



Syllabus of the course

«Communication technologies in international economic relations»

Specialty	<i>CI Economics and International Economic Relations (by specialization International Economic Relations)</i>
Study Programme	<i>International Economic Relations</i>
Study cycle (Bachelor, Master, PhD)	<i>First (Bachelor) level of higher education</i>
Course status	<i>Mandatory</i>
Language	<i>English</i>
Term	<i>3 course, 6 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 12 hours. Practical studies (seminars) – 38 hours Self study – 100 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of International Economic Relations and Business Security, Main Building, Room 422, https://kafmev.hneu.edu.ua/</i>
Teacher (-s)	<i>Gron Oleksandra, PhD, associate professor</i>
Teacher's contacts	<i>gronsense@gmail.com;</i>
Days of the classes	<i>Lectures: according to the current schedule of classes Seminars: according to the current schedule of classes</i>
Consultations	<i>At the Department of International Economic Relations and Business Security, full-time, according to the schedule of consultations, individual</i>

Learning objectives and skills:

The purpose of studying the discipline is to gain a holistic understanding of the role of communication in international economic relations, to form a system of knowledge about communication technologies, to plan communication campaigns and evaluate their effectiveness, to acquire skills in the application of communication technologies in international business.

Structural and logical scheme of the course

Prerequisites	Postrequisites
International Marketing	Digital technologies in international economic relations
International Management	Comprehensive training
International Trade in Goods, Services, and Technologies	Pre-graduate internship
International Entrepreneurship	Qualifications and work

Course content

Theme 1. Basic principles of communication technologies of international business.
 Theme 2. Corporate communications.
 Theme 3. PR technologies of international business.
 Theme 4. Advertising technologies in international business.
 Theme 5. Image and brand communications of international business.
 Theme 6. Technological features of conducting international negotiations.
 Theme 7. Information technologies in international business. Electronic Commerce.
 Theme 8. Corporate-social responsibility of international companies.
 Theme 9. Cross-cultural communications in the process of conducting international business.



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