

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



АНАЛІЗ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ

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



**ANALYSIS OF FOREIGN ECONOMIC ACTIVITY
Program of the course**

Field of knowledge	29 "International Relations"
Specialty	292 "International Economic Relations"
Study cycle	first (bachelor)
Study programme	International Business

Course status	elective
Language	English

Developers:
PhD, Associate Professor

Hanna IVASHCHENKO

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**Kharkiv
2023**

INTRODUCTION

Analysis of external economic activity is a methodological discipline, on the basis of which the main patterns of development of enterprises are determined. The role of the analysis lies in assessing the external economic activity of government entities, identifying and calculating the amount of non-volatile reserves. The analysis may lead to improved management of the enterprise, an appreciation of its market ambushes and a further increase in the effectiveness of its activities in the international business environment.

Independent work is an invisible warehouse process of effective discipline acquisition, aimed at the formation of theoretical knowledge and practical skills to investigate the cause-and-hereditary connections of changes and the development of economical phenomena. and processes, assessment of the main criteria for the effectiveness of international business development, allocation of reserves and ways to improve efficiency activities of international companies.

Goal of the initial discipline: according to the analysis of external economic activity (EED) of enterprises, the influx of external economic operations into the indicators of financial and economic activity of the sub is determined. Ektiv government and assessment of the prospects for their development.

The main tasks of the initial discipline are:

examination of the peculiarities of the analysis of the economic development of the region;

learning the specifics of analyzing the income of a subject of external economic activity

carrying out analysis and evaluation of the effectiveness of export and import operations;

studying the specifics of analyzing the external economic activity of the region and the territory.

The object of discipline is the external economic activity of the business that operates in the minds of the market.

The subject of study is the causal and hereditary connections of phenomena and processes of external economic activity, as found in the system of economic information.

Independent work may be organized in such a way that students are able to thoroughly grasp the basic principles of the initial discipline, formulate knowledge and establish effective technical techniques and methods of analytical research. , focus on management decisions to search for internal non-volatile reserves of international companies. This kind of work can show the ability of the developer to independently work with economical literature, extract theoretical knowledge from practical and laboratory tasks, work on paperwork and revisions, and give propositions from knowledge. the emergence of potential business opportunities in foreign 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

Competences	Learning outcomes
SC5	LO3
SC6	
SC 11	
GC 8	LO7
GC 12	
SC 16	
GC 8	LO12
SC 11	
SC 15	
GC 8	LO13
SC5	
GC 12	LO18
SC 11	
SC 11	LO23
GC2	LO24
GC 8	
GC 12	
SC5	
SC 11	
SC19	LO26
SC20	
SC 12	LO27

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.

SC5. The ability to carry out a comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them.

SC6. Ability to analyze international markets of goods and services, instruments and principles of regulation of international trade.

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.

SC19. 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

SC20. The ability to make and substantiate management decisions regarding the creation and operation of entrepreneurial structures, promoting the internationalization of business in the sector of small and medium-sized enterprises.

LO3. Use modern information and communication technologies, general and special purpose software packages.

LO7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.

LO12. To carry out a comprehensive analysis of complex economic systems, to compare and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO13. 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.

LO18. Investigate economic phenomena and processes 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.

LO23. To be aware of the need for lifelong learning in order to maintain professional competence at a high level.

LO24. 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.

LO26. 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.

LO27. Apply the acquired knowledge to solve applied problems in the areas of planning, analysis, organization and control of international business.

COURSE CONTENT

Content module 1

Theoretical and methodological foundations of the analysis of foreign economic activity

Topic 1. Basic concepts of analysis of foreign economic activity

1.1. Analysis of foreign economic activity and its role in enterprise management.

The importance of the analysis of foreign economic activity in the management of enterprises and organizations as a method of substantiating management decisions, identifying reserves, and evaluating the economic efficiency of management. The value of foreign economic analysis for achieving better results and improving the efficiency of enterprises and organizations. The role of FEE analysis in the development of a market economy.

1.2. Economic processes as a subject of the analysis of the economic development.

The essence of the analysis of foreign economic activity as an element of management activity preceding decision-making, their justification based on incoming information. The object, subject and tasks of the analysis of foreign economic activity at enterprises and organizations. The place of analysis of foreign economic activity in the system of sciences.

Topic 2. Method and methodical techniques of analysis of foreign economic activity

2.1. The essence of the method of analysis of foreign economic activity.

Definition of the method and its features. The system of indicators used in the analysis. Formation of analytical indicators. Classification of indicators: quantitative and qualitative, factorial and effective, general and partial. The concept of a factor in the analysis as a condition for the implementation of economic processes, causes of changes in work results. Classification and ranking of socio-economic and technical-economic factors. Principles of analytical study of foreign economic activity: adaptability - compliance with the characteristics of the object under study, comprehensive consideration of factors, early diagnosis, anticipatory reflection,

continuity of the leading link, etc. The essence of reserves, their classification and detection. Basic principles of finding reserves.

2.2. Classification of analysis methods and techniques.

Economic-logical, economic-mathematical, heuristic, special methods. Application of methods and techniques at the stages of analytical study in various types of analysis.

The methodology of the analysis of foreign economic activity as a set of relevant principles, methods and techniques, creative activity of the subjects of the analysis.

Classification of economic and logical techniques and the field of their application.

Elimination as a method of calculating the influence of factors. Means of elimination of chain substitutions, absolute and relative differences.

Reception of comparison, its application in the analysis of foreign economic activity. Bases of comparison. Ensuring comparability of indicators. Modeling. Types of models, the use of modeling in the analysis of economic development. Balance method. Use of balance linkages to determine the value of unknown indicators and factors.

Reception of the group. It is used to identify the relationship between grouped characteristics and performance indicators, to study the development trends of the studied phenomenon and to identify the most significant reasons for its change.

Graphic methods. Economic and mathematical methods used in the analysis of foreign economic activity, their classification.

Sociological methods used in the analysis of foreign economic activity. Questionnaire research method. Survey of subjects of analysis. Conducting an experiment.

Topic 3. Analysis of regional development

Comparative analysis of regional development. Peculiarities of its implementation and focus on the search for development opportunities.

Principles of organization and sequence of regional development analysis.

Peculiarities of regional development analysis. Its content and information base.

Comprehensive analysis of the development of world regions. The essence of the system approach and its importance for the development of regions. Interrelationships and interdependencies of individual indicators of regional development.

Strategic analysis of regional development. Forecasting and determining the consequences of strategic decisions for the development of regions.

Economic information system as a database for regional development analysis.

Principles of organization of information provision of analysis of regional development. Requirements to which the information system must meet.

Characteristics of the most important types of economic information for the analysis of the development of world regions.

Organization of the analytical process of regional development.

Topic 4. Analysis of economic development of countries

The task of analyzing the economic development of countries, its information base.

Main tasks and stages of analysis of the economic development of countries. Characteristics of information sources.

Economic ratings of the world's countries as a basis for analyzing their development.

Express analysis of the economic development of countries. Factors influencing the economic development of countries. Basic indicators for evaluation and analysis of the economic development of countries. Analysis of the economic development of the countries of North America. Features of the development of African countries. Assessment of the state of the economy of European countries.

Topic 5. Analysis of the profit of the subject of foreign economic activity

5.1. The task of analyzing the profit of a subject of foreign economic activity, its information base.

Tasks and stages of profit analysis of a subject of foreign economic activity. Characteristics of information sources for analysis.

5.2. Factor analysis of the profit of the subject of foreign economic activity.

Analysis of the dynamics of the financial results of the foreign exchange entity. Factor analysis of gross profit from the sale of commodity products. Impact on gross profit of assortment and structural shifts, changes in cost price, selling prices, volume of sales, product quality. Analysis of net profit. Determination of factors affecting net profit.

5.3. Analysis of profitability indicators.

System of profitability indicators. Factors that determine them. Factor analysis of profitability indicators.

Summary calculation of reserves for profit growth and profitability.

Content module 2. Analysis and evaluation of the efficiency of export and import operations

Topic 6 Analysis of volumes, dynamics and structure of foreign economic operations

6.1. Information support for the analysis of foreign economic transactions

Main directions and stages of analysis of export-import operations. Sources of information for general analysis of volumes, dynamics and structure of foreign

economic operations: primary documents, financial and tax reporting, statistical reporting, other sources.

6.2. Analysis of volumes, terms, dynamics and structure of foreign economic operations.

Analysis of volumes and terms of foreign economic operations. Analysis of the dynamics and structure of export and import operations. Analysis of the fulfillment of obligations under foreign trade contracts. Analysis of the rationality of the use of funds during export-import operations.

Topic 7. Analysis of export operations

7.1. Factor analysis of sales volume of export products.

Establishing factors that affect the volume of sales of export products. Factorial model. Determination of reserves of export proceeds from the sale of products. Consequences of non-fulfillment of obligations by physical volume.

7.2. Analysis of the impact of export of products on the financial condition of the subject of foreign economic activity.

Assessment of the stability of the subject of foreign economic activity. Local and integral indicator of profit from foreign economic activity. The relative levels of local and integral stability of the ESD. Average indicators of local and integral sustainability of foreign economic activity. ZED resistance classes. Types of the nature of the stability of ZED.

Topic 8. Analysis of import operations

8.1. Analysis of factors affecting the formation of costs for the purchase of imported goods.

Indicators characterizing the import of goods. Analysis of import supplies. Determining the actual cost of imported goods. Assessment of the influence of factors on changes in costs per unit of imported products, as well as on the entire volume of imports.

8.2. Analysis of the impact of product imports on the company's financial results.

Determination of gross, net profit from the sale of imported goods. Setting the deviation from the corresponding base. Calculation of the influence of factors on this deviation. Factor models of gross and net profit.

Topic 9. Analysis of the effectiveness of foreign economic operations

9.1. Analysis of the efficiency of export operations

Calculation of the break-even foreign trade price of the export product at known costs in accordance with the basic conditions of supply. Establishing the maximum acceptable costs for the export of goods in accordance with the basic conditions of supply. Evaluation of the economic efficiency of product export.

9.2. Analysis of the efficiency of import operations.

Calculation of the break-even foreign trade price of an imported consumer product in accordance with the basic conditions of supply with a known internal value. Establishing the minimum allowable valuation value of imported consumer goods at the known foreign trade price in accordance with the basic conditions of supply. Evaluation of the economic efficiency of the import of goods for consumer and industrial purposes.

9.3. Analysis of overhead costs for export-import operations.

Justification of costs for transportation of products, their storage and sale, taking into account currency rates. Determination of factors that affect changes in overhead costs. Calculation of the influence of factors on the amount of costs for product storage.

Topic 10. Methods of analysis of foreign economic activity of the region, country and company

10.1. Conceptual provisions of methodological support for the analysis of foreign economic activity of the region.

Analysis of the current state of the FEZ of the region and its structure. Analysis of interrelationships between FEZ indicators, the level of integration of the region into the world space and the socio-economic development of the region. Analysis of indicators of the prospects of the region's foreign economic activity.

10.2. Analysis of foreign economic activity of the country.

Analysis of the country's integration into the world space. Analysis of indicators of the prospects of the country's foreign economic activity.

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. Practice session. Task 1.	Economic processes as a subject of the analysis of the economic development.
Topic 2. Laboratory session. Task 2.	It is necessary to separate economic processes when conducting foreign economic activities.
Topic 3. Practice session.	Classification of analysis methods and techniques

Task 3.	
Topic 4. Practice session. Task 4.	Peculiarities of the use of methods and methods of analysis for conducting foreign economic activity.
Topic 5. Laboratory session. Task 5.	System of economic information as a database for regional development analysis.
Topic 6. Practice session. Task 6.	It is necessary to work with sources of information to form a system of indicators for the analysis of regional development.
Topic 7. Laboratory session. Task 7.	Economic ratings of the world's countries as a basis for analyzing their development.
Topic 8. Practice session. Task 8.	It is necessary to conduct an analysis of the economic development of countries.
Topic 9. Laboratory session. Task 9.	Analysis of profitability indicators.
Topic 10. Practice session. Task 10.	It is necessary to analyze the profitability indicators of an international company.

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. Subject, object and task of analysis of foreign economic activity Topic 2. Method and methodical techniques of analysis of foreign economic activity Topic 3. Analysis of regional development Topic 4. Analysis of economic development of countries Topic 5. Analysis of the profit of the subject of foreign economic activity	Study of lecture material on the analysis of foreign economic activity, normative and administrative documents and reference materials and familiarization with analytical tools

<p>Topic 6. Analysis of volumes, dynamics and structure of foreign economic operations</p> <p>Topic 7. Analysis of export operations</p> <p>Topic 8. Analysis of import operations</p> <p>Topic 9. Analysis of the effectiveness of foreign economic operations</p> <p>Topic 10. Methods of analysis of foreign economic activity of the region, country and company</p>	
<p>Topic 1. Subject, object and task of analysis of foreign economic activity</p> <p>Topic 2. Method and methodical techniques of analysis of foreign economic activity</p> <p>Topic 3. Analysis of regional development</p> <p>Topic 4. Analysis of economic development of countries</p> <p>Topic 5. Analysis of the profit of the subject of foreign economic activity</p> <p>Topic 6. Analysis of volumes, dynamics and structure of foreign economic operations</p> <p>Topic 7. Analysis of export operations</p> <p>Topic 8. Analysis of import operations</p> <p>Topic 9. Analysis of the effectiveness of foreign economic operations</p> <p>Topic 10. Methods of analysis of foreign economic activity of the region, country and company</p>	Preparation for practical classes
<p>Topic 6. Analysis of volumes, dynamics and structure of foreign economic operations</p> <p>Topic 7. Analysis of export operations</p> <p>Topic 8. Analysis of import operations</p> <p>Topic 9. Analysis of the effectiveness of foreign economic operations</p> <p>Topic 10. Methods of analysis of foreign economic activity of the region, country and company</p>	Essay writing, survey preparation
<p>Topic 1. Subject, object and task of analysis of foreign economic activity</p> <p>Topic 2. Method and methodical techniques of analysis of foreign</p>	Exam preparation

<p>economic activity</p> <p>Topic 3. Analysis of regional development</p> <p>Topic 4. Analysis of economic development of countries</p> <p>Topic 5. Analysis of the profit of the subject of foreign economic activity</p> <p>Topic 6. Analysis of volumes, dynamics and structure of foreign economic operations</p> <p>Topic 7. Analysis of export operations</p> <p>Topic 8. Analysis of import operations</p> <p>Topic 9. Analysis of the effectiveness of foreign economic operations</p> <p>Topic 10. Methods of analysis of foreign economic activity of the region, country and company</p>	
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The number of hours of lectures, practical (seminar) and/or laboratory classes and hours of independent work are given in the work plan (technological map) for 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, 10), mini-lectures (Topics 4, 7), problem lectures (Topics 6, 8)).

In person (demonstration (Topics 1 – 10)).

Practical (practical work (Topics 1, 3, 5, 7, 9, 10), seminars (Topics 1, 6, 8), seminars-discussions (Topics 8, 9)).

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 "Analysis of foreign economic activity"

Examination card № 1

Task 1 (stereotype).

Analyze the attractiveness of loans according to the table.

№	Indicators	Period after receiving loans, thousand UAH.	The period before receiving loans, thousand UAH.	Growth rate
1	Net income (revenue) from product sales	6500	6400	to determine
2	Cost of goods sold	5600	5550	to determine
3	Gross profit	to determine	to determine	to determine
4	Administrative expenses	90	85	to determine
5	Selling expenses	110	90	to determine
6	Financial result from operating activities	to determine	to determine	to determine
7	Other financial income	45	30	to determine
8	Financial result of ordinary activities before taxation	to determine	to determine	to determine
9	Income tax from ordinary activities	223	211	to determine
10	Net profit	to determine	to determine	to determine

11	Number of objects of activity, pcs.	27	24	to determine
12	The price of one object of activity, thousand UAH.	203	200	to determine
13	Resources for creating an activity object	12	9	to determine
14	The cost of the resource to create the object	23	20	to determine
15	Labor costs for object production	12	15	to determine

The amount of loans is UAH 578,000.

Task 2. (stereotypical).

According to the data given in Table 1, make calculations and draw conclusions regarding the structure of exports by country groups of buyer enterprises.

Table 1

Analysis of the structure of exports by groups of buyer-enterprise countries

№	Groups of countries	1-й year		2-й year		Deviation		
		shipment, thousand UAH	specific weight, %	shipment, thousand UAH	specific weight, %	+/-, Th. UAH	%	points of the structure
1	European countries	980,00		901,00				
2	North American countries	1360,00		1250,00				
3	African countries	630,00		800,00				
4	Asian countries	520,00		175,00				
Together								x

Task 3. (diagnostic).

Determine and analyze the dynamics of indicators characterizing the financial stability of the enterprise (according to the table). Develop proposals for increasing the financial stability of the enterprise subject to foreign economic activity.

Source data for the analysis of the financial stability of the enterprise

Indexes	Last year	Current year	Absolute deviation
Own capital, thousand UAH.	2850	4350	to determine
Long-term liabilities, thousand UAH.	290	340	to determine

Current liabilities, thousand UAH.	3100	3200	to determine
Income of future periods, thousand hryvnias.	35	46	to determine
Coefficient of financial independence	to determine	to determine	to determine
Financial risk factor	to determine	to determine	to determine
Coefficient of financial stability	to determine	to determine	to determine
Concentration ratio of the capital involved	to determine	to determine	to determine

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). (10 points)

Evaluation depends on the completeness and reasonableness of the answer.

5 points – the calculations were made correctly;

5 points – substantiated and comprehensive conclusions are provided.

Task 2 (stereotype). (10 points)

Evaluation depends on the completeness and reasonableness of the answer.

5 points – the calculations were made correctly;

5 points – substantiated and comprehensive conclusions are provided.

Task 3 (diagnostic). (20 points)

Evaluation depends on the completeness and reasonableness of the answer.

10 points – correctly constructed analysis technique;

5 points – the calculations were made correctly;

5 points – substantiated and comprehensive conclusions are provided.

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

Head of the department _____ Iryna Otenko
(signature) (surname and name)

Examiner _____ Hanna IVASHENKO
(signature) (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.
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Additional

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11. Ivashchenko G. A. Accounting and analytical management of the enterprise / Ivashchenko G. A., Golovash S. O. // Economy and society. – 2017. - No. 12. – P. 260 – 267.
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Information resources

15. Analysis of international markets [Electronic resource] // PNS KhNEU. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=6857>

16. Reference summary of lectures on the academic discipline "Analysis of foreign economic activity" incl. Petryaeva Z. F. - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=5346>

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