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INTERNATIONAL BUSINESS

Syllabus

BOK 2.25

IBUS-221

Quarter/Year: Spring/2025

Instructors: Roksoliana Liubachivska, Ph.D

ECTS Credits: 6

US Credits: 3

Contact information:

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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

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.

Students are responsible for following the schedule, attending classes, completing assignments on time and to the required standards, and maintaining academic integrity. These responsibilities are not open for discussion with instructors or the dean's office.

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 lectures 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%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	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 – **20%** and Final – **30%**)

Test / Assignment / Project – **350 points (every week / online class assignments)**

Midterm exam – **140** points

Final exam - **210** points

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 20 pages.
 Midterm covered topics from previous lectures (weeks 1-7). It included multiple choice questions and calculations and took about **70 minutes**.

- The final exam covered all course material and included multiple choice questions and cases (essays). It lasts for **80 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:

1. 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.
2. 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).
3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. 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 ****

Week #	Research Projects	Assignments Due	Points
Week 1	Topic 1 Introduction to the International Business and Globalization Overview	Individual Class Task	12
Week 2	Topic 2 National Environmental Differences Culture Governmental and Legal Systems Economic Systems and Market Methods	Individual Class Task	12
Week 3	Topic 3 Connecting Countries through Trade Movements Trade and Factor Mobility Theory Trade Protectionism	Individual Class Task	12
Week 4	Topic 4 Connecting Countries through Factor Movements Economic Integration and Cooperation	Individual Class Task	12
Week 5	Topic 5 The Global Monetary Environment (Part I) Markets for Foreign Exchange Factors that Influence Exchange Rates	Individual Class Task	20
Week 6	Topic 6 The Global Monetary Environment (Part II) Global Debt and Equity Markets	Modules 1-6: Test Individual Class Task	35 20
Week 7	Group Project	Group Presentation Group Report	50+10
	Midterm Exam (20%)		140
Week 8	Topic 7 Corporate Policy and Strategy (Part I) Ethics and Social Responsibility Strategies for International Business Evaluation of Countries for Operations	Individual Class Task	12
Week 9	Topic 8 Corporate Policy and Strategy (Part II) Modes of Trading Internationally Forms and Ownership of Foreign Production	Individual Class Task	12
Week 10	Topic 9 Functional Management and Operations (Part I) Global Marketing Global Production and Supply Chains	Individual Class Task	12
Week 11	Topic 10 Small and Medium Enterprises	Individual Class Task	12
Week 12	Topic 11 Energy efficiency, Resource Efficiency and Environmental Friendliness as principles of Doing International Business	Individual Class Task	12
Week 13	Topic 12 Clustering and Business Process Outsourcing Overview of Clusters Types of BPO	Individual Class Task	12

Week 14	Topic 13 Let`s start a Business SMEs, Startups, Spinoffs, Scaleups	Modules 7-13: Test	35
Week 15	Group Project	Group Presentation + Group Report	50+10
	Final Exam (30%)		210

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/>

** The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 1 від 28.01.2025 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Зав.кафедри



Л.В.Жарова

Викладач



Р.З.Любачівська

