

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"
Vice-Rector on Study and Methodical Work



Karina NEMASHKALO

International standards of business
syllabus of the educational discipline

Branch of Knowledge *All*
Specialty *All*
Educational level *Second (Master's degree)*
Educational Program *All*

Type of discipline *Elective*
Language of teaching, learning and assessment *English*

Head of
*International Economic
Relations Department*

Iryna OTENKO

APPROVED

at the meeting of the Economics of Enterprise and Management Department
Minutes № 1 dated August 27, 2021

Developer:

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**Letter of renewal and re-approval
of the work program of the academic discipline**

Academic year	Date of the department`s meeting	Protocol №	Head of Department signature

Introduction

The functioning and development of domestic industrial enterprises has revealed a high dynamics of demand, which requires domestic enterprises to be flexible and adaptable in their management systems as attributes of the efficiency of economic activity of the enterprise. Under such conditions, the quality of business, its profitability is achieved as a result of a complex multifaceted process, which depends on its successful stable operation and prospects for further development in the international environment.

In terms of doing business with foreign partners, Ukrainian companies need to apply methods, norms, principles and standards of doing business (ISO, financial statements, INCOTERMS); formation of business culture based on compliance analysis methods and international standards of corporate conflict management.

The relevance and role of the discipline in the system of professional training of future professionals is due to the need to form a comprehensive perception of social and economic economic processes, as well as mastering the methods of quality business in international markets.

The International Business Standards course is a selective study and study discipline. is in accordance with the curriculum for the training of specialists in economic specialties of the educational degree "Master" all forms of education.

The purpose of the academic discipline: the formation of students in the fund Knowledge of the theory and practice of international standards of doing business and relevant professional competencies.

Characteristics of the discipline

Year	1M
Semester	1
Credits quantity ECTS	5
Final control form	test

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Philosophy	Social economy
Fundamentals of management	Quality systems
Basics of marketing	Corporative management
Macro- and microeconomics	Strategic management
Economic theory	Management of the development of socio-economic systems
Basics of business	Economic management of the enterprise

Competences and results of course study

Competences	Study results
Ensure effective business in the micro and macro environment	Define the role and objectives of international business standards. Define the essence of standards. Identify standards-related business problems. Consider the levels of the international business standard. Learn the basic principles and approaches to successful business at the international level.
Ensure the acquisition of skills in the field of doing business, namely to develop and implement international business standards to improve business success in the international environment.	Assess the impact of the implementation of international business standards in terms of the impact of doing business on the environment. Find out what methods are available to assess this impact. Consider certification of business management. Understand why standardization, certification is needed and evaluate the effect of it. Learn how the value of the business will increase after the introduction of standards and certification.

The academic course syllabus

Content module 1.

International business standards as a tool for sustainable development of the enterprise

Theme 1. International business standards as a tool for sustainable development of the enterprise. Definition and analysis of the relevance of the implementation of international business standards. Justification of the need to comply with international standards of doing business. Methods, norms, principles of doing business.

Theme 2. Features of international standardization systems. Defining the essence of the terms "business", "standard" and "international business standard". Classification and analysis of international standards and ratings of doing business. Problems of unification and harmonization of international and national standards.

Theme 3. Features of international standardization systems. Consideration of existing standardization systems and their levels. Analysis of these standards.

Theme 4. Features of the system of international ISO standards. Standards and basic requirements of the ISO system. Application of international financial reporting standards: IFRS, GAAP to ensure financial and managerial transparency. Harmonization of national and international financial reporting standards.

Theme 5. Features of application of INCOTERMS standards. Incoterms: official rules for the interpretation of trade terms. International Chamber of Commerce. Allocation of risks and costs according to INCOTERMS. Features of drawing up sales contracts to protect the rights and interests of key stakeholders. Documentary support of operations in accordance with INCOTERMS.

Content module 2.

Application of international standards to increase the efficiency of doing business

Theme 6. Quality management: Conceptual problems of new standards. Types of corporate

hobbies: mergers, acquisitions, greenmail. Analysis of international practices of regulating corporate hobbies. International standards for the regulation of corporate conflicts to prevent illegal seizures.

Theme 7. Forming a culture of doing business. Compliance functionality to protect the interests of key stakeholders. Compliance with laws, rules and standards in the field of compliance. Development of the structure of the compliance program in accordance with international practices.

Theme 8. Quality and standardization in modern conditions. The concept of intellectual property. Objects and types of intellectual property rights. Methodology of intellectual property valuation. World Intellectual Property Organization Standards. Key elements of the system of international environmental standardization. Market mechanisms of environmental management. Typology of international standards of environmental management. Corporate environmental responsibility of international companies.

Theme 9. The impact of international standardization and certification on business efficiency. Evaluation of the effect of standardization and certification of doing business.

Teaching and learning methods

To successfully master the material of the discipline in the educational process are used:

1. Explanatory-illustrative method, or information-receptive (lectures).
2. Reproductive method (practical tasks and tasks of independent work).
3. Method of problem statement (lectures 1, 6).
4. Partial search, or heuristic, method.
5. Research method (workshop-experiment on themes 1, 3, 4, 7, 10).

In the study of theoretical material are used: problem lectures, discussions, conversations, presentations.

The acquisition of practical skills occurs through the use of experimental and research methods, work in small groups, case studies, introspective reflection, individual projects, trainings.

Evaluating learning outcomes procedure

An organic component of the educational process is the systematic quality of the competencies acquired by students in accordance with the requirements of state standards of education, as well as the adaptation of general European requirements to knowledge of the European-European system of credits (ECTS).

Assessment of the results of the study of the discipline: "International Standards of Doing Business" is carried out on a cumulative (100-point) grading system.

The system of evaluation of knowledge, the ability of students to study takes into account the types of occupations, which in accordance with the curriculum of the discipline include lectures, seminars and practical classes, as well as independent work and individual tasks. Control measures include current, intermediate and final control, which is estimated by the amount of points scored (maximum amount - 100 points; the minimum amount that allows a student to get credit - 60 points).

The current control is carried out during the lectures and practical classes and aims to checking the level of preparation of the student for the implementation of specific new work.

The current control of the success of the student's educational activities carried out by warehouses:

control of the activity in the process of assimilation of the theory of the mother, control of comprehension of educational material and effectiveness of memorization processes (assessment of

student activity during lecture work, which is estimated at 1 point);

evaluation of the results in the formation of practical skills that are components of the profession of this competence (in the process of conducting practical classes, which is estimated at 2 points) - comprehensive integrated assessment of professional competencies and their components in exercises and tasks;

control of the formation of theoretical knowledge (in the form of conducting the study) through works on the material of the subject of the educational discipline, there are two tests, the first on the first substantive module, which is evaluated in 6 points, and the second for the second content module, which is evaluated in 10 points);

control of the success of individual and independent work (before He sees the evaluation of the results of independent work and the performance of homework, and also the implementation of test tasks on the topics of the discipline in personal learning systems). Evaluation of which depends on the level of complexity of the task.

The results of current control are used to quickly eliminate systemic gaps in the assimilation of educational material, as well as in the selection of schemes of developmental exercises and tasks. Using the results of current control also allows to increase the level of individualization in working with the student and to objectify academic success as a basis for the development of his self-control. Thus, current control is a necessary element of feedback between teacher and student in the process of forming the autonomy and independence of the latter, as well as in the process of improving the system of educational activities in the discipline.

Intermediate control of the level of formation of competencies in accordance with It is carried out in the form of a circle that presupposes a process. Testing, solving stereotypical tasks, and solving them. Its levels and the solution of the heuristic task. Intermediate control is performed twice a semester. The amount of points that a student can get under the conditions of successful completion of the first and second in the circle - 15 points each, which is a maximum of 30 points.

The test task contains 20 single and multiple choice questions. knowledge of the basic categories and theoretical provisions. The test task is formed by random inclusion in the control questions contained in the diagnostic tools for each topic. Tests for the test task are selected taking into account the uniform representation of the three levels of complexity, as well as the representation of different forms of their structure.

Tasks of the first level of complexity involve the student's mastery of the conceptual and categorical apparatus of the discipline, and focused on reproductive actions when choosing the options presented.

The tasks of the second level of complexity require an understanding of the systemic connections of categories and concepts, as well as the interconnectedness and logical sequence of various phenomena of the subject plane of behavioral economics.

Tasks of the third level of complexity involve choosing the right option based on the synthesis of available theoretical information and its application to the practical situation presented in the task. Successful completion of tasks at this level indicates the development of analytical skills and competencies in the assessment and management of economic behavior.

To assess the level of responses of students on the test tasks used There are the following criteria:

evaluation of 8 points - 18-20 correct answers;

7 points - 15-17 correct answers;

6 points - 12-14 correct answers;

5 points - 10-11 correct answers;

4 points - 8-9 correct answers;

3 points - 5-7 correct answers;

2 points - 3-4 correct answers;

1 point - 1-2 correct answers;

0 points - 0 correct answers.

Tests for intermediate control are selected from a general list of topics. to the fact that they are studied within the modules of the educational discipline.

The task of stereotypical and active levels of situation is situational. Dachas on the subject of educational discipline. Successful solution of a stereotypical problem gives the student the opportunity to get 4 points.

The evaluation criteria are:

correct choice of decision method - 3 points;

logic of the conclusion - 1 point.

The maximum score for successfully solving the diagnostic task is estimated at 3 points.

Criteria for assessing the correctness of the diagnostic task:

correct choice of the method of decision - 1 point;

correctness and logic of conclusions - 2 points.

The solution of the heuristic task presupposes the discovery of the level of formation. Importance in the student of theoretical knowledge and ability to practical application of the acquisition those skills, assessment of the problem situation, selection of relevant information and selection of the optimal way of solving a complex problem problems within the subject of educational discipline. The number of points under the conditions of a successful solution of the student heuristically Task - 3 points.

Criteria for evaluating the success of the decision of a student of heuristics What is the task:

correctness in the selection of relevant information;

the logic of building an algorithm of action;

the accuracy of calculation and evaluation of the consequences of the implementation of the decision.

The student's compliance with each of the criteria is estimated at 1 point.

After completing all tasks of 1 content module, the student can get a maximum of 51 points, task 2 of the content module - a maximum of 49 points.

The condition for obtaining credit for the discipline is the performance of the student in the relevant department. terms of the foreseen types of auditory and individual educational work The number of points and the amount of points for their implementation is not less than 60.

Scale: national and ECTS

The amount of points for all types of educational activities	ECTS	Score on a national scale	
		for exam, course project (work), practice	for the offset
90-100	A	excellent	credited
82-89	B	good	
74-81	C		
64-73	D	satisfactorily	
60-63	E		
35-59	FX	unsatisfactorily	not credited
1-34	F		

Rating plan of the discipline

Theme	Forms and types of assignment		Forms of assessment	Max points
Theme 1	<i>Class work</i>			
	Lecture	Theme 1. International business standards as a tool for sustainable development of the enterprise	Work at lectures, express polls	1
	Practical lesson	Task 1. Seminar-discussion: Introduction of business standards. Task 2. Business game.	Active participation in practical tasks	2
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Search for information on the theme. Preparation for a practical lesson. Performing independent work on the theme 1.	Tests on the theme	1
Theme 2	<i>Class work</i>			
	Lecture	Theme 2. Features of international standardization systems	Work at lectures, express polls	1
	Practical lesson	Task 3. Seminar-discussion: Features of international standardization systems and their impact on the functioning of the enterprise. Identify the advantages and disadvantages of international standardization systems.	Active participation in practical tasks	2
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Preparation for practical classes. Performing independent work on the theme 2.	Tests on the theme	5
Theme 3	<i>Class work</i>			
	Lecture	Theme 3. Features of international standardization systems	Work at lectures, express polls	1
	Practical lesson	Task 4. Seminar-discussion: Features of international standardization systems. Current test work on themes 1, 2.	Active participation in practical tasks	6
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Independent study of individual standards on the theme. Preparation for practical classes. Preparation for the current test on themes 1, 2. Performing independent work on theme 3.	Tests on the theme	1
Theme 4	<i>Class work</i>			
	Lecture	Theme 4. Features of the system of international ISO standards	Work at lectures, express polls	1
	Practical lesson	Task 5. Seminar-discussion: Features of the system of international standards ISO	Active participation in practical tasks	2

	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Search for information on the theme. Preparation for a practical lesson. Performing independent work on the theme 4.	Tests on the theme	1
Theme 5	<i>Class work</i>			
	Lecture	Theme 4. Features of the system of international ISO standards	Work at lectures, express polls	1
	Practical lesson	Task 6. Seminar-discussion: Features of the system of international standards ISO. Task 7. Business game.	Active participation in practical tasks	2
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Independent elaboration of ISO standards on the theme. Preparation for practical classes. Performing independent work on the theme 4.	Work at lectures, express polls	1
Theme 6	<i>Class work</i>			
	Lecture	Theme 5. Features of application of INCOTERMS standards	Work at lectures, express polls	1
	Practical lesson	Colloquium on themes 1-5.	Active participation in practical tasks	15
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Search, selection and review of literary sources on a given theme. Preparation for the colloquium: study of lecture and practical material, elaboration of recommended literature, systematization of the studied material. Performing independent work on the theme 5.	Tests on the theme	7
Theme 7	<i>Class work</i>			
	Lecture	Theme 6. Quality management: Conceptual problems of new standards	Work at lectures, express polls	1
	Practical lesson	Task 8. Performing tasks on the theme.	Active participation in practical tasks	2
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Preparation for a practical lesson. Performing independent work on the theme 6.	Tests on the theme	1
Theme 8	<i>Class work</i>			
	Lecture	Theme 7. Forming a culture of doing business	Work at lectures, express polls	1
	Practical lesson	Task 9. Seminar-discussion: Forming a culture of doing business. Task 10. Debate.	Active participation in practical tasks	2

	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Search, selection and review of literary sources on a given theme. Performing independent work on the theme 7.	Tests on the theme	1
Theme 9	<i>Class work</i>			
	Lecture	Theme 7. Forming a culture of doing business	Work at lectures, express polls	1
	Practical lesson	Task 11. "Ideal standard".	Active participation in practical tasks	2
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Search and review of literary sources on a given theme. Performing independent work on the theme 7.	Work at lectures, express polls	1
Theme 10	<i>Class work</i>			
	Lecture	Theme 8. Quality and standardization in modern conditions	Work at lectures, express polls	1
	Practical lesson	Task 12. Seminar-discussion: Quality and standardization in modern conditions. Task 13. Business game.	Active participation in practical tasks	2
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Preparation for practical classes. Performing independent work on the theme 7.	Tests on the theme	1
Theme 11	<i>Class work</i>			
	Lecture	Theme 9. The impact of international standardization and certification on business efficiency	Work at lectures, express polls	1
	Practical lesson	Task 14. "Tree of standards". Current control work on themes 6-8.	Active participation in practical tasks	10
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Preparation for the current test on themes 6-8. Performing independent work on the theme 9.	Tests on the theme	5
Theme 12	<i>Class work</i>			
	Lecture	Theme 9. The impact of international standardization and certification on business efficiency	Work at lectures, express polls	1
	Practical lesson	Colloquium on themes 6-10.	Active participation in practical tasks	15
	<i>Individual work</i>			
	Questions and tasks for individual work	Study of lecture material. Preparation for the test: study of lecture and practical material, elaboration of recommended literature, systematization of the studied material.	Tests on the theme	1
Total				100

Recommended literature

Basic

1. Стандарт Міжнародної організації зі стандартизації (ISO) 37500-2014 «Аутсорсинг» / [Електронний ресурс]. – Режим доступу: <http://rob2334lofaro.esy.es/standart-iso-37500-2014-autsorsing-skachat.html>

Additional

2. Муренець І. Г. Технологія впровадження методичного забезпечення якості управління на промислових підприємствах. Бізнес Інформ. 2018. № 8. С. 263–268.

3. Murenets I., Gontareva I., Kurmaiev P., Podzihun S., Dorokhov O. Functionality and Quality Management of Transformation of Capital Forms at an Enterprise. TEM Journal. 2018. Vol. 7. Issue 3. P. 597–606.

4. Murenets I. Quality of management decisions. Інвестиційно-інноваційна політика : пріоритетні галузі та потенційні джерела : збірник тез наукових робіт учасників Міжнар. наук.-практ. конф., м. Львів, 19 травня 2018 р. Львів : Львівська економічна фундація, 2018. С. 33–36.

5. Муренець І. Г. Теоретичний базис забезпечення якості управління промисловим підприємством. Сталий розвиток соціально-економічних систем в умовах глобалізаційних процесів : матеріали Міжнар. наук.-практ. конф., м.Київ, 30 берез. 2020 р. Київ, 2020. С. 107–111.

6. Муренець І. Г. Адаптація вітчизняних підприємств до європейських стандартів / І. Г. Муренець, В. В. Ушкальов // Сучасні інноваційно-інвестиційні механізми розвитку національної економіки в умовах євроінтеграції: матеріали VII міжнар. науково-практ. Інтернет-конф., 29 жовт. 2020 р. : тези допов. – Полтава: Нац. унів-т «Полтавська політехніка ім. Юрія Кондратюка», 2020. – С. 104–105.

Internet

7. Качество [Электронный ресурс] / Л. Ф. Ильичёв, П. Н. Федосеев, С. М. Ковалёв, В. Г. Панов // Философский энциклопедический словарь. – Режим доступа : http://dic.academic.ru/dic.nsf/enc_philosophy/509.

8. Офіційний сайт Секретаріату мережі Глобального договору в Україні [Електронний ресурс]. – Режим доступу: <http://www.globalcompact.org.ua>.

9. Спільнота Соціально Відповідальний Бізнес [Електронний ресурс]. – Режим доступу: <http://www.svb.org.ua>

10. The new version of ISO 9001: 2015. [Електронний ресурс]. – Режим доступу до даних: [http://ua.ikmj.com/new-version-iso-90012015/\(accessed Oktober 05, 2015\)](http://ua.ikmj.com/new-version-iso-90012015/(accessed%20Oktober%2005,%202015)).

11. Total Quality Management (TQM) Changes and Innovations (include the Creative Idea Suggestion System) [Електронний ресурс]. – Режим доступу: http://www.toyotaglobal.com/company/history_of_toyota/75years/data/company_information/management_and_finances/management/tqm/change.html