

HIGHER EDUCATIONAL ESTABLISHMENT OF UKOOSPILKA  
«POLTAVA UNIVERSITY OF ECONOMICS AND TRADE»  
**Educational and Scientific Institute of International Education**

International Economics and International Economic relations Department

**SYLLABUS**  
of the discipline  
**«Economic Analysis in International Business»**  
for the 2022-2023 academic year

Year and semester of study	3 year, 6 semester
Educational program	«International Business»
Specialty	292 International Economic Relations
Branch of knowledge	29 International Relations
The level of high education	bachelor

Name and Surname of teacher of the discipline,  
Scientific degree and academic title,  
position

**Anna Flehantova,**  
PhD in Economics, associate professor,  
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Schedule of educational classes	<a href="http://schedule.puet.edu.ua/">http://schedule.puet.edu.ua/</a>
Consultations	<a href="http://www.me.puet.edu.ua/">http://www.me.puet.edu.ua/</a> online: by email, Monday-Friday 10.00-17.00
Online course page	<a href="http://www2.el.puet.edu.ua/st/course/view.php?id=1853">http://www2.el.puet.edu.ua/st/course/view.php?id=1853</a>

**Course description**

<b>Course objectives</b>	Formation of knowledge about the economy at the global, regional and national levels, as well as at the enterprise level, mastering the tools of economic process analysis, acquiring skills in applying theoretical knowledge in analytical work.
<b>Duration</b>	4 ECTS credits/120 hours (lectures 16 hours, practical classes 30 hours, independent work 74 hours)
<b>Forms and methods of study</b>	Lectures and practical classes in the classroom, independent work outside the schedule
<b>System of current and final control</b>	Current control: attending classes; doing homework; discussion of lesson material; performance of educational tasks; performance of calculation tasks using software; testing; current modular work Final control: credit
<b>Basic knowledge</b>	Knowledge of tools for analyzing economic processes, acquiring skills in applying theoretical knowledge in analytical work.
<b>Language</b>	English

**List of competencies provided by this educational discipline, program learning outcomes**

<b>Program learning outcomes</b>	<b>Competencies that the student must have</b>
<ul style="list-style-type: none"> <li>• Use modern information and communication technologies, general and special purpose software packages</li> <li>• To understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to analyze international markets of goods and services, instruments and principles of regulation of international</li> </ul>

<b>Program learning outcomes</b>	<b>Competencies that the student must have</b>
<ul style="list-style-type: none"> <li>• Carry out a comprehensive analysis of complex economic systems, compare and compare their components, evaluate and justify assessments of the effectiveness of their functioning</li> <li>• Investigate economic phenomena and processes in the international sphere based on an understanding of categories and laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account cause-and-effect and space-time relationships</li> <li>• To be aware of the need for lifelong learning to acquire knowledge in order to maintain professional competence at a high level</li> <li>• Justify the choice and apply information and analytical tools, economic and statistical methods of calculation, complex analysis techniques and methods of monitoring the state of world markets</li> <li>• To present the research results, based on which recommendations and measures for adaptation to changes in the international environment are being developed</li> </ul>	<p>trade</p> <ul style="list-style-type: none"> <li>• The ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and spatio-temporal relationships</li> <li>• Skills in using information and communication technologies</li> </ul>

### Thematic outline

<b>Topic</b>	<b>Types of work</b>	<b>Tasks for independent work according to the topic</b>
<b>Module 1. Analysis of the world economy and international economic relations by structural levels</b>		
Topic 1. Basics of process analysis methodology in international business	Attending classes; discussion of lesson material; performance of educational calculation tasks using software; doing homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> <li>1. Assessment, diagnosis and search as the main functions of information and economic activity in international business.</li> <li>2. Sources of information for analysis in the field of international business.</li> <li>3. Basic knowledge bases (objects, processes, events, phenomena) related to the tasks of international business analysis; working with data knowledge bases.</li> </ol>
Topic 2. Basics of the analysis of the world economy and international economic relations by structural levels (world, regional, interstate, business)	Attending classes; discussion of lesson material; performance of educational calculation tasks using software; doing homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> <li>1. Features of the logic of multilevel analysis of international economic relations: purpose, task, plan, research methodology.</li> <li>2. The economy of the countries of origin of companies and the countries where companies are located as objects of analysis.</li> <li>3. Methodology of general, sectoral and sectoral macroeconomic analysis of countries of origin / stay of companies.</li> </ol>
Topic 3. Analysis of the economy of countries of origin of companies and countries stay of companies	Attending classes; discussion of lesson material; performance of educational calculation tasks using software; doing homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> <li>1. Classification of countries according to the typology of the UN, the IMF and the World Bank.</li> <li>2. Analysis of the economy of countries according to the indicators of the system of national accounts (SNA, System of National Accounting).</li> </ol>
<b>Module 2. Analysis of the activities of international companies in the global economic environment</b>		
Topic 4. Analysis of market / stock indices	Attending classes; discussion of lesson material; performance of educational calculation tasks using software; doing homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> <li>1. Purpose, peculiarities of classification and differences in the method of calculation of market / stock indices.</li> <li>2. Use of market / stock indices in the practice of international business.</li> </ol>
Topic 5. Analysis of economic and commercial activity international companies	Attending classes; discussion of lesson material; performance of educational calculation tasks using software; doing homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> <li>1. The need for a comprehensive approach to the assessment of economic and commercial activities of international companies.</li> <li>2. The role of economic analysis in the practice of international companies.</li> <li>3. Comparative analysis in economics.</li> <li>4. Factor analysis in economics.</li> </ol>
Topic 6. Analysis of global processes in the economy	Attending classes; discussion of lesson material; performance of educational calculation tasks	<ol style="list-style-type: none"> <li>1. Measuring the levels of internationalization and transnationalization of the economy.</li> </ol>

<b>Topic</b>	<b>Types of work</b>	<b>Tasks for independent work according to the topic</b>
Module 1. Analysis of the world economy and international economic relations by structural levels		
	using software; doing homework (theoretical part and practical part); tasks for independent work; testing	2. Assessment of global economic processes: internationalization index, UNCTAD transnationalization index, network spread index / branch network breadth index, Ietto-Gillies index, Sullivan index.

#### **Information sources**

1. Paul Hirst, Grahame Thompson, Simon Bromley Globalization in Question. – John Wiley and Sons. – 2015. – 304 p.
2. Hovtvianytsia K. Development Prospects after Quarantine Restrictions through COVID-19 on Transnational Corporations / Hovtvianytsia K., Flehantova A. // XVII International Scientific and Practical Conference “Multidisciplinary Academic Notes. Theory, Methodology and Practice” (May 3 – 6, 2022). – Tokyo, Japan, 2022. – P. 225 – 229.
3. Flehantova A. The Influence of Quarantine Restrictions through COVID-19 on the Activities of Transnational Corporations / Flehantova A., Hovtvianytsia K. // XIX International Scientific and Practical Conference “Modern Problems in Science” (May 17 – 20, 2022). – Vancouver, Canada, 2022. – P. 157 – 164.
4. Flehantova A. (2023). The main Features of Innovation Implementation in the Creative Industries Market *Економіка та суспільство*, (48). <https://doi.org/10.32782/2524-0072/2023-48-66>

#### **Course software**

- A suite of Microsoft Office software products.

#### **Policy of study of academic discipline and assessment**

- **Deadline and retake policy:** assignments that are submitted after deadline without good reason are evaluated for a lower grade (75% of the possible maximum number of points for the type of activity). The retake of modules occurs with the permission of the lead teacher if there are good reasons (for example, sick leave).
- **Academic integrity policy:** students must consciously abide by the “Regulation on academic integrity” ([http://puet.edu.ua/sites/default/files/polozhennya\\_pro\\_akademichnu\\_dobrochesnist\\_2020.pdf](http://puet.edu.ua/sites/default/files/polozhennya_pro_akademichnu_dobrochesnist_2020.pdf)); cheating during current modular work and test is prohibited (including using mobile devices). Mobile devices are allowed to be used only for online tests and preparation of practical tasks during the lesson.
- **Class attendance policy:** class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place online (Moodle) in agreement with the lead teacher.
- **Policy of enrollment in non-formal education:** <http://puet.edu.ua/uk/neformalna-osvita>;
- **Regulations on crediting the results of non-formal education:** [http://puet.edu.ua/sites/default/files/polozhennya\\_pro\\_zarahuvannya\\_rezultativ\\_neformalnoyi\\_osvity.pdf](http://puet.edu.ua/sites/default/files/polozhennya_pro_zarahuvannya_rezultativ_neformalnoyi_osvity.pdf)

#### **Assessment**

##### **The final grade for the course is calculated through the continuous assessment**

<b>Types of work</b>	<b>Maximum number of points</b>
Module 1 (topics 1-3): attending classes (2 points); doing homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current module work (10 points)	50
Module 2 (topics 4-6): attending classes (2 points); doing homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current module work (10 points)	50
Total	100

#### **Students’ assessment scale based on the results of studying the course**

<b>The number of points for all types of educational activities</b>	<b>ECTS grading scale</b>	<b>Score in accordance with national grading scale</b>
90-100	A	Excellent
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory

<b>The number of points for all types of educational activities</b>	<b>ECTS grading scale</b>	<b>Score in accordance with national grading scale</b>
60-63	E	Sufficient
35-59	FX	Fall with the possibility of repeating the discipline
0-34	F	Fall with mandatory repeated study of the academic discipline