

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

МІЖНАРОДНИЙ КОНСАЛТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

*29 «Міжнародні відносини»
292 «Міжнародні економічні відносини»
перший (бакалаврський) рівень
Міжнародний бізнес*

Статус дисципліни

вибіркова

Мова викладання, навчання та оцінювання

англійська

Розробник:

к.е.н., доцент

Ганна ІВАЩЕНКО

Завідувач кафедри
міжнародних
економічних відносин

Ірина ОТЕНКО

Гарант програми

Наталія ПАРХОМЕНКО

Харків
2023

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

APPROVED

at the meeting of the department
international economic relations

Protocol № 1 of 28.08.2023



AGREED

Vice-rector for educational and methodical work

~~Karina NEMASHKALO~~

**INTERNATIONAL CONSULTING
Program of the course**

Field of knowledge
Specialty
Study cycle
Study programme

**29 "International Relations"
292 "International Economic Relations"
first (bachelor)
International Business**

Course status
Language

**elective
English**

Developers:
PhD, Associate Professor

Hanna IVASHCHENKO

Head of International Economic
Relations Department

Iryna OTENKO

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Nataliia PARKHOMENKO

**Kharkiv
2023**

INTRODUCTION

In the activities of industrialized countries, consulting services in the field of economics and enterprise management are one of the most important factors in the effective functioning and development of enterprises. The complication of economic processes led to the formation of national and international markets for consulting services, which perform the function of spreading advanced technologies for solving complex economic problems. All these prerequisites lead to the need for future specialists in the field of international economic relations to study the theoretical, methodological and practical aspects of international consulting. Studying the discipline gives applicants the opportunity to gain experience in the use and provision of international consulting services.

The educational discipline "International consulting" belongs to the selective educational components of the cycle of professional training, which is studied by applicants who receive the educational degree "Bachelor", studying in the specialty 292 "International economic relations", OP "International business".

Independent work is an integral part of the process of effective assimilation of the discipline, aimed at the formation of theoretical knowledge and practical skills regarding the theory and practice of international consulting, the development of consulting services in the world, the construction of client networks and the implementation of consulting projects.

The goal of the educational discipline is to acquire theoretical knowledge on the following issues: theory and practice of international consulting, development of consulting services in the world, building client networks and implementation of consulting projects.

The main tasks of the academic discipline are as follows:

to form a clear idea and understanding of the essence of international consulting, its role in modern international economic relations;

providing students with knowledge about the basics of developing consulting services in the world, building client networks and implementing consulting projects.

The object of study of the academic discipline is the processes of consulting a wide range of issues in the field of international economic relations.

The subject of study of the academic discipline is the situations that arise in the process of functioning of enterprises on the international market and cause or can cause their inefficient activity.

Independent work should be organized in such a way that students have the opportunity to deeply learn the main provisions of the academic discipline, to develop the ability to master effective technical techniques and analytical methods of consulting services on international markets. Such work should demonstrate the student's ability to independently work with economic literature, apply the acquired theoretical knowledge in the performance of practical tasks, make generalizations and conclusions, provide suggestions for improving the use and provision of consulting services on international markets.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Competencies	Learning outcomes
SC 5	LO 3
SC 6	
SC 11	
GC 8	LO 7
GC 12	
SC 16	
GC 8	LO 12
SC 11	
SC 15	
GC 8	LO 13
SC 5	
GC 8	LO 14
SC 7	
SC 10	LO 17
GC 12	LO18
SC 11	
SC 11	LO 23
GC2	LO 24
GC 8	
GC 12	
SC 5	
SC 11	
SC 19	LO 26
SC 20	
SC 12	LO 27

where: GC2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

GC 8. Ability to abstract thinking, analysis and synthesis.

GC 12. Knowledge and understanding of the subject area and understanding of professional activity.

SC 5. The ability to carry out a comprehensive analysis and monitoring of the state of world markets, to assess changes in the international environment and to be able to adapt to them.

SC 6. Ability to analyze international markets of goods and services, instruments and principles of regulation of international trade.

SC 7. Ability to analyze theories and mechanisms of implementation of international monetary, financial and credit relations.

SC 10. The ability to justify the expediency of using legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.

SC 11. The ability to conduct research of economic phenomena and processes in the international sphere, taking into account cause-and-effect and spatio-temporal relationships.

SC 12. Ability to use regulatory documents and reference materials when performing professional activities in the field of international economic relations.

SC 15. Ability to apply the methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

SC 16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

SC 19. The ability to analyze basic micro- and macroeconomic models, modern macroeconomic approaches to the analysis of the economy, the principles of the behavior of economic entities in the global environment

SC 20. The ability to make and justify management decisions regarding the creation and operation of entrepreneurial structures, promoting the internationalization of business in the sector of small and medium-sized enterprises.

LO 3. Use modern information and communication technologies, general and special purpose software packages.

LO 7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.

LO 12. To carry out a complex analysis of complex economic systems, to compare and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO 13. Select and skillfully apply the analytical toolkit for researching the state and development prospects of individual segments of the international markets of goods and services using modern knowledge about the methods, forms and tools of regulation of international trade.

LO 14. Understand and apply the theories, principles, means and tools of implementation of international monetary, financial and credit relations.

LO 17. Determine the causes, types and nature of international conflicts and disputes, substantiate and apply economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine.

LO18. Investigate economic phenomena and issues in the international sphere based on an understanding of categories and laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account cause-and-effect and space-time relationships.

LO 23. Be aware of the need for lifelong learning to acquire knowledge in order to maintain professional competence at a high level.

LO 24. Justify the choice and apply information and analytical tools, economic and statistical methods of calculation, complex analysis techniques and methods of monitoring the state of world markets.

LO 26. To manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial activities and others, taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-specialization of the Kharkiv region.

LO 27. Apply acquired knowledge to solve applied problems in the areas of planning, analysis, organization and control of international business.

COURSE CONTENT

Content module 1. Theoretical foundations and practical aspects of international consulting

Topic 1. Characteristics and evolution of international consulting.

Subjects and objects of international consulting.

Evolution and factors of development of consulting services.

Consulting associations in Ukraine.

Topic 2. Concept of consulting service.

Consulting service as a specific type of product

Classification of consulting services

Types and functions of management consulting

Topic 3. Professional consulting associations in the world

Characteristics of professional consulting associations in the world.

The consulting services they provide.

Topic 4. Development of the world market of consulting services

Problems of the development of counseling in the conditions of globalization.

Features of international consulting services.

Modern world market of consulting services.

Development of consulting in Ukraine.

Topic 5. Organizational and economic aspects of international consulting activities

Establishment of a consulting business.

Licensing and certification of consulting activities.

Principles of consulting activity management.

Basic business processes of the consulting company.

Content module 2.

Peculiarities of the formation of international economic relations between a consulting agency and a client organization

Topic 6. The position and role of the consultant in the international consulting process

- Roles and behavior of the consultant.
- External and internal consulting.
- Professional features and abilities of a consultant.
- Basic values and ethical code of the consultant.

Topic 7. Involvement of a consultant in the client organization

- Determining the expediency of counseling.
- Factors of successful counseling.
- Typology of clients of the consulting company.
- Peculiarities of the consultant-client relationship.
- Consultant selection procedure.
- Balance of client and consultant expectations.

Topic 8. Personnel work in the field of international consulting services

- Personnel policy of the consulting company.
- Organization of work of consultants.
- Organizational culture of a consulting company.
- Professional structure of the consulting organization.

Topic 9. Technology of international consulting

- The main phases and stages of the consultation process.
- Centers of attention of the head of the consulting firm.
- Classification of consulting projects.
- Development of a consulting project.
- Marketing in consulting.
- Peculiarities of payment for consulting services.

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
Topic 1. Practical session.	Subjects and objects of international consulting.
Task 1. Laboratory session	It is necessary to determine the list of possible subjects and objects of international consulting.
Topic 2. Practical session.	Types and functions of management consulting.
Task 2. Laboratory session	It is necessary to define the main types and functions of management consulting.
Topic 3. Practical session.	Classification of consulting services.
Task 3. Laboratory session	It is necessary to analyze the main consulting services.
Topic 4. Practical session.	Problems of the development of counseling in the conditions of globalization. It is necessary to analyze the main problems of the development of counseling in the conditions of globalization.
Task 4. Laboratory session	Features of international consulting services.
Topic 5. Practical session.	Study of features of international consulting services.

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

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1. Characteristics and evolution of international consulting Topic 2. Concept of consulting service Topic 3. Professional consulting associations in the world Topic 4. Development of the world market	Study of lecture material on international consulting, normative and administrative documents and reference materials and familiarization with the peculiarities of consulting activities

<p>of consulting services</p> <p>Topic 5. Organizational and economic aspects of international consulting activities.</p> <p>Topic 6. The position and role of the consultant in the international consulting process</p> <p>Topic 7. Involvement of a consultant in the client organization</p> <p>Topic 8. Personnel work in the field of international consulting services.</p> <p>Topic 9. Technology of international consulting</p>	
<p>Topic 1. Characteristics and evolution of international consulting</p> <p>Topic 2. Concept of consulting service</p> <p>Topic 3. Professional consulting associations in the world</p> <p>Topic 4. Development of the world market of consulting services</p> <p>Topic 5. Organizational and economic aspects of international consulting activities.</p> <p>Topic 6. The position and role of the consultant in the international consulting process</p> <p>Topic 7. Involvement of a consultant in the client organization</p> <p>Topic 8. Personnel work in the field of international consulting services.</p> <p>Topic 9. Technology of international consulting</p>	Preparation for practical classes
<p>Topic 5. Organizational and economic aspects of international consulting activities.</p> <p>Topic 6. The position and role of the consultant in the international consulting process</p> <p>Topic 7. Involvement of a consultant in the client organization</p> <p>Topic 8. Personnel work in the field of international consulting services.</p> <p>Topic 9. Technology of international consulting</p>	Essay writing, survey preparation
<p>Topic 1. Characteristics and evolution of international consulting</p>	Preparation for the exam

<p>Topic 2. Concept of consulting service</p> <p>Topic 3. Professional consulting associations in the world</p> <p>Topic 4. Development of the world market of consulting services</p> <p>Topic 5. Organizational and economic aspects of international consulting activities.</p> <p>Topic 6. The position and role of the consultant in the international consulting process</p> <p>Topic 7. Involvement of a consultant in the client organization</p> <p>Topic 8. Personnel work in the field of international consulting services.</p> <p>Topic 9. Technology of international consulting</p>	
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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

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Verbal (lecture (Topics 1 – 3, 5, 6, 8, 9), mini-lectures (Topics 4, 7), problematic lectures (Topics 6, 8)).

In person (demonstration (Topics 1 - 9)).

Practical (practical work (Topics 1, 2, 3, 4, 5, 7, 9), seminars (Topics 1, 6, 8), seminars-discussions (Topic 2)).

FORMS AND METHODS OF ASSESSMENT

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

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: active work in pairs (12 points), survey (8 points), current control works (10 points), homework (7 points), creative task (6 points), essay writing (10 points), colloquium (7 points).

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

An example of an examination card

Semyon Kuznets Kharkiv National University of Economics
First (bachelor) level of higher education
Specialty 292 "International Economic Relations"
Educational and professional program "International Business".
Educational discipline "International consulting"

Examination card № 1

Theoretical questions

1. Features of international consulting services
2. What indicators characterize the level of development of consulting in a particular country?

Task 3 (diagnostic).

The consulting company was approached by representatives of the client organization. The client organization provided the following data. In the table 1 shows the structural analysis of net income from the export of energy-saving products of ENERGO-EFEKT LLC in the period 2021-2022.

Table 1

Structural changes in net income from energy-saving exports products of "ENERGO-EFFECT" LLC

Indexes	2021 year	2022 year	Deviation
1. Tape PVC curtains	2330,8	2885,4	554,6
1.1. PVC curtains that retain heat	878,7	1240,2	361,5
1.2. PVC curtains that keep the cold	1452,1	1645,2	193,1
2. Swing doors	3567,2	3631,1	63,9
2.1. Flexible swing doors	2332,7	2289,0	-43,7
2.2. Rigid swing doors	1234,5	1342,1	107,6

3. Accessories for making PVC curtains	756,5	845,1	88,6
3.1. PVC oilcloth	511,2	572,3	61,1
3.2. Cornices and overhead bars	245,3	272,8	27,5
In total	6654,5	7361,6	707,1

Wholesale and retail prices for the products of "ENERGO-EFEKT" LLC are given in the table. 2.

Table 2

Wholesale and retail prices for the main products of "ENERGO-EFEKT" LLC

Product	Wholesale price units, UAH	Selling price of the unit, hryvnias
PVC curtains that retain heat	179	190
PVC curtains that keep the cold	224	240
Flexible swing doors, hryvnias/sq.m	5884	6000
Rigid swing doors, hryvnias/sq.m.	10965	11000
PVC oilcloth, width 1.37 m.	236	250
Curtains for gazebos, UAH/sq.m	475	500
Euro aluminum ceiling cornice with bar	367	380
The eaves bar is metal	97	110

Table 3

ABC analysis of the export of products of "ENERGO-EFEKT" LLC

Product	Net income from exports to Poland and Romania, hryvnias		Specific weight of product export, %	
	2021 year	2022 year	2021 year	2022 year
PVC curtains that retain heat	878,7	1240,2	25	26
PVC curtains that keep the cold	1452,1	1645,2	25	27
Flexible swing doors	2332,7	2289,0	23	23
Rigid swing doors	1234,5	1342,1	17	24

PVC oilcloth	511,2	572,3	20	24
Cornices and overhead bars	245,3	272,8	15	16
In total	6654,5	7361,6	-	-

The consulting company needs to provide advice on the development of a pricing policy on the markets of Poland and Romania.

Evaluation criteria

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (stereotype). (4 points)

Evaluation depends on the completeness of the answer.

Task 2 (stereotype). (10 points)

Evaluation depends on the completeness of the answer.

Task 3 (diagnostic). (26 points)

10 – the correct direction of providing consulting services;

10 – correctly developed recommendations for the client organization;

6 - correctly presented conclusions.

Approved at the meeting of the "International Economic Relations" department
Protocol No. 1 dated August 28, 2023

Head of the department

(signature)

Iryna Otenko

(surname and name)

Examiner

(signature)

Hanna IVASHENKO

(surname and name)

RECOMMENDED LITERATURE

Main

1. Antofii N.M., Bulyuk O.V., Fomishin S.V. International economy: Study guide. – Kherson: Oldi-plus, 2018. – 352 p.
2. Baula O.V., Bozhidarnik T.V., Visyna T.M. etc. European and Euro-Atlantic integration: Study guide. – Kherson: Oldi-plus, 2017. – 376 p
3. Amelina I.V., Popova T.L., Vladimirova S.V. International economic relations: Study guide. K.: Center for Educational Literature, 2017. 256 p.
4. International economy: education. manual / V. P. Reshetylo, O. V. Berveno, G. V. Stadnyk, etc.; in general ed. V. P. Reshetylo, O. V. Berveno; Hark. national city university farm named after O. M. Beketova. Kharkiv: XNUMG, 2020. 262 p
5. International consulting: education. manual / O. O. Okhrimenko, A. D. Kuharuk. - K.: NTUU "KPI", 2018. - 184 p.
6. International economic organizations: textbook. / L. M. Horbach, O. V. Plotnikov - K.: "Condor" Publishing House, 2019. - 528 p.
7. Chernukha T. S. Strategies and forms of exit of a consulting company to the international market / T. S. Chernukha, T. S. Bunchikova // Business Inform. – No. 5. 2021. [Electronic resource]. - Access mode: <http://repository.hneu.edu.ua/handle/123456789/25630>

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12. Petryaeva Z.F., Ivashchenko G.A. Methodological support for assessing the export potential of an enterprise. Efficient economy. 2020. No. 1. – P. 55 – 57.

Information resources

13. Analysis of international markets [Electronic resource] // PNS KhNEU. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=6857>
14. Bulletin of foreign commercial information [Electronic resource]. – Access mode: www.vniki.ru/biki.nsf/all/about.htm

15. Site of personal educational systems of Khnei National University named after S. Kuzneta. Discipline "International consulting" [Electronic resource]. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=8037>