



## International Business

### Syllabus BOK 2.3 IBUS-221

### Specialty 292 «International Economic Relations» Educational program “International Business”

**Quarter/Year:** Spring/2024

**ECTS Credits:** 6

**Instructors:** Roksoliana Liubachivska

**US Credits:** 3

**Contact information:**

**Email:** [roksoliana.liubachivska@uacu.edu.ua](mailto:roksoliana.liubachivska@uacu.edu.ua)

**Prerequisites:** Introduction to Business

### Course Description

This course is designed to give a student a broad understanding of the activities involved in the operation of a business in a global marketplace and the challenges it faces. After this course, the students will be able to analyze these issues and think critically about them. What students learn from this course complements and builds upon what they already know from the economics and management courses, with some implementation of techniques covered in the statistics course. The IB course includes theory and practical cases. Students will be exposed to various issues of management and global economy; in addition, they will be introduced to the concepts, which will be further developed in other courses, such as world economy, theory of international relations and international economic relations.

### Learning Outcomes

Upon successful completion of this course students will be able to:

PH1. Responsibly treat professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

PH3. Use modern information and communication technologies, software packages for general and special purposes.

PH4. Systematize and streamline the information received on the processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations, considering the peculiarities of the national and international environment.

PH6. Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the leadership of a leader, taking into account today's requirements and features in a limited time.

PH7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

PH8. Understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration.

PH9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital flow, international monetary and financial relations, mobility of human resources, international technology transfer.

PH11. Substantiate own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PH12. Carry out a comprehensive analysis of complex economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning.

PH13. Select and skillfully apply analytical tools for studying the state and development prospects of individual segments of the international markets for goods and services using modern knowledge about the methods, forms and tools for regulating international trade.

PH14. Understand and apply theories, principles, means and tools for the implementation of international monetary and financial and credit relations.

PH15. Determine the functional features, nature, level and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

PH16. Demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

PH18. Investigate economic phenomena and processes in the international sphere based on an understanding of categories, laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account the cause-effect and space-time relationships.

PH19. Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.

PH23. Recognize the need for lifelong learning in order to maintain a high level of professional competence.

PH24. Substantiate the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring world markets.

### **Competences:**

IK. The ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic, in particular, as well as in the learning process, which involves the use of new theories and methods in conducting comprehensive research of world economic relations, is characterized by complexity and uncertainty.

3K2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development

of society, technology, use different types and forms of motor activities for active recreation and a healthy lifestyle.

3K3. Ability to learn and be modernly trained.

CK5. Ability to carry out a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.

CK11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.

**Internationality:** The course is devoted to study international business due to the cultural, economic, environmental, and political characteristics. Thus, students can estimate the development gap among different political, economic and social models. Moreover, a great number of practical cases face students with current global trends on the regional levels.

## **Communications**

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: **UACUFirstNameLastName**. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

## **Student Responsibilities**

### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet. Only students signed-in with their own first and last name are allowed into video consultations in Zoom.

### **Grading Policy**

The course is based on mastery of course outcomes. The student's grade for this course will be calculated based on performance.

**Note:** the minimal grade to pass a subject is **70% (for Master's degree) / 60% (for Bachelor's degree)**.

## **Graduate Grading Guidelines**

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

**Course-level Grading guidelines:**

Grade	ECTS Grade	International Grade
90% - 100%	<b>A</b>	5 (Excellent)
83% - 89%	<b>B</b>	4 (Very Good)
75% - 82%	<b>C</b>	4 (Good)
70% - 74%	<b>D</b>	3 (Good)
60% - 69%	<b>E</b>	3 (Acceptable)
35% - 59%	<b>FX</b>	Not acceptable, possible repetition of course

**Criteria for grading:**

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points - **700** points incl. (midterm and final exam are **60%** of overall evaluation, where Midterm – **30%** and Final – **40%**)

Participation in the Consultation Sessions - **72** points

Test / Assignment / Project – **138** points (every week / several times during the course)

Midterm exam – **210** points

Final exam - **280** points

**Student Workload**

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of working on lecture materials (including consultations) and 7 academic hours of personal work. Personal work includes

individual assignments and group projects. Please pay attention that 1 academic hour equals to 40 minutes.

### **Assignment Format**

- All work should be shown in time. If the student misses the deadline – the task is failed
- Assignments (projects) should be done in Word MS/PPT, contain an introduction, main part, conclusions, and references. The volume up to 15 pages.
- Midterm covered topics from previous lectures (weeks 1-7). It included multiple choice questions and calculations and took about **90 minutes**.
- The final exam covered all course material and included multiple choice questions and cases (essays). It lasts for **90 minutes**. Admission to the final exam is possible only if all the tasks of the curriculum are covered.

### **Academic dishonesty**

Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

Plagiarism – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.

Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).

Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.

Fabrication – altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean's office) and on UACU's computer/laptop or online on the student's computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

Submission or retaking of any assessment activities after deadlines are forbidden.

### **Submission & Return Policy**

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

**\*\*\*\* NO MAKE –UP QUIZZES AND EXAMS \*\*\*\***

**Schedule**

<b>Week #</b>	<b>Research Projects</b>	<b>Assignments Due</b>	<b>Points</b>
<b>Week 1</b>	<b>Consultations x 8</b> <b>Topic 1 Introduction to the International Business and Globalization</b> Overview	Individual Task	<b>8x9 points</b> <b>6</b>
<b>Week 2</b>	<b>Topic 2 National Environmental Differences</b> Culture Governmental and Legal Systems Economic Systems and Market Methods	Individual Task	<b>6</b>
<b>Week 3</b>	<b>Topic 3 Connecting Countries through Trade Movements</b> Trade and Factor Mobility Theory Trade Protectionism		
<b>Week 4</b>	<b>Topic 4 Connecting Countries through Factor Movements</b> Economic Integration and Cooperation	Individual Task Test (Modules 1-4)	<b>6</b> <b>6</b>
<b>Week 5</b>	<b>Topic 5 The Global Monetary Environment (Part I)</b> Markets for Foreign Exchange Factors that Influence Exchange Rates	Individual Task	<b>8</b>
<b>Week 6</b>	<b>Topic 6 The Global Monetary Environment (Part II)</b> Global Debt and Equity Markets	Test (Modules 5-6)  Individual Task	<b>6</b>  <b>8</b>
<b>Week 7</b>	<b>Group Project</b>	Group Presentation + Group Report	<b>20+8</b>
	<b>Midterm Exam (30%)</b>		<b>210</b>
<b>Week 8</b>	<b>Topic 7 Corporate Policy and Strategy (Part I)</b> Ethics and Social Responsibility Strategies for International Business Evaluation of Countries for Operations	Individual Task	<b>6</b>
<b>Week 9</b>	<b>Topic 8 Corporate Policy and Strategy (Part II)</b> Modes of Trading Internationally Forms and Ownership of Foreign Production	Individual Task	<b>6</b>
<b>Week 10</b>	<b>Topic 9 Functional Management and Operations (Part I)</b> Global Marketing Global Production and Supply Chains	Individual Task  Test	<b>6</b>  <b>6</b>
<b>Week 11</b>	<b>Topic 10 Functional Management and Operations (Part II)</b> Global Accounting and Financial Management Global Management of Human Resources		
<b>Week 12</b>	<b>Topic 11 Energy efficiency, Resource Efficiency and Environmental Friendliness as principles of Doing International Business</b>	Individual Task	<b>6</b>
<b>Week 13</b>	<b>Topic 12 Clustering and Business Process Outsourcing</b>		

	Overview of Clusters Types of BPO		
<b>Week 14</b>	<b>Topic 13 Let`s start a Business</b> SMEs, Startups, Spinoffs, Scaleups	Test	<b>6</b>
<b>Week 15</b>	<b>Group Project</b>	Group Presentation + Group Report	<b>20+8</b>
	<b>Final Exam (40%)</b>		<b>280</b>

**Total: 700**

**Main book:**

**ISE *International Business: Competing in the Global Marketplace* Paperback – 30 Mar. 2020. English edition by Charles Hill (Autor).**

**Recommended Materials**

International Business. Competing in the Global Marketplace by Charles W. L. Hill (2017), published by McGraw Hill/Irwin, Edition 11  
 Charles Hill, International Business, 6th edition. Copies are available in the library.  
 Charles, E. Hill (2015): International Business: Competing in the Global Marketplace, 10th ed., McGrawHill/Irwin  
 The Economist at <http://www.economist.com/> ;  
 The Guardian at <https://www.theguardian.com>  
 The New York Times at <https://www.nytimes.com>  
 Wall Street Journal at <http://online.wsj.com/public/us> ;  
 Far Eastern Economic Review at <http://www.feer.com>  
 International Trade Association at <http://www.ita.doc.gov>  
 World Bank at <http://www.worldbank.org>  
 International Monetary Fund at <http://www.imf.org>  
 Current country information at <https://www.cia.gov/library/publications/the-world-factbook/> ;  
 European Union at <http://www.europa.eu.int>  
 World Export-Import Bank of the United States at <http://www.exim.gov>  
 Global Edge <http://globaledge.msu.edu/>

Протокол засідання кафедр № 1 від 23.01.2024 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В.Жарова

Викладач



Р.З.Любачівська