

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 academic course
«**MANAGEMENT AND MARKETING IN INTERNATIONAL BUSINESS**»

Degree **Bachelor**
Field of study **29 «International Relations»**
Programme subject area **292 «International Economic Relations»**
Study program: «**International Business**»

The syllabus was developed on the basis of the bachelor study program “International Business” 2021, the Standard of Higher Education of Ukraine for bachelors of specialty 292 “International Economic Relations”.

Author: Iryna Kytsyuk

The syllabus of the course was approved at the meeting of the Department of International Economic Relations and Project Management, record # 1 as of August 31 2021.

Head of the Department:



(A. Boiar)

SYLLABUS

NAME OF THE COURSE	Management and Marketing in International Business																																																																				
DEPARTMENT	Department of International Economic Relations and Project Management, Faculty of International Relations																																																																				
PERIOD OF REALIZATION	4th year, 7 th and 8 th semesters, 2024/2025 academic year																																																																				
INSTRUCTOR	Iryna Kytsyuk																																																																				
CONTACT INFORMATION	Kytsyuk.irina@vnu.edu.ua																																																																				
INFORMATION ABOUT INSTRUCTOR AND HIS COMPETENCES	Associate Professor, PhD in Economic Sciences. Fields of interest: international economic relations, international business, international management, corporate governance, sustainable development, corporate social responsibility, non-financial reporting. Fluent in English and Polish.																																																																				
FORM OF REALIZATION	Lectures, seminars																																																																				
ECTS CREDITS	7																																																																				
FORM OF CONTROL	Credit (7 th semester), Exam (8 th semester)																																																																				
CRITERIA AND FORM OF ASSESSMENT	<p>The academic course final control is carried out in the form of credit (7th semester) and exam (8th semester). The maximum number of points awarded to student during the credit/ exam is 60.</p> <p>The maximum number of points awarded to student during the entire study of the academic discipline is 100, including:</p> <ul style="list-style-type: none"> - 40 points for participation in discussions (lectures and seminars, Independent Research Task); - 60 points for the final module control. <p>Necessary minimum for successful completion of the course – 60 points, that is formed as the sum of points for the current assessment (40 points) and the final control assessment (credit/ exam) or assessment for module control (60 points).</p> <p style="text-align: right;"><i>Semester 7</i></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th colspan="10">Current control (max. = 40 p.)</th> <th colspan="2">Module control (max. = 60 p.)</th> <th rowspan="2">Total</th> </tr> <tr> <th colspan="5">Module 1</th> <th colspan="3">Module 2</th> <th colspan="2">Module 3</th> <th rowspan="2">FMC 1</th> <th rowspan="2">FMC 2</th> <th rowspan="2">100</th> </tr> <tr> <th colspan="3">Content Module 1</th> <th colspan="4">Content Module 2</th> <th>IRT</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td>T1</td><td>T2</td><td>T3</td> <td>T4</td><td>T5</td><td>T6</td><td>T7</td> <td rowspan="2">10</td> <td colspan="2" rowspan="2">30</td> <td colspan="2" rowspan="2">30</td> </tr> <tr> <td>3</td><td>3</td><td>3</td> <td>3</td><td>3</td><td>3</td><td>3</td> </tr> <tr> <td colspan="10"></td> <td colspan="2">60</td> <td></td> </tr> </tbody> </table>	Current control (max. = 40 p.)										Module control (max. = 60 p.)		Total	Module 1					Module 2			Module 3		FMC 1	FMC 2	100	Content Module 1			Content Module 2				IRT			T1	T2	T3	T4	T5	T6	T7	10	30		30		3	3	3	3	3	3	3											60		
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															<i>Semester 8</i>							
															Current control (max. = 40 p.)					Module control (max. = 60 p.)		Total
Module 1										Module 2		Module 3										
Content Module 3					Content Module 4										IRT	FMC 1	FMC 2	100				
T 8	T 9	T 10	T 11	T 12	T 13	T 14	T 15	T 16	T 17	T 18	E 19	T 20	10	30		30						
2	2	2	2	2	2	2	2	2	2	2	3	2	2	3	60							
COURSE ETHICS															<p>Attending seminars is a mandatory component of the assessment, for which points are awarded. Missed seminars can be worked out as individual assignments if there is a serious excuse for the missed class. Students who miss seminars without a good reason get lower points.</p> <p>Students must adhere to the principles of academic integrity.</p> <p>All forms of cheating – on the credit/exam, homework, assignments, module control, independent research tasks – are unacceptable.</p> <p>Also, one of the greatest violations of the standards of academic life is plagiarism.</p>							
GOAL AND OBJECTIVES OF THE COURSE															<p>The general purpose of the course "Management and Marketing in International Business" is to study the key terms, concepts, goals, methods, tools, classificational and essential features of the processes that constitute the basic principles of management and marketing activities in international business; as well as studying the development of international management and marketing in the context of the challenges of the new economy.</p> <p>The program of the course has a problem-theoretical nature and is aimed to give the student basic information about the main aspects and trends in the practice of management and marketing activities of enterprises, taking into account the specifics of the international market environment.</p>							

COURSE DESCRIPTION

THE COURSE IS DIVIDED TO 20 TOPICS TO BE STUDIED DURING TWO SEMESTERS

No.	TOPICS
1.	The essence and objectives of international management. Stages of strategic management and features of enterprise strategy formation.
2.	Analysis of the internal and external environment of the enterprise to make effective management decisions.
3.	Development and selection of strategic alternatives. The model of a balanced scorecard (BSC) as an effective technology of strategic management.
4.	International management in the focus of the challenges of the new economy.
5.	Sustainable Development as a Challenges for Management.
6.	Prospects for management in the digital age.
7.	Problems and prospects of management during the COVID-19 pandemic.
8.	Content and tasks of marketing in international business.
9.	Marketing environment in international business.

10.	Segmentation and selection of foreign target market.
11.	Models of the company's entry into foreign markets.
12.	Commodity policy in foreign markets.
13.	Sales policy in the marketing system in international business.
14.	International marketing communications.
15.	Pricing policy in the marketing system in international business.
16.	Management of international marketing activities of the enterprise.
17.	Features of the implementation of the principles of international marketing in international business in Ukraine.
18.	Fundamental trends that form marketing.
19.	The latest approaches to marketing in the digital economy.
20.	Tactics of marketing in the digital economy.

RECOMMENDED LITERATURE

1. Канищенко, О. Л. Міжнародний маркетинг : підручник / О.Л. Канищенко ; Міністерство освіти і науки України, Київський національний університет імені Тараса Шевченка. - Київ : ВПЦ "Київський університет", 2016. - 480 с.
2. Козак Ю. Г. Міжнародний маркетинг: в питаннях та відповідях: навч. посіб. Київ: Центр учбової літератури, 2013. 302 с.
3. Македон В.В. Міжнародний менеджмент. Підручник / В.В. Македон. – Дн-ськ: Дніпропетровський університет імені Альфреда Нобеля, 2013. – 616 с.
4. Міжнародний маркетинг. – Навч. посібник: / За ред. Ю. Г. Козака, С. Смичка, І. Л. Літовченко. – Київ: «Центр учбової літератури», 2014. – 294 с.
5. Міжнародний менеджмент: навчальний посібник / Г.Я. Глуха, С.Б. Холод, В.Є. Момот, О.А. Євтушенко. – Дніпро: Університет імені Альфреда Нобеля, 2018. – 72 с.
6. Петруня Ю. Є., Петруня В.Ю. Маркетинг : навчальний посібник / 3-тє вид., переробл. і доповн. Дніпропетровськ : Університет митної справи та фінансів, 2016. 362 с.
7. Рахман М. С. Міжнародний маркетинг : навчальний посібник для студентів економічних спеціальностей вищих навчальних закладів. Харків: ХНУ імені В. Н. Каразіна, 2017. 180 с.
8. Albaum Gerald, Duerr Edwin. International Marketing and Export Management, 4th Ed. Prentice-Hall, 2002. 677 p.
9. Adler, N. (2010). International Dimension of organizational behavior. Boston: PWS- kent Board.
10. Anthony RN, Govindarajan V, Hartmann FGH et al (eds) (2014) Management control systems, 1, Europ edn. McGrawHill Education, Higher Education, London.
11. Christopher M. and eds. Relationship Marketing: Creating Stakeholder Value. Oxford, UK: Butterworth-Heinemann, 2002. 264 p.
12. Cateora Philip R., Graham John International Marketing. New York: McGraw-Hill, 2011. 650 p.
13. Goward C. You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing. – Sybex, 2013. 360 p.
14. Keegan Warren Global Marketing Management, Pearson International Edition, 7th Edition. Pearson Education, 2012. 660 p.
15. Merchant KA, Van der Stede WA (2017) Management control systems: performance measurement, evaluation and incentives, 4th edn. Pearson, Harlow.

REQUIRED LITERATURE

1. Князева, Т. В. Міжнародний маркетинг : навчальний посібник / Т.В. Князева, Ю.П. Колбушкін, С.В. Петровська, С.Ф. Смерічевський, В.Л. Сібрук ; Міністерство освіти і науки України, Національний авіаційний університет. - Київ : НАУ, 2019. - 162 с.
2. Котлер Ф. Маркетинг 4.0. Від традиційного до цифрового / Філіп Котлер, Герман Катарджая, Іван Сетьяван ; пер. з англ. К.Куницької та О. Замасвої. – 2-ге вид. виправл. – К. : Вид. група КМ-БУКС. 2021. – 224 с.
3. Котлер Ф. Маркетинг від А до Я. 80 концепцій, які має знати кожен менеджер / Філіп Котлер : пер. з англ. О. Сіпігін. – Альпіна Паблішер Україна. 2021. – 252 с.
4. Мальська М. П. Міжнародна маркетингова діяльність: теорія та практика [текст] підручник // М. П. Мальська, І. С. Пруська – Київ.: «Центр учбової літератури», 2020. – 288 с.
5. Міжнародний маркетинг : підручник / за заг. ред. А.А. Мазаракі, Т.М. Мельник. – Київ : Київ. нац. торг.-екон. ун-т, 2018. – 448 с.
6. Пітер Ф. Друкер (2020). Виклики для менеджменту ХХІ століття / Пер. Т. Літенська. КМ-Букс.
7. Шталь Т. В. Міжнародний маркетинг [Електронний ресурс] : навчальний посібник / Т. В. Шталь, І. Е. Астахова, В. О. Козуб. – Харків : ХНЕУ ім. С. Кузнеця, 2019. – 275 с.
8. Peter F. Drucker. With Joseph A. (2008). Management: Revised Edition. Maciariello. Foreword by Jim Collins.
9. Deresky H. (2014). International Management: Managing across Borders and Cultures: Text and Cases (8 ed). Pearson.
10. Mead R., Andrews T. (2009). International Management. 4ed. Wiley.
11. Luthans, F., Doh, J. P. (2015). International Management: Culture, Strategy and Behavior, 9th edition. McGraw Hill. ISBN 0-07786244-9.
12. Державна служба статистики України, офіційний веб-сайт : <http://www.ukrstat.gov.ua/>.
13. Урядовий портал, єдиний веб-портал органів виконавчої влади України : <https://www.kmu.gov.ua/catalog>.
14. European Commission, official website : https://ec.europa.eu/info/index_en.
15. World Bank Group, official website : <https://www.worldbank.org/en/home>.
16. Organization for Economic Co-operation and Development, official website : <https://www.oecd.org/>.
17. United Nations Conference on Trade and Development, official website : <https://unctad.org/>.
18. World Economic Forum, official website : <https://www.weforum.org/>.
19. International Monetary Fund, official website : <https://www.imf.org/en/Home>.

STUDY EFFECTS

	Effects	Appropriate criterion code
Competences	<p>Special (professional, subject) competencies</p> <p>Ability to identify features of the functioning of the environment of international economic relations and models of economic development.</p> <p>Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.</p> <p>Ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.</p> <p>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.</p> <p>Ability to identify forms of manifestation of objective economic laws in certain industries and in the enterprises of different forms of ownership, to use traditional and modern methods of business organization and resource management, to optimize economic processes in the enterprise, to analyze and summarize the results of operating, accounting, customs brokerage and investment activities of the firm, to develop measures to improve the efficiency of its work.</p>	ΦK 3, 11, 16, 19, 21
	<p>General competencies</p> <p>Ability to learn and be modernly trained.</p> <p>Ability to plan and manage time.</p> <p>Ability to abstract thinking, analysis and synthesis.</p> <p>Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / economic activities).</p> <p>Ability to work in a team.</p> <p>Knowledge and understanding of the subject area and understanding of professional activity.</p>	3K 3, 4, 8, 10, 11, 12

METHODS AND NORMS OF WORK

ECTS credits (1 ECTS = 30 hours of student's work)	7
Total hours	210
Lectures	62 (26/36)
Seminars	48 (20/28)
Consultations	14
Independent work	86
Components of student's independent work	Number of hours
reading literature for classes	15
constant review of the press and other media	5
realization of design works	
conducting research	21
selection of research tools	
data collection	10

data analysis and interpretation	10
preparation for IT classes	
fulfillment of errands and homework	
group work outside the classroom	
inter-semester tests	
final test	
inter-semester written tasks	
final written task	10
preparation of a report / presentation	10
preparation of a written report	
final exam	5
Total hours	86