

Discipline	Optional discipline № 10.2 « Management of International Competitiveness»
Degree of higher education	Bachelor
Name of specialty / study programme	International Economic Relations / International Business
Mode of study	Full-time
Year of studies, semester, duration	4 th year, 8 th semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	240 (44/44), 8 credits
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Nadiya Shcherbata
Short description	
Prerequisites	Fundamentals of economic theory and international economic relations.
What will be studied?	Theoretical and practical fundamentals of international competitiveness management. To considerate dynamics of competitiveness factors; to research process of international competitiveness management.
Why is it interesting and should be learnt?	Researching essence, basic factors of influence, an estimation and management of the international competitiveness are importance in modern conditions of competition internationalization. The search for competitive advantages and taking measures to support and develop them is becoming an urgent issue today. The need for the creation of an effective competitiveness management algorithm becomes vital for the Ukrainian economy.
What can be learnt? (study results)	To assess compliance with world market requirements, to analyze the international competitiveness of goods and services, the competitiveness of countries: to build an algorithm for increasing competitive advantage in the international market.
How can the acquired knowledge and skills (competences) be used?	To analyze international competitiveness, technologies for the formation of competitive advantages; to use marketing measures of increasing competitiveness; to diagnose of the external competitive environment.
Suggested readings	1. Competitiveness (in English). URL: https://www.economicsonline.co.uk/Global_economics/Competitiveness.html 2. IMD WORLD COMPETITIVENESS CENTER (in English). URL: https://www.imd.org/wcc/world-competitiveness-reflections/international-competitiveness/ 3. Global Competitiveness Report 2019 (in English). URL: https://www.weforum.org/reports/how-to-end-a-decade-of-lost-productivity-growth .
Web-link to the	https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-

description of the discipline	mizhnarodnikh-vidnosin
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Здійснити вибір - [«ПС-Журнал успішності-Web»](#)