

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



SYLLABUS



Course and educational program	Foreign Economic Activity of the Enterprise Digital Marketing EP Management EP
Course description	World experience shows that the establishment of an efficient market system of the state is possible only when it is integrated into the global economic system. Important prerequisites for achieving such a position are the entry of subjects of foreign economic activity into foreign markets and training of highly professional management specialists. The Foreign Economic Activity of the Enterprise course is a basic discipline in the whole cycle of training of future specialists. Its main purpose is to provide students with fundamental knowledge of foreign economic activity and appropriate skills in its application in practical activities.
Prerequisites for studying	The study of laws and regularities of functioning and development of structural elements and subjects of foreign economic activity; trends and contradictions of development of interaction between subjects and elements of the world economy; development trends of international financial markets and financial mechanisms serving foreign economic activity of enterprises. The Foreign Economic Activity of Enterprises course is based on the knowledge of such disciplines as Economic Theory, Economics of Enterprises of Different Forms of Ownership, and Finance, Money and Credit.
Number of credits/hours	4 ECTS credits / 120 academic hours
Learning format	Blended learning
Classroom location	https://dist.ieu.edu.ua/course/view.php?id=688
Lecturer's full name	Olena Vlasenko , PhD in Economics, Associate Professor, Associate Professor at the Department of Management, Finance and Business Administration
Department	Department of Management, Finance and Business Administration: 
Office location	42V Akademika Hlushkova Ave., Kyiv, room 511

Consulting	Every Monday from 4 p.m. to 4:30 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	vlaskoolena@ieu.edu.ua
Course objectives	<p>Key objectives of the Foreign Economic Activity of the Enterprise discipline are to understand the essence and specifics of the mechanism of foreign economic activity of Ukraine at the present stage:</p> <ul style="list-style-type: none"> - to study the regulatory legal framework for regulation of foreign economic activity of enterprises; - the ability to analyze and assess trends, contradictions and expediency of determining key areas of foreign economic activities of enterprises of different forms of ownership; - to study the specifics of introducing different forms of entering foreign markets; - to study the main procedures for concluding foreign economic contracts; - the ability to assess the efficiency of foreign economic transactions and foreign economic activity of the enterprise as a whole; - to make appropriate conclusions; - to use the acquired knowledge in practice, to make professional decisions corresponding to the state economic policy and basic provisions of international agreements to which Ukraine has acceded in order to maximize profits from foreign trade, investment and other types of foreign economic activities.
Role of the academic discipline in achieving program learning outcomes	<p style="text-align: center;"><i>Specialty: 073 Management</i></p> <p>PLO 5. To describe the content of functional areas of organization operations.</p> <p>PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.</p> <p>PLO 8. To apply management methods for ensuring efficient organization operations.</p> <p>PLO 11. To show skills in analyzing the situation and carrying out communications in different areas of organization activities.</p> <p>PLO 12. To assess legal, social and economic consequences of organization functioning.</p> <p>PLO 13. To talk in state and foreign languages both orally and in written form.</p> <p>PLO 15. To show the ability to act in a socially conscious manner based on ethical considerations (motives), respect of diversity and multiculturality.</p> <p>PLO 18. To identify ecological and economic and legal consequences of enterprise functioning in the context of social steady development.</p> <p>PLO 19. To assess enterprise participation in European integration processes and detect prospects of their future development.</p> <p style="text-align: center;"><i>Specialty: 075 Marketing</i></p>

	<p>PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.</p> <p>PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.</p> <p>PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.</p> <p>PLO 8. To apply innovative approaches to marketing activities of a market entity, adapt flexibly to changes in the marketing environment.</p>
<p>Learning outcomes</p>	<p>After learning the discipline, students should know:</p> <ul style="list-style-type: none"> – definition and essence of key aspects and forms of foreign economic activity; – key problems and prospects of their development; – modern trends in internationalization of the economy, forms and methods of foreign economic activity; – forms, methods and mechanisms of regulation of foreign economic activity; – types and forms of international business; <p>be able to:</p> <ul style="list-style-type: none"> – make decisions according to situations arising in the course of FEA implementation; – analyze information related to the functioning of the enterprise on the foreign market; – choose a certain technique and strategy in the process of concluding a foreign trade contract; – use the obtained knowledge in the context of foreign economic activity of Ukraine based on the goals and objectives of its integration into the modern system of world economic relations.
<p>Course content</p>	<p>Topic 1. Subject, content and objectives of the course.</p> <p>Topic 2. The system of regulation of foreign economic activity of Ukraine. Foreign economic policy of the country.</p> <p>Topic 3. Customs and tariff regulation of foreign economic activity.</p> <p>Topic 4. Forms of enterprises entering foreign markets.</p> <p>Topic 5. Counter trade operations.</p> <p>Topic 6. Intermediary and lease operations on foreign markets.</p> <p>Topic 7. Organization, conclusion and execution of foreign economic contracts.</p> <p>Topic 8. The price of goods in international sales contracts.</p> <p>Topic 9. Currency and monetary terms of foreign economic contracts.</p> <p>Topic 10. Organization and technology of international transportation.</p> <p>Topic 11. Organization and functioning of enterprises with foreign capital.</p> <p>Topic 12. Economic efficiency of foreign economic activity.</p>

Books and materials	<ol style="list-style-type: none"> 1. Hrupovych S.Y. Foreign economic activity of the enterprise: study guide for students of all modes of study in 6.030504 Economics of the enterprise, specialty: 076 Entrepreneurship, trade and exchange activity / Svitlana Hrupovych. – Ternopil, 2017. – 137 p. 2. Hrebelnyk O.P. Fundamentals of foreign economic activity: textbook / O.P. Hrebelnyk. – 5th edition, revised and supplemented. – Irpin: University of the State Fiscal Service of Ukraine, 2019. – 410 p. 3. Foreign economic activity of enterprises [Electronic resource]: study guide for studying the discipline for students in 07 Management and Administration, specialty: 073 Management / Igor Sikorsky Kyiv Polytechnic Institute; compiled by A.R. Dunska, H.P. Zhaldak – Electronic text data (1 file: 106 Kb) – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2019. – 64 p. 4. Foreign economic activity of the enterprise: [Study guide.] / Tiurina N.M. – K.: Center for educational literature. – 2013. – 408 p. 5. Law of Ukraine On Foreign Economic Activities / https://zakon.rada.gov.ua/laws/show/959-12#Text
Technical requirements for the course	<p>To work on the Foreign Economic Activity of the Enterprise course, you need regular access to a computer (or phone) and the Internet.</p> <p>In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.</p> <p>You can use distance platforms only using corporate e-mail.</p> <p>If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.</p>
Learning process	<p>The Foreign Economic Activity of the Enterprise course consists of lectures and practical classes.</p> <p><u>Lectures</u> use the following training methods: <i>lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.</i></p> <p><u>Practical classes</u> use the following training methods: <i>questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.</i></p> <div style="text-align: right; margin-top: 20px;">  </div>

Discipline features	Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
	1 semester	3 rd , 5 th semester	available	2 nd , 3 rd year	Professional training
Assessment policy	You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.				
	Activities during the semester		Maximum amount of points during the semester		
	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)		15		
	Reports with presentation (3 pcs.)		10		
	Tests (4 pcs.)		10		
	Modular test work (2 pcs.)		15		
	Individual research task (admission to the exam)		10		
Total		60			
Grading scale	<p>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.</p> <p>The grade for the discipline completing with the exam 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 exam (at least 24).</p> <p>The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.</p> <p>The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.</p> <p>The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.</p>				
	National and ECTS grading scale				
	Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale		
			for exam, term paper, practical training	for Pass/Fail test	
90-100	A	excellent	pass		
82-89	B	good			

	74-81	C	satisfactory	
	66-73	D		
	60-65	E		
	30-59	FX	fail with possible repeated pass	fail with possible repeated pass
	1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:



How to find out your grade

To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle distance learning platforms. You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days.

Course 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, 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.

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.

	<p>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.</p> <p>QR Code:</p>  <p>All participants in the educational process rely on the academic integrity principles.</p> <p>QR Code:</p> 
<p>Late task performance, correction of grades, making up missed classes</p>	<p>Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.</p> <p>If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.</p> <p>If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.</p> <p>Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.</p> <p>QR Code:</p>



Lecturer's response time	Via corporate e-mail, within 48 hours.	
Efficient communication	<p>Efficient communication is a two-way street!!!</p> <p>Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.</p>	
Policy of publication and distribution of course materials	<p>Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.</p> <p>Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.</p> <p>Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.</p>	
Expected student workload and engagement	<p>During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).</p> <p>If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.</p> <p>The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.</p>	
Support services	E-schedule Library Supervisor Repository Dean's Office	
Course schedule	Lecture topic	Practical classes

	Topic 1. Subject, content and objectives of the course.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks
	Topic 2. The system of regulation of foreign economic activity of Ukraine. Foreign economic policy of the country.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks • Checking questions submitted for independent study • Writing a report
	Topic 3. Customs and tariff regulation of foreign economic activity.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks • Checking questions submitted for independent study
	Topic 4. Forms of enterprises entering foreign markets.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks • Checking questions submitted for independent study • Presentation of reports
	Topic 5. Counter trade operations.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks • Checking questions submitted for independent study • Presentation of reports • Tests
	Topic 6. Intermediary and lease operations on foreign markets.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks • Checking questions submitted for independent study • Presentation of reports
	Topic 7. Organization, conclusion and execution of foreign economic contracts.	<ul style="list-style-type: none"> • Oral questioning • Homework tasks • Checking questions submitted for independent study • Presentation of reports
	Topic 8. The price of goods in international sales contracts.	<ul style="list-style-type: none"> • Oral questioning • Solving practical tasks • Homework tasks • Checking questions submitted for independent study • Presentation of reports
	Topic 9. Currency and monetary terms of foreign economic contracts.	<ul style="list-style-type: none"> • Oral questioning • Solving practical tasks • Homework tasks • Checking questions submitted for independent study

		<ul style="list-style-type: none"> • Presentation of reports
	Topic 10. Organization and technology of international transportation.	<ul style="list-style-type: none"> • Oral questioning • Solving practical tasks • Homework tasks • Checking questions submitted for independent study • Presentation of reports
	Topic 11. Organization and functioning of enterprises with foreign capital.	<ul style="list-style-type: none"> • Oral questioning • Solving practical tasks • Homework tasks • Checking questions submitted for independent study
	Topic 12. Economic efficiency of foreign economic activity.	<ul style="list-style-type: none"> • Oral questioning • Solving practical tasks • Checking questions submitted for independent study • Tests
Tips on successful study during the course	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> - 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. <p>See you at classes!</p>	