

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**Методичні рекомендації  
до написання дипломної роботи  
для здобувачів вищої освіти спеціальності  
292 «Міжнародні економічні відносини»  
освітньої програми «Міжнародний бізнес»  
першого (бакалаврського) рівня**

**Харків  
ХНЕУ ім. С. Кузнеця  
2024**

**Ministry of Education and Science of Ukraine  
Simon Kuznets Kharkiv National University of Economics**

**Guidelines for writing a thesis  
for students of higher education in a specialty  
292 "International economic relations"  
educational program "International Business"  
first (bachelor) level**

**Kharkiv  
KhNUE  
2024**

UDC 339.9(072.034)

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Recommendations on the order of organization, execution, rules of registration and procedure of regulatory control and defense of the thesis are provided. An approximate list of the topics of the thesis and annotations on the content of the main sections are provided.

Recommended for students of higher education major 292 "International Economic Relations" of the "International Business" educational program of the first (bachelor's) level.

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## Introduction

The diploma thesis is a component of the state certification, the final individual written work of a higher education student, which allows you to get a comprehensive idea of the level of assimilation of theoretical knowledge and practical training, the ability to work independently in the specialty 292 "International Economic Relations" of the educational program "International Business".

The diploma work performed by a graduate of the first (bachelor's level) is a final qualification work that allows to reveal the level of assimilation of theoretical knowledge, skills of scientific and analytical processing of problems of international economic activity, as well as the results of pre-diploma practice by the higher education students; independently performed and completed scientific research that has practical significance in the field of international economic relations.

The purpose of completing the bachelor's thesis is a deep understanding of the topic, mastering the methods of independent research, practical application of theoretical knowledge to solve specific tasks related to the improvement of international economic activity.

In the course of work on the diploma thesis, the following competencies are formed: 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 during complex studies of world economic relations relationships, characterized by the complexity and uncertainty of conditions; ability to abstract thinking, analysis and synthesis; knowledge and understanding of the subject area, understanding of professional activity; the ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

The results of training and competence, which are formed during the work of the student of higher education on the diploma work, are given in the table. 1.

Table 1

### Learning outcomes and competence

Learning outcomes	Competencies, which must be mastered student of higher education
LO4, LO 7, LO24, LO26, LO27, LO28, LO29	IC
LO5, LO19, LO21, LO23	SC16
LO12	SC15
LO25	GC7, GC8, GC12
LO23	GC3

#### Notes.

IK. 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.

GC3. Ability to learn and be up-to-date.

GC7. Skills in using information and communication technologies.

GC8. Ability to abstract thinking, analysis and synthesis.

GC12. Knowledge and understanding of the subject area and understanding of professional activity.

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

SC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

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.

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.

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

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.

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.

LO21. 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.

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 informational and analytical tools, economic and statistical methods of calculation, complex analysis techniques and methods of monitoring the state of world markets.

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

LO26. Manage international business, form, develop and implement strategies for international company personnel management, 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.

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

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.

LO29. Make and substantiate management decisions regarding the creation and activity of entrepreneurial structures, promotion of business internationalization in the sector of small and medium-sized enterprises.

The completed work must have a logical, evidential, argumentative nature and meet the requirements outlined in the methodical recommendations; be properly executed and have all the necessary accompanying documents.

Graduation work is performed on the materials of a really functioning company, an organization that is a subject of international business and the basis of pre-diploma practice.

# 1. The procedure for the completion and defense of the thesis

The procedure for the completion and defense of the thesis corresponds to the "Procedure for the certification of higher education applicants at the Simon Kuznets Kharkiv National University of Economics during the introduction of martial law in Ukraine" (March 28, 2022).

The procedure for performing work involves a certain sequence of stages of planning and organization of research work, namely: choosing a research topic, substantiating its relevance and determining the goal, tasks, object and subject of research; selection of scientific research methods; collection and processing of primary information; preparation of scientific publications.

**The primary stage of completing the diploma thesis before the beginning of the pre-diploma practice is the choice of the topic of the diploma thesis.** The topics of the works were developed under the "International Business" program by the Department of International Economic Relations. The list of recommended work topics is given in Appendix A.

The student of higher education has the right to propose his own topic with the necessary justification of the feasibility of development, having previously agreed with the supervisor. In the process of choosing a topic, its relevance, compliance with the specialty 292 "International Economic Relations", the plans of the department, scientific and practical interests of the graduate are taken into account.

**After agreeing with the supervisor on the topic** of the thesis and its content, the applicant of higher education writes an application to the head of the department with a request to approve the topic, thesis supervisor, company for pre-diploma practice. An example of how to write such a statement is given in Appendix B. Approval of the topic of the diploma thesis by the recipient is issued by order of the rector of KhNUE at the proposal of the graduation department. The same order appoints the head of work.

**"Submission to the head of the examination commission regarding the defense of the thesis"** is prepared by the dean's office: enter the topic of the thesis, the number of the order on the approval of the topics, information about the applicant's success. The dean's office sends electronic versions of

the submission to the head of the department, who sends them to supervisors of these.

**Supervisors of diploma theses are obliged** to advise students of higher education during the preparation of diploma theses, using any means of remote communication or with the help of personal learning systems.

**The thesis must be completed according to the schedule** approved by the graduation department. **The student of higher education is obliged to prepare a diploma thesis within the deadlines determined by the department (Table 2).**

Table 2

**The schedule of the thesis**

№ з/п	Name of the stages of the diploma project	The term of performance of work stages
1	Selection of thesis supervisor	до 15.11
2	Selection of practice base and thesis topic	до 15.12
3	Development of content and receipt of Submissions	15.01 – 01.02
4	Writing the first chapter of the thesis and checking it with the supervisor	02.02 – 20.02
5	Writing the second chapter of the thesis and checking it with the supervisor	20.02 – 15.03
6	Writing the third chapter (recommendational part) of the thesis and checking it with the supervisor	16.03 – 15.04
7	Preparation of the publication	16.04 – 20.04
8	Checking the quality of the thesis in the "Anti-plagiarism" system	21.04 – 25.04
9	Norm control of the thesis	26.04 – 30.04
10	Completion of thesis, preparation of presentation, reviews, metadata	01.05 – 10.05
11	Signing of the thesis by the supervisor and supervisor Department	11.05 – 17.05
12	Submission of thesis to the examination committee for defense	18.05
13	Defense of the thesis	according to the schedule

**The student of higher education submits the electronic version** of the thesis, corrected in accordance with the supervisor's comments, to regulatory control, the passing of which means that the thesis design meets the requirements of ISO. If the work does not meet the established



requirements, the teacher who carries out standard control returns it for revision and elimination of deficiencies.

**The work is reviewed by representatives of the business or scientific community.** The review must be either scanned (with a signature and/or seal) or signed using the KEP. **File name: Review\_name\_group.**

**After passing the regulatory control, the higher education applicant submits the electronic version of the agreed work** (with the totality of all the listed documents) to the supervisor, and the supervisor submits it to the head of the department.

Provided that the work meets the established requirements, the head of the department signs it and allows it to be defended. **Otherwise, the student of higher education will not be admitted to the defense and further measures regarding such a situation will be determined at the meeting of the graduation department.**

**An authorized person from the department checks the thesis for plagiarism. The work can be revised by a higher education student.**

**The work is considered at the meeting of the department.**

**The chairman and members of the examination committee must familiarize themselves with the diploma theses at least three days before the defense.**

**The defense of works** takes place online in front of the examination committee (EC), the composition of which is approved by the rector of the university. The department is developing a **defense schedule** that students of higher education must adhere to.

**After the report** of the student of higher education, the chairman and members of the EC, other persons present during the defense, **ask questions** to which concise, clear and qualified answers should be given. The next stage is to acquaint those present with the manager's feedback and review. The student of higher education has the opportunity to respond to the remarks indicated in the documents and to make a closing speech.

**The final evaluation** of the work is determined on the basis of the degree of correspondence of the work to the level of qualification requirements under the "International Business" Program (specialty 292 "International Economic Relations"); the quality and independence of the conducted research; scientific novelty, practical significance and reliability of the obtained results; conformity of registration with established requirements; presentation of results and their defense, availability of a scientific publication

or participation with a report at a scientific and practical conference; reviews of the reviewer and the scientific supervisor. Decisions on the results of the defense of the work are made by a majority of votes at a closed meeting of the members of the examination commission.

## **2. General design of the thesis and accompanying documents**

The thesis contains the following structural elements (in order of location in the work): title page; presentation; essay (in Ukrainian and English); content; introduction; the main part (three sections); conclusions; references; applications. The specified structural elements are mandatory for work.

The title page is the first page of the work and a source of bibliographic information necessary for processing and searching the document. It contains information about the affiliation of the work to the university, the type of work, the title of the topic, the supervisor and the applicant (Appendix B)

*Submissions to the head of the EC regarding the defense of the diploma thesis are drawn up in accordance with the established form (Appendix D).* In the Submission, the following information is provided: information about the norm control (indicate the name of the teacher who conducted the norm control); manager's feedback on the work and publication (article, conference theses) of the recipient; number of the protocol and date of the meeting of the department regarding admission to work.

*The abstract* is intended for familiarization with the work. It should be concise, informative and contain information that allows you to make a decision about the expediency of job protection (Appendix D).

The abstract is placed immediately after submission, starting from a new page; are written in Ukrainian and English. It should contain information about the scope of the work: the number of pages, the number of illustrations, tables, appendices, the number of sources according to the list of references; abstract text; list of keywords.

The text of the abstract is submitted in the following sequence: purpose and task; object and subject of research; research methods and software; recommendations on the practical use of work results.

The abstract should be no more than 500 words. It is preferable that it fits on one page of A4 format.

*Keywords* that are decisive for revealing the essence of the work are placed after the text of the abstract. The list contains from 5 to 15 words printed in capital letters in the nominative case on a line separated by commas.

*The content* is placed after the abstract from a new page. It includes titles and initial page numbers of all sections and subsections (Appendix E).

*The review* should contain a description of the following aspects (Appendix Z): topicality of the topic; reliability of the obtained results, their novelty and practical significance; the ability to use scientific tools and methods of scientific research; degree of validity of conclusions and recommendations; style of presentation and design of work; existing shortcomings and the general level of research; a conclusion on the possibility of admitting a diploma thesis to defense and its evaluation.

*Metadata* of the thesis contains: title of thesis, surnames of authors, keywords and abstract in Ukrainian and English languages. It is submitted on an electronic medium (Appendix I).

### **3. Content and structure of the thesis**

In terms of structure, a bachelor's thesis is a form of organization of scientific material and reflects the logic of research, which ensures the unity and interconnection of all content elements.

Mandatory structural elements of the work are an introduction, the main part, conclusions, a list of used sources and appendices. The number of sections is three. **The names of the sections and subsections of the diploma work should not coincide with the title of the work.**

The content of the thesis is determined by its topic. The recommended volume of the bachelor's thesis is 3.0-4.0 *pages (up to 60 pages)*. This volume does not include the list of used sources and appendices. Deviations within  $\pm 5\%$  are allowed.

The content of the introduction, main body and conclusions should correspond exactly to the topic of the work and fully disclose it. The content of the work reflects the starting points of the scientific research, the entire process of its passage and the obtained results. **The work cannot be compilative and have an abstract (descriptive) character. The content of the work is characterized by the mandatory presence of debatable (polemical) material and must satisfy the current state of scientific knowledge and qualification requirements for bachelor's training.**

### **3.1. Introduction**

In the introduction, the essence and state of the researched problem, its significance, the grounds and initial data for the development of the topic are revealed, and the justification for the need to conduct the research is given. When teaching the introduction, the following sequence should be followed:

- relevance of the topic and the need for its development;
- analysis of publications on the selected topic;
- the purpose and objectives of the research;
- object and subject of research;
- research methods in accordance with defined tasks;
- information basis of work;
- information about the base of pre-diploma practice;
- practical significance of the obtained results;
- approval of work results and publication.

*The relevance* of the topic is substantiated by critical analysis and comparison with known solutions to the problem. They reveal the relevance of the topic to the problems of the direction of training in the specialty and the expediency of the work for the development of the relevant branch of economics and the development of science as a whole. Coverage of relevance should not be wordy. It is enough to state the main thing - the essence of the problem - in a few sentences.

*Analysis of publications on the selected topic.* References are given to scientists (in alphabetical order) who studied this problem and made the most significant contribution to its development.

*The purpose and tasks of the research.* The student of higher education formulates the purpose of the work and the tasks that must be solved. The purpose of the work is to solve the scientific problem, to gain

new knowledge about the subject and the object. The goal should not be formulated as "research...", "study...", because these words indicate a means of achieving the goal, and not on the goal itself.

Guided by the purpose of the work, tasks are defined, usually as a list (analyze..., develop..., generalize..., discover..., prove..., implement..., show..., find... , determine..., justify..., establish..., find out..., give recommendations..., establish a relationship..., make a forecast... etc.).

**Formulation of tasks should be done as carefully as possible, since the description of their solution should reflect the content of the constituent parts of the work.** This is also important because the names of sections and subdivisions are formulated on the basis of work tasks. In the future, when writing conclusions, it is advisable to build them from the point of view of achieving the goal and fulfilling the tasks.

*Object and subject of research.* An object is a process or phenomenon that generates a problem situation and is selected for study. The object is the sphere of international economic relations. The subject is contained within the object. Object and subject are related to each other as general and partial. In the object, the part of it that is the subject of research is separated. It is to him that the main attention of the student of higher education is directed, because the subject of research determines the topic of the work, indicated on the title page as its title.

*Research methods.* They provide a list of research methods used to achieve the goal set in the work. **It is necessary to list them not separated from the content of the work, but briefly and meaningfully defining what exactly was researched by one or another method.** This will make it possible to verify the logic and acceptability of the choice of these methods.

*The informational basis* of the work is the main laws and regulations, official documents, reference, statistical and bibliographic publications, texts, manuscripts and reports on research work mentioned in the work (with the source numbers indicated in square brackets according to the list of used literature).

*Information about the base of pre-diploma practice.* Provide concise information about the company (corporation, institution, organization), with the use of whose data the work is performed and on the example of which the subject of the study is considered.

*Practical significance of the obtained results.* Noting the practical value of the obtained results, it is necessary to provide information on the degree of

readiness or scale of use. The main applied results of the work are briefly characterized, the possible field of their implementation and their impact on the problem being solved are determined.

*Approbation of work results and publication.* They provide information about the graduate's participation in scientific and scientific-practical conferences, at which the results of the work were made public, and also indicate the presence of publications of the main research results in scientific journals, collections of scientific works, conference materials and theses.

### **3.2. The main part of the thesis**

The main part of the work consists of three logically completed sections, which are divided into subsections. Each of the subsections is dedicated to solving the tasks formulated in the introduction, and ends with the conclusion that the student of higher education reached as a result of the conducted research. Each chapter is the basis for the next chapter. The names of the sections must reflect their main content and cannot repeat the title of the work. The sequence of theoretical and empirical sections in the main part of the work is not regulated and is determined by the type and logic of the research.

**The first section of the work** (up to 15 pages) should outline the current state of the researched issues, describe and analyze the main approaches to solving the problem, analyze the recommended methods, provisions, instructions on the problem, etc. This section substantiates theoretical propositions based on a review of literary sources, new developments, published statistical data with reference to sources. According to the results of the analysis of literary sources, the degree of study of the **problem is revealed, the state of development of the relevant field in the world and in Ukraine is investigated.**

In general, *the first section should contain* the theoretical justification, essence, meaning, classification characteristics, modern trends, the role and place of the studied phenomena and processes in the foreign economic activity of the enterprise (organization, institution).

A student of higher education should consider the problem, analyze and summarize its coverage in the literature, show his attitude to the positive and negative sides of the issue. At the same time, the text should be illustrated with graphic materials, tables, charts, diagrams, etc.

The chapter ends with conclusions, in which it is necessary to summarize the stated provisions with clarifications (additions) made by the diploma student, to emphasize the theoretical and practical issues solved in the work.

**The second section of the thesis** (up to 25 pages) should contain tasks for analysis, evaluation, modeling, identification of conditions, trends, characteristics, features, factors of the industry, market, region, country regarding the international economic activity of the company (corporations, enterprises, institutions, organizations).

*Institutional constraints must be taken into account in the research process, referring to laws, decrees, resolutions, decisions, statutes, regulations, orders, regulations and organizational documents, etc.*

Data on the organizational structure, size by number of employees with dynamics over the last three to five years, organizational and legal form and form of ownership, industry affiliation, main types of activities, specialization, strategic activity profile, international economic ties and chronology are given here their development, attractiveness and convenience of territorial placement and its justification.

All analytical calculations, models, table materials, graphic illustrations should be accompanied by conclusions that allow to clarify the essence of the **processes** taking place in international business, their features and development trends, in-depth analysis of which helps to identify unused reserves.

During the writing of this section, the student of higher education must demonstrate the ability to correctly summarize accumulated factual material, group and process data, on the basis of which qualified analysis is carried out and substantiated proposals.

This section highlights the state of the researched problem. The applicant, using various methods of analysis, investigates the essence, peculiarities, dynamics and prospects of the economic phenomenon, which is the object and subject of research of the bachelor thesis. The results of the analysis should become the basis for the development of recommendations on the effectiveness of international business due to the selected research direction, which will be presented in the third section of the work.

Especially in the second section of the diploma work, there is a correct generalization of the accumulated factual material, grouping and processing

of data, on the basis of which qualified analysis is carried out, proposals are substantiated.

The second section of the thesis ends with conclusions formulated based on the results of the analysis of foreign economic activity and their comparison with the theoretical studies carried out in the first chapter of the work. Also, on the basis of the completed research (the first chapter) and the analysis of the sphere of international economic relations of international business subjects (the second chapter), it is necessary to substantiate the further improvement or solution of the problem formulated in the bachelor's thesis.

**The third section of the thesis** (up to 15 pages) *is a recommendation section*, which includes proposals for improving the company's international business in accordance with the research direction. Proposals are provided on the basis of a comparison of what is in the company's work practice with the standard (model) of solving the problem formulated in the first (theoretical) section, as well as conclusions made in the second (analytical) section regarding the state of the company's international business, which is the basis for a thesis presentation of specific proposals for solving the problem under study.

Each proposal must have a justification based on the analysis conducted in the previous sections (identified deviations, problems and shortcomings), with the development of specific recommendations, proposals, models for managing the parameters of international business development. Recommendations should be based on the main theoretical propositions, methodological approaches, methodological tools presented in the first chapter, as well as on the conclusions of the analytical research carried out in the second chapter.

### **3.3. Conclusions**

Conclusions and proposals contain a list of the main directions of development of the object and the subject of research. In the conclusions, the most important scientific and practical results of each subdivision of the thesis are presented, as well as their practical significance for the subjects of international business of Ukraine is determined. When writing conclusions, it is recommended to follow the sequence of the research conducted in the work and the solved tasks, reflected in the introduction of



the work. In the conclusions, the positive and negative aspects of the discussed issues are also determined, as well as the possibility of practical use of the obtained results.

### **3.4. References**

The list of used sources should include not only those that are quoted or mentioned in the work, but also those with which the student of higher education became familiar in the process of its preparation, in particular, the works of foreign authors (at least two sources). Publications of the graduate by the topic of the work (articles, theses of reports at conferences) are added to the list. The list of used sources should contain no more than 50 titles.

### **3.5. Appendices**

Appendices are placed after the list of used sources from the new page. Appendices contain material that:

- is necessary for the completeness of the work, but its inclusion in the main part of the work may change the orderly and logical representation of it;
- complements the main text of the work and has an independent scientific / historical value;

- due to the large volume, cannot be consistently placed in the main part of the work.

Appendices may include:

- text documents and their copies, additional illustrations, graphics, figures or tables;

- materials that cannot be included in the main part due to the large volume, the specifics of the presentation or the presentation form (for example, reports, instructions, protocols, plans);

- formulas, calculations used during the development of the economic-mathematical model;

- copies of publications on the topic of the thesis.

## **4. Preparation of illustrative material for the thesis defense**

Illustrative material for the thesis defense is prepared in the form of a presentation using PowerPoint or Microsoft Word editors in the total number of 7-10 posters.

*Requirements for the presentation:* title page, which should contain the topic of the work, the name of the higher education recipient, the name of the supervisor (Appendix K); the second sheet - a description of the purpose, tasks, object and subject of research; illustrations should, firstly, reflect the main results achieved in the work, and secondly, be consistent with the material being taught (Appendix L).

**File name: Presentation\_name\_group.**

## **5. Defense of the thesis**

The defense of works is carried out at an open meeting of the examination committee.

Evaluation of the level of training quality is carried out by members of the examination commission on the basis of the established rules, principles, criteria, system and rating scale.

The object of evaluation of the quality of training is a set of knowledge, acquired abilities and skills, a formed system of professional competences, reproduced in the process of execution and defense of the thesis.

**The assessment of the level of training quality is carried out by members of the examination commission based on the principles of: objectivity, individuality, complexity, ethics, a differentiated and competence-based approach, taking into account the acquired system of typical universal (basic) and special professional competences, which reflect learning outcomes (competencies) according to the components defined in the standard.**

In the process of preparing for the defense of the thesis, the student of higher education must prepare a report and agree it with the supervisor.

The protection time should not exceed 10-15 minutes. The graduate is given up to **3 minutes** for the report.

*The report* usually contains a concise summary of the information presented in the thesis. During the report, the student of higher education should refer to the illustrative part of his work for a more complete disclosure of the content of the conducted research and presentation of the obtained results.

The report should contain: the full name of the topic of the thesis and the justification of its relevance; purpose and task; results of analytical studies; identified directions and opportunities for optimization of the research subject on the example of the base of pre-diploma practice.

The EC evaluates the work according to the 100-point system in accordance with the recommendations on the formation of a point-rating assessment of the completion of diploma theses. Approximate criteria for evaluating the quality of theses are given in Appendix M.

The EC makes a decision on awarding the applicant with a bachelor's degree in the specialty "International Economic Relations", after which the results of the defense are announced.

**For a student of higher education who did not submit a thesis for defense or did not defend a diploma thesis for a valid reason, a special meeting of the commission may be scheduled during the period for which the personal composition of the EC is approved within the time limits established for the work of the EC.**

## **6. Rules for the registration of a diploma**

### **6.1. General requirements**

The print font should be clear, the tape should be black with medium thickness. When typing on a computer, you should use Times New Roman font, point 14. Line spacing is a factor of 1,5. When designing tables and figures, it is possible to use font size 12. The line spacing in the table can be 1,3.

The text of the diploma thesis must be typed with the following dimensions of the page margin: top and bottom - at least 20 mm, right - at least 10 mm, left - at least 25 mm.

In the process of work, it is necessary to observe uniform density, contrast and clarity of the image throughout the work. All lines, letters, numbers and signs must be equally black and clear.

Individual words, formulas, and signs included in the text must be black. The density of the typed text should be as close as possible to the density of the main text.

**All work is submitted in one file. File name: Diplom\_SN\_group.**

## **6.2. Numbering**

The numbering of pages, sections, subsections, illustrations, tables, and formulas is given in Arabic numerals.

The page number is placed **in the upper right corner** at a distance of 10 mm from the upper and right edges of the sheet without a period at the end.

Pages are numbered starting **from the second page of the introduction**, taking into account the previous pages: title page, tasks, table of contents.

## **6.3. Headings**

The text of the main part of the thesis is divided into chapters and subsections. Each section begins with a number and title. The headings of the structural parts of the work CONTENTS, INTRODUCTION, CONCLUSIONS, LIST OF USED SOURCES, APPENDICES are printed in capital letters **symmetrically to the text**. Each structural part of the thesis (introduction, sections, conclusions, list of used sources, appendices) **must be started on a new page**.

Chapters and subsections should begin with a paragraph indentation, without underlining, without a period at the end. Headings of sections are printed in capital letters, subsections - in small letters (except for the first capital letter) with paragraph indentation. Do not put a period at the end of the title. The distance between the title of the section and the title of the subsection should be 10 mm, the distance between the title of the subsection and the text should be approximately 10 mm. After the title of the subsection on the page (at the end of the page) there should be at least three or four lines of text.

Subsections are numbered within each section. The subdivision number consists of the section number and the serial number of the subdivision. A dot

is placed between them. There should be a period at the end of the number. Do not put a period at the end of the subsection title. Example:

## 2.2. Characteristics of the investigated enterprise

The title of the next subsection and the beginning of its text are placed on the same page as the previous subsection.

## 6.4. Lists

If necessary, lists are given in the text. A colon is placed before the list. Arabic numbers with brackets should be used for the first itemization of the list. At the end, put a semicolon or a colon, if there is further detail. Each item in the following list should be marked with a lowercase letter of the Ukrainian alphabet with a parenthesis or submitted without numbering, from a paragraph indentation without geometric decorations (second level of detail). At the end, put a semicolon. A full stop is placed after the last item in the list. Lists are written in lowercase letters with paragraph indentation.

## 6.5. Illustrations

Illustrations (figures, graphs, diagrams) should be placed immediately after the text in which they are mentioned for the first time, or on the next page. **All illustrations are referenced in the work**, for example: "Development trends are shown in fig. 1.3". If the illustrations are not created by the author of the work, it is necessary to give a link to the source from which they were borrowed. The names of schemes, figures, graphs are placed under the illustration with paragraph indentation, alignment along the width of the text. Illustrations are numbered with Arabic numerals with sequential numbering within the chapter, with the exception of the illustrations given in the appendices. The illustration number consists of the section **number and the serial number of the illustration**, separated by a dot, for example: Fig. 2.1. (the first picture of the second chapter). The distance from the text to the illustration and from the illustration to the text is one line, if the illustration is embedded in the structure of the text, that is, it is not located on a separate page.

## 6.6. Tables

A table is placed immediately after the text in which it is first mentioned, or on the next page if the table is large enough to fit into the structure of the text on the same page. All tables are referenced in the text before the table, for example: "The results of the analysis are given in the table. 1.2".

Tables are numbered with Arabic numerals consecutively (with the exception of tables presented in appendices) within the chapter. In the upper right corner above the relevant heading, the inscription "Table" with its number is placed. The table number consists of the section number and the serial number of the table, for example: "Table 1.2" (the second table of the first section). Each table should have a title, which is placed above the table symmetrically to the text. Graph headings should begin with uppercase letters, subheadings with lowercase letters.

When transferring part of the table to another sheet (page), indicate the number of the table, for example: "Continuation of table. 1.2", "End of table. 1.2". If digital or other data are not provided in any row of the table, then a dash is placed in it.

The distance between the previous and following text and the table should be equal to one line (no more than 10 mm).

## 6.7. Formulas and equations

Formulas and equations are placed in the center of the line immediately after the text in which they are mentioned.

Leave at least one free line above and below each formula or equation.

Formulas (if there are more than one) are numbered within the section. The number of the formula consists of the number of the section and the serial number of the formula in the section. Formula numbers are written near the right margin of the sheet at the level of the corresponding formula in round brackets, for example: (3.2) is the second formula of the third section. Explanations of the values of symbols and numerical coefficients must be given directly below the formula in the sequence in

which they are given in the formula. The value of each symbol and numerical coefficient is given from a new line. The first line of the explanation begins with the word "de" without a colon.

Transfer of the formula or equation to the next line is allowed only on the signs of the performed operations, and the operation sign is repeated at the beginning of the next line. When transferring a formula or equation, the sign «x» is applied to the sign of the multiplication operation. If there is only one formula or equation in the work, they are numbered sequentially within the section. Formulas that derive from each other and are not separated by text are separated by commas.

The distance from the text to the formula and from the formula or/and deciphering the formula to the text is one line (approximately 10 mm). «x».

## **6.8. Link**

When writing a diploma thesis, the student of higher education must give references to the sources and materials given in the thesis. The links allow you to check the reliability of the information.

References in the text of the thesis to sources should be marked with a serial number from the list of references, separated by two square brackets, for example: "...in works [1 - 7]..." or "...in work [5, p. 87]...".

When referring to chapters, subsections, clauses, subsections, illustrations, tables, formulas, equations or appendices, their numbers are given. Example:

"in section 2...", "according to subsection 2.3...";

"in Fig. 1.5...";

"in the table 3.2.", "according to table. 3.2..." or "on the basis of the data in table. 3.2...";

"according to formula (3.5).", "in equations (1.9) - (1.12)...";

"in Annex B..." or "...(Annex B)".

## **6.9. References**

The list includes all literary sources that were referenced in the text of the thesis.

Information on literary sources included in the list should be provided in accordance with the requirements of the state standard DSTU 8302:2015 Information and documentation. Bibliographic reference. General provisions and rules of compilation. Kyiv: SE «UkrSRCC 2016. 16 p.

Literary sources are numbered in Arabic numerals with a period according to their serial number in the list.

The list of used sources is formed by the student of higher education at his choice in one of the following ways:

- in the order of appearance of links in the text;
- in alphabetical order of the surnames of the first authors or titles;
- in chronological order.

Among the literary sources that are analyzed in the process of writing a thesis, it is advisable to research **at least three publications of university teachers and graduate departments.**

The recommended total number of items in the reference list is about 50. An example of the list is given in Appendix N.

## **6.10. Appendices**

Appendices are drawn up as a continuation of the work, in the form of a separate part and are placed in the order of appearance of links to them in the text.

Appendices must have a title page on which the word APPENDICES is printed in the center in capital letters. Each application starts with a new page. The application has a header printed on top symmetrically relative to the text of the page. In the middle of the line above the title, the word "Appendix" and a capital letter denoting the appendix are printed in small letters from the first capital letter.

Appendices should be marked consecutively with capital letters of the Ukrainian alphabet, with the exception of the letters A, B, C, D, E, F, I, J, K, L, for example: "Appendix A", "Appendix B", etc.

Appendices must have the same page numbering as the rest of the thesis.

If necessary, the text of the appendices can be divided into sections, subsections, paragraphs and subsections, which should be



numbered within each appendix. In this case, each number is preceded by the designation of the appendix (letter) and a period, for example, A.2 - the second section of appendix A; B.2.1 – subsection 2.1 of Appendix B; B.4.1.1 – clause 4.1.1 of Appendix B; K. 1.2.3.4 – subsection 1.2.3.4 of Appendix K.

Illustrations, tables, formulas and equations contained in the text of the appendix should be numbered within each appendix, for example: fig. A.2 is the second figure of Appendix A; Table A.1 is the first table of Appendix A; formula (B.1) is the first formula of Appendix B.

In references in the text of the appendix to illustrations, tables, formulas, equations, it is recommended to write: "... in Fig. A.1 ...", "... in fig. B.1 ...", "... in table G.Z ...", or "... in table. A.Z"; "... according to formula (B.1)...", "... in equation D.2 ...".

If a document is used as an appendix in the thesis, which has an independent value and is drawn up in accordance with the requirements for documents of this type, then its copy is included in the work without changes in the original. A sheet is placed in front of the copy of the document, on which the word "APPENDIX\_\_" and its name (if available) are printed in the middle, and the serial number of the page is placed in the upper right corner of the sheet. The pages of the copy of the document are numbered, continuing the end-to-end numbering of the pages of the master's thesis (without occupying the document's own page numbering).

## **7. Prevention of plagiarism**

The thesis must be checked for signs of academic plagiarism using a software product specified by the University.

The qualification work should not contain any types of plagiarism, in particular:

appropriation of authorship – declaring oneself the author of someone else's original scientific work; publication under one's own name of a scientific work written with other persons, without specifying their names;

copying other people's materials into one's scientific work without making any changes to the borrowed material and without proper citation;

combination of own and borrowed arguments without proper citation;

hidden incorrect borrowing – inclusion in one's scientific work of someone else's materials with the introduction of minor edits to the copied material (rewording of sentences, changing the order of words in them, etc.) and without proper citation design;

self-plagiarism – multiple publication of the same scientific results obtained by the author independently;

paraphrases – retelling in one's own words someone else's thoughts, ideas or text based on the substitution of words (signs), phraseological turns or suggestions when using any author's scientific work stored on electronic or paper media, including those posted on the Internet;

compilation - creation of a significant mass of text by copying other people's materials from various sources without independent in-depth research of the problem, without making edits to them, references to authors and "masking" by writing transitional sentences between the copied parts of the text.

The methodological department checks the qualification work for signs of academic plagiarism and formalizes its results using a software product in the form of a report.

In the event that the software product detects more than 40% of borrowed information in the work without proper reference design, the work may be rejected by the decision of the department without the right to further review.

# Recommended literature

## Basic

1. Kalambet S. Methodology of scientific research: teaching. manual / S. V. Kalambet, S. I. Ivanov, Yu. V. Pivniak. - Dnipropetrovsk: Ed. Makovetskyi, 2015. – 191 p.
2. Ladanyuk A. Methodology of scientific research / A.P. Ladanyuk, L.O. Vlasenko, V.D. Kishenko. - Kyiv: Lira-K, 2018. - 352 p.
3. Medvid V. Methodology and organization of scientific research (in structural and logical schemes and tables) / V. Medvid, Yu. Danko, I. Koblyanska. – Sumy: SNAU, 2020. – 220 p.
4. Methodology and organization of scientific research: teaching. manual / I. S. Dobronravova, O. V. Rudenko, L. I. Sydorenko and others. ; under the editorship I. S. Dobronravova (part 1), O. V. Rudenko (part 2). - Kyiv: VOC "Kyiv University", 2018. - 607 p.

## Additional

1. O. Danilyan Methodology of scientific research: textbook / O. G. Danilyan, O. P. Dzoban. - Kharkiv: Pravo, 2019. - 368 p.
2. Yevtushenko M. Methodology and organization of scientific research / M. Yevtushenko, M. Khizhnyak. – Kyiv: Education Center. summer , 2019. - 350 p.

## Information resources

7. Official website of the Department of Statistics of Ukraine. – Access mode: [www.ukrstat.gov.ua](http://www.ukrstat.gov.ua).
8. Service for automatic design of bibliographic links Grafiati. – Access mode: <https://www.grafiati.com/uk/>.

# Appendices

## Appendix A

### Recommended topics for theses

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. Minimization of the risks of the development of an international company on the ... market.
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 the enterprise's competitiveness on international markets.

19. Formation of security-oriented development of the export activity of the 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 evaluation of the impact of foreign labor migration on the economic growth of Ukraine.
27. Formation of Kharkiv's international image.
28. Diagnosis 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. Digitalization 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 in 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. Methodological 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 to ensure 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. Digitalization 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 franchise 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 (sectoral, organizational and regulatory aspects).

62. Formation of the resource potential of international business development (on a concrete example).

63. Regulatory influence of international organizations on development business

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 proposed by the student of higher education (or edited from the list of proposed ones), in agreement with the academic supervisor.

**Sample application for approval of the thesis topic**

Head of the Department  
of International Economic Relations  
prof. Otenko I.P.  
student of 4th year  
group \_\_\_\_\_  
specialty 292 «International Economic  
Relations»  
(Student's full name and surname)

Statement

I am asking for approving the subject of the bachelor's thesis:  
"\_\_\_\_\_".

I would like to appoint as the thesis supervisor Ph.D., associate professor  
\_\_\_\_\_  
(name and surname)

Date

*Signature of the student*

Agreed:

Head of work

*Signature* Ph.D., associate professor  
\_\_\_\_\_

Head of Department

*Signature* Doctor in Economics, prof. Iryna OTENKO

The following are attached to the application:

1. Extende plan (under the signature of the student and thesis supervisor).
2. The schedule of completion and defense of the thesis (signed by the student).



**An example of a title page of a thesis**

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

**FACULTY OF INTERNATIONAL RELATIONS AND JOURNALISM  
DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS**

**Level of higher education** First (bachelor's)  
**Specialty** International economic relations  
**Educational program** International business  
**Group** 6.01.292.010.20.1,2

**GRADUATE WORK**

on the topic "DIPLOMA SUBJECT"

Performed by: student Iryna PETRENKO

Head of work: Ph.D., associate professor Volodimir USHKALEV

Reviewer: CEO  
PJSC "Name"  
Sergey TKACHENKO

Kharkiv – 2024

**Sample submission to the head of the examination commission  
Simon Kuznets Kharkiv National University of Economics**

**PRESENTATION  
TO THE HEAD OF THE EXAMINATION COMMISSION  
CONCERNING THE DEFENSE OF THE THESIS**

The student of the first (bachelor) level of higher education is directed LAST NAME First name to defend a diploma thesis in the specialty 292 "International Economic Relations" of the educational program "International Business" on the topic "Topic".

The topic and supervisor of the diploma work were approved by the rector's order No. \_\_\_ dated "\_\_\_" of February 2023.

Dean of the Faculty \_\_\_\_\_ Volodymyr Chernyshov  
(signature) (surname and initials)

**Certificate of success**

LAST NAME Name for the period of study at the Faculty of International Relations and Journalism from 20\_\_ to 20\_\_ fully completed the curriculum according to the educational program with the following distribution of grades according to the national scale: excellent \_\_ %, good \_\_\_ %, satisfactory \_\_\_ %.

Specialist of the dean's office \_\_\_\_\_ First name SURNAME

Normokontrol \_\_\_\_\_ Name SURNAME

**The thesis supervisor's conclusion**

The student LAST NAME Name completed the thesis in full and within the specified time. The content of the work as a whole corresponds to the chosen topic, the developed measures are justified. The style and language of the dissertation meet the requirements for works of this level. The work was performed using information technologies. The work has practical and theoretical significance. Analytical calculations were performed at a high professional level. The thesis is recommended for defense in the EC.

Head of work \_\_\_\_\_ Name SURNAME  
(signature) «\_\_\_» \_\_\_\_\_ 20\_\_ year

**The conclusion of the department on the thesis**

The thesis was considered at the meeting of the Department of International Economic Relations, protocol No. \_\_ from \_\_\_\_\_. Student SURNAME Name is allowed to defend work in the examination board.

Head of the Department of International Economic Relations  
Doctor in Economics, prof. \_\_\_\_\_ (signature) Iryna OTENKO «\_\_\_» \_\_\_\_\_ 20\_\_ year

**An example of an essay for a diploma thesis on the topic:  
"Implementation of the innovative potential of the enterprise  
in international high-tech business"**

**ABSTRACT**

The thesis contains 62 pages, 14 tables, two figures, a list of used literature from 53 titles, one appendix.

The purpose of the work is to determine the theoretical provisions and develop practical recommendations regarding the implementation of the innovative potential of the enterprise in the international high-tech business.

To achieve the set goal, the following tasks are defined in the work: to clarify the conceptual apparatus of the development of international high-tech business; highlight the conceptual provisions of the development of international high-tech business; characterize the conditions of development of international high-tech business; conduct an analysis of the implementation of the innovative potential of domestic enterprises; to develop a methodical approach to realizing the innovative potential of the enterprise in the international high-tech business.

The object of research is the development processes of international high-tech business.

The subject of the research is theoretical provisions and methodical support for the implementation of the innovative potential of the enterprise in the international high-tech business.

To achieve the set goal and tasks, the following methods and techniques of scientific thinking were used in the work: inductive, deductive, analysis

and synthesis - to clarify the conceptual apparatus of the development of international high-tech business, generalize the conceptual provisions of the development of international high-tech business; methods of empirical research: observation, comparison - to analyze the conditions of development of international high-tech business; techniques and methods of economic and statistical analysis - for evaluating the innovative potential of domestic enterprises in high-tech international business.

The relevance of the topic of the work lies in the fact that modern international economic relations are determined by dynamic processes of globalization and technological development, which necessitates the development and use of new business technologies by domestic enterprises for their harmonious integration into the global economic space.

**Keywords: HIGH-TECH ENTERPRISE, TECHNOLOGICAL STRUCTURE, DEVELOPMENT, INTERNATIONAL BUSINESS, INNOVATION POTENTIAL.**

**An example of the content of a thesis on the topic  
"Digitalization of the company's international business"**

**CONTENT**

page.

**INTRODUCTION**

**CHAPTER 1. CURRENT ISSUES OF DIGITALIZATION OF THE  
COMPANY'S BUSINESS**

1.1. Conceptual apparatus of digitalization of the company's business

1.2. General assessment of the scale of digitization

1.3. The concept of digital business transformation

Conclusions to section 1

**CHAPTER 2. ANALYSIS OF THE IMPACT OF THE DIGITAL  
ECONOMY ON THE COMPANY'S INTERNATIONAL BUSINESS**

2.1. The main trends in the development of the digital economy

2.2. The level of digitization of the economy of Ukraine

2.3. Analysis of opportunities and threats of international digitization  
business of SPETSVUZAVTOMATIKA

Conclusions to section 2

**CHAPTER 3. A METHODOLOGICAL APPROACH TO THE  
DIGITALIZATION OF THE INTERNATIONAL BUSINESS  
MANAGEMENT OF SPETSVUZ AVTOMATIKA COMPANY**

3.1. Provisions and principles of digitization of international business  
management of SPETSVUZAVTOMATIKA

3.2. Formation of information and analytical tools for the management  
of the company's international business

**Sample review  
REVIEW  
for the thesis**

**student(s) of Khnei University named after S. Kuznetsa** \_\_\_\_\_  
(surname, initials)

\_\_\_\_\_  
(topic name)

1. Actuality of theme

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Novelty

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. The quality of the performed analysis of the problem

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Practical value of conclusions and recommendations

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Presence of defects

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. General conclusion and evaluation of the thesis

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Reviewer \_\_\_\_\_ (position) \_\_\_\_\_ (signature) \_\_\_\_\_ (initials, surname)

\_\_\_\_\_  
(job)

Seal « \_\_\_\_\_ » \_\_\_\_\_ (date)

## An example of metadata design

### Abstract

"Trading in copyright and intellectual property as an object of international business"

Kononenko Denys Kostyantynovich

Keywords: copyright, intellectual property, trade, foreign economic activity, international business, international law, World Intellectual Property Organization, publishing house, books, models, general economic analysis.

The purpose and features of copyright and intellectual property trade, commercialization and protection of copyright in Ukraine and international law are considered in the work. Peculiarities were investigated on the basis of work analysis of copyright in publishing, with further general economic analysis of trade in book layouts as an object of foreign economic activity.

### Annotation

«Trade in copyright and intellectual property as an object of international business»

Kononenko Denys Kostiantynovych

Keywords: copyright, intellectual property, trade, foreign economic activity, international business, international law, World Intellectual Property Organization, publishing house, books, stationery, general economic analysis.

The purpose and features of trade in copyright and intellectual property, commercialization and protection of copyright in Ukraine, in international law. Peculiarities were studied on the basis of the analysis of the work of copyright in publishing, with the subsequent general economic analysis of the trade in book layouts as an object of foreign economic activity.

**Sample design of the title page of illustrative material**

**Sample submission to the head of the examination commission**

**Simon Kuznets Kharkiv National University of Economics**

Faculty of International Relations and Journalism

Department of International Economic Relations

**ILLUSTRATIVE MATERIAL  
FOR THE GRADUATE THESIS  
on the topic**

« \_\_\_\_\_ »

**Supervisor of thesis**

PhD, ass. prof.

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

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

**Performer**

4 year student

group \_\_\_\_\_

specialty 292 «International Economic Relations»

faculty of International Relations and Journalism

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

Kharkiv – 2024

**Sample design of illustrative material**

Poster 1

## Abstract

Topic	Formation of a product strategy of a wine industry enterprise in an international business environment
Object of research	The object of research is...
The subject of the study	The subject of the study is...
The purpose of the study	The purpose of the study is...
Research base	Name of the research object
Research task	1)
Recommendations	1)
Practical significance	



**Classification of Ukrainian wine industry enterprises  
according to the stages of HCV**

The stage of the enterprise's economic life cycle	Characteristics	The stage	Strategy
Growth	PJSC "Odesa Champagne Wine Factory", PJSC "Artwineri", PJSC "Vinogradar", PJSC "Knyazya Trubetskoho", PJSC "Kharchovyk", ("Question marks")	The business does not yet have a stable competitive position, but it is growing rapidly and has a perspective. Such enterprises need large investments to transform "question marks" into "stars"	Increasing market share. Harvesting in the absence of prospects. Disinvestment and liquidation of an unviable enterprise
	PJSC "Izmail Winery Plant", PJSC "Odesavynprom", PJSC "Odesa Cognac Plant" ("Milk Cows")	Highly competitive business in fast growing markets. Their products are leaders in the market, and this position is necessary	Increase in market share and optimization of enterprises
Maturity	"Shabo" LLC, PJSC "Koblevo", PJSC "Bolgrad Winery" ("Zirky")	Highly competitive business in mature but stagnant markets. Growth prospects are small, but the profit of such enterprises is much higher than necessary to maintain market share	Maintaining market share. Harvesting if the business has no future. Obtaining the maximum possible benefit
Abbreviation	Tairove LLC, PJSC "Dionys", Yantarny Winery LLC, Dunayskyi LLC	Enterprises that already are not competitive, in mature and stagnant markets. In such cases, liquidation makes sense	Harvesting and liquidation of the enterprise

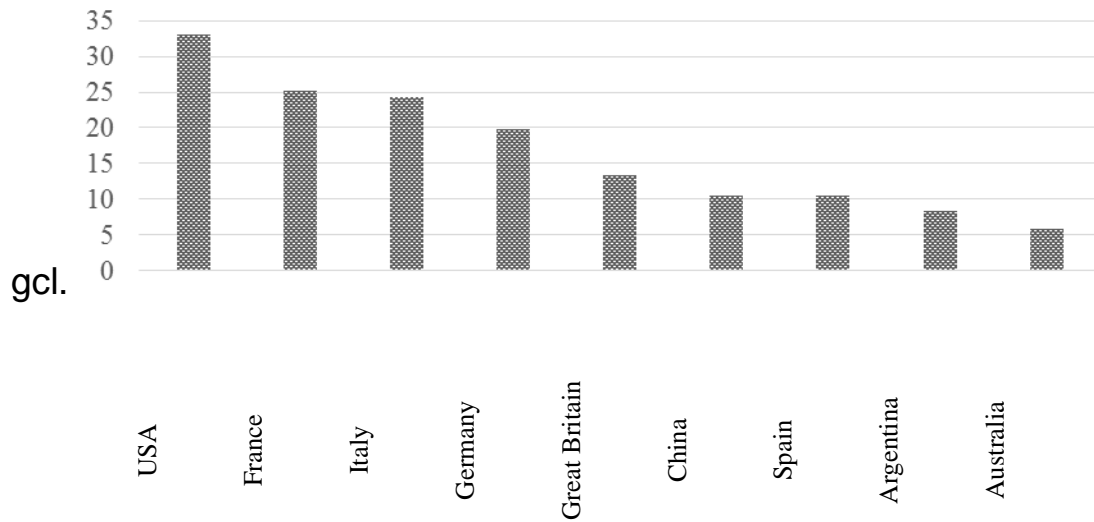
**Analysis of profitability indicators of Svishtov Winery JSC in 2019-2020.**

Indicators	2019	2020	Growth rate	Relative deviation
<b>Profitability of sales</b>				
1. Sales profitability ratio	0,43	0,36	-0,07	-16,28
2. Financial result, thousand BGN.	1008	924	-84	-8,33
3. Net sales volume	2348	2586	238	10,14
<b>Return on assets</b>				
1. Asset capitalization ratio	0,04	0,04	0,00	19,43
2. Financial result, thousand BGN.	1008	924	-84	-8,33
3. Amount of assets, thousand BGN.	22912	26066	3154	13,77
<b>Profitability of liabilities</b>				
1. Ratio of profitability of liabilities	0,04	0,03	-0,01	-20,74
2. Financial result, thousand BGN.	1008	924	-84	-8,33
3. Long-term liabilities, thousand BGN.	26572	30731	4159	15,65

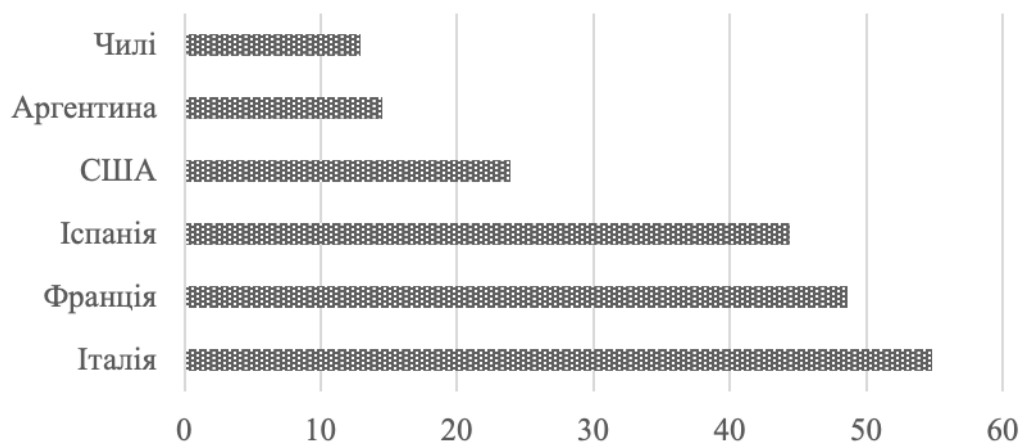
**Analysis of sales indicators of Svishtov Winery JSC in 2019-2020.**

Operating income	2019		2020		Changes	
	thousand BGN	part, %	thousand BGN	part, %	thousand BGN	%
Income from the sale of products	2,310	77,5 %	2,550	77,3 %	240	10,4 %
Income from services	38	1,3 %	36	1,1 %	-2	-5,3 %
Other income	184	6,2 %	644	19,5 %	460	250,0 %
Increase in inventory and work in progress	450	15,1 %	70	2,1 %	-380	-84,4 %
Total	2,982	100 %	3,300	100 %	318	10,7 %

**Leading countries in wine consumption in 2021, million**



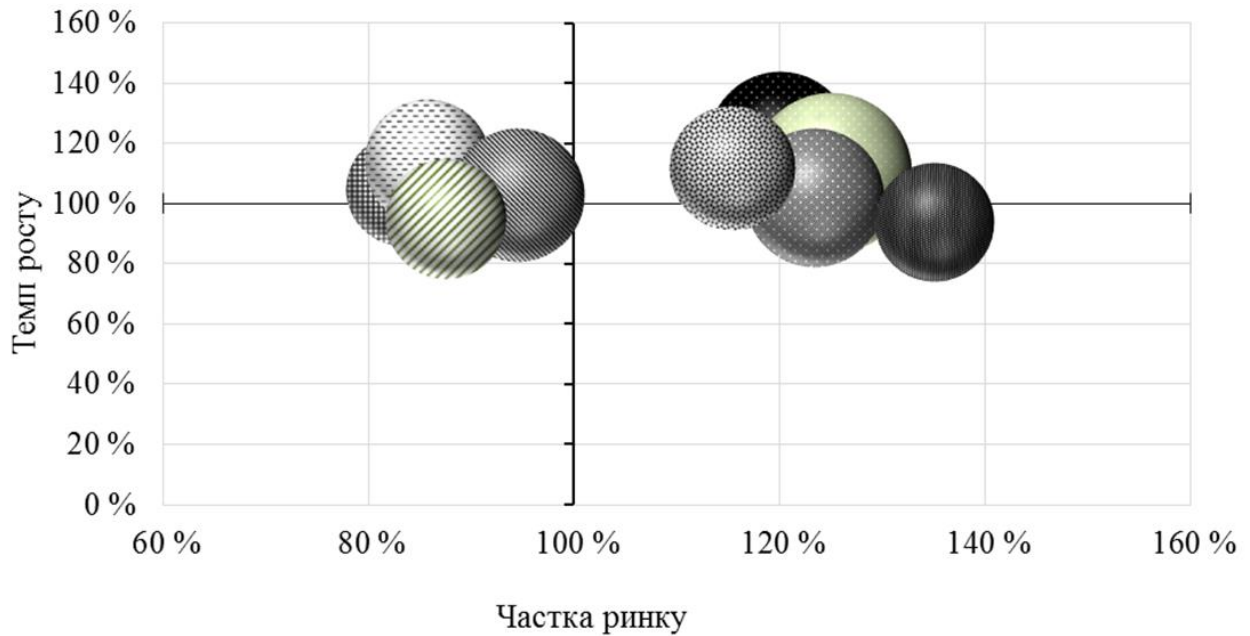
**Leading wine-producing countries in the world in 2018, mgl.**



**Cluster analysis of the assortment of Svishtov Winery JSC**

Series Name	Category	Price	BGN
Aueros	<ul style="list-style-type: none"> <li>– Aureos Merlot</li> <li>– Aureos Cabernet Sauvignon</li> <li>– Aureos Cabernet Franc</li> <li>– Aureos Sauvignon Blanc</li> <li>– Aureos Chardonnay</li> <li>– Aureos Traminer</li> <li>– Aureos Rose Cabernet Sauvignon &amp; Cabernet Franc</li> </ul>	<ul style="list-style-type: none"> <li>- red</li> <li>- red</li> <li>- red</li> <li>- white</li> <li>- white</li> <li>- white</li> <li>- pink</li> </ul>	9,30
Chateau Svishtov	<ul style="list-style-type: none"> <li>– Château Svishtov Merlot</li> <li>– Château Svishtov Cabernet Sauvignon</li> <li>– Château Svishtov Rosé Cabernet Franc</li> <li>– Château Svishtov Chardonnay</li> <li>– Château Svishtov Traminer</li> <li>– Château Svishtov Sauvignon Blanc</li> </ul>	<ul style="list-style-type: none"> <li>- red</li> <li>- red</li> <li>- pink</li> <li>- white</li> <li>- white</li> <li>- white</li> </ul>	9,30
Element –	<ul style="list-style-type: none"> <li>– Element Grüner Veltliner &amp; Sauvignon Blanc</li> <li>– Element of Pinot Noir &amp; Gamza</li> <li>– Element Rosé Gamza</li> </ul>	<ul style="list-style-type: none"> <li>- white</li> <li>- red</li> <li>- pink</li> </ul>	19,90
Legio. Export	<ul style="list-style-type: none"> <li>– Legio I Export Sauvignon Blanc</li> <li>– Legio I Export Rosé Merlot &amp; Cabernet Sauvignon</li> <li>– Legio I Export Merlot</li> <li>– Legio I Export Cabernet Sauvignon</li> </ul>	<ul style="list-style-type: none"> <li>- white</li> <li>- pink</li> <li>- red</li> <li>- red</li> </ul>	11,80
Imperium Limited Selection	<ul style="list-style-type: none"> <li>– Imperium Limited Selection Chardonnay &amp; Sauvignon Blanc</li> <li>– Imperium Limited Selection Cabernet Sauvignon, Merlot &amp; Cabernet Franc</li> </ul>	<ul style="list-style-type: none"> <li>- white</li> <li>- red</li> </ul>	30,00
Gorchivka	<ul style="list-style-type: none"> <li>– Gorchivka Cabernet Sauvignon</li> <li>– Gorchivka Merlot</li> </ul>	<ul style="list-style-type: none"> <li>- red</li> <li>- red</li> </ul>	17,50
Spirits	<ul style="list-style-type: none"> <li>– Legio I Fine Old Brandy Limited Edition</li> <li>- Rakiyat</li> <li>- Svishtovska loznytsia rakia</li> </ul>	<ul style="list-style-type: none"> <li>- brandy</li> <li>- cognac</li> <li>- brandy</li> </ul>	48,00 48,00 15,00

**Portfolio analysis of JSC "Svishtov Winery" according to the BKG method**



- Aueros
- Chateau Svishtov
- ⊕ Стихія
- ⊖ Legio. Export
- Imperium Limited Selection
- Gorchivka
- ⊖ Legio I brandy
- Ракіята
- Ракія

Recommendations based on the results of portfolio analysis  
for Svishtov Winery JSC

Group	Names/series of goods	Recommendations
"Stars"	Wines "Aueros", "Chateau Svishtov", brandy "Legio I fine old brandy limited edition"	This group of products must be developed. Provided they are invested, they have the potential to bring significant profits to the company. The wines of this group belong to the middle price category, they can be promoted to the market due to the expansion of the network of distributors. Brands from this group belong to the premium segment, so you can work with this product differently, invest in brand creation, marketing, development of new packaging
"Milk cows"	Wines "Imperium Limited Selection" and "Gorchivka"	This group of products brings significant income and does not require investments. Funds from the sale of these products are usually directed to the development of the previous group. Wines from this group belong to the more expensive ones. If there was a need to support these products, the work here should also be directed to the construction of marketing, branding, development of online sales and expansion of the distribution network
"Question marks"	Wine "Legio. Export" and "Stykhiya" and "Rakiyata"	The products of this group are promising. If the company has funds for their promotion and support, it is worth working on increasing the market share. In the case of the Stikhiya wine series, which belongs to expensive wines, and the Rakiyata brandy, which can be attributed to the premium segment, it is worth investing in marketing, because it can bring profit. "Legio" wines. Export" belong to the middle price category, so it is not advisable to spend a lot of money on marketing. In this case, you should expand the network of stores where the product is presented, and work on consumer awareness
"Dogs"	Rakiya Svishtovska loznytsia"	" If the market is growing slowly and the product has a small market share, it will be appropriate to invest in more promising products and suspend the production of this product

### Criteria for evaluating the quality of theses

Criteria	Subject of expert assessment	Maximum number of points
Relevance and novelty of the research topic	The novelty of the problem statement	2
	Availability of orders from the enterprise	2
	The ability to correctly pose a problem and justify its significance for the chosen object of research	4
	Setting research objectives	2
	Correspondence of the topic to the problems of the direction of training in the specialty. Correspondence of the plan (content) of the work to its topic	2
	Together according to the criterion	<b>12</b>
Degree science	Breadth of studying the results of previous studies of the problem; complete coverage of normative acts, methods of scientific views	5
	Originality of theoretical research	7
	The presence of elements of scientific novelty and the degree of their development. A scientific discussion on the formation of one's own opinion	15
	The logic of the construction of the work and the validity of the formulated theoretical conclusions	3
	Together according to the criterion	<b>30</b>
Information-methodical and programmatic software	The use of sources relevant to the research topic for obtaining the necessary information and its processing	3
	Use of information about the activities of competing enterprises, statistical materials of foreign countries	5
	Application of modern research methods and justification of the position regarding their choice	3
	Improvement of existing methods and methods of economic research and, possibly, development of new ones	4
	Independent development of a program for processing economic information	3
	Together according to the criterion	<b>18</b>
Practical significance, approbation results research	Calculations of the economic effect of the implementation of proposals	6
	The level of reality and argumentation of developments and proposals. The possibility of their use	7
	Connection with scientific research of the department, university	3
	Approbation and implementation of research results (availability of a certificate of implementation)	7
	Availability of publications based on research results	8
	Participation in scientific conferences	7
	Together according to the criterion	<b>40</b>
Total		<b>100</b>

## An example of design of the list of used sources

*Books, monographs, dissertations, dissertation abstracts, reference literature**One author*

Matyushenko I. Yu. Investing (in the context of the international integration of Ukraine): study. manual Kharkiv: V.N. Karazin KhNU, 2013. 396 p.

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The bibliographic description is drawn up in accordance with DSTU 8302:2015 Information and documentation. Bibliographic reference. General provisions and rules of drafting. Kyiv: SE "UkrNDNC", 2016. 16 p.

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