

METHODICAL GUIDELINES FOR PREPARATION TO PRACTICALS BY STUDENTS ON THE SUBJECT "MANAGEMENT OF INTERNATIONAL BUSINESS"

CONTENTS AND TASKS OF THE COURSE.

The educational subject is the theoretical basis of knowledge and skills complex, providing increasing the tangible and intangible assets, helping make informed management decisions based on international business experience, ensuring development of organizations (enterprises) in market conditions.

The target of teaching the subject is to form the system of special knowledge in the issues and prospects of development of Management of International Business (MIB) by future managers for basic and special education and practical activity in the specialty.

Tasks of studying the educational subject are:

- understanding the essence of international economic relations, their evolution, factors and levels of development;
- learning the categorical apparatus used for the analysis of processes and phenomena of the modern world economic development;
- forming, deepening and systematizing the knowledge on IER forms, peculiarities of integration processes development and international economic organizations activity;
- forming the ability to analyze creatively the state and trends of international economic relations system, identify the problems and prospects of their development.

The subject "Management of International Business" is based on the knowledge of such subjects as "Fundamentals of Economic Theory", "Macroeconomics" and is the ground for studying "Human Foreign Economic Activity of the Enterprise", "International Economic Integration" and others.

MODULE # 1 "MANAGEMENT OF INTERNATIONAL BUSINESS"

1.1. INTERNATIONAL BUSINESS AS MODERN PHENOMENON

Purpose of the class - definition of the economic essence, genesis and peculiarities of the development of international business; the formation of methodical foundations and tools for studying international business.

Discussion questions:

1. The essence of international business, conditions and basic principles.
2. Essence of international business: what are the basic characteristics of this economic category?
3. What are main elements of Robinson structure?
4. National and multinational business models: likenesses and differences.
5. Main characteristics of business globalization.
6. Native characteristics of international business as economic category.
7. What are essence and structure of management of international business?
8. What is correlation between native and international models of management?
9. What are main functional tasks of international manager?

References:

1. Rohnen S. Comparative and Multinational Management. John Wiley&Sons, 1986
2. Портер М. Международная конкуренция: Пер. с англ. М.: Международные отношения, 1993.
3. Серван-Шрайбер Ж.-П. Ремесло предпринимателя. Пер. с франц. М.: Экономика, 1994.
4. Пилдич М. Как товар приходит к покупателю Пер. с англ. М.: Прогресс, 1994

1.2. INTERNATIONAL ECONOMIC INTEGRATION AS A FACTOR OF DEVELOPMENT OF INTERNATIONAL BUSINESS

The purpose of the class is to form an understanding of the peculiarities of the modern world economy development, the place of the country in the system of international labour division, its evolution, the peculiarities of the development of international production cooperation and specialization.

Discussion questions:

1. Give the definition of category of “International economic integration” and call of its main characteristics.
2. Describe the content of existed forms, types and levels of international economic integration.
3. Define factors of international economic integration, call main purposes of it.
4. In what is main difference neoliberalism and other theoretical conceptions of international economic integration?
5. What are thesis of structuralism in the basic of this conception?
6. In what is final integration showed?

References:

1. Карбау Р. Міжнародна економіка / Р. Карбау; пер. з англійської Романа Косодія. – Суми : видавництво «Козацький вал», 2004. – 652с.
2. Міжнародна економіка: підруч. / А.П. Румянцев, Г.Н. Климко, В.В. Рокоча та ін.; за ред. А.П. Румянцева. – К.: Знання-Прес, 2003. – 448с.
3. Міжнародні інтеграційні процеси сучасності: монографія / А.С. Філіпенко (кер. авт. кол.), В.С. Будкін, М.А. Дудченко та ін. – К.: Знання України, 2004. – 304с.
4. Noria G.L. The Effect of Trade Liberalization on Manufacturing Price Cost Margins: The Case of Mexico, 1994-2003/ Gabriela Lropez Noria // Banco de Mexico. – Working Papers N 2013-10. – August 2013. – 43р.

1.3. REGIONAL ECONOMIC INTEGRATION PECULIARITIES

Purpose of the class – the definition of the procedure and features of international integration in goods, services and intellectual property.

Discussion questions:

1. Objective factors and essence of international economic integration.
2. Content and characteristics of international economic integration.
3. Factors and purposes of regional integration.
4. Indexes of intensity of integration connections in regional trade-economic groups.
5. Challenges of globalization and “new regionalism”. Mega-regional integration.
6. GATT/WTO and regional agreements.

References:

5. Карбау Р. Міжнародна економіка / Р. Карбау; пер. з англійської Романа Косодія. – Суми : видавництво «Козацький вал», 2004. – 652с.
6. Міжнародна економіка: підруч. / А.П. Румянцев, Г.Н. Климко, В.В. Рокоча та ін.; за ред. А.П. Румянцева. – К.: Знання-Прес, 2003. – 448с.
7. Міжнародні інтеграційні процеси сучасності: монографія / А.С. Філіпенко (кер. авт. кол.), В.С. Будкін, М.А. Дудченко та ін. – К.: Знання України, 2004. – 304с.
8. Noria G.L. The Effect of Trade Liberalization on Manufacturing Price Cost Margins: The Case of Mexico, 1994-2003/ Gabriela Lropez Noria // Banco de Mexico. – Working Papers N 2013-10. – August 2013. – 43р.

1.4. INTEGRATION PROCESSES IN WESTERN EUROPE AND CENTRAL EASTERN EUROPE

The purpose of the class is to study the evolution of economic thought regarding the peculiarities of the development of the specialization of countries and international integration.

Discussion questions:

1. Stages of West-European integration.
2. Organizational-institutional structure of European Union.
3. Financial ensuring of integration in EU. Budget of EU. Structural funds.
4. Forming of economical and monetary union. Mechanism of introduction of EURO.
5. Expansion of EU. Criteria of entrance for countries-candidates.
6. Ukraine and EU.

References:

1. Ivanovich M.N. International Economic Integration: Limits and Prospects. 2-nd Ed. – London; New-York: Routledge, 1998.
2. Jordan D.M. New World Regionalism. Toronto. Buffalo, 1994.
3. Міжнародні економічні відносини: навч. посібник / С.В. Сіденко, О.М. Іваницька, О.В. Кузнецов [та ін.]; за ред. д-р екон. наук, проф. С.В. Сіденко. – К.: НАУ, 2015. – 468с.

1.5. MAIN DIRECTIONS OF INTEGRATION OF NORTH AND LATIN AMERICA, ASIAN-PACIFIC AND AFRICAN REGIONS

The purpose of the class is to provide insight into different ways of regulating international integration and expediency of their application by the state governments.

Discussion questions:

1. North-American Free Trade Association.
2. Latin American Center of International Regional Integration.
3. MERCOSUR.
4. Pan-American integration: to Zone of free trade of two Americas.
5. Integration tendencies in Asia-Pacific Region.
6. African integration.

References:

1. Mercosur 2000. Economic growth and new investment opportunities. Centro de Economia International. Buenos Aires, 1998.
2. Estrades C. Is MERCOSUR's External Agenda Pro-Poor?// International Food Policy Research Institute. Market, Trade and Institutions Divisions – IFPRI Discussion Paper 01291. – October 2012. – 39p.
3. Boka M. On the Development of West African Accounting System // International Journal of Business and Management. – Vol.5, No.5, May 2010. – p. 62-73.
4. Hufbauer G.C. Multilateralism and Regionalism from an American Perspective / Gary Clyde Hufbauer // Economics. The Open-Access, Open-Assessment E-journal. – Vol. 7, 2013-9. – March 15, 2013.

1.6. SUBJECT OF INTERNATIONAL BUSINESS

The purpose of the class is to provide an idea of the causes and consequences of the capital export from the country, the features of investing as one of the main forms of international capital movements, the formation of ideas about the nature and types of investments, the investment climate of the country, the role of foreign investment in the national economy, factors of creation, features of the investment climate and the place of free economic zones in world economic relations.

Discussion questions:

1. Define the essence and causes of the international business.
2. Comment on basic regularities and features of capital export in modern conditions.
3. Study main forms of the international business.
4. Analysis peculiarities of subjects of international business and portfolio investments.
5. Describe the current trends of the international business.
6. Analyse basic benefits and risks of importing and exporting capital for the national economy.
7. Determine factors influence the scale, structure and dynamics of international investment activity in Ukraine.
8. Give the definition of subjects of international business.
9. Study main goals of creating of business subjects and their socio-economic role.
10. Give the classification of subjects of international business and describe their varieties.

References:

1. S. Ghoshal, P. Haspeslagh, D. Anderson, N. De Sanctis, B. Finzi, J. Franzan. Electrolux: the acquisition and integration of Zanussi. Fontainbleau, France: INCEAD-CEDEP, 2020.
2. R. Martin. Changing the mind of the corporation // Harvard Business Review, Nov. – Dec. 2021. P. 81-96.
3. T. Goss, R. Pascale, A. Athos. The reinvention roller coaster: risking the present for a powerful future // Harvard Business Review/ - Nov.-Dec. 2021. P. 97-108.
4. M. E. Porter. From competitive advantage to corporate strategy // Harvard Business Review/ - May.-June. 2019. P. 43-59.

1.7. TRANSNATIONAL CORPORATIONS AS MAIN SUBJECT OF INTERNATIONAL BUSINESS

The purpose of the class is to identify factors of origin, features, peculiarities of development and the role of transnational corporations in global economic relations.

Discussion questions:

1. Identify the reasons of creation and characteristics of international corporations. Describe main stages of the evolution of TNCs.
2. Analyse the varieties of international corporations, name their differences.
3. Identify main competitive advantages of TNCs in the global market.
4. Compare different modes of entering foreign markets by TNCs.
5. Study peculiarities of the development of TNCs at the present stage.
6. Explore the importance of brand value in shaping the competitive position of TNCs.
7. Comment on positive and negative aspects of TNCs' activity in the environment of the host countries.

References:

1. Buckley P., Casson M. The economic theory of the multinational enterprise: Sel. Papers. L., 2015.
2. Dunning J.N. The Eclectic Paradigm of International Production: A Restatement and Possible Extension. Journal of International Business Studies. 1988. Vol. 19. N 1.
3. World Investment Report. Transnational Corporations and Export Competitiveness. UNCTAD. New-York and Geneva, 2020.

1.8. INTERNATIONAL TRADE AS A SPHERE OF INTERNATIONAL BUSINESS REALISATION

The purpose of the class is to study the main forms of trade transfer, the peculiarities of the legal regulation of the international market and the degree of participation of countries in international goods and services exchange.

Discussion questions:

1. Give the definition of international trade.
2. Analyse channels and stages of international trade activity of TNCs.
3. Study key trends in the international goods and services market development.
4. Characterise main forms of international good and services exchange.
5. Determine according to what legal acts the international regulation of the good market is implemented.

References:

1. Глобальна торгова система: розвиток інститутів, правил, інструментів СОТ: монографія / Т.М. Циганкова, А.О. Олефір, О.В. Фурсова та ін. ; Мін-во освіти і науки України, Київський нац. економічний ун-т ім. В. Гетьмана. – 2-ге вид., без змін. – КНЕУ, 2006. – 660с.
2. Драчов В.В. Основні риси та тенденції розвитку ринку послуг в умовах глобалізації економіки / В.В. Драчов // 36 наук. праць. – Вип. 38. – К.: ІСЕМВ НАН України, 2009. – С. 88-96.
3. Козак Ю.Г. Міжнародна торгівля: підруч. / за ред. Ю.Г. Козака, Н.С. Логвінової, М.І. Барановської. – 4-те вид. перер. – К.: Центр учбової літератури, 2011. – 345с.
4. Мельник Т.М. Міжнародна торгівля товарами в умовах глобальної конкуренції : монографія / Т.М. Мельник. – К.: Київ. нац. торг.-екон. ун-т, 2007. – 396с.

1.9. ACTUAL PROBLEMS OF INTERNATIONAL BUSINESS

The purpose of the class is to identify the factors influencing the international business, its main directions, centers of gravity, the impact of international business on the economy of the country.

Discussion questions:

1. Determine the essence, reasons, types and main features of international business.
2. Characterize directions of international business. Explain their main preconditions.
3. Name the regions and countries that are the main centres of international business.
4. Define benefits and shortcomings for national economies of countries being exporters and importers of international business.
5. Explore the problems of brain drain and disadvantages for the national economy development associated with it.
6. Study basic administrative-legal and economic tools of state regulation of international business.

References:

1. World Investment Report 2020: FDI Policies for Development: National and International Perspectives/UNCTAD. N.Y. – Geneva, 2020 (<http://www.unctad.org>).
2. UNCTAD Series on Issues on International Investment Agreement. N.Y. – Geneva, 2020 (only Part C = Legal Framework).
3. International Cooperation in Tax Matters/UN Department of Economic and Social Affairs. N.Y. 2018.
4. Competitive and Cooperative Micromanagement: The Challenges of Structural Interdependence /Ed. By G. Aldershot, Brookfield, 2015. (New Horizons in International Business).

1.10. CATEGORY AND TYPES OF RISKS IN INTERNATIONAL BUSINESS

The purpose of the class is to study the nature of the exchange rate, its varieties, and the particularities of the risks in international business.

Discussion questions:

1. Call types of risks of international company.
2. Characterize the instruments of hedging of transactions currency risks.
3. What strategies can we use in hedging of competitive risks?
4. Call main methods of hedging of accounting risks.
5. What are variants of hedging of currency-exchange risks?

References:

1. T. Bachman. The Corporate Finance Blue Book. N.Y., 2013. P. 171.
2. The WG&L handbook of international finance / editor Dennis E. Logue. HG3881. W45, 2015. P.205.
3. Muller-Gernon-Meck. Accounting in International Perspective. Boston: Irwin, 2021. P.16.
4. D. Levi Maurice. International Finance: The Market & Financial Manadgemant. N.Y., 2020. P. 241.

1.11. UKRAINE IN THE SYSTEM OF INTERNATIONAL BUSINESS

The purpose of the class is to understand the peculiarities of international business of Ukraine.

Discussion questions:

1. Science of Ukraine and participation in international innovation business
2. Competitiveness of Ukraine in international business
3. Participation of Ukraine in pricing in international business
4. Ukraine and world agricultural business
5. Ukraine and international energetic business
6. Ukraine and international metallurgic and machine-building industry
7. Ukraine and world military-industrial complex
8. World transport and Ukraine

References:

1. Archibudgi D., Howells J., Michie J. (Ed.) Innovation policy in a global economy. Cambridge. 2020.
2. The Global Competitiveness Report. 2020. World Economic Forum. Geneva. Switzerland.

3. Pitt L.F., Berton P., Watson R.T., Evig M. Pricing strategies in the net, Harvard Business Horizons, 2020. Vol. mar.-apr. P. 42-54.
4. FAOSTAT Database, 2021. <http://apps.fao.org>.
5. World Energy Outlook. 2019-2021.
6. Hogen W.T. Steel in 21st Century. N.Y., 2014
7. The Military balance -2020. London International Institute of Strategic Studies.