



**Syllabus of educational course**  
**«International business standards»**

<b>Speciality</b>	<i>All</i>
<b>Educational program</b>	<i>All</i>
<b>Educational level</b>	<i>Second (master degree)</i>
<b>Course status</b>	<i>Elective (mag-maynor)</i>
<b>Teaching language</b>	<i>English</i>
<b>Year/ Semester</b>	<i>1 year, 1 semester</i>
<b>Credits quantity ECTS</b>	<i>5 ECTS</i>
<b>Distribution by type of classes and hours of training</b>	<i>Lectures – 20 год.</i>
	<i>Tutorials – 20 год.</i>
	<i>Independent work – 110 год.</i>
<b>Form of final control</b>	<i>Credit (offset)</i>
<b>Department</b>	<i>International economic relations, second building, cl.34-36, e-mail: kafecan@hneu.edu.ua</i>
<b>Teacher</b>	<i>Iryna Murenets, PhD in economics, teacher</i>
<b>Contact information</b>	<a href="mailto:ira.murenets@gmail.com">ira.murenets@gmail.com</a>
<b>Classwork days</b>	<i>Thursday</i>
<b>Consultations</b>	<i>Monday 14:00 – 16:00, Wednesday 10.00-12.00 –internal Through PNS system - online</i>
<b>The purpose of the course:</b> formation of students' system of competencies to substantiate management decisions regarding international standards of doing business.	
<b>Prerequisites for training:</b> availability of basic knowledge about economics, management and international business activities.	
<b>Course outline</b>	
Content module 1 International business standards as a tool to ensure sustainable development of the enterprise Topic 1. International business standards as a tool for sustainable development of the enterprise Topic 2. Features of international standardization systems Topic 3. Features of international standardization systems Topic 4. Features of the system of international standards ISO Topic 5. Features of application of INCOTERMS standards Content module 2. Application of international standards to increase the efficiency of doing business Topic 6. Quality management: Conceptual problems of new standards Topic 7. Forming a culture of doing business Topic 8. Quality and standardization in modern conditions Topic 9. The impact of international standardization and certification on business efficiency	
<b>Material and technical (software) support of the course:</b>	
<b>Course page on the Moodle platform (personal training system)</b>	Work program, technological map, lecture presentations, tasks for practical training, independent work, interactive tasks
<b>Recommended reading</b>	
1. International marketing group: marketing research and market analysis, management and strategic consulting [Electronic resource]. - Access mode: <a href="http://www.marketing-ua.com">http://www.marketing-ua.com</a> . 2. International Standards: FATF Standards [Electronic resource]. Access mode: <a href="http://000.sdfm.gov.ua/articles.php?cat_id=180&amp;=uk">http://000.sdfm.gov.ua/articles.php?cat_id=180&amp;=uk</a> .	



3. Gerard J. Tellis, "Modeling Marketing Mix," Rajiv Grover and Marco Vriens, eds., Handbook of Marketing Research (Thousand Oaks, CA: Sage Publications, 2006)

**The system of assessment of learning outcomes**

*KHNUE uses a cumulative (100-point) assessment system.*

*The total number of points that a higher education applicant can accumulate consists of the sum of points for current and final academic performance.*

*More detailed information on the assessment is provided in the technological map of the course.*

**Accumulation of rating points for course**

Active work on lecture	5
Tutorials performance	22
Independent work control	13
Presentation	21
Current control work	19
Colloquium	20
Maximum amount	100

**Compliance of the ECTS assessment scale with the national assessment system and the Simon Kuznets National University of Economics**

Total points for all types of training activities	Raiting ECTS	The rating on the national scale	
		for exam, course project (work), practice	for credit
90 – 100	A	Excellent	Passed
82 – 89	B	Good	
74 – 81	C		
64 – 73	D		
60 – 63	E	Satisfactorily	Not passed
35 – 59	FX	Unsatisfactorily	
1 – 34	F		

**Coursee policies**

*The policy of academic course is based on the principles of academic virtue of S. Kuznets KHNUE <https://www.hneu.edu.ua/akademichna-dobrochesnist/>*

*It is forbidden to publish (partially or completely) scientific (creative) results obtained by other persons, the results of their own research (creativity) and/or reproduce published texts of other authors without indicating authorship.*

*Cheating during control (modular) works and exams is prohibited (including using mobile devices)*

***For more detailed information about competencies, learning outcomes, teaching methods, forms of assessment, and independent work, see the work program of the coursee: [https://pns.hneu.edu.ua/pluginfile.php/294198/mod\\_resource/content/1/\\_B2B\\_Робочий%20план\\_2017-18%20%28Панчук%29.xls](https://pns.hneu.edu.ua/pluginfile.php/294198/mod_resource/content/1/_B2B_Робочий%20план_2017-18%20%28Панчук%29.xls)***