



## Syllabus of the educational discipline «Economics of business»

<b>Specialty</b>	292 International Economic Relations
<b>Educational program</b>	International business
<b>Level of education</b>	First (bachelor) level of higher education
<b>Discipline status</b>	Basic
<b>Teaching language</b>	English
<b>Course / semester</b>	21 course, 4 semester
<b>Number of credits ECTS</b>	5
<b>Distribution by types of trainings and hours of study</b>	Lectures – 18 hours. Practical studies (seminars) – 30 hours. Independent training – 102 hours.
<b>Form of final assessment</b>	Exam
<b>Department</b>	Department of International Economic Relations, +38 (057) 702-18-30 <a href="https://kafmev.hneu.edu.ua/">https://kafmev.hneu.edu.ua/</a>
<b>Teacher (-s)</b>	Lytvynenko Alina Oleksandrivna, PhD., Associate professor
<b>Teacher's contacts</b>	<a href="mailto:alina.lytvynenko@hneu.net">alina.lytvynenko@hneu.net</a>
<b>Days of the classes</b>	Lectures: <a href="#">According to the current schedule</a> Practical studies (seminars): <a href="#">According to the current schedule</a>
<b>Consultations</b>	<a href="#">According to the current schedule of consultations</a>

**The purpose** 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 studying the discipline

Prerequisites	Postrequisites
Macro and microeconomics	International entrepreneurship
World economy and international economic relations	Foreign economic activity

### Content of the educational discipline

**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*

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

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

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

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

**Theme 5.** Production and organizational structure of international business entities and business culture

**Theme 6.** Costs and means of monetization of activities of international business entities

**Theme 7.** Financial and economic results of international business entities

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

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



**Theme 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*

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

**Material and technical support (software) of the discipline**

*Multimedia projector, PNS, ZOOM*

**Forms and methods of assessment**

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

The current control is carried out during lectures, practical, laboratory and seminar classes and aims to check the level of readiness of the higher education applicant to perform specific work and is assessed by the amount of points scored: the maximum amount is 60 points; the minimum amount that allows the higher education applicant to pass the exam (exam) is 35 points.

The final control includes semester control and certification of a higher education student, which is conducted in the form of an exam.

The maximum amount of points that a higher education student can receive during an examination (exam) is 40 points. The minimum score for an exam (examination) to be considered passed is 25 points.

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

**Discipline policies**

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

*More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent work is given in the Work program of the discipline*