

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**ЗАТВЕРДЖЕНО**

на засіданні кафедри  
міжнародних економічних відносин  
Протокол № 1 від 28.08.2023 р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



**КОНКУРЕНЦІЯ НА МІЖНАРОДНИХ РИНКАХ**  
робоча програма навчальної дисципліни (РПНД)

Галузь знань	29 "Міжнародні відносини"
Спеціальність	292 "Міжнародні економічні відносини"
Освітній рівень	третій (освітньо-науковий)
Освітня програма	"Міжнародні економічні відносини"
Статус дисципліни	обов'язкова
Мова викладання, навчання та оцінювання	англійська

Розробник(и):  
д.е.н., проф.

Ірина ОТЕНКО

Завідувач кафедри  
міжнародних економічних  
відносин

Ірина ОТЕНКО

Гарант програми

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Харків  
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**APPROVED**

at the meeting of the department  
of international economic relations  
Protocol № 5 of 21.12.2023

**AGREED**

Vice-rector for educational and methodical work  
Karina NEMASHKALO



**COMPETITION IN INTERNATIONAL MARKETS**

**Program of the course**

Field of knowledge	<b>29 International Relations</b>
Specialty	<b>292 International Economic Relations</b>
Study cycle	<b>third (educational and scientific)</b>
Study programme	<b>International Economic Relations</b>
Course status	<b>mandatory</b>
Language	<b>English</b>

Developer  
Doctor of Economics,  
Professor

Iryna OTENKO

Head of International  
Economic  
Relations Department

Iryna OTENKO

Head of Study Programme

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**Kharkiv  
2023**

## INTRODUCTION

Internationalization and globalization processes of the economy caused the rapid development of competition on global and world markets. The slowdown in the pace of development of national markets also contributed to the strengthening of international competition. Identifying directions, factors and strategies of competitive behavior that would ensure sustainable competitive advantages at the national and international levels became an urgent issue. Mastering the theoretical knowledge, abilities and skills of researching international markets, models of behavior of participants in them, taking into account modern trends and trends in the world exchange of information and technologies (digitalization, electronic commerce, globalization of production, transfer of knowledge, development of transport infrastructure and new technologies, etc.), allows to analyze, develop and apply the latest approaches, conceptual models to the formation and strengthening of competitiveness at the national level of the country, as well as the functioning and development of international companies, to strengthen their competitive positions, to achieve success due to strategic vision and thinking in making managerial decisions.

The purpose of teaching the academic discipline "Competition on International Markets" is the formation of students' knowledge about the trends and regularities of the modern development of international competition of countries in the conditions of globalization; potential opportunities and threats arising as a result of the competitive behavior of companies on international markets, the prospects of their achieving strategic success and the formation of sustainable competitive advantages. The tasks of the educational discipline are the formation of students:

knowledge of conceptual models, theoretical foundations, the paradigm of global economic development, the latest approaches to the formation of stable competitive positions of the company in the market; features and types of models of competition of companies on international markets, competitiveness of countries and their influence on the development of international economic relations; objective laws, regularities and principles of competition, forms and instruments of regulation of international economic relations; competitiveness of Ukraine and its competitive position in the global economic space;

the ability to analyze and evaluate the economic, political-legal, socio-cultural, competitive environment of companies; determine the state and development trends of the world economy as a whole, groups of countries, regions, individual countries of the world and their level of competitiveness, international economic cooperation as a whole and its forms; predict the consequences of the application of certain forms of international economic relations and determine their impact on the competitiveness of companies and countries; critically assess the means of state regulation on the competitive positions of companies and countries.

The object of study of the academic discipline is the current state and development of competition on international markets.

The subject of study of the academic discipline is theoretical approaches, conceptual models, methods and tools for ensuring the competitive advantages and positions of the company and the country on international markets.

The results of training and competence formed by the educational discipline are defined in the table 1.

Table 1

**Learning outcomes and competences formed by the educational course**

Learning outcomes	Competences that must be mastered by a student of higher education
LO04	GC03, SC01
LO05	GC04, SC01
LO06	GC03
LO07	GC04
LO08	SC04
LO09	GC04, SC01, SC04
LO10	GC04

where, LO04. Analyze and apply conceptual models, in particular security-oriented ones, the scientific work of domestic and foreign scientists, fundamental postulates and theories, paradigms of global economic development, the latest approaches to the functioning and development of the world economy and international economic relations.

LO05. Develop, implement and manage scientific projects that make it possible to solve complex problems in the field of international economic relations, create new integral knowledge taking into account social, economic, ecological and legal aspects on the basis of a systematic scientific worldview and a general cultural outlook in compliance with the principles of professional ethics and academic integrity, ensuring the registration of intellectual property rights regarding project results.

LO06. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of MEV in national and foreign languages, publish the results of research in scientific publications in leading scientific publications.

LO07. Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, empirical research (surveys, observations, etc.) and mathematical and/or computer modeling, available literature data.

LO08. Plan and carry out theoretical and applied research on international economic relations using modern scientific tools.

LO09. Deeply understand the general principles and methods of economic sciences, as well as the methodology of scientific research, apply them in one's own research in the field of international economic relations, critically analyze the results of one's own research and the results of other researchers in the context of the entire

complex of modern knowledge regarding the problem under study.

LO10. Analyze and evaluate the state and prospects for the development of international economic relations, in particular, taking into account the security-oriented aspect of international business management, based on a holistic scientific understanding of the economic unity of the world, effectively apply the regulatory mechanisms of international economic relations at the national, regional and international levels in the conditions of modern processes of convergence and divergence.

GC03. Ability to work in an international context.

GC04. Ability to solve complex problems of the economy based on a systemic scientific worldview and general cultural outlook adhering to the principles of professional ethics and academic integrity.

SC01. The ability to perform original research, to achieve scientific results that create new knowledge in the field of international economic relations and related interdisciplinary areas and can be published in leading scientific publications.

SC04. The ability to identify, pose and solve problems of a research nature in the field of international economic relations, evaluate and ensure the quality of performed research.

## **COURSE CONTENT**

### **Content module 1. Globalization and international competitiveness of countries**

#### **Topic 1. Theoretical and conceptual foundations of international competitiveness**

1.1. Evolution of theoretical views on competition

1.2. Theoretical models of competition

1.3. Essential characteristics and levels of competitiveness

#### **Topic 2. Conditions of sustainable development as an evolution of competitive environment factors**

2.1. The role of natural resource potential in the formation of competitive advantages in the development of countries. The resource curse and development challenges

2.2. Scientific and technological progress and the change in the role and importance of individual factors of international competitiveness

2.4. Knowledge as a leading force of modern economic development

#### **Topic 3. International competitiveness of countries in the conditions of globalization**

3.1. Globalization dimensions of international competitiveness of countries

3.2. Institutional provision of regulation of international competition of countries

3.3. Investment aspects of ensuring international competitiveness of countries

#### **Topic 4. Socio-cultural factors of formation of international competitiveness of countries**

4.1. National features of business culture

4.2. Rating studies of national cultures and their use in competitive analysis

## **Content module 2. International competitiveness of firms**

### **Topic 5. Formation of competitiveness of firms on global and international markets**

5.1. Competition as a condition for the development of global and international markets

5.2. Competitive strategies of the firm in global and international markets

5.3. Information and analytical support for the management of the international competitiveness of the firm

### **Topic 6. Places and prospects for strengthening Ukraine's international competitiveness**

6.1. Scientific and innovative capacity of Ukraine in world rankings.

6.2. Ukraine's international competitiveness in world rankings

6.3. Prospects of post-war security-oriented development of Ukraine and integration into the world economy

### **Topic 7. Development and formation of the international competitiveness of the Kharkiv region in the post-war period**

7.1. Human and intellectual potential in the development and formation of international competitiveness of the Kharkiv region

7.2. Formation of the image of the city of Kharkiv as a "smart city" in order to attract foreign investments for its post-war reconstruction

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

**The list of practical (seminar) ) / laboratory studies**

Name of the topic and / or task	Content
Tasks 1 Problems of scientific research	Analysis of a problematic situation and problem formulation (case stage). Justification of the relevance of the chosen topic research. Structuring the research program and forming the logic of the justification of the research topic
Task 2 Methodology for the formation of the author's categorical and conceptual	Formation of the subject area of research. Formation of the categorical and conceptual apparatus. Selection of key concepts
Task 3 Scientific research methods	Selection and justification of scientific research methods. Information and analytical support of research
Task 4 Designing the results of the research.	Defining the goal, tasks, object and subject of the research. Acquaintance with the characteristics of scientific novelty. Determination of scientific novelty of research results
Task 5 Preparation of scientific publications	Designing and writing an article on the topic of research. Getting acquainted with the requirements for writing an article and working on it

The list of self-studies in the course is given in table 3.

Table 3

<b>List of self-studies</b>	
Name of the topic and / or task	Content
1	2
Task 1. Preparation for lectures and practical classes	Studying lecture material, preparing for practical classes, working with scientific literature, working on the Internet
Task 2. Work with literary sources	Search for scientific information. Selection and systematization of literary sources. Designing a task to justify the relevance of the research topic
Task 3. Collection, processing and systematization of primary information	Work with special literature, electronic search of scientific information, processing and systematization of information
Task 4. Writing an essay	Essay writing on the topics: "Modern global comparative studies of national cultures and their use in the international economy", "Positioning and formation of the country's brand on the basis of sustainable development", "Digital transformation of international business", "Principles of economic diplomacy", "Corporate social responsibility in international business", "Signs of circular economy"
Task 5. Presentation of research results	Preparation of a presentation of research results. Designing illustrative material
Task 6. Prevention of academic plagiarism	Familiarization with recommendations for prevention of plagiarism

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## **TEACHING METHODS**

During the study of the discipline, teaching methods aimed at activating and stimulating the research activities of higher education students are used, such as: study of a specific situation (case study); presentations with preliminary work in small groups, associative games, situational exercises, mini-trainings, individual research work during the task of writing an article, discussion interactive technologies during the presentation of research results. During all practical classes, explanatory and illustrative, reproductive, problem-oriented and research teaching methods are used.

In practical lesson 1, when completing the task devoted to the topic "Problems of scientific research", students perform situational exercises "Structuring the research

program", "Development of an organizational plan for conducting research", "Preliminary analysis of the research object and formulation of research tasks".

In the practical session, 2 students perform the task "Formation of research methods": they get acquainted with the techniques of constructing a categorical and conceptual apparatus. Students take part in an associative game on the following topics: "Correct formulation of the problem and ways to solve it", "Formation of the logic of the justification of the research topic", "Definition of the object and subject of the research", "Definition of key concepts according to the research topic".

Students also take part in the mini-training "Formulation of the goal, tasks, definition of the object, subject of research according to the chosen topic", "Graphic representation of the subject area of research". Winners also prepare presentations while working in small groups, practicing teamwork skills.

At the practical session, 3 students get acquainted with the techniques of selection and systematization of literary sources, work with special literature, electronic search of scientific information. They conduct individual research work on the review of information sources on the topic of research, perform the task "Formation of the information field of research", practice skills and abilities to verify the received information. They familiarize themselves with the requirements for registration of information sources.

At the practical session, 4 students get acquainted with the requirements for writing essays, articles or abstracts of a report for a conference, and are engaged in writing them. Master the techniques of report preparation and presentation. They get acquainted with the methods of scientific research, the characteristics of measuring the scientific novelty of the obtained results, the requirements for the preparation of the report, and its presentation. During practical classes, the students master the techniques of justifying the choice of methods, the scientific novelty of the obtained results, their presentation, and conducting a scientific discussion.

Students are also familiarized with recommendations on plagiarism prevention. The discussion discusses situations of compliance with the principles of academic integrity. When discussing the principles, the techniques of discussion interactive technologies are used: study of specific situations, discussion, debriefing.

## **FORM AND METHODS OF ASSESSMENT**

The university uses 100 point cumulative system evaluation of the results of the development of educational information.

The form of semester control is the following: maximum amount – 100 points; the minimum amount that allows a student of higher education to receive grading is 60 points.

Final control is carried out in the form of semester control.

Semester control is conducted in the form of grading. Final assessment is determined by summing the points for all types of current control.

During the teaching of the academic discipline, the following are used activities: writing an article (40 points), theses (20 points) 4 essays (40 points).

Semester control: Grading



More detailed information on the assessment system is provided in technological card of the course.

## RECOMMENDED LITERATURE

### Main

1. Brych V. Ya., Okhota V. I. Mizhnarodna konkurentospromozhnist krain v umovakh hlobalizatsii: monohr. – Ternopil : TNEU, 2019. – 212 s.
2. Lypov V.V. Mizhnarodna ekonomika: svitova ekonomika ta mizhnarodni ekonomichni vidnosyny. Modul 1. Svitova systema hospodariuvannia. Navchalno-praktychnyi posibnyk. – K. : Profesional, 2008. – 368 s. Hryf MON
3. Lypov V.V. Mizhnarodna ekonomika: svitova ekonomika ta mizhnarodni ekonomichni vidnosyny. Modul 2. Mizhnarodni rynky ta formy mizhnarodnoi ekonomichnoi vzaiemodii. Navchalno-praktychnyi posibnyk. – K.: Profesional, 2008. – 368 s. Hryf MON
4. Lypov V.V. Mizhnarodna ekonomika: svitova ekonomika ta mizhnarodni ekonomichni vidnosyny. Praktykum. Navchalno-praktychnyi posibnyk. – K. : Profesional, 2009. – 336 s. Hryf MON
5. Lypov V.V. Mizhnarodna ekonomika: strukturno-tsyvilizatsiini osnovy rozvytku. – Kh.: Vyd-vo KhNEU, 2007. – 208 s.
6. Svitove hospodarstvo i mizhnarodni ekonomichni vidnosyny [Elektronnyi resurs] : navchalnyi posibnyk / S. V. Bestuzheva, V. A. Vovk, V. O. Kozub ta in. ; za zah. red. d-ra ekon. nauk, profesora T. V. Shtal. – Kharkiv : KhNEU im. S. Kuznetsia, 2020. – 239 s. <http://repository.hneu.edu.ua/handle/123456789/23849>
7. Otenko I.P. Stratehichna kompetentnist pidpriemstva: pidkhody, kontseptsii, metodychne zabezpechennia: Monohrafiia / I.P. Otenko, O.O. Porozhniak. – Kharkiv: VD «INZhEK». – 2014. – 368 s

### Additional

8. Svitova ekonomika ta mizhnarodni ekonomichni vidnosyny: multymediini metodychni rekomendatsii do samostiinoi roboty./I.P. Otenko, N.O. Parkhomenko, A.O. Lytvynenko, O.V. Yarmosh, I.H. Murenets. - Kh.: Vyd-vo KhNEU, 2023. <https://pns.hneu.edu.ua/course/view.php?id=8678>
9. Metodolohiia ta orhanizatsiia naukovykh doslidzhen : navch. posib. / I. S. Dobronravova, O. V. Rudenko, L. I. Sydorenko ta in.; za red. I. S. Dobronravovoi (ch. 1), O. V. Rudenko (ch. 2). – K. : VPTs «Kyivskiyi universytet», 2018. – 607 s.
10. 7 skhodynok pidhotovky uspishnoi dysertatsii. Monohrafiia/ Starostina A.O., Kravchenko V.A., Nahachevska T.V./ za zah.red.prof. Starostinoi A.O. 2-he vyd., pererob. I dop. – K.: «NVP «Interservis», 2019. – 302 s.

### Information resources

10. Regulations on the organization of the educational process in Kharkiv Semyon Kuznets National University of Economics: Order No. 5 from 10/26/2020  
URL: <http://www.hneu.edu.ua/wp->

content/uploads/2020/12/Polozhennya-pro-organizatsiyu-osvitnogo-protsesu-u-HNEU.pdf.

11. National Library of Ukraine named after V. I. Vernadskyi. URL: <http://www.nbu.gov.ua>.

12. National Parliamentary Library of Ukraine. URL: <https://nlu.org.ua/>.

13. Statistics of Ukraine: scientific journal. URL: [www.ukrstat.gov.ua](http://www.ukrstat.gov.ua).

14. Kharkiv State Scientific Library named after Korolenko URL: <http://korolenko.kharkov.com..>