

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

Кафедра міжнародних економічних відносин  
(назва кафедри)



**РОБОЧА ПРОГРАМА**  
**НАУКОВО-ДОСЛІДНОЇ ПРАКТИКИ**

рівень вищої освіти перший (бакалаврський)

галузь знань 29 Міжнародні відносини

спеціальність 292 Міжнародні економічні відносини

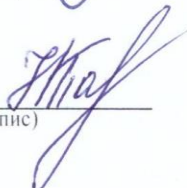
освітньо-професійна програма Міжнародний бізнес

Завідувачка кафедри  
Міжнародні економічні відносини

  
(підпис)

Отенко І.П.  
(прізвище та ініціали)

Гарант освітньо-професійної програми

  
(підпис)

Пархоменко Н.О.  
(прізвище та ініціали)

Харків  
2023

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

Department of International Economic Relations



**AGREED**  
Vice-rector for educational and methodical work

**PROGRAM OF THE PRACTICE  
SCIENTIFIC-RESEARCH PRACTICE**

Study cycle	<b>first (bachelor)</b>
Field of knowledge	<b>29 International Relations</b>
Specialty	<b>292 International Economic Relations</b>
Study programme	<b>International Business</b>

Head of International  
Economic Relations  
Department

Iryna OTENKO

Head of Study  
Programme

Nataliia  
PARKHOMENKO

**Kharkiv  
2023**

Developer:

Otenko I.P., Doctor in Economics, Prc the Department of  
International Economic Relations

The program was agreed with the Head of Study Programme  
"International Business"

Approved at a meeting of the Department of  
International Economic Relations.

Protocol № 1 August 28, 2023.

The program has been extended:

for 20\_\_/20\_\_ a.y. Head of the Department

\_\_\_\_\_  
(name of program)  
\_\_\_\_\_  
(signature) (surname and initials)

Head of Study Programme

\_\_\_\_\_  
(name of program)  
\_\_\_\_\_  
(signature) (surname and initials)

for 20\_\_/20\_\_ a.y. Head of the Department

\_\_\_\_\_  
(name of program)  
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(signature) (surname and initials)

Head of Study Programme

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(name of program)  
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(signature) (surname and initials)

for 20\_\_/20\_\_ a.y. Head of Department

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(signature) (surname and initials)

Head of Study Programme

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(name of program)  
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## INTRODUCTION

Practice is a mandatory component of the training of specialists with higher education. The practice of students of higher education presupposes the continuity and sequence of its implementation.

The working program of scientific research practice was drawn up in accordance with the educational and professional program "International Business" of the first (bachelor's) level of specialty 292 "International Economic Relations", Regulations on the organization of practice of students of the Simon Kuznets Kharkiv National University Of Economics put into effect by order of the university No. 44 dated 24.01.2022, which was developed in accordance with the Law of Ukraine "On Higher Education", Regulations on conducting internships for students of higher educational institutions of Ukraine (with amendments), introduced in accordance with the Order of the Ministry of Education of Ukraine dated 08.04.1993 No. 93, Regulations on organization of the educational process at the Simon Kuznets Kharkiv National University Of Economics, put into effect by university order No. 198 of 26.10.2020, the standard of higher education.

### 1. Characteristics, purpose, tasks and results of scientific-research practice

#### 1.1. Characteristics of scientific-research practice

Number of credits	Total hours		Type of control	Semester	
5 ECTS	150		REPORT	8	
	of them:				
	PRACTIC				Self study work
	lectures	practical			
-	30	120			

1.2. The purpose of scientific research practice is to acquire and develop the ability of higher education students to conduct independent research and deepen theoretical knowledge in the field of international economic relations.

#### 1.3. Main tasks and results of scientific research practice

To achieve the set goal, the applicants solve the following tasks:

study of theoretical sources according to the chosen field of research (thesis topic);

analysis of the state of development of problematic issues according to the chosen research direction in domestic and foreign literature;

definition of the structure and main tasks of the thesis;

mastering the method of searching, processing and analyzing information, statistical data;

development of scientifically based recommendations for solving problematic issues;

approbation of the main theoretical and practical recommendations of the thesis in the form of a speech at a conference, writing a scientific article or theses of a report.

After completing the internship, students must achieve results in accordance with the educational and professional program.

Special competences (SC)	General competences (GC)	Learning outcomes (LO)
	IC	LO4, LO7
SC16	GC3	LO23
SC16		LO21
	GC7, GC8	LO25

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.

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

GC 3. Ability to learn and be up-to-date.

GC 7. Skills in using information and communication technologies

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

LO4. 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.

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

LO21. Understand and had 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.

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

LO25. To present the research results, based on which recommendations and measures for adaptation to changes in the international environment are being developed.

## **2. Content and organization of scientific-research practice**

2.1. During research practice, students of higher education analyze, systematize, generalize, consolidate and deepen theoretical knowledge on the chosen topic of scientific research;

2.2. The content of research practice consists of topics:

- analysis of the problem situation and formulation of the problem. Justification of the relevance of the chosen research topic;

- organization of scientific research. Preliminary analysis of the research object. Compilation of research tasks;

- formation of the research information field. Techniques of selection and systematization of literary sources, work with special literature, electronic search of scientific information. Techniques for constructing categorical and conceptual apparatus;

- methods of scientific research. Justification of the choice of research methods.

During the study of the discipline, teaching methods aimed at activating and stimulating research activities of higher education students are used, such as: presentations with preliminary work in small groups, associative games, situational exercises, mini-trainings, individual research work during the performance of a task with writing an article.

***In practical lessons 1 and 2***, students of higher education get acquainted with **the techniques of constructing categorical and conceptual apparatus**. During practical classes, students of higher education take part in an associative game on the following topics: "Correct formulation of the problem and ways to solve it",

"Formation of the logic of the justification of the research topic", "Definition of the object and subject of the research", "Definition of key concepts by topic research".

*In practical lesson 3*, which is devoted to the topic "Organization of scientific research", students of higher education perform situational exercises "Structuring the research program", "Development of an organizational plan for conducting research", "Preliminary analysis of the research object and formulation of research tasks".

*In practical classes 4 and 5*, higher education students take part in the mini-training "Formulation of the goal, tasks, definition of the object, subject of research according to the chosen topic", "Graphic representation of the subject area of research". Graduates prepare presentations while working in small groups, practicing teamwork skills. During practical classes, explanatory and illustrative, reproductive, problem-oriented and research teaching methods are used.

*In practical lessons 6-8* "Formation of the information field of research", students of higher education get acquainted with the techniques of selection and systematization of literary sources, work with special literature, electronic search of scientific information. Conduct individual research work on the review of information sources on the topic of research. They familiarize themselves with the requirements for registration of information sources.

*In practical classes 9, 10*, students of higher education familiarize themselves with the requirements for writing an article or theses of a report for a conference, and are engaged in writing them. Master the techniques of report preparation and presentation.

*In practical classes 11-15*, students of higher education get acquainted with the methods of scientific research, the characteristics of measuring the scientific novelty of the obtained results, the requirements for drawing up a report, its presentation. During practical classes, students master the techniques of justifying the choice of methods, the scientific novelty of the obtained results, their presentation, conducting a scientific discussion.

2.3. The results of the scientific research practice are a report, an article or abstracts of the report. The form of the title page of the report is given in Appendix A.

### **3. Requirements for bases of scientific-research practice**

Research practice is carried out in structural units of the University. Therefore, an agreement on the practice of a higher education student at a higher education institution is not concluded.

#### **4. Individual tasks on scientific-research practice**

A student of higher education performs individual tasks in accordance with the chosen direction of scientific research. Appendix B presents a list of areas of scientific research under the "International Business" program. When working on the fulfillment of individual tasks, the student of higher education independently studies literary sources, regulatory documents, which allows him to choose the direction of research, justify the choice of the topic of the thesis, determine the object, subject and methods of research.

#### **5. Requirements for a report on scientific-research practice**

The structure of the report must meet the criteria of integrity, systematicity, and coherence. The report can be presented as an article or abstract of a conference report. Mandatory structural elements of the report (if not represented by an article or theses of the report) are the relevance of the topic, purpose, tasks, object, subject and methods of research, description of expected results, list of used sources.

The report on scientific research practice should end with conclusions, in which it is necessary to focus attention on the expected results that will be solved in the work. The recommended length of the report is 5-7 pages.

When computer typing the text of the report, Times New Roman font, 14 point should be used. Line spacing is a multiple of 1.5. Paragraph indentation should be the same throughout the work and equal to 5 characters (approx. 1.25 cm). When designing tables and figures, the use of font size 12 is allowed. The line spacing in the table can be 1.3.

The text of the report on scientific research practice must be placed with mandatory observance of the following margins: top and bottom - at least 20 mm, right - at least 10 mm, left - at least 25 mm.

Requirements for the design of scientific articles in the electronic magazine "Youth Economic Bulletin of Khnei University named after S. Kuznets" can be found at the link: [https://www.hneu.edu.ua/wp-content/uploads/2023/10/Vymohy\\_do\\_oformlennya\\_MV\\_ukr\\_2023.pdf](https://www.hneu.edu.ua/wp-content/uploads/2023/10/Vymohy_do_oformlennya_MV_ukr_2023.pdf).

UDC for the article is determined by the article that was sent to e-mail: (hidden)

The requirements for the preparation of theses of the conference reports are determined by the conference organizers.



The authors of the articles and the academic leaders of the department assume responsibility for the correctness and accuracy of the given data and facts, as well as for the placement of data in the article that are not the subject of open publication. Responsibility for the quality of the article and the absence of plagiarism in it rests entirely with the applicant (the author of the article) and the scientific supervisor.

## **6. Summary of scientific-research practice**

In accordance with the Regulation on the organization of internships for students of higher education at the Simon Kuznets Kharkiv National University Of Economics, approved by Order No. 44 of January 24, 2022, after the end of the internship, students report on the implementation of the internship program and individual tasks.

The defense of the research practice report is carried out within ten days after the end of the practice period. The defense of reports on scientific research practice is accepted by a commission consisting of teachers of the Department of International Economic Relations. In order to successfully defend the report, the higher education applicant is recommended to give clear, concise, reasoned answers to the questions. After answering all the questions, the main part of the report protection procedure can be considered completed.

The assessment for practice is issued in the record of current and final success and in the individual study plan of the student under the signatures of the commission members. The assessment for practice is taken into account when assigning the rating position of the student of education.

Applicants of higher education who have not defended their internship reports by the deadline will have an academic debt.

## **7. Criteria for evaluating the results of scientific-research practice**

Evaluation of the results of passing and defense of practice is carried out according to the 100-point system of evaluation of learning results adopted at the University.

The final number of points acquired by the student of higher education based on the results of the internship depends on the option of the report chosen by the student of higher education (see clause 2.3; 5).

*The first option for evaluating* the results of scientific research practice consists of evaluations regarding:

performance of practical tasks max – 40 points;

writing an article or abstracts of a conference report max – 50 points;

presentation of the results according to the article, preparation of the report in the form of an article or abstracts of the report max - 10 points;

*The second option for evaluating* the results of scientific research practice consists of evaluations regarding:

performance of practical tasks max – 40 points;

design of the report max – 40 points;

presentation of results according to the report, defense and answers to questions max - 20 points.

## **8. Recommended literature**

### **8.1. Main**

1. Birta H. O. Metodolohiia i orhanizatsiia naukovykh doslidzhen: navch. posib. / H. O. Birta, Yu.H. Burhu. – K. : «Tsentr uchbovoi literatury», 2014. – 142 s.

2. Metodychni rekomendatsii do pidhotovky dyplomnoi roboty dlia studentiv spetsialnosti 292 «Mizhnarodni ekonomichni vidnosyny» pershoho (bakalavrskoho) rivnia [Elektronne vydannia] / ukl. I. P. Otenko, N. O. Parkhomenko. – Kharkiv : KhNEU im. S. Kuznetsia, 2022. – 41 s.

3. Metodolohiia ta orhanizatsiia naukovykh doslidzhen : navch. posib. / I. S. Dobronravova, O. V. Rudenko, L. I. Sydorenko ta in.; za red. I. S. Dobronravovoi (ch. 1), O. V. Rudenko (ch. 2). – K. : VPTs «Kyivskyi universytet», 2018. – 607 s.

4. 7 skhodynok pidhotovky uspishnoi dysertatsii. Monohrafiia/ Starostina A.O., Kravchenko V.A., Nahachevska T.V./ za zah. red. prof. Starostinoi A.O. 2-he vyd., pererob. i dop. – K.: «NVP «Interservis», 2019. – 302s.

[http://econom.univ.kiev.ua/wp-](http://econom.univ.kiev.ua/wp-content/uploads/kafedry/mem/programs/ME_mag_den/NPD/OK_1.pdf)

[content/uploads/kafedry/mem/programs/ME\\_mag\\_den/NPD/OK\\_1.pdf](http://econom.univ.kiev.ua/wp-content/uploads/kafedry/mem/programs/ME_mag_den/NPD/OK_1.pdf)

### **8.2. Information resources**

1. Regulations on the organization of the educational process at the Semyon Kuznets Kharkiv National University of Economics: Order No. 5 dated October 26, 2020. [Electronic resource]. – Access mode: <http://www.hneu.edu.ua/wp-content/uploads/2020/12/Polozhennya-pro-organizatsiyu-osvitnogo-protsesu-u-HNEU.pdf>.

2. Provisions on the organization of student internships at Semyon Kuznets Kharkiv National University of Economics, approved by Order No. 44 dated 24.01.2022. [Electronic resource]. – Access mode: <https://www.hneu.edu.ua/wp-content/uploads/2022/11/Polozhennya-pro-organizatsiyu-praktyky-studentiv.pdf>.

3. Regulations on the practice of students of higher educational institutions of Ukraine, approved by the order of the Ministry of Education of Ukraine dated April 8, 1993 No. 93. [Electronic resource]. – Access mode: <https://zakon.rada.gov.ua/laws/show/z0035-93#Text>.

4. Site of PNS named after S. Kuznets. Methodological support from "Scientific-research practice». [Electronic resource]. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=8555>.

5. . Electronic catalog of the National Library of Ukraine named after V. I. Vernadsky. [Electronic resource]. – Access mode: <http://www.nbu.gov.ua>.

6. National Parliamentary Library of Ukraine. [Electronic resource]. – Access mode: <https://nlu.org.ua/>.

7. Statistics of Ukraine: scientific journal. [Electronic resource]. – Access mode: [www.ukrstat.gov.ua](http://www.ukrstat.gov.ua).

8. Kharkiv State Scientific Library named after Korolenko. [Electronic resource]. – Access mode: <http://korolenko.kharkov.com>.

# APPLICATIONS

Appendix A

## COVER SHEET OF REPORT ON SCIENTIFIC- RESEARCH PRACTICE

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

DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS

### REPORT

of scientific-research practice

Student of the 4th year of the group  
First (bachelor) level of higher education  
Specialty 292 «International Economic Relations»  
Study program: International Business

\_\_\_\_\_  
(surname and initials)

Head in KhNUE:

\_\_\_\_\_  
(position, academic title, academic degree, surname and initials)

\_\_\_\_\_  
(signature)

Number of points

National scale \_\_\_\_\_ Score \_\_\_\_\_

Commission members:

\_\_\_\_\_  
(signature) (surname and initials)

\_\_\_\_\_  
(signature) (surname and initials)

\_\_\_\_\_  
(signature) (surname and initials)

Kharkiv,  
202\_

**Recommended topics of scientific research**

1. Informational support of international business entities by the Chamber of Commerce and Industry
2. Institutional mechanisms for attracting foreign investments to Ukraine
3. Strategic positioning of the enterprise in the international business environment
4. Organizational support of foreign trade activities of small enterprises
5. Formation of the exit strategy of the agricultural (machine-building, metallurgical) enterprise to foreign markets
6. Management of logistics activities of the enterprise in the international business environment
7. Formation of business communications in the system of international entrepreneurship
8. Positioning of the enterprise on the international market
9. Formation of financial support for foreign economic operations of the consulting company
10. Development of an export strategy of an industrial enterprise
11. Management of foreign economic activities of enterprises in the field of mechanical engineering
12. Information provision of the international marketing activities of the consulting company
13. Ensuring the international competitiveness of the IT company
14. Minimizing the risks of international company development
15. Formation of the product strategy of the enterprise in the international business environment
16. Development of the strategy of the company's foreign economic activity
17. Development and implementation of the international marketing strategy of a commercial enterprise
18. Management of enterprise competitiveness on international markets
19. Formation of security-oriented development of export activity of a trading enterprise
20. Development of consulting activities on international markets
21. Development of international rail transportation
22. Formation of a strategy for the promotion of industrial products to foreign markets
23. Formation of an international marketing strategy in the field of services

24. Formation of the corporate culture of the development of an international company
25. Development of the HR strategy of an enterprise carrying out international activities
26. Analysis and assessment of the impact of foreign labor migration on the economic growth of Ukraine
27. Formation of Kharkiv's international image
28. Diagnostics of the company's export potential
29. Innovative development of the company on the international market
30. Information and analytical support of the company's foreign trade activities
31. Ensuring the international competitiveness of the production enterprise
32. Formation of the company's international marketing communications system
33. Formation of the corporate culture of a production company on the international market
34. Digitization of the company's international business management
35. Formation of the marketing potential of the enterprise on international markets
36. Formation of brand strategy in international markets
37. Organizational support of the enterprise's export-import operations
38. Improving the organization of the company's foreign economic activity in the field of high technologies
39. Development of infrastructure projects of the city of Kharkiv with the support of international agencies
40. Implementation of investment projects in the city of Kharkiv within the framework of international cooperation
41. Development of the enterprise's foreign economic activity on the basis of corporate social responsibility
42. Formation of the competitive potential of an international company on the market
43. Methodical provision of risk assessment of an international company
44. Formation of the potential of competitiveness of entrepreneurial activity in the conditions of the international environment

45. Marketing tools for ensuring a stable position of the enterprise in foreign markets
46. Formation of the sales policy of a trading company on the international market
47. Risk assessment of international transportation
48. Organization of trade in IT services in the system of international business
49. Organization of import activities of trading companies of Ukraine
50. Formation of a strategy for the development of Internet marketing in international business
51. Financial support of the company's international competitiveness
52. Analytical support for the development of the company's import activity
53. Selection of instruments for financial support of the enterprise's foreign economic activity
54. Digitization of business processes of the company's development in the international environment
55. Formation of the image of the enterprise in the foreign market
56. Tools for ensuring the economic security of the enterprise's foreign economic activity
57. Informational support of foreign economic activity (region, organization).
58. Organization of franchising companies of foreign firms.
59. Development of international business in the EU economy (sectoral, organizational and regulatory aspects)
60. Development of international business in the economy of the People's Republic of China (sectoral, organizational and regulatory aspects)
61. Development of international business in the US economy (industry, organizational and regulatory aspects)
62. Formation of the resource potential of international business development (on a specific example).
63. Regulatory influence of international organizations on business development
64. Formation of the state's international migration policy
65. Comparative analysis of national financial systems of countries

66. Implementation of national economic interests of Ukraine in international economic cooperation.
67. Development of Ukraine's bilateral international economic ties
68. Transformation of international business in crisis conditions
69. Transformation of international business in the conditions of the digital economy
70. Ensuring social responsibility in the system of international business
71. The topic can be proposed by the student (or edited from the list of proposed ones) in agreement with the academic supervisor