

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations and Project Management

SYLLABUS
normative educational component
«Regulation and Security of International Business»

preparation of bachelors

specialty 292 “International Economic Relations”

educational and professional programs “International Business”,

full-time form of education

Syllabus of the educational component «Regulation and Security of International Business» of training bachelors in the field of study 29 “International Relations” specialty 291 “International Economic Relations” of educational and professional program “International Business”.

Developer: Zelinska Olena Zinoviivna, Associate Professor of the Department of International Economic Relations and Project Management, PhD in Economics, Associate Professor.

Agreed

Guarantor of educational and professional program:



/ A. O. Boiar

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations and Project Management, Protocol No. 1 of August 29, 2024.

Head of the Department:



A. O. Boiar

I. I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of study, specialty, educational and professional program, educational level	Characteristics of educational component
Full-time form of education	29 – International Relations 292 – International Economic Relations, EPP “International Business”, bachelor’s degree	Normative
Number of hours/credits 120/4		Year of study - 2027-2028
		Semester – 8th
		Lectures - 30 hours
		Practical (seminars) - 34 hours
		Consultattion – 8 hours
NDT: None		Independent work - 48 hours
	Form of control: exam	
Language of instruction		English

II. INFORMATION ABOUT THE TEACHER

Name: Olena Zelinska

Scientific degree: PhD in Economics

Academic status: Associate Professor

Position: Associate Professor of the International Economic Relations and Project Management Department

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Class days and hours: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi?n=700>

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Course abstract

The system of regulation and security of international business at the state, regional, and global levels, the principles and problems of international legal regulation of the protection of business entities, as well as world experience in organizing and regulating international business and its security, in particular, the regulation and security of global business in EU countries and the possibilities of using experience in Ukraine, will be studied.

2. Prerequisites: “International trade”, “International currency-credit and financial relations”, “Economics of a firm”, “World economy and markets conjuncture”, “Diplomatic protocol and business etiquette”.

3. Postrequisites: qualification paper.

4. The purpose and objectives of the educational component

The study of the discipline “Regulation and security of international business” is aimed at forming in future international economists modern economic and creative

thinking, as well as a system of special knowledge in the field of international business and ensuring financial security in international business, revealing the basic concepts, levels, and principles of international legal regulation of international business, the primary means and instruments of the regulatory influence of international organizations (institutions) on the activities of international business entities. The objectives of studying the academic discipline are to understand the essence of the general system and mechanisms of international business regulation, to know the general and unique principles of international economic law that underlie the regulation of international business and the levels of international business regulation, their features and situational differences in the application of mechanisms of certain levels; to analyze regulatory documents and evaluate analytical reports on international business issues; to assess risks and threats in international business; to determine the legal aspects of the interaction between all international business entities in the EU countries; be able to analyze and solve current problems of international business (financial, organizational, marketing, security, innovation, etc.).

5. Forms and methods of teaching: interactive lecture (verbal and illustrative-demonstration methods: narration, explanation, discussion, presentation, demonstration, question-answer, brainstorming), webinar, analysis of situations and solving situational problems, electronic testing.

6. Competencies and learning outcomes (according to the educational program)

IC. The ability to solve complex specialized problems and practical problems in the field of international economic relations in general and global business in particular, as well as in the learning process, which involves the application of new theories and methods in conducting comprehensive research of world economic relations, is characterized by complexity and uncertainty.

GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for sustainable development, the rule of law, human and civil rights, and freedoms in Ukraine.

GC 2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society, and the development of society, technology, and technology, use different types and forms physical activity for active recreation and a healthy lifestyle.

GC 3. Ability to study and be modernly trained.

GC 6. Ability to communicate in foreign languages.

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

GC 9. Ability to be critical and self-critical.

GC 12. Knowledge and understanding of the subject area and understanding of professional activity.

PC1. Ability to identify the characteristics and trends of the world economy, especially the implementation of economic policy and global integration / disintegration processes, including Euro-Atlantic integration.

PC2. Ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge about the functioning and development of international economic relations.

PC3. Ability to identify features of the functioning of the environment of international economic relations and models of economic development.

PC4. Ability to substantiate the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PC5. Ability to conduct a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.

PC6. Ability to analyze international markets for goods and services, tools and principles of international trade regulation.

PC8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.

PC10. Ability to justify the use of legal, economic and diplomatic methods (tools) for resolving conflict situations at the international level.

PC12. Ability to use regulatory documents and reference materials in carrying out professional activities in the field of international economic relations.

PC13. Ability to assess and analyze the security component in international economic relations.

PC15. Ability to apply methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

PC17. Ability to identify areas of regulation and apply methods to assess the level of economic security of international business; analyze, evaluate, develop and communicate tactical and strategic schemes for organizing and conducting international business, taking into account strengths and weaknesses, opportunities and threats.

PC19. Ability to analyze the structure and features of the international marketing policy of the enterprise, to understand and implement various forms of international marketing, methods of entering foreign markets for goods and services; understand and use the institutional and information tools and management methods of a modern international company, including financial, HR, operational, logistics and other types of management.

PLO4. Systematize and organize the received information on processes and phenomena in the world economy; assess and explain the impact of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

PLO8. Understand, identify and describe new phenomena, processes and trends of global development, mechanisms and tools for economic policy and global integration / disintegration processes, including Euro-Atlantic integration.

PLO9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital movements, international monetary and financial and credit relations, human resources mobility, international technology transfer.

PLO10. Identify and single out the peculiarities of the functioning of subjects of international relations and models of their economic development.

PLO11. Substantiate their own opinion on the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PLO13. Select and skillfully apply analytical tools to study the state and prospects of development of certain segments of international markets for goods and services using modern knowledge of methods, forms and tools of international trade regulation.

PLO17. Identify the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine.

PLO19. Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.

PLO20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

PLO22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PLO23. Recognize the need for lifelong learning in order to maintain a high level of professional competence.

PLO26. It is reasonable to choose the types and directions of international business on the basis of understanding the economic processes in the market environment, to make operational situational and strategic decisions on the development and security of international business; to organize the functioning of the economic security management system of international business.

PLO30. Analyze the trade and economic opportunities of the firm, identify markets and forecast the activities of firms in international markets, use in practice knowledge in finance, customs, banking and insurance to develop, and implement a development plan based on investment and innovation model, analyze and summarize operating results, accounting, financial and investment activities of an international company.

7. The structure of the educational component

Names of content modules and topics	Total	Lec.	Sem.	Indep. work	Cons.	Control method* / Max points
1	2	3	4	5	6	7
Content module 1. Analysis and Structuring of International Business Regulation Issues						
Topic 1. Peculiarities of international business development and determining factors of influence	11	2	4	4	1	DS/4
Topic 2. Principles and problems of international legal regulation of the international business security	11	2	2	6	1	DS/4
Topic 3. Regulation and development of international trade in goods and services in the context of globalization	12	4	4	4	-	DS/4
Topic 4. Preventive management of economic security in the context of international business	11	2	2	6	1	DS/4
Topic 5. Economic sanctions as a modern mechanism for regulating international relations and their impact on international business	9	2	2	4	1	DS/4
Content module 2. Mechanism for Ensuring Economic Security and Regulating International Business in the World						
Topic 6. World experience in organizing and regulating international business	15	4	4	6	1	DS/4
Topic 7. The role of international organizations in shaping the ethics of legal regulation of international business	12	4	4	4	-	DS/4
Topic 8. Transnational corporations as a key form of international business functioning	15	4	4	6	1	DS/4
Topic 9. Regulation of international business in the the European Union	13	4	4	4	1	DS/4
Topic 10. International business in Ukraine: conditions and features of its regulation and development	11	2	4	4	1	DS/4
Final test						T/60
Total hours:	120	30	34	48	8	100

Control methods*: DS – discussion, T – tests.

IV. EVALUATION POLICY

The compliance with the norms of the Code of Academic Integrity of VNU (<http://surl.li/aagxg>) during the study process is mandatory. Missed for a good reason seminars can be worked out in handwritten form. Maximum number of allowed missed classes without a good reason is 2. It is possible to credit the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulation of LUVNU dated 29.08.2024 (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including: - up to 40 points for participation in discussions (seminars) (Module 1); - up to 60 points for the final test (exam) (Module 2).

For participation in a seminar class (speech, asking questions, commenting, etc.), a student can receive no more than the number of points allotted for this seminar lesson (see the table below). The answer for a particular seminar question can be evaluated to the maximum possible number of points – 3 or 4. Questions to the speakers and the teacher are evaluated at a maximum of 1 point. The minimum evaluation step is 0.5 points. Evaluation is carried out subjectively by the teacher during the class. The points scored by each student are announced by the teacher at the end of the class.

The final test is conducted in the form of an electronic test using digital means at the time allotted by the teacher. The number of questions in the final test is 40. Question type – an alternative choice question with one or more correct answers. The full correct answer to one question is estimated at 1.5 points. The maximum number of points for the test (all answers are correct) is 60.

Module 1 – current assessment																Module 2 – final test	Max points for the course
Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Test							
2	2	4	2	2	4	4	2	2	2	2	2	2	2	2	2	60	100

V. FINAL CONTROL

The form of final control is an exam. A student who scores more than 75 points before the exam can agree to credit these points as the final grade for the course (without passing the exam). Students who score less than 75 points or want to improve their final grade for the course take the exam at the time specified in the schedule of the test and examination session. The exam is conducted in the form of electronic

testing using the same database of questions as the final test. The required minimum for successful completion of the course is 60 points (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – <http://surl.li/prwyvs>).

List of seminars and test questions:

Topic 1. Features of the Development and Regulation of International Business

Questions for discussion:

1. The essence of the category of international business.
2. The main features of international business at the present stage.
3. Organizational types and forms of international business.
4. Levels of regulation of international business.
5. Basic factors and factors of influence on international business development.
6. Problems and ways of international business development in global trends.

Topic 2. Theoretical Foundations of Economic Security of International Business

Questions for discussion:

1. The essence of the "economic security of international business" concept is its main security characteristics.
2. Factors influencing the state of economic security of international entrepreneurship.
3. The main types of threats in international business are problems of counteraction.
4. Ways to strengthen the international economic security of international business entities

Topic 3. Principles and Problems of International Legal Regulation of the Protection of International Business Entities

Questions for discussion:

1. Basic legal systems and laws of the state of international business.
2. Ethical aspects of economic and legal regulation of international business.
3. International legal regulation of foreign investments.
4. Legal regulation of international forms of electronic commercial activity.
5. Problems of international legal regulation of the protection of economic competition.

Topic 4. The Essence, Stages, and System of Regulation of International Trade

Questions for discussion:

1. The essence and stages of the development of international trade.

2. System of indicators of the development of international trade.
3. The role of international trade in economic development.
4. Regulation of world trade relations.

Topic 5. Regulation and Security of International Trade in Goods and Services in the context of Globalization

Questions for discussion:

1. Types and instruments of international trade regulation.
2. International mechanism for regulating trade in goods.
3. International mechanism for regulating trade in services.
4. The role of the WTO in regulating world trade in goods and services.
5. Problems and prospects for regulating international trade in goods and services in Ukraine.

Topic 6. Preventive Management of Economic Security in International Business

Questions for discussion:

1. Preventive management mechanism when ensuring economic security of business entities in international business.
2. Strategic management in international business.
3. International strategies and their characteristic features.
4. Methods of resolving conflicts in international business.

Topic 7. Economic Sanctions as a Modern Mechanism for Regulating International Relations and Their Impact on the Regulation of International Business

Questions for discussion:

1. Principles of organizing the system of international economic sanctions.
2. The main types of economic sanctions used in the practice of international economic relations and international business.
3. Application of international economic sanctions: approaches of individual foreign countries.
4. The effectiveness of international economic sanctions and their impact on national economies.

Topic 8. World Experience in Organizing and Regulating International Business

Questions for discussion:

1. Peculiarities of organizing business in Europe.
2. Peculiarities of organizing business in the USA.
3. Organizational aspects of business regulation in Asia.
4. Digitalization of business: international experience.
5. Modern factors of activating international business in the world.

Topic 9. Specifics of the Regulation of Economic Security of International Business: Foreign Experience

Questions for discussion:

1. Measures to ensure the socio-economic security of international business in the USA.
2. Ensuring the economic security of international business in the Federal Republic of Germany.
3. Western European experience of state management of socio-economic security of international business.
4. Strategy of economic security of international business of the People's Republic of China.
5. Factors influencing the state of security of international business in Asian countries.

Topic 10. The Role of International Organizations in the Formation of Ethics of Legal Regulation of International Business

Questions for discussion:

1. The role of international organizations in regulating and developing international business.
2. International economic organizations and agreements on the regulation of industrial property.
3. International organizations regulating scientific and technical cooperation and technology transfer.
4. Peculiarities of regulation of investment activities and scientific, technical, and industrial cooperation by international organizations.
5. Non-state regulation of international commercial activities.

Topic 11. The Influence of International Organizations on the Security System of International Business

Questions for discussion:

1. General features of the influence of international organizations on economic policy at the national and global levels.
2. The influence of the UN on strengthening anti-corruption policy and economic security of international business.
3. Features of ensuring economic security by the international non-governmental organization Transparency International.
4. The importance of the World Bank and other international financial institutions in stabilizing the security of global entrepreneurship.

Topic 12. Transnational Corporations as a Key Form of Functioning of International Business

Questions for discussion:

1. The concept and meaning of transnational corporations.
2. Historical stages of the development of transnational corporations.
3. Classification of transnational corporations.
4. Regulatory system for regulating transnational corporations.
5. Main levels and instruments for regulating the activities of TNCs and their branches.
6. Problems of regulating the activities of TNCs at the bilateral level.

Topic 13. International Strategic Alliances and Transnational banks as factors in the Development of Competitive Advantages in international Business

Questions for discussion:

1. Main types, types, and motives for creating international strategic alliances.
2. Participation of transnational banks in regulating international business in the globalized world.
3. Modern trends of regulation of foreign economic activity of international alliances in conditions of globalization.
4. Problems of Ukrainian companies participation in international strategic alliances at the present stage.

Topic 14. European Experience of Security System and Possibilities of its Use in the National Economy

Questions for discussion:

1. Review of strategic documents of the EU in the sphere of economic security.
2. Peculiarities of state policy of European countries in ensuring economic security of foreign economic activity of subjects of international business.
3. Information security is a component of the economic security system of international business.
4. European practice of ensuring business cybersecurity.

Topic 15. Regulation of International Business in the European Union

Questions for discussion:

1. Peculiarities of organizing and conducting international business in the EU countries.
2. Administrative and legal regulation of trade policy in the EU countries.
3. Institutional mechanism for regulating currency and investment activities in the European Union.
4. Peculiarities of organizing and regulating business under franchising conditions in the EU countries.

5. Specificity of regulating licensing relations: EU experience.
6. International legal regulation of TNC activities in the EU countries.

Topic 16. International Business in Ukraine: Conditions for Regulation and Development

Questions for discussion:

1. Trends in international business development in Ukraine in the context of European integration.
2. Principles of the state regulation system of international trade and customs policy.
3. Mechanism for regulating investment activities in Ukraine: possible ways to activate it.
4. Peculiarities of regulating the national development of franchising.
5. Problems of ethics of international business in Ukraine and ways to solve them in the context of European integration.

Topic 17. Research of the Main Challenges and Threats to the Security System of International Business in Ukraine

Questions for discussion:

1. Peculiarities of forming the economic security system of joint ventures of Ukraine in the context of transformational changes.
2. Economic security of international business in Ukraine in the context of cyber threats.
3. Mechanisms for ensuring the intellectual security of international business in Ukraine.
4. The role of the state and international organizations in ensuring the economic security of global business in wartime.

VI. GRADING SCALE
Scale for assessment

Score in points	Linguistic evaluation	ECTS scale score	
		Score	Explanation
90–100	Perfectl	A	excellent performance
82–89	Very good	B	above average level
75–81	Good	C	overall good job
67–74	Satisfactory	D	nice
60–66	Enough	E	execution meets minimum criteria
1–59	Disappointing	Fx	re-taking required

VII. RECOMMENDED LITERATURE AND ONLINE RESOURCES

1. Charles, W. L. Hill (2021). International Business Competing in the Global Marketplace. University of Washington, 546. URL: <https://omeka.urbeuniversity.edu/files/original/be97eab4d313f8d9e200430ff1e67c757e085c8e.pdf> [in English].
2. Marios I. Katsioloudes and Spyros Hadjidakis (2022) International Business: a Global Perspective. American University of Sharjah, UAE. Intercollege, Nicosia-Cyprus, 723. URL: <http://annirahimah.lecture.ub.ac.id/files/2013/09/International-Business-Marios-i-Katsioloudes.pdf> [in English].
3. Amelina I. V. (2019). International economic relations: teaching aids / Amelina I. V., Popova T. L., Vladimirov S. V. Kyiv: Center for Educational Literature, 256. URL: http://www.dut.edu.ua/uploads/1_941_87386315.pdf [in Ukrainian].
4. European Union: teaching aids (2020) / A. O. Boyar (editor), N. P. Karpchuk, N. I. Romaniuk and others. Kyiv: FOP Maslakov, 600. [in Ukrainian].
5. Kibik O. M., Nesterova K. S., Khaiminova Y. V. (2020). International economics: teaching aids. Odesa, 85. URL: <http://surl.li/gezb> [in Ukrainian].
6. International Business: a textbook (2017) / editorship of T. V. Orekhova. Vinnytsia: DonNU named after Vasyl Stus, 425. URL: <https://is.gd/Coo9qt> [in Ukrainian].
7. Patyka N. I. (2022). International Economic Relations: a textbook. / Patyka N. I., Martynyuk O. V., Kucherenko D. G. Kyiv: Center for Educational Literature, 560.
8. Sazonets, I. L. (2021). International Business and Logistics: a conceptual and terminological dictionary. URL: <https://is.gd/dEwFTR> [in Ukrainian].
9. Sazonets O. M. (2019). International Business Management: a textbook. / O. M. Sazonets. Rivne: NUVGP, 338. URL: <https://is.gd/0VDAyy> [in Ukrainian].
10. Association Agreement between Ukraine, of the one part, and the European Union, the European Atomic Energy Community and their Member States, of the other part. URL: https://zakon.rada.gov.ua/laws/show/984_011#Text [in Ukrainian].
11. Information note on cooperation between Ukraine and the International Bank for Reconstruction and Development. URL: http://www.minfin.gov.ua/control/publish/article/main?art_id=352499&cat_id=353161 [in Ukrainian].
12. Information on the status and prospects of cooperation between Ukraine and international financial organizations. URL: www.me.gov.ua/file/link/199272/file/mfo2013.doc [in Ukrainian].
13. Ukraine and the World Trade Organization. URL: <http://wto.in.ua/> [in Ukrainian].
14. Official website of the World Trade Organization. URL: <http://www.wto.org/> [in Ukrainian].
15. Official website of the Ukrainian Investment Business Association. URL: www.uaib.com.ua [in Ukrainian].
16. Official website of the International Business Innovation Association. URL: www.inbia.org [in Ukrainian].

17. About the European Parliament. Available at: <http://www.europarl.europa.eu/aboutparliament/en>
18. Statistics Overview. Available at: <http://www.unctad.org/>
19. The Global Competitiveness Report. Available at: <http://www3.weforum.org>