

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО

на засіданні кафедри міжнародних
економічних відносин
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ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

МІЖНАРОДНЕ ПІДПРИЄМНИЦТВО

робоча програма навчальної дисципліни (РПНД)

Галузь знань	29 «Міжнародні відносини»
Спеціальність	292 «Міжнародні економічні відносини»
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Статус дисципліни	обов'язкова
Мова викладання, навчання та оцінювання	англійська

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INTRODUCTION

The deepening of international economic cooperation makes it possible to use world experience in conducting entrepreneurship in international business. This determines the growth of the role of international economic relations and their study in the context of the development of the domestic economy. The study of the discipline is aimed at mastering the trends in the development of entrepreneurship in international business and the development of international business in the world economy; formation of practical skills regarding the analysis of entrepreneurship development events in international business. The discipline is aimed at forming in students the general foundations of the analysis of patterns and features of the functioning and development of entrepreneurship in international business, obtaining the necessary knowledge on the issues of entrepreneurial activity in international business and its features in modern economic conditions.

The purpose of teaching the academic discipline is the formation of a system of competencies regarding managerial aspects of international entrepreneurship in modern economic conditions.

The tasks of the academic discipline are:

- mastering the features of modern international business activity;
- study of organizational and managerial activities to ensure effective entrepreneurship in international business.

The object of study of the discipline is the process of managing international entrepreneurship in modern economic conditions.

The subject of the academic discipline is organizational, informational, analytical and managerial components of international entrepreneurship.

The results of training and competence formed by the educational discipline are defined in the table 1.

Table 1

Learning outcomes and competences formed by the course

Learning outcomes	Competencies
LO 1	SC 9 SC 16
LO 3	SC 20
LO 7	SC 16
LO 11	IC
LO 13	SC 6
LO 17	SC 13 SC 15
LO 19	SC 7

LO 20	SC 13 SC 15
LO 21	SC 10
LO 22	SC 15
LO 26	SC 17 SC 19 SC 20
LO 27	SC 20
LO 29	SC 20

where, integral competence. 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.

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

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

SC 9. 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.

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

SC 15. Ability to apply 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 17. The ability to manage international business, to form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and other, 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.

SC 19. 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.

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 1. Be responsible for professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

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 11. 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 complexity and uncertainty of conditions.

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

LO 19. 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.

LO 20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

LO 21. Understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both in state and foreign languages.

LO 22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

LO 26. 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.

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

LO 29. 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.

COURSE CONTENT

Content module 1: Theoretical aspects of international entrepreneurship.

Topic 1. Theoretical foundations of international entrepreneurship.

1.1. The essence of international business activity.

Definition of international business activity. Functions of international entrepreneurship and their content.

1.2. The history of the development of international entrepreneurship.

Approaches to interpreting the development of international entrepreneurship. Seven technological systems (waves) of entrepreneurship development. State regulation of entrepreneurship.

1.3. Trends in the development of international entrepreneurial activity.

Trends in the development of the world community. The main motives of internationalization of entrepreneurial activity. Basic models of functioning of international entrepreneurial activity.

Topic 2. Organizational forms of international entrepreneurship.

2.1. Classification of international entrepreneurship.

Classification of international entrepreneurship according to certain characteristics. Types of international entrepreneurship, taking into account the direction of entrepreneurial activity, the object of capital application and obtaining specific results. Foreign investors according to the legislation of Ukraine.

2.2. Organizational and legal position and responsibility of entrepreneurs in the world market.

Types of legal forms of business firms, their content, advantages and possibilities of use.

Topic 3. Economic, legal and intercultural aspects of international entrepreneurship.

3.1. Peculiarities of the foreign trade regime of foreign countries.

Measures determining the foreign trade regime in any country and their content. Enterprise taxation systems in different countries. Labor relations in the countries of the world.

3.2. Intercultural aspects of entrepreneurship in international business.

Patterns of business communication between entrepreneurs of different countries. Peculiarities of intercultural aspects of entrepreneurship of individual countries in international business.

Content module 2: Management aspects of international entrepreneurship.

Topic 4. Entrepreneurial risk in international business.

4.1. The essence of risks and losses in international business.

The essence of entrepreneurial risk. Definition of risk in absolute and relative terms. Classification of possible losses.

4.2. Risk classification and business risk management system.

Types of risks depending on the conditions, the nature of the process of entrepreneurial activity, the scope of its implementation, the intended result. The main reasons that lead to the emergence of entrepreneurial risks. External factors of risk formation. Elements of the risk management process. Main areas of risk transfer. Risk insurance. Pooling of risk. Other methods of risk neutralization.

Topic 5. Business planning in international entrepreneurship.

5.1. The essence, task and organization of the business planning process in the enterprise.

The essence of business planning. The main strategic and tactical tasks of business planning. Types of information for developing a business plan. Functions and types of business plans. The main stages of business planning.

5.2. The structure of the business plan and currency relations in the planning system of international entrepreneurship.

The structure of a business plan according to the United Nations methodology for industrial development UNIDO. Structure of a business plan according to EBRD standards. Sections of the business plan of the enterprise in accordance with the Methodological recommendations approved by the order of the Ministry of Economy of Ukraine dated September 6, 2006 No. 290. International currency relations. Exchange rates. Calculation types of exchange rates for estimating the rates of economic development in the business planning system.

Topic 6. Operations on the exchange of scientific and technical knowledge in international entrepreneurship.

6.1. Theoretical foundations of international exchange of technologies in entrepreneurial activity.

Types of technology for sale. Characteristic features of the international exchange of technological knowledge in modern conditions. Patterns of development of international exchange of technological knowledge.

6.2. Operations on the exchange of licenses and engineering and technical services in international business.

International trade in patents and licenses and its features. Contents of international license agreements. Types of licenses. Payments for the use of licenses. Engineering.

Topic 7. Startups as a form of international entrepreneurial activity.

7.1. The essence and features of a startup project as a form of entrepreneurial activity.

Approaches to defining the concept of a startup. Comparative characteristics of startups and traditional small business projects. Life cycle stage of a startup project. Classification of types of startup projects according to various characteristics. A generalized description of the stages of startup development.

7.2. Generation of startup ideas and prerequisites for effective implementation of startup projects.

Idea development stage. Features of innovative ideas in business. The theory of collective cognition as the theoretical basis of modern ideas about the generation of ideas. Characteristics of the components of the entrepreneurial potential of a startup that determine its viability. The fundamental components of the startup's viability: the perspective of the idea; personal qualities of the team of project initiators; availability of resources; "accuracy" of the market positioning of the product or technology.

Topic 8. Peculiarities of the functioning of small and medium-sized international entrepreneurship in international entrepreneurship.

8.1. International competitiveness of small and medium-sized businesses.

Specific functions of small and medium-sized businesses in the economy of Ukraine. Stimulating and disincentive factors for the formation of competitive advantages of the development of small and medium-sized businesses.

8.2. Increasing the international competitiveness of small and medium-sized enterprises and businesses.

Competitive behavior of small and medium-sized business entities. Analysis of competitive opportunities of Ukrainian small and medium-sized enterprises. Organizational level of competitive efforts of small and medium-sized businesses.

Topic 9. Regional aspects of integration processes of international entrepreneurship.

9.1. Problems of forming the sustainability of regional entrepreneurship.

Problems of forming the sustainability of regional entrepreneurship in modern economic conditions. Peculiarities of the process of solving important issues in the field of entrepreneurship in the regional aspect: regional business is more personal, informal, shadowy and corrupt.

9.2. Regional policy of promoting the development of small and medium-sized enterprises.

Interdisciplinary, regional, system-structured, historical, complex, ecological, problematic, program-targeted, reproducible approaches to the analysis and development of entrepreneurship in the regional aspect. Regional policy of promoting the development of small and medium-sized enterprises.

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. Task 1.	Study of the function of international entrepreneurship.
Topic 2. Task 2.	Classification of international entrepreneurship according to certain characteristics. Laboratory work №1.
Topic 3. Task 3.	Study of measures determining the foreign trade regime. Laboratory work №2.
Topic 4. Task 4.	Definition of risk in absolute and relative terms. Laboratory work №3.
Topic 5. Task 5.	Formation of the main stages of business planning and the structure of the business plan. Laboratory work №4.
Topic 6. Task 6.	Determination of characteristic features and patterns of international exchange of technological knowledge in modern conditions. Laboratory work №5.
Topic 7. Task 7.	Classification of types of startup projects according to various characteristics. Laboratory work №6.

Topic 8. Task 8.	Justification of the stimulating and disincentive factors of formation of competitive advantages of the development of small and medium-sized businesses. Laboratory work №7.
Topic 9. Task 9.	Systematization of the problems of forming the sustainability of regional entrepreneurship in modern economic conditions.

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

Table 3

List of self-studies

Title of the topic and/or task	Content
Topic 1 - 9	Study of lecture material and regulatory framework of Ukraine.
Topic 1 - 9	Preparation for practical classes.
Topic 1 - 9	Completing tasks for independent work.
Topic 1	Performance of an individual educational and research task.
Topic 2	Essay writing.
Topic 1 - 9	Preparation of laboratory work.

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 discipline, in order to acquire certain learning outcomes, to intensify the educational process, the use of such teaching methods as:

Verbal (Topic 1, 3, 4, 5, 6), problematic lecture (Topic 8, 9), lecture-provocation (Topic 7).

Visual (presentations (All topics).

Practical and Laboratory (practical: Topic 1 – 9) Laboratory: Topic 1 – 8), essay (Тема 2), case method (Тема 5).

FORMS AND METHODS OF ASSESSMENT

The university uses a 100-point accumulative system for evaluating the learning outcomes of students of higher education.

Current control is carried out during lecture, practical, laboratory and seminar classes and has the purpose of checking the level of preparedness of the student of higher education for the performance of specific work and is evaluated by the sum of points scored:

– for disciplines with a form of semester credit control: the maximum amount is 100 points; the minimum amount is 60 points.

Final control includes semester control.

Semester control is carried out in the form of differentiated assessment.

The final grade by academic discipline is determined by:

- for disciplines with a form of semester control, credit is the summation of all points received during the current control.

During the teaching of the academic discipline, the following control measures are used:

Current control: practical tasks (8 points), individual educational and research task (16 points), written control work (24 points), presentations of reports (12 points), essays (12 points), laboratory works (28 points).

Semester control: Grading.

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

An example of an exam card and assessment criteria.

RECOMMENDED LITERATURE

Main

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4. Вікторов Б.В. Типи мережевих підприємств у міжнародному бізнесі / Б.В. Вікторов // Вчені записки Університету «КРОК» №2(58), 2020. – 26-39.

5. Котлик А. В. Управління Startup-проектами [Електронний ресурс] // Сайт ПНС ХНЕУ ім. С. Кузнеця. [Електронний ресурс]. Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=4695>.

6. Jorda O., Singh S. R., Taylor A. M. Longer-run economic consequences of pandemics (Report no. w26934) National Bureau of Economic Research (2020). URL: <https://www.frbsf.org/economic-research/files/wp2020-09.pdf> (дата звернення 24.01.2022).

7. E-commerce, trade and the covid-19 pandemic. WTO Secretariat. Report. URL: https://www.wto.org/english//tratop_e/covid19_e/ecommerce_report_e.pdf (дата звернення 24.01.2022).

Information resources

8. Офіційний сайт Верховної Ради України [Електронний ресурс]. Режим доступу: <http://www.rada.gov.ua>.

9. Офіційний сайт Міністерства Закордонних справ України [Електронний ресурс]. Режим доступу: <http://mfa.gov.ua/ua>.

10. Офіційний сайт ООН [Електронний ресурс]. Режим доступу: <http://www.un.org/ru/index.html>.

11. Офіційний сайт Євросоюзу [Електронний ресурс]. Режим доступу: <http://europa.eu/>.

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