

Discipline	Optional discipline № 9.2 «Doing Business in the European Markets»
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, 7 th semester, one-semester
Semester control	Credit
Number of hours (lectures and seminars), credits	150 (10/14), 5 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 management of foreign economic activity
What will be studied?	Theoretical and practical fundamentals of doing business in European markets. Regulation of export-import operations with EU countries. Testing and certification of products for the EU market, quality and compliance standards. Features of exports. Identification of a potential market, analysis of competitors, development of a business model, establishing business contacts and their support. Grants from EU funds for the development of Ukrainian small and medium-sized businesses
Why is it interesting and should be learnt?	The entry of domestic producers of competitive products into foreign markets is an important component of Ukraine's successful integration into the world economic space. The opening of new markets in the EU is very important for Ukraine today. It is an important factor for further development for many Ukrainian small and medium-sized businesses.
What can be learnt? (study results)	To assess business development opportunities in European markets, conduct marketing research and strategic business planning in the EU; to analyze the company's readiness to cooperate with EU partners and respond to business requests from the EU market; to successfully search and evaluate potential European partners; to study of export business models, conclusion of business contracts; to create Ukrainian-European projects.
How can the acquired knowledge and skills (competences) be used?	Formation of competence for doing business in the countries of the European Union, the ability of future professionals to work in conditions of high competition and strict rules of regulation in various sectors of the European market.
Suggested readings	1. Doing Business. Measuring Business Regulations (in English). URL: https://www.doingbusiness.org 2. Eurostat (in English). URL: https://ec.europa.eu/eurostat 3. EU law - EUR-Lex (in English). URL https://eur-

	lex.europa.eu/ 4. Enterprise Europe Network (in English). URL: https://een.ec.europa.eu . 5. Export Helpdesk (in English). URL: http://exporthelp.europa.eu
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