

## **International Business and Basics of International Entrepreneurship B 1.2.2.11**

**Degree:** Bachelor

**Year:** 3

**Semester:** 6-7

**General workload:** 7 ECTS credits, 252 hours

### **Goals and objectives of the course**

To help students acquire theoretical and methodological knowledge of the approaches to examining the status quo in the international business and the international business development trends, international business process management mechanism, international business functional, country-specific, regional, sector-specific and territorial aspects.

### **Key didactic units**

1. International production and international business. Theoretical principles of economics and international business.
2. Corporate strategies in companies' foreign trade in the overseas markets.
3. Legal entities in international business: legal status, country-specific and regional characteristics.
4. The legal mechanism used for regulating international business.
5. International transport services and logistics.
6. International trade.
7. International business in the services sector.
8. International investment business.
9. International business in the high-tech services sector.
10. Industrial cooperation in the international business.
11. International business formats.
12. International business in the key sectors of the world economy.
13. Marketing strategies in the international business.
14. Pricing in the international business.
15. International business in the presence of economic integration.
16. International technology exchange.
17. Risks in international business relations.
18. Protection of rights and dispute resolution in international business.

Place of the discipline within the curriculum

The course is a mandatory discipline within the curriculum of master program 38.04.01 in Economics (concentration: World Economy and International Business). It is a synthetic discipline. Among others, the prerequisites for the course are (primarily) programs in Microeconomics, Macroeconomics, Statistics, World Economy and International Economic Relations, Management, Marketing.

**Upon completing the course, the students should:**

- Know the basic formats of international business, their special characteristics, types and methods used in international and national regulation of international business, international business entity's operations regulation, their organizational structure and external market strategies;
- Be able to identify the common principles and specific characteristics of the interdependent types of international business operations;
- Have knowledge of the key techniques used in examining operations of international business companies operating outside of their country of origin.

**Course structure:** lectures, seminars, business games, creative home assignment, independent student work and Internet resource use.

**Summative assessment:** pass/fail examination, examination