



Syllabus of the educational discipline «International Strategies»

Specialty	292 International economic relations
Educational program	International business
Level of education	Master
Discipline status	Base
Teaching language	English
Course / semester	1 course, 1 semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 14 hours. Practical studies – 26 hours. Independent training – 110 hours.
Form of final assessment	Exam
Department	International business and economic analysis, KhNEU, Building 2, class 35, 36, tel. +38 (057) 702-18-30, http://www.ea.hneu.edu.ua
Teacher	Parkhomenko Nataliia, PhD in Economics, Associate Professor
Teacher's contacts	Natalia.parkhomenko@hneu.net
Days of the classes	Tuesday, Wednesday
Consultations	Every Thursday 15.30, Department of International Business and Economic Analysis - full-time; by agreement on the initiative of the applicant - remote

The purpose of the discipline is in the formation of a system of knowledge, skills and practical skills on the theoretical foundations and methodological and practical tools for the formation and selection of international strategies for enterprise development.

Prerequisites for learning

Management, world economy and international economic relations, strategic management, international marketing / Knowledge of the categorical elements of the basics of economic knowledge and management, understanding the essence of world economic processes and phenomena, ability to formulate mission, goals, strategic alternatives, skills of strategic analysis, conclusions and justification

Content of the educational discipline

Content module 1 Theoretical and methodological principles of formation and development of the strategic component in the field of international business. **Theme 1.** Theoretical essence of the strategic orientation of international business. **Theme 2.** The environment for the formation of international strategies. **Theme 3.** Features of national and integration strategies.

Content module 2. Determining the strategic potential of an international business entity. Optimization of business directions of the international business entity. **Theme 4.** Formation of the strategic component of international business entities. **Theme 5.** Methods for evaluating strategic alternatives in the field of international business. **Theme 6.** Typology of international strategies of the enterprise.

Course page on the Moodle platform (personal training system)

<https://pns.hneu.edu.ua/course/view.php?id=6844>

Recommended literature

1. Міжнародні стратегії економічного розвитку: навчальний посібник / Ред. Ю.Г. Козак; В.В. Ковалевський; О.В. Захарченко, Лебедева, С.М. – Київ: Авріо, Освіта України, 2011. – 256 с.

2. Тищенко О.М., Хміль Т.М., Василик С.К., Ревенко О.В. Стратегічне управління [Текст] : підручник / Харківський національний економічний університет. – Х. : ІНЖЕК, 2009 – 278 с.



3. Чернега О.Б., Семенов А.А., Білозубенко В.С. Міжнародні стратегії економічного розвитку: Навч. посіб. – 2-ге вид., оновл. і доп. – Львів: «Магнолія 2006», 2009. – 346 с.
4. Verbeke, A. (2009). International Business Strategy, 1st Edition, Cambridge University Press.
5. Cullen J.B., Parboteeah K.P. (2009). International business: Strategy and the Multinational Company.- N.Y.: Routledge, 2009 - 501 p.

Assessment system of learning outcomes

Current control is carried out during the semester during lectures, practical classes and is estimated by the amount of points scored (maximum amount - 60 points; minimum amount - 25 points). The result of the semester exam is evaluated in points (maximum number - 40 points, minimum number of credits - 25 points).

The applicant should be considered certified if the sum of points obtained from the final performance test is equal to or greater than 60. The final grade is calculated taking into account the points obtained during the exam and the points obtained during the current control of the accumulative system.

More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline (example)

Types of training	Max points
Polls, active work on lectures	7
Execution of practical tasks: problem situations, calculation works, projects	28
Presentation of an individual task	5
Written Test	10
Colloquium	10
Exam	40
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

Policy of academic integrity - tasks that contain plagiarism are not credited or evaluated and need to be repeated. Class omission policy - the applicant has the opportunity to practice skipping classes for a good reason.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<https://pns.hneu.edu.ua/course/view.php?id=6844>).