):
 Use of information sources – 10 points;
 Logical consistency and argumentation of material presentation – 10 points;
 Accuracy in applying statistical, mathematical, and other methods – 10 points;
 Initiation and justification of approaches and directions for solving the research problem, their practical value – 10 points;
 Language, style, and overall formatting of the thesis – 10 points;
 Oral presentation (defense report) – 10 points;
 Illustrative materials (visualization, graphs, tables, figures, etc.) – 10 points;
 Completeness of answers to the commission's questions – 10 points;
 Publication of scientific articles or conference abstracts related to the thesis topic – 10 points;
 Supervisor's and reviewer's feedback – 10 points

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 ethics and integrity

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, and if it is impossible to resolve the conflict, the issue 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:

https://blogs.kpi.kharkov.ua/v2/nv/?page_id=208

Approval

Approved by	28.08.2024		Head of the department Olena PROKHORENKO
	28.08.2024		Guarantor of the educational program Olena CHAIKOVA