

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

academic discipline

**“Competition and Competitive Behavior of Companies in
 International Business”**

2022-2023 academic year

Year and semester of study	3 rd year, 6 th semester
Educational program / specialization	International Business
Specialty	292 International Economic Relations
Branch of knowledge	29 International Relations
Degree of higher education	bachelor

Name and surname of the teaching staff,
 who conducts classes,
 scientific degree and academic title,
 position

Svitlana Tul

PhD in Economics, Associate Professor
 Associate Professor at International Economics and
 International Economic Relations Department

Phone number	+38 0532 50-91-68
E-mail	puet.me@gmail.com
Class schedule	http://schedule.puet.edu.ua/
Consultations	face-to-face consultation: Monday through Friday from 17.05 to 18.25 online: by e-mail, Monday through Friday from 17.05 to 18.25
Distance course web page	http://www2.el.puet.edu.ua/iz/course/view.php?id=568

Course description

Course objectives	to form knowledge base about international competition, the features of competitive behavior, strategies, tactics of international companies, their competitive positioning and behavioral differentiation.
Duration	3 ECTS credits/90 hours (lectures – 16 hours, trainings – 20 hours, self-study – 54 hours).
Forms and methods of teaching	Forms: lectures and trainings in the classroom, self-study outside the schedule. Methods: business and simulation games, case study, project method.
System of current and final control	Current control: attending classes, presenting homework; discussing lesson material; fulfillment of educational tasks (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; tests; current modular work. Final control: final test.
Basic knowledge	Extensive knowledge of fundamentals of international business, international business, conjuncture analysis in international business, international economic relations, international business statistics, international marketing
Language of teaching	Ukrainian, English.

The list of competencies provided by this academic discipline, program learning outcomes

Program learning outcomes	Competencies to be mastered by the applicant
<ul style="list-style-type: none"> to conduct an analysis of the functioning and development of business entities, determine functional areas, calculate relevant indicators characterizing the effectiveness of their activities. 	<ul style="list-style-type: none"> the ability to determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and to establish communications between them.

Academic discipline outline

Topics	Types of activities	Assignment for self-study in the context of topics
Module 1. Competition between companies in international business		
Topic 1. The concept, essence and types of competition. Methods of competition	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare reports on the following topics: 1. Types of competitive behavior and models of interaction of subjects in the market. 2. Characteristics of monopolies. 3. Evolution of views on competition
Topic 2. The competitive positioning of international business entities	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare reports on the following topics: 1. Segmentation, targeting and positioning in international business. 2. Competitive positioning. 3. International positioning.
Topic 3. Competitive advantages of international business entities	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare reports on the following topics: 1. The role of innovation in ensuring the firm's competitive advantages. 2. Formation of competitive advantages of company. 3. Properties and types of competitive advantages of the firm.
Module 2. Competitive behavior, strategies and tactics of companies in international business		
Topic 4. Types of competitive behavior of international business entities	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare reports on the following topics: 1. Competitive behavior of international business entities. 2. Cooperation and collaboration of international companies. 3. Trade and marketing wars between international companies.
Topic 5. Strategies of competitive behavior of companies in international business	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare reports on the following topics: 1. The cost leadership strategy in the international market. 2. The differentiation strategy of international company. 3. The focus strategy of international company.
Topic 6. The tactics of competitive behavior of international business entities	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare reports on the following topics: 1. Types of tactics of competitive behavior of international business. 2. Tactics for competing effectively in international business. 3. Tactics of international mergers and acquisitions.

References

1. Behavioral Strategy for Competitive Advantage. (2018) / T. K. Das. Information Age Publishing, Incorporated. 253 p.
2. Competitive Advantage: Strategies, Management and Performance. (2017) / C. Caldwell, V. A. Anderson. Nova Science Publishers, Incorporated. 225 p.
3. Competitive Business Management: A Global Perspective. (2018) / S. M. Brondoni. Taylor & Francis. 228 p.
4. Competitive Tactics to Combat with Rivals. (2020). Your Article Library. URL: <http://www.yourarticlelibrary.com/marketing/competitive-tactics-to-combat-with-rivals/43534>
5. Itucas, C. (2020). Five Forces Model Based Upon Michael E. Porter's Work. Academia.edu. URL: https://www.academia.edu/38586072/Five_Forces_Model_Based_Upon_Michael_E._Porters_Work
6. Kurosawa T. (2019). Industries and Global Competition. A History of Business Beyond Borders. Taylor & Francis. 274 p.
7. OECD (2019). Competition Assessment Toolkit: Volume 1. Principles. URL: <http://www.oecd.org/daf/competition/46193173.pdf>
8. Walumweya, M., & Phiri, J. (2022). Adopt Effective Competitive Strategies in Response to Environmental Challenges for National Public Broadcasting Corporation in Developing Countries: A Participatory Approach. Open Journal of Business and Management, 10, 175-191. <https://doi.org/10.4236/ojbm.2022.101011>
9. Zangara M. (2021). Strategies for Handling Competition: How Your Business Can Stand Out from the Competition: Guideline on Strategies to Remain Competitive in the Industry. (n.p.): Amazon Digital Services LLC - KDP Print US. 70 p.

Software for the academic discipline

- Microsoft Office.

Academic discipline study and assessment policy

- 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); 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

Assessment

The final grade for the study of the academic discipline is calculated through the current assessment

Types of activities	Maximum points
Module 1 (topics 1-3): attending classes (5 points), presenting homework (3 points); discussing lesson material (3 points); participating in learning activities (3 points); self-study tasks (3 points); tests (3 points); module test (10 points)	30
Module 2 (topics 4-6): attending classes (5 points), presenting homework (3 points); discussing lesson material (3 points); participating in learning activities (3 points); self-study tasks (3 points); tests (3 points); module test (10 points)	30
Exam	40
Total	100

Students' assessment scale based on the results of studying the course

The number of points for all types of educational activities	ECTS grading scale	Score in accordance with national grading scale
90-100	A	Excellent
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Satisfactory enough
35-59	FX	Unsatisfactory with possibility to retake the credit test
0-34	F	Unsatisfactory with compulsory retake of the course