

SYLLABUS

**INTERNATIONAL EUROPEAN
UNIVERSITY**



**EUROPEAN SCHOOL
OF BUSINESS**

**European transnational
space**

2022-2023



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Course Name		
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European transnational space

Lecturer (s)		
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Oksana Lisnichuk

Lecturer's profile		
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<https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#zzz-113>

Consultations	
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online consulting —

offline consulting Tuesday 11 a.m. – 1 p.m.
Third Wednesday of the month 4 p.m. – 5 p.m.

Contact number		
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Discipline page		
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<https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control	test	def. test	exam
	☒	☐	☐



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1 Brief discipline annotation

The European transnational space discipline is aimed at providing students with a system of knowledge of the structure, functioning and particularities of the development of European transnational corporations, their role in the development of the global economy, features of the development and implementation of international investment strategies, justification and adoption of international European investment decisions.

2 Background for studying discipline

While studying the discipline, students should learn to justify the viability of applying European experience in reforming in the context of modernization and globalization challenges; analyze the impact of core globalization areas (internationalization, informational support, integration, westernization, etc.); highlight the role of the European Union as a participant in global politics; explore the concept of the European transnational space by defining its leading development trends.

3 Goal and objectives of the discipline

The goal of the European transnational space discipline is to provide students with productive global thinking and a system of knowledge in global and European integration, decision-making in the contemporary integrated space, taking into account aspects of global cooperation and implementation of the European business model in the Ukrainian economy.

Key objectives of the European transnational space discipline:

- to reveal trends in establishment and development of the European transnational space;
- to conduct a comparative analysis of models of European transnational space reforming;
- to be able to explain the viability of applying European experience in reforming in the context of modernization and global challenges;
- to analyze the impact of core globalization areas (internationalization, informational support, integration, westernization, etc.);
- to stress the role of the European Union as a participant in global politics;
- to explore the concept of the European transnational space by defining its leading development trends.

4 Learning outcomes

PLO 1. To know your rights and obligations as a member of society, realize values of civil society, supremacy of law, rights and freedoms of individuals and citizens in Ukraine.

PLO 11. To show skills in analyzing the situation and carrying out communications in different areas of organization activities.

PLO 12. To assess legal, social and economic consequences of organization functioning.

PLO 13. To talk in state and foreign languages both orally and in written form.

PLO 15. To show the ability to act in a socially conscious manner based on ethical considerations (motives), respect of diversity and multiculturality.

PLO 19. To assess enterprise participation in European integration processes and detect prospects of their future development.

5 ECTS credits

4 ECTS credits / 120 academic hours

6 Discipline structure

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i.w.		1	p	lab.	ind.	i.w.
1	2	3	4	5	6	7	8	9	10	11	12	13
CONTENT SECTION 1												
Topic 1. Historical overview, legal and institutional foundations of the European space	8	2	1	-	-	4	7	1	-	-	-	6
Topic 2. Legislative and regulatory legal acts on European integration	8	2	1	-	-	5	8	-	-	-	-	8
Topic 3. EU information and communication space	8	2	2	-	-	3	7	1	-	-	-	6
Topic 4. European cross-border cooperation	8	2	2	-	-	3	7	-	-	-	-	7
Topic 5. Security of the European transnational space	8	2	2	-	-	3	7	-	-	-	-	7
Topic 6. Development and functioning of transnational corporations in the EU and Ukraine	8	2	2	-	-	3	8	1	2	-	-	5
Topic 7. Policy of European integration of Ukraine: achievements, current status, prospects	9	2	2	-	-	4	8	-	-	-	-	8
Topic 8. Conceptual and theoretical foundations of the EU financial policy.	7	2	2	-	-	3	8	1	-	-	-	7
<i>Test work No. 1</i>	2	-	2	-	-	-	-	-	-	-	-	-
Total per content section 1	60	16	16	-	-	28	60	4	2	-	-	54
CONTENT SECTION 2												
Topic 9. Transnationalization of Ukrainian and European economy	7	2	1	-	-	4	8	1	-	-	-	7
Topic 10. Features of the economic mechanism of European transnational corporations	7	2	1	-	-	4	7	-	-	-	-	7



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Структура дисципліни

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i.w.		1	p	lab.	ing.	i.w.
1	2	3	4	5	6	7	8	9	10	11	12	13
CONTENT SECTION 2												
Topic 11. Regional policy of minimizing social, economic and cultural differences between EU member states	7	2	2	-	-	3	7	1	-	-	-	6
Topic 12. International finance of transnational corporations	7	2	2	-	-	3	8	-	-	-	-	8
Topic 13. International investment activities in the system of the European transnational space	7	2	2	-	-	3	8	1	-	-	-	7
Topic 14. Particularities of designing and implementing the strategy of transnational corporations	7	2	2	-	-	3	7	-	-	-	-	7
Topic 15. Marketing strategies of transnational corporations	8	2	2	-	-	4	7	1	2	-	-	4
Topic 16. Functioning of transnational corporations in international economic activities	7	2	1	-	-	4	8	-	-	-	-	8
<i>Presentation of the individual research task</i>	1	-	1	-	-	-	-	-	-	-	-	-
<i>Test work No. 2</i>	2	-	2	-	-	-	-	-	-	-	-	-
Total per content section 2	12	4	1	-	-	7	10	-	-	-	-	10
Total hours	120	32	32	-	-	56	120	8	4	-	-	108

7 List of obligatory tasks

1. Historical overview, legal and institutional foundations of the European space
2. Legislative and regulatory legal acts on European integration
3. EU information and communication space
4. European cross-border cooperation
5. Security of the European transnational space
6. Development and functioning of transnational corporations in the EU and Ukraine
7. Policy of European integration of Ukraine: achievements, current status, prospects
8. Transnationalization of Ukrainian and European economy
9. Features of the economic mechanism of European transnational corporations
10. International finance of transnational corporations
11. International investment activities in the system of the European transnational space
12. Particularities of designing and implementing the strategy of transnational corporations
13. Marketing strategies of transnational corporations
14. Functioning of transnational corporations in international economic activities
15. Policy of European integration of Ukraine: achievements, current status, prospects
16. Strategic guidelines for the inclusion of Ukraine in the fragmentation of global production

8 List of selective tasks

1. Strategy of transnational production and material and technical support. Types of production strategies and their properties.
2. Definition of the location of international production: methods of analysis of a single territory, methods of analysis of several territories, method of analysis of goods by several territories.
3. Development and implementation of international production and material and technical support: decision criterion, construction and expansion of a foreign plant; unification of production and supply systems.
4. Strategy of international contracting: types of projects, foreign construction, plant as an export object, particularities of export of plants and efficiency of this process for the exporting and importing country; international production consortia.
5. Environmental consequences of production activities of transnational corporations.
6. Mutual relations between the national state and transnational corporations: harmonization of interests. Transnational corporations in the economy of economically developed states.
7. Transnational corporations in the economy of developing countries.
8. Consequences of economic activities of transnational corporations. Transnational corporations and home countries.
9. Stages of European integration: events, achievements, problems.
10. Essence and types of integration as a phenomenon of international relations.
11. Pros and cons of regional integration.
12. European identity and problems of Europe's borders.
13. Achievements and problems of the EU competition policy.
14. EU achievements and problems in the cultural policy.
15. EU achievements and problems in the development and cooperation.
16. Achievements and problems of the EU economic and monetary policy.
17. Achievements and problems of the EU educational policy.
18. Achievements and problems of the EU employment and labor market policy and social policy.
19. EU achievements and problems in the environmental protection.
20. Achievements and problems in the EU foreign and security policy.
21. Achievements and problems in the creation of the European space of freedom, security and justice.
22. Achievements and problems in the EU science, technology and innovation policy.
23. Achievements and problems of the EU language policy.
24. EU achievements and problems in healthcare.



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8 List of selective tasks

25. EU achievements and problems in consumer protection.
26. EU reforming. Key changes introduced by the Treaty of Lisbon.
27. Lisbon Strategy for EU Development: objectives, implementation, evaluation of results.
28. Sustainable development strategy in the EU countries and Ukraine.
29. Terms of EU enlargement and criteria of accession as tools for transforming influence.
30. Expansion of the European transnational space: stages, problems, achievements.
31. Ukraine under the influence of globalization, westernization and Europeanization: risks and opportunities.
32. The role of the Copenhagen Criteria and the Madrid Criteria for Accession to the EU for reforming the public administration system in Ukraine.
33. Ukraine-EU relations: stages, problems, achievements, prospects.

9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1st semester	5th semester	available	3rd year	Elective discipline

10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final test grade is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the test is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of a test is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>



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12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, case studies, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Duginets G. V. The innovative aspect of Ukraine's integration into global value chains. Foreign trade: economics, finance, law. 2017. No. 6(95). P. 48-58.
2. Okhrimenko O. O, Kukharuk A. D. International consulting: study guide. Kyiv: NTUU KPI, 2016. 184 p.
3. Fortune Global 500. URL: <http://fortune.com/global500>
4. Financial architecture of Ukraine's economy in the context of global transformations: monograph / M. O. Zhytar. – Chernihiv: ChNTU, 2020. – 352 p.
5. Peculiarities of Applying the Methodology of Evaluation of the Financial Architecture of the National Economy / O. Rudenko, M. Zhytar, Y. Ananieva // Collective Monograph Association Agreement: Driving integrational Changes Vol. III, Accent Graphics Communications & Publishing, Canada, 2020 – P. 201-209.
6. Innovative modernization of management in the context of global instability: [monograph] / edited by Horbovyi A. Y. – Irpin, Ukraine – Białystok, Poland: Publishing House of the State Tax University, 2018. – 305 p.

7. Lisnichuk O. / Modern theoretical approaches to the stability of the financial system assessment // Innovation in science: the challenges of our time: [monograph] / edited by M. Dei, O. Rudenko, Y. Tsekhmister, V. Lunov. – Hamilton, Ontario, Canada: Accent Graphics Communications&Publishing, 2018 – 555 P.

Additional literature:

1. Roshko S. European transformation of Ukraine to the European Union / V.A. Shynkar, S.M. Roshko // Scientific Bulletin of Uzhhorod National University – Uzhhorod, 2019. – Series: International Economic Relations and the World Economy – Edition 27/2019. – Part 2. – P.112-117.
2. Chugunov I., Sidelnykova L., Sosnovska O., Zhytar M., Navolokina A. Tools for Assessing the Level of Adaptivity of the Financial Architecture of Economy to Financial Globalization Conditions based on the Capacity of Banks, Non-Banking Financial Institutions and Stock Market. WSEAS Transactions on Business and Economics. 2022. No. 19. P. 1075-1084.
3. Melnyk V., Sidelnykova L., Sosnovska O., Zhytar M., Navolokina A. Synergy in The Regulation of Stock, Credit, Currency and Insurance Segments of the Financial Architecture of National Economy. 2022. Financial and Credit Activity: Problems of Theory and Practice. No. 2 (43). 85-94.
4. Kachula S., Zhytar M., Sidelnykova L., Perchuk O., Novosolova O. The Relationship between Economic Growth and Banking Sector Development in Ukraine. WSEAS Transactions on Business and Economics. 2022. No. 19. P. 222-230.
5. Zhytar M., Navolokina A. Areas of Ensuring the Development of Financial Architecture on the Context of Globalization and European Integration. Scientific Notes of the National University of Ostroh Academy, Economics Series. 2021. No. 23 (51). P. 62-66.
6. Zhytar M., Navolokina A., Psonka K. Strategic Areas of Ensuring Financially Sustainable Development of Enterprises in Ukraine. The Socio World Baltic Scientific Journals. 2021. No. 6. P. 47-53
7. Zhytar M.O., Yasentiuk A.S. Particularities of the functioning of the Ukrainian banking system in the context of the COVID-19 pandemic. Collection of research papers of the University of the State Fiscal Service of Ukraine. 2021. No. 1. P.113-125.
8. Zhytar M.O., Yaroshchuk T.Y. Areas of ensuring sustainable development of enterprises by increasing the efficiency of using credit resources. Economic Problems. 2020. No. 4 (46). P. 312-319.
9. Sidenko S. International financial organizations in the processes of economic modernization of countries / Svitlana Sidenko, Maksym Kulbida // International Economic Policy. – 2020. – No. 1-2. – P. 100-136.
10. Hrinko, I. M. International finance [Electronic resource]: study guide for students in the 051 Economics specialty, specialization: International Economics, full-time mode of study / I. M. Hrinko ; Igor Sikorsky Kyiv Polytechnic Institute. – Electronic text data (1 file: 1.6 MB). – Kyiv : Igor Sikorsky KPI, 2019. – 109 p.
11. Roshchyna N. V., Shevchuk O. A., Kustariova K. M. Research of the international financial market in the context of digitalization: new opportunities / Economics // Economic Bulletin of NTUU Kyiv Polytechnic Institute, No. 18 (2021): - P. 44-50.
12. Lisnichuk O.A. Priority measures of anti-crisis management in the EU leading countries / Lisnichuk O.A., Boiaryn Y.V. // Sustainable Economic Development International Scientific and Production Journal, Khmelnytskyi. – 2018. – No. 1 (38) – P. 34-42
13. Lisnichuk O.A. Institutional factors of ensuring regional development / Lisnichuk O.A. // Scientific Notes of the National University of Ostroh Academy. Economics Series: scientific journal. Ostroh: NaUoA Publishing House, March 2018. No. 8(36). P. 53-57.
14. Lisnichuk O.A. Formation of the revenue part of local budgets in the context of budget decentralization [Electronic resource] / O.A. Lisnichuk, N.A. Lytovchenko // Collection of scientific works of the University of the SFS of Ukraine – 2018. – No. 2 (53) – P. 169-180.
15. Lisnichuk O.A. Activation of budget investments aimed at economic development in Ukraine [Electronic resource] / O.A. Lisnichuk, V.S. Havrysh // Pryazovsk Economic Bulletin. – 2018. – No. 6 (11).
16. Lisnichuk O.A. Advantages and disadvantages of using cryptocurrencies at enterprises: modern experience and development prospects / Lisnichuk O.A., Kopotun A.M. // Sustainable Economic Development International Scientific and Production Journal, Khmelnytskyi. – 2019. – No. 1 (42) – P. 84-91.



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15 Рекомендовані джерела інформації

17. Lisnichuk O.A. Modern theoretical approaches to assessing the sustainability of the national financial system / Lisnichuk O.A. // Scientific Notes of the National University of Ostroh Academy. Economics Series: scientific journal. Ostroh: NaUoA Publishing House, March 2019. No. 12 (40). P. 124–131.
18. Lisnichuk O.A., Matviiuk T.O. Budgetary and tax policy: Ukrainian realities and foreign experience. Bulletin of the ONU named after I.I. Mechnikov. 2019. V. 24. Edition 5(78). P. 118-124
[http://liber.onu.edu.ua/pdf/visn_econom_24_5\(78\).pdf](http://liber.onu.edu.ua/pdf/visn_econom_24_5(78).pdf)
19. Lisnichuk O.A. Transformation of budgetary tools for regional development. Scientific Notes of the National University of Ostroh Academy. Economics Series: scientific journal. Ostroh: NaUoA Publishing House, March 2020. No. 16(44). P. 162-168.
[https://ecj.oa.edu.ua/assets/files/NZ_ek_Vyp_16\(44\).pdf](https://ecj.oa.edu.ua/assets/files/NZ_ek_Vyp_16(44).pdf)
19. Lisnichuk O.A., Sotnyk O.O. Comparative characteristics of the implementation of the budget policy of the EU countries and Ukraine in budget revenues. Problems of a systematic approach in the economy. Collection of research papers. Edition 2 (76) 2020. Helvetica Publishing House. P. 97-103
<http://psae-jrnl.nau.in.ua/76-2020>
20. NBU (2020). Financial Stability Report – December 2020. URL:<https://www.bankofengland.co.uk/financial-stability-report/2020/december-2020>.
21. World Economic Situation and Prospects 2019 (2019). Available at: https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/WESP2019_BOOK-web.pdf.
22. Paul Griffiths (2020). The FinTech Industry: Crowdfunding in Context. Available at: https://link.springer.com/chapter/10.1007/978-3-030-46309-0_11.

Information resources:

1. President of Ukraine: <http://www.president.gov.ua>
2. Verkhovna Rada of Ukraine: <http://www.rada.gov.ua>
3. Government portal: <http://www.kmu.gov.ua>
4. Ministry for Economic Development, Trade and Agriculture of Ukraine: <http://www.me.gov.ua>
5. Ministry of Finance of Ukraine: <https://www.mof.gov.ua/uk>
6. State Statistics Service of Ukraine: <http://www.ukrstat.gov.ua>

16 Рекомендовані джерела інформації

If you want to succeed in this discipline, you should be:

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

See you at classes!