

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
of the normative educational component
“Educational business-practice (during the semester)”

for training of	a bachelor
in the field of study	29 International Relations
of the specialty	292 International Economic Relations
according to the educational program	“International Business”

full-time form of study

Syllabus of the educational component “Educational business-practice (during the semester)” for bachelor training in the field of study – 29 “International Relations”, specialty 292 “International Economic Relations”, according to the educational and professional program “International Business”.

Developer: Boiar Andrii Oleksiiovych, Head of the Department of International Economic Relations and Project Management, Doctor of Economics, Professor.

Agreed

Guarantor of educational and professional program:



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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. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of study, specialty, educational and professional program, educational degree	Characteristics of the educational component
Full-time	29 “International Relations”, 292 “International Economic Relations”, “International Business”, bachelor	Type – normative, educational practice
Number of hours/credits 90/3		Year of passage – 2025-2026
		Semester – 3
		Lectures – none
		Practical (seminar) – none
		Independent work – 84 hours.
Individual research task (INRT): yes		Consultations – 6
		Form of control: credit
Language of instruction		English

II. TEACHER INFORMATION

Name: Andrii Boiar.

Scientific degree: Doctor of Economics

Academic title: Professor.

Position: Head of the Department, Professor of the Department of International Economic Relations and Project Management.

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Class days: <http://surl.li/shvned>

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Annotation of the educational component

Execution of the educational business-practice provides for the consolidation of theoretical knowledge of students on the taxonomy of educational goals and levels of mental activity with the further implementation of the principle of "lifelong learning"; acquaintance with the work of economic (entrepreneurial) entities without interruption from the educational process by researching the selected transnational corporation and interviewing a specific entrepreneur or head of an enterprise (division) according to selected individual options.

2. Prerequisites – “Introduction to the specialty “International economic relations”, “Theory of international economic relations”.

3. Post-requisites – “Economy and foreign economic relations of Ukraine”, “Economics of a firm”, “Business analytics”, “Management and marketing in international business”, “Business communications”, etc.

The purpose and objectives of the educational component. The purpose of the educational practice is to consolidate and deepen the theoretical knowledge gained by students in the process of studying theoretical disciplines of professional training cycle, to develop primary practical skills in the specialization "International Business" for making independent decisions in specific conditions of professional activity, as well as to acquire primary skills in collecting and analyzing statistical and factual material in the specialization.

The objectives of the educational practice are: consolidation of theoretical knowledge in the field of international economic relations; development of skills in applying the concept of educational goals according to B. Bloom's taxonomy, in collecting and organizing information on the activities

of companies, in conducting surveys and interviews with representatives of business structures, in systematizing information and its analytical design.

4. Forms and methods of teaching: verbal and illustrative-demonstration methods: instruction, explanation, discussion, presentation; individual research task, analysis of situations (case analysis), questionnaire (interviewing), consultation.

5. Learning outcomes (competencies).

Integral competence: the ability to solve complex specialized tasks and practical problems in the field of international economic relations in general and international business in particular, as well as in the learning process, which involves the use of the latest theories and methods in the implementation of complex studies of world economic relations, is characterized by complexity and uncertainty of conditions.

GC1. Ability to realize their rights and obligations as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, 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 in the development of society, technology and technology, use different types and forms physical activity for active recreation and a healthy lifestyle.

GC3. Ability to learn and be modernly trained.

GC4. Ability to plan and manage time.

GC6. Ability to communicate in foreign languages.

GC7. Skills in the use of information and communication technologies.

GC8. Ability to abstract thinking, analysis and synthesis.

GC9. Ability to be critical and self-critical.

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

GC11. Ability to work in a team.

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

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.

PC9. Ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

PC11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.

PC14. Ability to communicate at professional and social levels using professional terminology, including oral and written communication in state and foreign languages.

PC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

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.

PC18. Ability to use methods of microeconomic research, possession of categorical apparatus and theoretical concepts of microeconomic analysis in international business; understanding the patterns of international business development in market conditions; understanding and using key macroeconomic indicators in the context of international business development.

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.

PC20. Ability to search, critically evaluate and process information from various sources in the field of international business; generate conclusions, recommendations and proposals, new original ideas on (re)organization of business, planning and modeling of business processes and strategic (including anti-crisis) management.

PC21. Ability to identify forms of manifestation of objective economic laws in certain industries and enterprises of different forms of ownership, to use traditional and modern methods of organizing entrepreneurial activity and managing the company's resources, to optimize economic processes at the enterprise, to analyze and generalize the results of operational, accounting, customs, brokerage and investment activities of the firm, to develop measures to increase the efficiency of its work.

PLO1. To be responsible for professional self-improvement, realizing the need for lifelong learning, to show tolerance and readiness for innovative changes.

recommendations taking into account the peculiarities of the national and international environment.

PLO5. Possess the skills of introspection (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge/activities) on the basis of appreciation of diversity, multiculturalism, tolerance and respect for them.

PLO6. Plan, organize, motivate, evaluate and increase the effectiveness of collective work, carry out research in a group under the guidance of a leader, taking into account the requirements and features of today in conditions of limited time.

PLO7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results obtained.

PLO23. To be aware of the need for lifelong learning in order to maintain professional competence at a high level.

PLO25. To present the results of the study, on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

PLO29. Analyze and synthesize international information; determine the information value of international databases; understand and use information reflecting the activities of international companies; to carry out competitive intelligence and other information and analytical research on a wide range of problems of international business, to communicate their results in the international business environment.

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

7. Structure of the educational component

№	Constituent elements of educational practice
1	Instruction on the organization and passage of educational practice in the first class.
2	Selection and coordination with the practice supervisor of the option of the task for each of the three tasks of the practice.
3	Collection and processing of information for individual practice tasks during scheduled regular classes during the semester (http://surl.li/shvned).
4	"Field" exit (departure) to the enterprise for interviewing the entrepreneur or the head of the enterprise (division).
5	Preparation of a report on practice according to the proposed structure (during regular classes set in the timetable).
6	Individual consultations with the practice supervisor.
7	Defense of the practice report at the last class according to the timetable.

INDIVIDUAL RESEARCH TASK

The main method of passing the educational practice is the implementation of an individual research task, which involves the implementation of three practical tasks and the preparation of a report on practice:

1. Familiarize yourself with the concept of educational goals according to the taxonomy of B. Bloom. Prepare six blocks of questions (4-6 questions per block) corresponding to six levels of mental activity of the student (student), according to one of the courses that was studied earlier or is being studied in the current semester (in agreement with the head from the department).
An example of formulating questions by blocks:

Memorization level:

- What is ...?
- How much...?
- Who exactly ...?
- What happened after (before) ...?
- Which of the statements is true (false, more complete, etc.) ...?
- Select (name, list, find, arrange, etc.) ...

Level of understanding:

- Why...?
- How can you explain ...?
- What was the main idea ...?
- Does this remind you ...?
- What can you expect ...?
- Explain (summarize, draw conclusions, classify, etc.) ...

Level of application:

- Do you know any other examples ...?
- What are your actions in case of ...?
- How will it change... when changing ...?
- What are the consequences ...?
- What recommendations do you ...?
- Solve (recommend, illustrate, complete, calculate, etc.) ...

Level of analysis:

- What caused ...?
- What is the relationship between ...?
- What is the function of ...?
- What problems ...?
- What are the criteria ...?
- Model (differentiate, draw a diagram (graph, etc.), outline, arrange in order, etc.) ...

Evaluation Level:

- What are the advantages and disadvantages ...?
- What are the threats and opportunities ...?
- How effective ...?
- What is the value ...?
- Confirm (prove, refute, justify, criticize, decide, etc.) ...

Creation level:

- What should be done for ...?
- What is your vision ...?
- What changes would you suggest ...?
- What is the development scenario ...?
- Could you create (design) ...?
- Create (design, compose, formulate, modify, propose, etc.) ...

2. Collect information about one of the transnational corporations of the world (in agreement with the supervisor) and arrange it according to the provided logical and structural scheme (on the example of McDonald's Corporation) (volume – 20-30 pages).

Intro

- Brief information about McDonald's.
- The company's place in the global economy.
- The main activity and mission of the company.

History of McDonald's development

- Establishment and stages of expansion.
- Key milestones in the history of the company's development.
- Access to international markets.

Organizational structure

- McDonald's corporate structure.
- Franchising system: features of management and control.
- The role of the parent company and franchisees in different countries.

Financial performance

- Key profitability indicators (revenue, net profit, market capitalization).
- Sources of income (sales of products, franchise fees, rent).
- Dynamics of growth in the market.
- Cost and investment analysis.

Geography of activity

- Number of countries where the company is presented.
- Regional features of McDonald's work in different markets.
- Adaptation of menus and marketing strategies to local conditions.

Competitive environment

- Major competitors globally (e.g. Burger King, KFC, Subway).
- McDonald's strategies for maintaining market leadership.
- Innovation and differentiation of services.

Marketing & Branding

- Strategies for promoting the McDonald's brand at the international level.
- Brand awareness and its cultural impact.
- Advertising and celebrity collaborations.
- Loyalty system and work with customers.

Corporate Social Responsibility (CSR)

- Environmental initiatives (use of recyclable materials, waste reduction).
- Charitable programs and social initiatives.
- Healthy eating policies and the fight against obesity.
- McDonald's activities in the field of protection of workers' rights.

Problems and challenges

- Criticism regarding the effects on human health (fast food).
- Social and environmental problems.
- Challenges related to the regulation of activities in different countries.
- Countering the negative image in the media.

Innovations and development prospects

- New products and strategies (vegan meals, sustainable packaging).
- Digitalization of business (mobile applications, self-service kiosks).
- Development prospects in new regions and new markets.
- Adaptation to modern consumer trends.

Conclusions

- General assessment of McDonald's activities in the world market.
- The company's impact on the fast food industry.

- Prospects and possible directions for the company's development in the near future.

3. Conduct a survey (interview) of a representative of a business structure (enterprise or entrepreneur), systematize the information received according to the proposed structure (volume – 10-20 pages).

Approximate structure of the analysis of business activities of an entrepreneur (firm):

1. General characteristics (name, organizational form, size, direction of activity, etc.).
2. Background to the foundation.
3. Features of functioning at the initial stage.
4. Problems faced at different stages.
5. Business development plans.
6. Scientific and theoretical foundations of doing business.

You can present this task in the form of a journalistic interview with your own summary section (conclusions).

HOW TO PREPARE THE REPORT ON THE EDUCATIONAL PRACTICE

Upon completion of the practice a student submits a report to the practice supervisor at the department. The report should contain a brief description of the tasks performed, as well as conclusions. It should be structured as follows:

- title page (according to the provided example);
- content (according to the provided example);
- introduction, which indicates the object, purpose and objectives of the educational practice;
- the main part in accordance with the content of the practice, which provides systematized and analyzed information in accordance with the tasks of the educational practice;
- conclusions and proposals, in which it is necessary to briefly formulate the main conclusions, proposals and recommendations;
- list of references;
- annexes (if any).

All components of the practice report must be carefully drawn up and proofread.

The total volume of the report on the completion of training practice should be from 40 to 50 pages of printed text, not including annexes. The report is prepared using Microsoft Office Word according to the following parameters:

- 1) font – Times New Roman 14;
- 2) the interval between lines is 1.5;
- 3) margins: left margin – 30 mm, right margin – 10 mm, top and bottom – 20 mm;
- 4) page numbering is in the lower right corner.

The text of each task, conclusions, list of used sources and appendices begin with a new page.

The headings of the structural parts of the practice report “CONTENTS”, “INTRODUCTION”, “INDIVIDUAL TASK”, “CONCLUSIONS”, “LIST OF USED SOURCES”, “APPENDICES” are printed in capital letters symmetrically to the text.

IV. EVALUATION POLICY

The practice is carried out during the semester in accordance with the timetable after briefing by the practice supervisor and coordination of individual practical tasks with him. Mandatory compliance with the norms of the Code of Academic Integrity of the university (<http://surl.li/aagxg>). The maximum number of points for passing the practice is 100, including: - 30 points – the assessment by the practice supervisor, set taking into account the student's attendance of classes and the timeliness of the practice tasks; - 50 points – preparation of the practice report; - 20 points – defence

of the report. The report must be submitted to the department in printed and bound form by the day of defence (last lesson). The required minimum for successful completion of practice is 60 points.

V. FINAL CONTROL

The form of final control is a pass/fail test. The credit is assigned to the applicant automatically if he/she has completed all types of works provided for by the syllabus of the educational component and received 60 or more points. If the student has scored less than 60 points, he/she takes the test during the liquidation of academic debt. Retaking the test is allowed no more than twice for each educational component: once for the teacher, the second for the commission, created by the Dean of the Faculty (see the Regulations on the Current and Final Assessment of Knowledge of Applicants of Lesya Ukrainka University – <http://surl.li/ddfha>). The requirements for the completion of the practice and the evaluation criteria during the liquidation of academic debts are applied the same as during the first delivery (a report on the practice must be submitted and defended).

VI. GRADING SCALE

Scale for assessing the knowledge of students in educational components, where the form of control is a pass/fail test

Grade in points	Linguistic grade
90–100	Pass
82–89	
75–81	
67–74	
60–66	
1–59	Fail (must be repassed)

VII. RECOMMENDED READING AND ONLINE RESOURCES

1. Regulations on the practice of students of Lesya Ukrainka Volyn National University dated August 29, 2024 URL: <http://surl.li/eovdpj>
2. Website of a multinational corporation (selected by option).
3. Website of the company selected for the interview.
4. Top 100 largest companies in the world by market capitalization / PWC. URL: <https://www.pwc.com/ua/uk/survey/2014/assets/global-top-100-2014-ukr.pdf>
5. What is Bloom's taxonomy and how does it work in the classroom? Educational platform "Critical Thinking". URL: <http://surl.li/qdqq>