

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

ЕКОНОМІКА БІЗНЕСУ

робоча програма навчальної дисципліни (РПНД)

Галузь знань **29 «Міжнародні відносини»**
Спеціальність **292 «Міжнародні економічні відносини»**
Освітній рівень **перший (бакалаврський)**
Освітня програма **«Міжнародний бізнес»**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Розробник:
к.е.н., доцент

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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
of international economic relations
Protocol № 1 of 28.08.2023



APPROVED

Vice-rector for educational and methodical work

Karina NEMASHKALO

ECONOMICS OF BUSINESS

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

mandatory
English

Developer
PhD (Economics)
Associate professor

Alina LYTVYVENKO

Head of department of
international economic
relations

Iryna OTENKO

Head of Study Programme

Natalia PARKHOMENKO

Kharkiv
2023

INTRODUCTION

The deepening of international cooperation makes it possible to use world experience in the implementation of economic activities. This determines the growth of the role of business economics and its study in the context of the development of the modern economy. In the conditions of the formation and development of market relations of the modern economy, the market with its commodity-money relations appears as a global modern process between participants in the international business environment.

The business economy is the main structural element of the economy of a competitive state in the world economy. In modern business, the most qualified personnel are concentrated, the issues of rational use of resources, high-performance equipment, technology are solved, product companies are created on the basis of valuing diversity, multiculturalism, and tolerance.

The purpose of the course 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.

The tasks of the course are the formation of education seeker of general knowledge about the state of international business research, international regulatory documents and agreements, reference materials, current standards and technical conditions in the business environment, as well as the development of a strategy for personnel management of an international company, marketing, competitive, innovative, financial activity taking into account the direction of activity of the subject of international business and is studied in accordance with the curriculum for training of bachelor's first degree students of speciality 292 "International Economic Relations" educational program "International Business" of all forms of education.

The object of the course is the process of determining the functional features and relationships between subjects of international economic relations of different levels, substantiating the feasibility of creating a new business in the international business environment by studying other business cultures and professional groups of different levels, recommendations taking into account peculiarities of the national and international environment, the application of economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine.

The subject of the course is the principles, forms and methods that allow solving complex specialized tasks and practical problems in the field of international relations, as well as in the process of business activity, which involves the application of the latest theories and methods in the implementation of complex studies of global economic relations, which is characterized by complexity and uncertainty of conditions.

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

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO4	GC10
	SC9
	SC5
LO5	SC9
LO8	SC11
LO10	SC8
LO15	IC
LO11	
LO12	SC11
	SC15
LO15	SC8
	GC1
LO16	GC1
LO17	SC13
LO19	SC9
	SC12
LO20	SC8, SC10
LO22	SC10
LO23	SC10
	SC9
LO26	SC8
	SC10
LO28	SC19

where, IC. The ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic relations in particular, as well as in the learning process, which involves the application of the latest theories and methods in the implementation of complex studies of global economic relations, is characterized by the complexity and uncertainty of conditions.

GC1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

SC5. 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.

SC8. The ability to determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and to establish communications between them.

SC9. The ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.

SC10. The ability to justify the expediency of using legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.

SC11. The ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and space-time relationships.

SC12. The ability to use regulatory documents and reference materials when performing professional activities in the field of international economic relations.

SC13. Ability to evaluate and analyze the security component in international economic relations.

SC15. Ability to apply methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

SC19. Ability to analyze basic micro- and macroeconomic models, modern macroeconomic approaches to the analysis of the economy, principles of behavior of economic subjects in the global environment.

LO4. To systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

LO5. Possess the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge/types of activity) on the basis of valuing diversity, multiculturalism, tolerance and respect for them.

LO8. To understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration.

LO10. Identify and single out the peculiarities of the functioning of subjects of international relations and models of their economic development.

LO11. To justify one's own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

LO12. Carry out a comprehensive analysis of complex economic systems, compare and compare their components, evaluate and justify assessments of the effectiveness of their functioning

LO15. Determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and establish communications between them.

LO16. Demonstrate knowledge of the state of research in international economic

relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.

LO17. 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.

LO19. Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards and technical conditions, etc. in the field of international economic relations.

LO20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

LO22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

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

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 smart-specialization of the Kharkiv region.

LO28. Analyze basic micro- and macroeconomic models, modern macroeconomic approaches to the analysis of the economy, principles of behavior of economic entities in the conditions of the global environment.

COURSE CONTENT

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.

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

The essence, functions, subjects and objects of the international business market. Basics of the essence of business economics. Development of business relations in international economic relations. Characteristics of the market structure of the international business entity, taking into account the priorities of the Kharkiv region. Characteristics of products at the international level.

Topic 2. Business and entrepreneurship. Types and organizational and legal forms.

The essence and historical development of the concepts "business" and "entrepreneurship". Functions and conditions of international business entities. Organizational basics and features of creating a business idea. Basics of entrepreneurial activity. The external environment of the functioning of business entities. Organizational and legal forms of entrepreneurship and their comparative characteristics. Basics of taxation of international business subjects and evaluation of the security component in

international economic relations.

Topic 3. Personnel, productivity and remuneration, taking into account the field of activity.

Personnel (team building) of an international business entity. Which specialists make up the product team. Basic patterns and dynamics of interaction between different team members. Basics of team management. Team motivation and management tools. Calculation of the working time budget taking into account the direction of activity. Planning the number of employees of the business entity. Labor productivity, output and labor intensity. Tariff wage system. Payment forms and systems. Tariff-free payment systems. Planning of the salary fund.

Topic 4. Fixed assets and intangible assets.

General characteristics, structure and classification of fixed assets of international business entities. Methods of estimating the value of fixed assets. Depreciation and amortization of fixed assets. Indicators of movement, efficiency of the use of fixed assets and directions for improving their use. The essence of intangible resources. Definition and characteristics of intangible business assets. Evaluation of intangible assets and directions for increasing their use.

Topic 5. Production and organizational structure of business.

Formation of the production process and its structure. Types and methods of production organization. Forms of production organization. Production and social infrastructure of business. Management system of a modern subject of international business. Definition of behavioral business tricks.

Topic 6. Costs and means of monetization of activity.

The essence and classification of production costs of a modern subject of international business. Grouping of costs by economic elements and costing items. Directions for reducing production costs and the cost of products and services. Business model and monetization. Formation of prices for products and services. Types of prices. Pricing policy. Pricing methods. Pricing strategies, basic metrics. The essence of product market fit. Product development cycle. Algorithm for launching the product of international business entities.

Topic 7. Financial and economic results of business.

Financial activity of international business entities. The essence, classification and method of determining financial results. Profit and income of international business entities. Mechanism of profit distribution of international business entities. Profit planning methods. Functions of profit, factors affecting its size and order of profit distribution. Indicators, reserves and factors of increasing production efficiency of international business entities.

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

The essence of the concept of diplomatic communication and business communication. Stages of business communications and their typology. Communication noises and barriers. Ethics of business communications. Oral communications. Non-verbal means of communication. Business communications using written documents. Negotiation strategies with partners and potential investors. Peculiarities of intercultural

business communication. Manipulations in business communication. Conflicts in the process of business communication.

Topic 9. Management decision-making methods at the international level.

Indicators of production of products, services and methods of their determination. Product quality and methods of its assessment. Standardization and certification of products as factors for improving their quality. Competitiveness of products and methods of its evaluation of subjects of international business.

Topic 10. Economic efficiency and anti-crisis activity of business.

Performance evaluation indicators of international business entities. Main factors and directions of economic growth. The survival system of international business entities in market conditions. Economic security of international business entities: essence, purpose, elements and scheme of organization. Directions of organization of economic security of international business entities by functional components. Assessment of the level of economic security of international business entities. Business risk management. The essence, purpose and types of rehabilitation of international business entities. Causes and symptoms of bankruptcy of international business entities. The procedure for initiating a bankruptcy case. The process of liquidation of bankrupt subjects of international business.

Content module 2. Creation and development of one's own international business entity and implementation of a strategy regarding the company's competitive activity.

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

Studying the needs and pains of the target audience of the business environment. Desk research. MVP (concepts, stages, idea testing criteria, business success criteria). The essence of prioritization of subjects of international business. Design thinking when creating your own subject of international business. Behavior of product users. The basics of product analytics and the basics of working with decision-making tools and practices in product teams. Validation of own business ideas through quantitative and qualitative surveys, as well as through hypothesis testing. Basics of operating the main marketing tools for product promotion of international business entities. Interaction with technical team members, understanding what role and function they play in product development of international business entities. Thinking in terms of product and business categories. The algorithm of the product launch strategy of international business entities and the analysis of product success, taking into account the priorities of the start-specialization of the Kharkiv region.

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	Contents
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Topic 1. Practical lesson. Task 1.	Practical lesson on the development of business relations in international economic relations.
Topic 2. Practical lesson. Task 2.	It is necessary to determine the characteristics of the market structure of the international business entity, taking into account the priorities of the Kharkiv region; characteristics of products at the international level.
Topic 3. Practical lesson. Task 3.	Peculiarities of business and entrepreneurship and conditions of entrepreneurial business in an interdisciplinary combination with political, legal and natural aspects.
Topic 4. Practical lesson. Task 4.	It is necessary to determine the external environment of the functioning of business entities.
Topic 5. Practical lesson. Task 5.	To form the foundations of team management, team motivation and management tools, realizing the values of a free democratic society in Ukraine.
Topic 6. Practical lesson. Task 6.	It is necessary to determine indicators of movement, efficiency of use of fixed assets and intangible assets of use, evaluate and analyze security components in international economic relations.
Topic 7. Practical lesson. Task 7.	Form the general characteristics, structure and classification of fixed assets.
Topic 8. Practical lesson. Task 8.	Define the production process and its structure.
Topic 9. Practical lesson. Task 9.	Form product market fit. Describe the product development cycle and the product launch algorithm.
Topic 10. Practical lesson. Task 10.	It is necessary to determine indicators, reserves and factors of increasing the production efficiency of international business entities.
Topic 11. Practical lesson. Task 11.	Practical work on issues of manipulation in business communication and resolution of conflict situations at the international level.
Topic 11. Seminar lesson. Task 12.	Practical work on making management decisions of international business entities at the international level, defending the national interests of Ukraine.

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
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<p>Topic 1. The essence of the business economy, its structure and functions at the international level; Topic 2. Business and entrepreneurship. Types and organizational and legal forms; Topic 3. Personnel, productivity and remuneration, taking into account the field of activity; Topic 4. Fixed assets and intangible assets; Topic 5. Production and organizational structure of business; Topic 6. Costs and means of monetization of activity; Topic 7. Financial and economic results of business; Topic 8. Diplomatic communication as the basis of business and resolution of conflict situations at the international level; Topic 9. Methods of making managerial decisions at the international level; Topic 10. Economic efficiency and anti-crisis activity of business.</p>	<p>Study of lecture material on business economics and regulatory documents and reference materials</p>
<p>Topic 1. The essence of the business economy, its structure and functions at the international level; Topic 2. Business and entrepreneurship. Types and organizational and legal forms; Topic 3. Personnel, productivity and remuneration, taking into account the field of activity; Topic 4. Fixed assets and intangible assets; Topic 5. Production and organizational structure of business; Topic 6. Costs and means of monetization of activity; Topic 7. Financial and economic results of business; Topic 8. Diplomatic communication as the basis of business and resolution of conflict situations at the international level; Topic 9. Methods of making managerial decisions at the international level; Topic 10. Economic efficiency and anti-crisis activity of business; Topic 11. Using a business simulator for testing and completing the final task of creating and promoting one's own business.</p>	<p>Preparation for practical and seminar classes</p>
<p>Topic 11. Using a business simulator for testing and completing the final task of creating and promoting one's own business.</p>	<p>Carrying out an individual educational and research task with the help of a business simulator for testing and completing the final task on the creation and promotion of one's own subject of international business</p>

<p>Topic 1. The essence of the business economy, its structure and functions at the international level; Topic 2. Business and entrepreneurship. Types and organizational and legal forms; Topic 3. Personnel, productivity and remuneration, taking into account the field of activity; Topic 4. Fixed assets and intangible assets; Topic 5. Production and organizational structure of business.</p>	<p>Writing a test</p>
<p>Topic 1. The essence of the business economy, its structure and functions at the international level; Topic 2. Business and entrepreneurship. Types and organizational and legal forms; Topic 3. Personnel, productivity and remuneration, taking into account the field of activity; Topic 4. Fixed assets and intangible assets; Topic 5. Production and organizational structure of business; Topic 6. Costs and means of monetization of activity; Topic 7. Financial and economic results of business; Topic 8. Diplomatic communication as the basis of business and resolution of conflict situations at the international level; Topic 9. Methods of making managerial decisions at the international level; Topic 10. Economic efficiency and anti-crisis activity of business; Topic 11. Using a business simulator for testing and completing the final task of creating and promoting one's own business.</p>	<p>Preparation for the exam</p>

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

Verbal (lecture (Topic 4, 6, 7, 8, 9), problem lecture (Topic 1, 11), lecture-discussion (Topic 2, 3, 5, 10)).

Visual (demonstration (Topic 1 - 11)).

Practical (practical work (Topic 1 - 10), creation of your own international business entity on a business simulator (Topic 11)).

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: practical or seminar tasks on topics 1, 5, 7, 9 (5 points), two written control papers on content modules (5 points each), individual educational and research task on a business simulator on topic 11 (20 points), practicum on topics 3 and 6 (5 points each). In the practical classes in the second content module, students analyze indicators of business efficiency and predict the survival of the enterprise in modern market conditions, taking into account the security component of international economic relations. By completing the tasks of topic 11, students undergo interactive training on a business simulator to study the needs and pain points of the target audience of the business environment, validate their own business ideas with the help of quantitative and qualitative surveys, as well as through hypothesis testing and study in detail the algorithm of the product launch strategy, taking into account the priorities of the start-specialization of the Kharkiv region.

Semester control: Grading including Exam.

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

An example of an exam card and assessment criteria.

Example of an exam

Simon Kuznets Kharkiv National University of Economics

Educational discipline *Economics of business*

Field of knowledge 29 «*International Relations*»

Specialty 292 «*International Economic Relations*»

Educational level *bachelor's first degree*

Educational program «*International Business*»

Task 1 (test). (30 points)

Is the normal activity of the enterprise divided?

1. For operational, financial, investment.
2. On operational, main, financial.
3. On the main, financial, investment.

The cost of production by economic elements is divided into expenses:

1. Material, wages, deductions for social needs, depreciation, travel expenses, others.
2. Material, wages, deductions for social needs, depreciation, others.
3. Accounting and cash service, material, payroll, deductions for social needs, depreciation, others.

What general production costs are included in the cost of goods sold?

1. Permanent distributed.
2. Permanent undistributed.
3. Permanent.

Methods of accounting for the costs of the main activity and calculating the cost of production?

1. Production.
2. Simple, pre-partition, post-sentence, normative.
3. Weighted average cost.

How is the actual cost of goods sold determined?

1. Summary of all production costs.
2. To the costs of work-in-progress at the beginning of the month, add the costs for the month and subtract the costs of work-in-progress at the end of the month.
3. Deduction from the production cost of work-in-progress balances.

What indicator is the source of income to the state budget through the taxation system:

1. Gross profit.
2. Profit.
3. Net profit.

The following are included in the operations of investment activities when capital investments are changed:

1. Purchase, valuation and debt obligations.
2. Purchase, mark-up and mark-down, exchange rate differences.
3. Exchange rate differences, sale and granting of loans.

Financial income includes:

1. Income from the sale of foreign currency and dividends received.

2. Income from joint activities and interest received.
3. Income from operating rent and the amount of received fines.

The main management functions do not include:

1. CONTROL; b. economic; in. administrative; g. planning;
2. organization; same release of quality products; with. motivation

Depreciation of fixed assets at the enterprise begins:

1. from the month following the month in which the object of fixed assets became suitable for useful use;
2. starting from the month following the month of disposal of the fixed asset object;
3. starting from the moment of acquisition of the object of fixed assets.

Task 2 (stereotype). (4 points)

Using the accounting formulas of the income statement, it is necessary to calculate the missing values shown in table.

Bank	Income	Assets of all	Expenses	Liabilities of all	Profit	Reserves	Capital of all
Sigma	50000	130000	35000	80000		2800	
Gamma		150000	55000		15000	3500	70000

Task 3 (diagnostic). (6 points)

Determine the value of the reduction in the cost of obsolete equipment, if it is known that its original cost is UAH 15,000, and the original cost of new, more advanced equipment is UAH 14,000; annual productivity of obsolete equipment is 100,000 pcs. The service life of outdated equipment is 10 years, new equipment is 8 years.

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 (test). (30 points)

For each correct test, if calculations are available - 3 points.

Task 2 (stereotype). (4 points)

- 2 - defined accounting formulas of the profit and loss statement;
- 2 - to determine the financial formulas of the company's objects.

Task 3 (diagnostic). (6 points)

- 2 - calculate the planned indicators of the volume of production;
- 2 - calculate the planned indicators of the volume of product sales;

2 - calculate the planned indicators of the volume of production and sale of products.

Approved at the meeting of the International Economic Relations department
Protocol 1, August 28, 2023

Head of the department _____ Iryna OTENKO
Examiner _____ Alina LYTVYENKO

RECOMMENDED LITERATURE

Main

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