



Syllabus of the educational course «International strategies»

Specialty	<i>International economic relations</i>
Educational program	<i>International business</i>
Level of education	<i>Second (master) level of higher education</i>
Discipline status	<i>Obligatory</i>
Teaching language	<i>Ukrainian</i>
Course / semester	<i>1 year, 1 semester</i>
5	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20 hours.</i>
	<i>Practical studies (seminars) – 20 hours.</i>
	<i>Self-study – 110 hours.</i>
Form of final assessment	<i>Exam</i>
Department	<i>Department of International Economic Relations and Business Security, building 2, room 35, https://kafnev.hneu.edu.ua</i>
Teacher (-s)	<i>Parkhomenko Nataliia, Ds, PhD, Profesor</i>
Teacher's contacts	<i>natalia.parkhomenko@hneu.net</i>
Days of the classes	<i>Lectures: згідно діючого розкладу занять Practical: згідно діючого розкладу занять</i>
Consultations	<i>At the Department of International Economic Relations and Business Security, full-time, according to the schedule of consultations, individual, PNS chat, Zoom</i>

The purpose of the academic discipline are formation of a system of knowledge, skills and practical abilities regarding the theoretical foundations and methodological and practical tools for the formation and selection of international development strategies for the country, region and enterprise

Structural and logical scheme of studying an academic discipline

Prerequisites	Post requisites
Students do not need any special knowledge to study the course. However, it is desirable for students to have basic knowledge of economics and management at the bachelor's level	Pre-diploma internship
	Diploma thesis

Content of the educational course

Content module 1. Theoretical and methodological principles of the formation and development of the strategic component in the field of international business.

Topic 1. Theoretical essence of the strategic orientation of international business.

Topic 2. The environment for the formation of international strategies.

Topic 3. Features of national and integration strategies.

Content module 2. Determining the strategic potential of an international business entity. Optimization of business areas of activity of an international business entity.

Topic 4. Formation of the strategic component of international business entities.

Topic 5. Methods of evaluating strategic alternatives in the field of international business.

Topic 6. Typology of international enterprise strategies.

Material and technical support (software) of the course

Multimedia projector and computers, S. Kuznets KhNUE Zoom

Learning Outcomes Assessment System



Forms and Methods of Assessment

The university uses a 100-point cumulative system for assessing the learning outcomes of higher education students.

Current control is carried out during lecture, practical, laboratory and seminar classes and is aimed at checking the level of preparedness of the higher education student to perform specific work and is assessed by the sum of the points scored: the maximum number of points for current success is 60. The minimum number of points is 35 points. The maximum number of points for final success is 40. The minimum number of points for final success is 25.

More detailed information on the system of assessment and accumulation of points for the academic discipline is provided in the work plan (technological map) for the academic discipline.

Academic discipline policies

Teaching of academic discipline is based on the principles of academic integrity. Violations of academic integrity are considered to be: academic plagiarism, fabrication, falsification, copying, deception, bribery, biased evaluation. For violations of academic integrity, students are held to the following academic responsibility: re-taking the evaluation of the relevant type of academic work

More detailed information on competencies, learning outcomes, teaching methods, assessment forms and methods, and independent work is provided in the Work Program of the academic discipline.