



Syllabus of the course «Economics of business»

Specialty	<i>C1 Economics and International Economic Relations (Specialization: International Economic Relations)</i>
Study Programme	<i>International Economic Relations</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor)</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>2 year, 3 semester</i>
ECTS credits	<i>4</i>
Workload	<i>Lectures – 18 hours. Practical studies (seminars) – 22 hours. Self-study – 80 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of International Economic Relations and business security phone: +38 (057) 702-18-30 ((add. 3-71), website: https://kafmev.hneu.edu.ua/</i>
Teaching staff	<i>Lytvynenko Alina Oleksandrivna, Cand Sc. (Economics), Associate Professor</i>
Contacts	<i>Lytvynenko A. O. alina.lytvynenko@hneu.net</i>
Course schedule	<i>due to timetable</i>
Consultations	<i>At the International Economic Relations and business security department, off-line; due to timetable of consultations, personal, PNS chat</i>

Learning objectives and skills:

of the discipline is the formation of a system of knowledge, skills and practical skills regarding the theoretical foundations and methodological and practical tools of business economics, taking into account the peculiarities of the national and international environment.

Structural and logical scheme of the course

Prerequisites	Postrequisites
Macro- and microeconomics	Fundamentals of a Healthy Lifestyle, Life Safety, and Occupational Health and Safety
International Trade in Goods, Services, and Technologies	International Entrepreneurship

Course content

Content module 1. *General principles of the structure of the business economy and the concept of business functioning, taking into account the peculiarities of the national and international environment*

Topic 1. *The essence of the business economy, its structure and functions at the international level*

Topic 2. *Business and entrepreneurship. Types and organizational and legal forms of international business entities*

Topic 3. *Personnel, productivity and remuneration, taking into account the direction of activity of the subject of international business*

Topic 4. *Fixed assets and intangible assets of international business entities*



Topic 5. Production and organizational structure of international business entities and business culture

Topic 6. Costs and means of monetization of activities of international business entities

Topic 7. Financial and economic results of international business entities

Topic 8. Diplomatic communication as the basis of business and resolution of conflict situations at the international level

Topic 9. Methods of making management decisions of international business entities at the international level, defending the national interests of Ukraine

Topic 10. Economic efficiency and anti-crisis activity of international business entities

Content module 2. *Creation and development of one's own international business entity and implementation of the company's competitive strategy*

Topic 11. Using a business simulator for testing and completing the final task of creating and promoting one's own international business entity

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program