

**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 normative educational component**  
**«Information and Analytical Activities in International Business»**

**Higher education level Bachelor**  
**Speciality 292 «International Economic Relations»**  
**Educational and professional program: «International Business»**

**The syllabus of educational component «Information and Analytical Activities in International Business»** of the training of bachelors in the field of study 29 «International Relations», speciality 292 «International Economic Relations», within the educational and professional program «International Business».

**Developer:** Kytsyuk I. V., PhD in Economic Sciences, Associate Professor, Associate Professor of the Department of International Economic Relations and Project Management.

**APPROVED**

**Guarantor of the educational and professional program**



**(A. O. Boiar)**

**The syllabus of educational component is approved at the meeting of the International Economic Relations and Project Management Department**

Protocol No. 1 of September 4<sup>th</sup>, 2023.

Head of the Department



A. O. Boiar

## 1. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of study, speciality, educational and professional program, higher education level	Characteristics of the educational component
Full-time study	<i>29 International Relations</i>  <i>292 International Economic Relations</i>  <i>International Business</i>  <i>Bachelor</i>	Normative
The number of hours / credits 120 /4		Year of study – 4th
		Semester – 8 <sup>th</sup>
Individual task: yes		Lectures – 20h.
		Seminars – 22h.
		Independent work – 70 h.
		Consultations – 8 h.
		Form of control: Exam
Language of study: English		

## II. INFORMATION ABOUT THE TEACHER

**Full name** Iryna Kytsyuk  
**Academic Degree** PhD in Economic Sciences  
**Academic status** Associate Professor  
**Position** Associate Professor of the Department of International Economic Relations and Project Management  
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**Days** <http://194.44.187.20/cgi-bin/timetable.cgi?n=700>

## III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

### 1. Summary.

The educational component is designed to acquaint students with the conceptual apparatus, essence and features of information and analytical activities in the field of international business. The acquired knowledge and skills can be used in practical activities and are necessary for the formation of a highly qualified specialist in the field of international economic relations and international business in particular.

2. Prerequisites: knowledge of the basics of the theory of international economic relations, information technologies in international relations, international information and public communications, the world economy and world markets, the organization and conduct of international business, mathematics for economists and economic modelling.

### 3. Purpose and tasks of the educational component.

The general goal of the course “Information and analytical activities in international business” is to form students' theoretical knowledge about the order of organization and conducting information and analytical activities in the field of international business, as well as to develop practical skills in collection and use of information, to study and master the methodology of modern analysis in international business. The educational component is oriented to form students' comprehensive vision of methodology, modern trends and current problems of information and analytical activities in international business. However, the educational component is also aimed at the development of certain skills, such as critical thinking, integration of knowledge on different topics, awareness and openness to current initiatives in the economy.

### 4. Learning outcomes (competencies).

#### *Special (professional) competencies:*

FC1. Ability to identify the characteristic features and trends in the development of the world economy, features of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration.

FC2. Ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their main forms, to apply theoretical knowledge on the functioning and development of international economic relations.

FC3. Ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development.

FC4. Ability to substantiate the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

FC5. Ability to carry out comprehensive analysis and monitoring of world market conditions, assess changes in the international environment and be able to adapt to them.

FC6. Ability to analyze international markets for goods and services, tools and principles of international trade regulation.

FC7. Ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations.

FC8. Ability to determine the functional features, nature, level and degree of interrelations between the subjects of international economic relations of different levels and to establish communications between them.

FC9. Ability to diagnose the state of research on international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.

FC11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and spatio-temporal relationships

FC12. Ability to use regulatory and administrative documents and reference materials in the implementation of professional activities in the field of international economic relations.

PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

PC17. Ability to analyze the features of international business taking into account the requirements and rules of taxation, standardization and certification in Ukraine and foreign countries; analyze enterprise management processes in compliance with the principles of corporate ethics and social responsibility, optimize economic processes at the enterprise, analyze and summarize the results of operating, accounting and investment activities of the firm, develop measures to improve its efficiency.

PC18. 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.

PC19. Ability to understand and analyze the organizational principles of building international companies, assess the international competitiveness of the firm, search, critically evaluate and process information from various sources in the field of international business; generate conclusions, recommendations and proposals, new original ideas for (re) organization of business, planning and modeling of business processes and strategic (including anti-crisis) management.

*General competencies:*

GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of 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.

GC 3. Ability to study and be modernly trained.

GC 4. Ability to plan and manage time.

GC 6. Ability to communicate in foreign languages.

GC 7. Skills in the use of information and communication technologies.

GC 8. Ability to abstract thinking, analysis and synthesis.

GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).

GC 12. Knowledge and understanding of the subject area and understanding of professional activity.

## 5. The structure of the educational component.

<b>Names of content modules and topics</b>	<b>Total</b>	<b>Lec.</b>	<b>Pr.</b>	<b>Ind.</b>	<b>Cons.</b>	<b>Control form*/ Points</b>
<b>Content module 1. <u>Basics of information and analytical activities in international business</u></b>						
Topic 1. The essence and evolution of information and analytical activities in the field of international business.	16	2	2	11	1	DS/2
Topic 2. Basic principles of analytical activities in the field of international business.	21	4	4	12	1	DS/4
Total for Content Module 1.	37	6	6	23	2	6
<b>Content module 2. <u>Methodological and practical aspects of information and analytical activities in international business</u></b>						
Topic 3. Tools and methods of information and analytical activities in the field of international business.	36	8	6	20	2	DS/9
Topic 4. Analytical documents.	30	2	6	20	2	DS/9
Topic 5. Features of activities and the role of analytical structures.	17	4	4	7	2	DS/6
Total for Content Module 2.	83	14	16	47	6	24
<b>Types of final works:</b>						
INDS						10
Final Module Control/ Exam						60
<b>Total hours/Points</b>	120	20	22	70	8	100

Control methods\*: DS – discussion, DB – debate, T – tests, TR – training, RZ / K – solving problems / cases, INDS / IRS – individual task / individual work of the applicant for education, RMG – work in small groups, MKR / KR – modular test paper / test, P – abstract, as well as analytical note, analytical essay, analysis of the work, etc.

## 6. INDS.

The conducting of the INDS consists in the implementation and presentation of the results of the analysis of the enterprise activities (chosen by the student), using basic tools and techniques of information and analytical activities in the field of international business (topic 3).

#### IV. ASSESSMENT POLICY

Attending seminars is a mandatory component of the assessment, for which points are awarded. Missed seminars can be worked out as an individual assignments if there is a reasonable excuse for the missing class. Students who miss seminars without a weighty reason get lower points.

Also, the student has the right to the recognition of learning outcomes obtained in formal, non-formal and/or informal education (<https://cutt.ly/9wPgvTK1>).

Students must adhere to the principles of academic integrity.

All forms of cheating – on the credit, homework, assignments, control work – are unacceptable.

Also, one of the greatest violations of the standards of academic life is plagiarism.

#### V. FINAL CONTROL

For each topic of the content module, that are discussed/presented at the seminars the student can get some points as it is given in the table above.

In case of *exam* the maximum number of points for studying the course is 100, including:

- up to 40 points for participation in discussions (seminars);
- up to 60 points for the final module control (exam).

A student who scores more than 75 points before the exam can agree to credit these points as the final grade for the course (without passing the exam). Students who score less than 75 points or want to improve their final grade for the course take the exam at the time specified in the schedule of the test and examination session. The exam is conducted in oral form. The required minimum for successful completion of the course is 60 points (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – [https://vnu.edu.ua/sites/default/files/2023-09/2023\\_Polozh\\_pro\\_otzin.pdf](https://vnu.edu.ua/sites/default/files/2023-09/2023_Polozh_pro_otzin.pdf)).

#### Questions for exam:

1. The essence of information and analytical activities in the field of international business: meaning and basic concepts.
2. Analytics and management decision-making.
3. Evolution of information and analytical activities in the field of international business.
4. Analytical activities in the era of the digital economy.
5. The content of information and analytical activities in the field of international business.
6. Methods and means of searching, collecting, obtaining and evaluating information.
7. Main stages and principles of analytical activities.
8. The specifics of the analyst's work.

9. Tools and methods of information and analytical activities in the field of international business.
10. PEST analysis. PESTLE analysis.
11. SWOT analysis.
12. MOST analysis.
13. SCRS analysis.
14. Business analytics tools.
15. Methodological principles of business analytics.
16. Big Data analytics technologies and trends in working with Big Data.
17. Concepts, differences and types of analytical documents.
18. Stages and principles of preparation of an analytical document.
19. Structure of the analytical document.
20. Features of activities and the role of analytical structures.
21. Concepts, functions, directions, methodology and practice of activities of analytical structures: Ukrainian and foreign experience.

## VI. RATING SCALE

Score	Linguistic assessment	Evaluation on the ECTS scale	
		Point	Explanation
90 – 100	Excellent	A	excellent job
82 – 89	Very Good	B	above average level
75 - 81	Good	C	overall good job
67 -74	Satisfactory	D	not bad
60 - 66	Enough	E	execution meets minimum criteria
1 – 59	Unsatisfactory	Fx	a retake of the exam is required

## VII. RECOMMENDED LITERATURE

1. Закон України. Про інформацію // Відомості Верховної Ради (ВВР), 1992, N 48, ст.650. [Електронний ресурс]. – Режим доступу: <http://zakon2.rada.gov.ua/laws/show/2657-12>.
2. Про рішення Ради національної безпеки і оборони України від 29 грудня 2016 року «Про Доктрину інформаційної безпеки України». Указ Президента України. [Електронний ресурс]. – Режим доступу: <http://zakon3.rada.gov.ua/laws/show/47/2017>.
3. Бізнес-аналітика: навчально-методичний посібник / А.В. Сидорова, Д.В. Біленко, Н.В. Буркіна. Вінниця: ДонНУ імені Василя Стуса. 2019. 104 с.
4. Варенко В.М. Інформаційно-аналітична діяльність: Навч. посіб. / В. М. Варенко. – К.: Університет «Україна», 2014. – 417 с. [Електронний



ресурс]. – Режим доступу:  
[http://nbuviar.gov.ua/images/nak\\_mon\\_partneriv/IAD.pdf](http://nbuviar.gov.ua/images/nak_mon_partneriv/IAD.pdf).

5. Захарова І. В. Основи інформаційно-аналітичної діяльності : навч. посібник / І. В. Захарова, Л. Я. Філіпова. К. : Центр учбової літератури, 2013. – 457 с.
6. Debra Paul; James Cadle; Malcolm Eva; Craig Rollason; Jonathan Hunsley (2020). Business Analysis (4th ed.). BCS, The Chartered Institute for IT.
7. Державна служба статистики України, офіційний веб-сайт : <http://www.ukrstat.gov.ua/>.
8. Урядовий портал, єдиний веб-портал органів виконавчої влади України : <https://www.kmu.gov.ua/catalog>.
9. Statista, Global No.1 Business Data Platform : <https://www.statista.com/>.
10. DoingBusiness. The World Bank, official website : <https://www.doingbusiness.org/en/doingbusiness>.
11. Global Entrepreneurship Monitor, official website : <https://www.gemconsortium.org/>.
12. World Trade Organization, official website : <https://www.wto.org/>.
13. European Commission, official website : [https://ec.europa.eu/info/index\\_en](https://ec.europa.eu/info/index_en).
14. World Bank Group, official website : <https://www.worldbank.org/en/home>.
15. Organization for Economic Co-operation and Development, official website : <https://www.oecd.org/>.
16. United Nations Conference on Trade and Development, official website : <https://unctad.org/>.
17. World Economic Forum, official website : <https://www.weforum.org/>.
18. International Monetary Fund, official website : <https://www.imf.org/en/Home>.