

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Department of International Economic Relations and Project Management

**SYLLABUS
OF A SELECTIVE ACADEMIC SUBJECT
MANAGEMENT OF INTERNATIONAL BUSINESS**

Degree Bachelor

Field of Study 29 «International Relations»

Programme Subject Area 292 «International Economic Relations»

Education and Professional Programme: «International Business»

Authors: Iryna Skorokhod, Olena Zelinska

The syllabus of the discipline was approved at the meeting of the Department of International Economic Relations and Project Management, record # 2 as of October 5 2021.

Head of the Department:



Andrii Boiar

SYLLABUS

COURSE NAME	Management of International Business
THE ORGANIZATIONAL STRUCTURE	Department of International Economic Relations and Project Management
PERIOD OF THE COURSE REALIZATION	6th, 7th and 8th semesters, years of study 2020/2021 and 2021/2022
INSTRUCTORS	Skorokhod Iryna. Zelinska Olena.
CONTACT DETAILS	Iryna.Skorokhod@vnu.edu.ua, room. 322, build. A Zelinska.Olena@vnu.edu.ua , room. 322, build. A
LECTURER'S COMPETENCIES AND EXPERIENCE	Iryna Skorokhod – Doctor in Economics, Associate Professor, Professor of the Department of International Economic Relations and Project Management. Research interests: international economic relations, international business and management of foreign economic activity of enterprises. Olena Zelinska – PhD in Economics, fluency in Ukrainian & English languages. Research interests: international economic relations, international economic activity in terms of Euroregional cooperation, world economy.
FORM OF CLASSES	56 lectures and 52 seminars
CREDITS OF ECTS	23 credits
FORM OF OBTAINING CREDIT	Credit (7 th semester), examination (8 th semester).
CRITERIA AND FORMS OF STUDENTS' WORK EVALUATION	Forms of final control are credit (6 th and 7 th semester) and exam (8 th semester), which are held orally. During the credit/exam the student receives from 0 to 60 points. The maximum number of points for studying the course is 100, including: - 40 points for participation in discussions of seminar topics and implementation of the IRW; - 60 points – final test (30 questions, 2 points for each correct answer). The required minimum for successful completion of the course is 60 points.
EDUCATIONAL DISCIPLINE POLICY	The discussion on the seminar's issue involves several students to answer the question posed by the instructor from the list of issues for the discussion. The student receives a positive grade (2 points) in case of a correct answer. IRWs are submitted during seminars, and references to the paper and the list of literature sources used are required. The maximum number of allowed absence - 2. If the current semester grade is at least 75 points, then with the consent of the student, it can be credited as a final grade in the discipline. Otherwise, for increasing the rating, the student takes the exam. In this case, the points obtained as a result of modular tests are canceled. The examination grade is determined in points (from 0 to 60) based on the test results. In this case, the final semester grade is defined as the sum of the current semester and exam grades in points according to the grading scale.
PURPOSE AND OBJECTIVES OF THE COURSE	<i>The aim of the course</i> is forming in future professionals the competence in corporate and crisis management, innovation and investment management and brand management in international business. <i>The main objectives of the course</i> are acquire the students with theoretical knowledge and practical skills in corporate governance, crisis management,

theoretical concepts and principles, categories, techniques and algorithms of innovation and investment management, scientific substantiation of branding techniques and strategies, as well as skills in international business.

COURSE DESCRIPTION

THE COURSE IS DIVIDED TO 18 TOPICS TO BE STUDIED DURING THE 6th SEMESTER, 17 TOPICS – DURING THE 7th SEMESTER AND 17 TOPICS – DURING THE 8th SEMESTER

No.	TOPICS
1.	The Essence and Principles of Corporate Governance.
2.	Corporate Governance Models.
3.	Participants in Corporate Relations and Corporate Governance Bodies.
4.	Corporate Governance Mechanisms.
5.	National and International Standards of Corporate Governance.
6.	The External Environment of Corporate Governance.
7.	The Integrated Structures of the Corporate Functioning Features.
8.	Corporate Finance Management.
9.	Corporate Capital and Cost Management.
10.	Reporting and Controlling in the Corporate Governance System.
11.	Corporate Institutions and Issues of Property Rights Protection.
12.	Corporate Culture. Corporate Governance Code.
13.	The Role of Institutional Investors in Corporate Governance.
14.	Transparency of Corporate Governance.
15.	Tactical and Strategic Management of Corporations.
16.	Risks of Creation and Functioning of Corporate Structures.
17.	Assessment the Effectiveness and Quality of Corporate Governance.
18.	Global Corporate Governance.
19.	Theoretical Foundations of Crisis Management.
20.	Crisis Management.
21.	Analysis of Factors Influencing the Activities of the Enterprise.
22.	Diagnosis of the Crisis in the Enterprise.
23.	Features of Crisis Phenomena in Corporations.
24.	Organizational Crisis.
25.	Crisis of Personnel Management.
26.	Stress Management in Crisis Governance.
27.	Risks and Crisis Management.
28.	Financial Sources of Enterprise Rehabilitation.
29.	Bankruptcy of the Enterprise.
30.	Crisis Management Techniques.
31.	The Role of Strategic Governance in Crisis Management.
32.	Creating crisis management groups.
33.	Innovations in Crisis Management.

34.	Crises in the Public Administration.
35.	Evaluation of the Crisis Management Effectiveness.
36.	Theoretical Foundations of Innovation Management.
37.	Innovation as an Object of Management
38.	State Support for Innovation.
39.	Organizational Forms of Innovation.
40.	Management of Innovative Development of the Organization.
41.	Marketing of Innovative Products.
42.	Innovation Project Management and Evaluation of the Effectiveness of Innovation Activities of the Organization.
43.	Theoretical Foundations of Investment Management.
44.	Concepts of Investment Management.
45.	Real and Financial Investments Managing.
46.	. Management of Investment Resources and Investment Projects.
47.	The Concept of Brand Value.
48.	Branding Strategies.
49.	Marketing program of brand value.
50.	Integrated Marketing Communications and Branding Associations.
51.	Branding Value Assessment System.
52.	Brand Management over Time.

ADDITIONAL LITERATURE

1. Ігнат'єва І. А. Корпоративне управління : підручник / І.А. Ігнат'єва, О.І. Гарафонова. К.: Центр учбової літератури, 2013. 600 с.
2. Мальська М. П. Корпоративне управління: теорія та практика. Підручник / М.П. Мальська, Н. Л. Мандюк, Ю.С. Занько. К. : Центр учбової літератури, 2012. 360с.
3. Давиденко Н. М., Буряк А. В. Корпоративне управління: навчальний посібник. К.: ЦП «Компринт», 2015. 346с.
4. Борзенко В. І. Антикризове управління: навчальний посібник. Харків: Видавництво Іванченка І. С., 2016. 232 с .
5. Blynda, Yu. O. (2018). Modeling an anti-crisis investment strategy of enterprise under the threat of bankruptcy. Економіка. Фінанси. Право. 2018, № 6/5. 47–52.
6. Микитюк П. П. Інвестиційно-інноваційний менеджмент : навчальний посібник / П.П. Микитюк. Тернопіль: ВПЦ «Екон. Думка ТНЕУ», 2015. 52 с.
7. Інноваційний менеджмент : навч. посібник / Л. І. Михайлова, О. І. Гуроров, С. Г. Турчина, І. О. Шарко. Вид. 2-ге, доп. Київ: Центр учбової літератури, 2015. 234 с.
8. Бренд-менеджмент: теорія і практика.-навч. посібник / укл.: І. В. Струтинська. – Тернопіль: Прінт-офіс, 2015. – 204 с. URL: http://elartu.tntu.edu.ua/bitstream/123456789/7116/6/Navchalno_metodychnyj_pidruchnyk.pdf
9. Boin A. (2015). Crisis Management. Volume II. UK: John Wiley & Sons Ltd, 464 pp. URL: [https://theisrm.org/public-library/Boin%20-%20Crisis%20Management%20\(Book\).pdf](https://theisrm.org/public-library/Boin%20-%20Crisis%20Management%20(Book).pdf)
10. Crisis response handbook. (2020). Washington: Destinations international URL: https://destinationsinternational.org/sites/default/master/files/Crisis%20Handbook_V9_FINAL2.pdf
11. Blynda Yu. O. Modeling an anti-crisis investment strategy of enterprise under the threat of bankruptcy. Економіка. Фінанси. Право. 2018, 6/5, 47–52.
12. Csaba, Deák. (2009). Managing Innovation Projects versus Ordinary Project Management. URL:

file:///C:/Users/user/Downloads/2009_New_York_Paper_u%20(2).pdf

13. Liang, R., Prokopenko, K., Vovchok, S. (2020). Application of competitive marketing strategies in brand management. Менеджмент. Вип. 2 (32), 137–146. URL: file:///C:/Users/user/Downloads/APPLICATION_OF_COMPETITIVE_MARKETING_STRATEGIES_IN.pdf
14. Scott Shane (2009). The Handbook of Technology and Innovation Management. Wiley-Blackwell, 503. URL: http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.687.3232&rep=rep1&type=pdf
15. Tkachenko, V., Kwilinski, A., Tkachenko, I., Puzyrova P. (2019). Theoretical and Methodical Approaches to the Definition of Marketing Risks Management Concept at Industrial Enterprises. Marketing and Management of Innovations, issue 2, URL: https://er.knutd.edu.ua/bitstream/123456789/15533/1/MMI_2019_2_Puzyrova_pp_228-238.pdf
16. Waldemar, G. (2017). Innovations in crisis management. MEST Journal, vol. 5, no 1, 32–39. URL: file:///C:/Users/user/Downloads/INNOVATIONS_IN_CRISIS_MANAGEMENT.pdf.

ESSENTIAL LITERATURE

1. Сергійчук С.І. Корпоративне управління : навчальний посібник. Миколаїв: НУК, 2016, 228. URL: <https://www.sergiychuk.bplan.com.ua/science/3-04.pdf>
2. Мальська М.П. Корпоративне управління: теорія та практика. Підручник / М.П. Мальська, Н. Л. Мандюк, Ю.С. Занько. К.: Центр учбової літератури, 2012. 360с. URL: <https://img.yakaboo.ua/media/mediagallery/pdf/1/3/139.pdf>
3. Антикризовий менеджмент : навчальний посібник / Л.І. Скібіцька, В.В. Матвеев, В.І. Щелкунов, С.М. Подреза. – К.: Центр навчальної літератури, 2017. – 584 с. URL: <https://textbook.com.ua/menedzhment/1473451624>
4. Борзенко В. І. Антикризове управління: навчальний посібник. Харків : Видавництво Іванченка.І С., 2016. 232 с.
5. Інноваційний менеджмент: підруч. / П. П. Микитюк, В. Я. Брич, М. М. Шкільняк, Ю. І. Микитюк. Тернопіль: ВПЦ «Екон. Думка ТНЕУ», 2019. 518 с.
6. Алейнікова О.В., Притула Н.М. Інноваційний та інвестиційний менеджмент. Навчальний посібник. Київ: ДВНЗ «Університет менеджменту освіти», 2016. 614 с.
7. Бренд-менеджмент: навч. посібник / С. Ф. Смерічевський, С. Є. Петропавловська, О. А. Радченко. К.: НАУ, 2019. 156 с.
8. Solomon, Ji., Solomon A. (2014). Corporate Governance and Accountability. UK: John Wiley & Sons Ltd. 303 pp.
9. Keasey, K., Thompson, S., Mike, W. (2015). Corporate Governance: Accountability, Enterprise and International Comparisons. UK: John Wiley & Sons Ltd. 464 pp.
10. Robert A., Monks, R., Minow N. (2018). Corporate Governance. Fifth Edition. UK: John Wiley & Sons Ltd. 512 pp. URL: http://mguntur.id/files/ebook/ebook_1605608321_e7d8c564877746f1948e.pdf
11. Kumar S. Das, Mishra, C. R. (2020). Corporate Governance: Bhubaneswar: Vikas Publishing House PVT LTD. 80 pp. URL: <https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Corporate-Governance.pdf>
12. The Book of Crisis Management: Crisis Management: Guide to Preparing for, Mitigating During and Recovering After Crises. Vol. 10. URL: https://www.prnewsonline.com/wp-content/uploads/2020/05/prnews_crisis-management-vol-10-guidebook_final.pdf

STUDY EFFECTS

	Study effects	Relevant criterion code (General competencies (GC), Professional competencies (PC))
Competences	Ability to learn and master contemporary knowledge	GC 2
	Ability to search, process and analyze information from various sources	GC 4
	Ability to abstract thinking, analysis and synthesis	GC 8
	Ability to the team work	GC 11
	Knowledge and understanding of the subject area and professional activity	GC 12
	Ability to use basic categories and the up-to-date theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms; to apply theoretical knowledge on the functioning and development of international economic relations.	PC 2
	Ability to carry out comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.	PC 5
	Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them.	PC 8
	Ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.	PC 16
	Ability to analyze the features of international business taking into account the requirements and rules of taxation, standardization and certification in Ukraine and abroad; analyze enterprise management processes in compliance with the principles of corporate ethics and social responsibility, optimize economic processes at the enterprise, analyze and summarize the results of operating, accounting and investment activities of the firm, develop measures for improving its efficiency.	PC 17
	Ability to analyze the structure and features of the international marketing policy of the enterprise, to understand and implement various forms of international marketing, methods of entering foreign markets for goods and services; understand and use the institutional and information tools and management methods of a contemporary international company, including financial, HR, operational, logistics and other types of management.	PC 18
	Ability to understand and analyze the organizational principles of international companies creation, assess the international competitiveness of the firm; search, critically evaluate and process information from various sources in the field of international business;	PC 19

	generate conclusions, recommendations and proposals, new original ideas for (re) organization of business, planning and modeling of business processes and strategic (including crisis) management.	
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	Effects	Relevant criterion code (Program results of the study (PRS))
	Responsible attitude for professional self-improvement, aware of the need for lifelong learning, tolerance and willingness to innovative changes.	PRS 1
	Systematize and organize the receipt information about processes and phenomena in the world economy; assess and explain the impact of endogenous and exogenous factors on them; draw inferences and develop recommendations within the peculiarities of the national and international environment.	PRS 4
	Plan, organize, motivate, evaluate and improve the effectiveness of teamwork, conduct research in a group under the leadership, taking into account the requirements and features of today in a restricted time.	PRS 6
	Apply the acquired theoretical knowledge to solve practical tasks and meaningfully interpret the results.	PRS 7
	Carry out a comprehensive analysis of comprehensive economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning.	PRS 12
	Recognize the need for lifelong learning to maintain high-level professional competence.	PRS 23
	Present the results of the study, on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.	PRS 25
	Analyze the trade and economic opportunities of the firm, identify markets and forecast the activities of firms in international markets, use in practice knowledge in finance, customs, banking and insurance to develop and implement a development plan based on investment and innovation model, analyze and summarize operating results , accounting, financial and investment activities of an international company.	PRS 26
	Use the acquired knowledge in the field of international management and marketing for independent analysis of world economic processes and making management decisions; analyze the specifics of the culture of international business in different countries; choose ways to enter international markets; analyze international markets and the international economic environment; develop measures to increase the competitiveness of the enterprise in foreign markets.	PRS 27
	Carry out analysis and synthesis of international information; determine the information value of international databases; understand and use information that reflects the activities of international companies; carry out competitive intelligence and other information-analytical research on a wide range of problems of international business, to communicate their results in the international business environment.	PRS 28
Knowledge	Effects	Relevant criterion code

	Knowledge and understanding of the subject area and understanding of professional activity, namely: the essence and objectives of corporate governance, methods and techniques of analysis necessary for the development and adoption of management decisions in terms of crisis, the main trends in innovation and investment management in international business and brand management.	GC 12
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METHODS AND FORMS OF EDUCATION

ECTS кредити (1 ECTS = 30 hours of student`s work)	23 credits ECTS
Total number (hours)	690 hours
Lectures	112 hours
Practical training/seminars	104 hours
Consultations	60
Independent student work	414
Elements of independent student work	Number of hours
Reading literature sources for classes	104
Constant review of the press and other media	70
Execution of project work	
Research conducting	40
Designing a research tool	
Data collection	50
Data analysis and interpretation	40
Preparation for IT classes	
Fulfillment of assignments and homework	
Group extracurricular activities	
Inter-semester tests	
Final test	20
Inter-semester written assignments	
Final written form assignment	40
Preparation of report/presentation	30
Preparation of written form report	
Final examination	20
Total number of independent work hours	414