

Discipline	Optional discipline № 6.2 «International Business Administration»
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 year, 7 semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	120 (26/20), 4 credits
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Nataliia Pavlika
Short description	
Prerequisites	International Economics, International Business, Management
What will be studied?	Systematic explanation of the process of strategic management of international business, international companies, ways to implement the entry of firms into foreign markets; internationalization of business, economic nature of multinational companies and their modern transformation.
Why is it interesting and should be learnt?	Formation of a system of knowledge about the organizational foundations of international business, analysis of the international economic environment, regulation of international trade and commercial relations in the field of foreign economic activity.
What can be learnt? (study results)	Scientific, methodical and analytical tools for managing international business in unpredictable conditions. Determine the rating of international companies; positive and negative consequences of exports, imports, commerce in international business; apply special research methods to analyze socio-economic processes in the field of international business; to forecast scenarios of international business development.
How can the acquired knowledge and skills (competences) be used?	Ability to determine the directions of international business development; develop a strategy and structure for international business; use methods of calculating business indicators to come up with a business plan
Suggested readings	<ol style="list-style-type: none"> 1. Rogach O. Theories of international business: textbook / Ministry of Education and Science of Ukraine, Kyiv National University. Taras Shevchenko. - Kyiv: Kyiv University, 2018. - 687 p. 2. Rohach Oleksandr Teorii mizhnarodnoho biznesu: pidruchnyk / MES Ukrainy, Kyivskiy natsionalnyi un-t im. Taras

	Shevchenko. - Kyiv: Kyiv University, 2018. - 687 p.
Web-link to the description of the discipline	https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin

Здійснити вибір - [«ПС-Журнал успішності-Web»](#)