

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародних економічних відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної
роботи



Каріна НЕМАШКАЛО

МІЖНАРОДНА ТОРГІВЛЯ ТОВАРАМИ, ПОСЛУГАМИ, ТЕХНОЛОГІЯМИ

робоча програма навчальної дисципліни (РПНД)

Галузь знань **29 «Міжнародні відносини»**
Спеціальність **292 «Міжнародні економічні відносини»**
Освітній рівень **перший (бакалаврський)**
Освітня програма **«Міжнародний бізнес»**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Розробник:
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Ірина ОТЕНКО

Гарант програми

Наталія ПАРХОМЕНКО

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
of international economic relations
Protocol № 1 of 28.08.2023



APPROVED

Vice-rector for educational and methodical work

Karina NEMASHKALO

INTERNATIONAL TRADE IN GOODS, SERVICES, TECHNOLOGIES

Program of the course

| | |
|--|---|
| Field of knowledge | 29 «International Relations» |
| Specialty | 292 «International Economic Relations» |
| Study cycle | first (bachelor) |
| Study programme | «International Business» |
| Course status | mandatory |
| Language | English |
| Developer | |
| PhD (Economics) |  |
| Associate professor | Alina LYTVYENKO |
| Head of department of international economic relations |  |
| | Iryna OTENKO |
| Head of Study Programme |  |
| | Natalia PARKHOMENKO |

Kharkiv
2023

INTRODUCTION

The deepening of international cooperation makes it possible to use world experience in the implementation of economic activities. This determines the growth of the role of international trade and its study in the context of the development of the modern economy.

The study of the course "International trade in goods, services, technologies" is aimed at mastering the trends in the development of international trade in goods, services, technologies and the development of the international economy of the countries of the world; formation of practical skills regarding the analysis of events in modern international economic relations and further use of acquired skills in enterprise management.

The course "International trade of goods, services, technologies" is a mandatory educational discipline and is studied in accordance with the curriculum for training of bachelor's first degree students of speciality 292 "International Economic Relations" educational program "International Business" of all forms of education.

The purpose of the course is the formation of a system of knowledge, skills and practical skills regarding the theoretical foundations and methodological and practical tools related to issues of development and the current state of international trade in goods, services, and technologies.

The tasks of the course are the formation of general foundations for the education seeker in the analysis of patterns and features of the development of international trade in goods, services, technologies, obtaining the necessary knowledge on the activities of leading countries in foreign economic activity, features of international relations, economic phenomena and processes in the international sphere based on an understanding of categories, laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account cause-and-effect and space-time relationships.

The object of study of the course is the process of determining the functional features and relationships in the international markets of goods and services, tools and principles of regulation of international trade, monitoring the state of world markets, evaluating changes in the international environment.

The subject of the course is the principles, forms and methods that allow solving complex specialized tasks and practical problems in the field of international relations, as well as applying information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring the state of world affairs markets, apply modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international movement of capital, international currency, financial and credit relations, mobility of human resources, international technology transfer

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

| Learning outcomes | Competencies |
|----------------------|--------------|
| LO 3 LO 4 LO 9 | SC5 |
| LO 7 LO 24 | GC12 |
| LO 9 | SC4 |
| LO11 | |
| LO13 | SC6 |
| LO18 | GC12 SC2 |
| LO19 | SC6 SC12 |
| LO20 | SC1 SC13 |
| LO8, LO9, LO13, LO18 | IC |
| LO17 | SC13 |
| LO26 | SC6 |

where, IC. The ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic relations in particular, as well as in the learning process, which involves the application of the latest theories and methods in the implementation of complex studies of global economic relations, is characterized by the complexity and uncertainty of conditions.

GC12. Knowledge and understanding of the subject area and understanding of professional activity.

SC1. The ability to distinguish characteristic signs and trends of the development of the world economy, peculiarities of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration.

SC2. The ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their main forms, to apply theoretical knowledge about the functioning and development of international economic relations

SC4. The ability to substantiate the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and macro-levels.

SC5. The ability to carry out a comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them

SC6. Ability to analyze international markets of goods and services, tools and principles of regulation of international trade.

SC12. The ability to use regulatory documents and reference materials when

performing professional activities in the field of international economic relations

SC13. The ability to evaluate and analyze the security component in international economic relations.

LO3. Use modern information and communication technologies, general and special purpose software packages.

LO4. Systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

LO7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.

LO8. 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.

LO9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international movement of capital, international currency, financial and credit relations, mobility of human resources, international technology transfer.

LO11. To justify one's own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

LO13. Select and skillfully apply the analytical toolkit for researching the state and development prospects of individual segments of the international markets of goods and services using modern knowledge about the methods, forms and tools of regulation of international trade.

LO17. To determine the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine.

LO18. 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.

LO19. Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards and technical conditions, etc. in the field of international economic relations.

LO20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

LO24. To 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.

LO26. To manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial activities and others, taking into account the direction of activity of the subject of international business, taking into account the priorities of the smart-

specialization of the Kharkiv region.

COURSE CONTENT

Content module 1. International trade as a leading form of international economic relations

Topic 1. Trade in the system of international business.

The subject, its place among other economic disciplines; structure and logic of teaching. Importance in the training of specialists in international business. Purpose, tasks and new approaches to studying the course, its informational and methodological support, methods of monitoring the state of world markets.

Indicators of the development of international trade in the conditions of digitalization: the essence, elements and subjects, formation, development factors taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-specialization of the Kharkiv region. The essence of operational and state-political approaches to understanding the essence of international trade. Stages of development of international trade. Trends, regularities of the functioning and development of the world economy, taking into account the international investment attractiveness of Ukraine.

The composition and methodology of calculating the resulting indicators of the development of international trade. The essence of macroeconomic indicators of the development of international trade.

Topic 2. Forms and methods of international trade.

Forms of international trade. Forms of international trade according to the specifics of regulation. Forms of international trade according to the specificity of the interaction of subjects. Types of international cooperation.

Leasing operations in international trade. Modern international trade. Payment forms for the use of a license in international trade. Engineering services in international trade. Trade in services compared to traditional international trade in goods.

Systematization of methods of international trade. Indirect trade. Trade through organized commodity markets.

Topic 3. Regulation of international trade: types and tools.

System of regulation of international trade. Levels in the system of regulation of international trade. The essence and structural elements of foreign economic and foreign trade policy. Types of foreign trade policy. Signs of a form of protectionism.

National level of regulation of international trade. Instruments of regulation of international trade at the interstate level. Peculiarities of regulation of international trade at the supranational and global level.

The essence of administrative methods of foreign trade regulation. The essence of economic methods of foreign trade regulation.

International organizations for the regulation of international trade. Methods of regulation of international trade. Methods of trade policy related to tariff. Trade policy

methods belonging to the hidden. Trade policy methods related to financial. Methods of trade policy belonging to quantitative. Digitization as tools for regulation of international trade. Analysis of the security component in international economic relations.

Topic 4. Registration of international transactions in international trade.

The concept of an international commercial contract of the ICC. Functions performed by an international commercial contract. Basic principles of concluding an international contract.

Classification of international contract. The concept of lump sum payment.

Content module 2. Peculiarities of implementation and regulation of international trade in services and technologies.

Topic 5. Organization of international trade in services.

Ways of organizing international trade in services.

The essence of cross-border cooperation. Subjects of cross-border cooperation. Basic principles of cross-border cooperation. The essence of migration. Peculiarities of the implementation of the migration policy, taking into account the peculiarities of the national and international environment.

Regulatory measures for various methods of organization of international trade in services. Restrictions on the use of the national regime for consumers of services abroad.

Topic 6. International transport services.

Competitive advantages of Ukraine, which should contribute to the increase of cargo flows. The nature of transport services, the difference between international and national transport. The main trends in the development of transport, transport networks and transport infrastructure.

Geostrategic context of transport development in Ukraine. The main commercial criteria for choosing a mode of transport.

Topic 7. International tourist services.

The main trends in the development of the tourism industry. Main economic consequences of tourism business development. The cost of the tourist product.

The price of a tourist package, fixed and variable costs for one tourist. The mechanism of regulation of the tourism sphere in Ukraine.

Topic 8. International trade in services in the field of educational services.

Properties of the economy of education. Organizational and legal problems of education export development. Problems of the quality of education and the introduction of modern forms of education.

Marketing analysis of the potential of Ukrainian higher education institutions when advancing to the European market of educational services. Prospective directions of development of Ukrainian higher education.

Topic 9. Technology transfer: international, national and regional levels.

Understanding the legislation of Ukraine in the field of intellectual property protection rights, taking into account the priorities of the start-specialization of the Kharkiv region. Periodic payments (royalties) and lump sum payments for the use of intellectual property objects.

Submission procedure and ability to submit applications for inventions to the Ukrainian Institute of Intellectual Property. The procedure for providing legal protection to intellectual property objects.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

List of practical (seminar) / laboratory studies

| Name of the topic and/or task | Contents |
|--|--|
| Topic 1. Practical lesson. Task 1. | Practical lesson on the development of business relations in international economic relations. |
| Topic 2. Laboratory lesson. Task 2. | It is necessary to determine the characteristic features and trends of the development of international trade. |
| Topic 3. Laboratory lesson. Task 3. | Peculiarities of international trade methods and conditions of international business in an interdisciplinary combination with political, legal and natural aspects. |
| Topic 4. Laboratory lesson. Task 4. | It is necessary to identify practical visual examples of modern international trade in different countries. |
| Topic 5. Practical lesson. Task 5. | To form structural elements of foreign economic and foreign trade policy. Signs of a form of protectionism. |
| Topic 6. Laboratory lesson. Task 6. | It is necessary to determine the main principles of concluding an international contract. |
| Topic 7. Practical lesson. Task 7. | To define the subjects of cross-border cooperation. Basic principles of cross-border cooperation |
| Topic 8. Practical lesson. Task 8. | To form the main trends in the development of transport, transport networks and transport infrastructure. |
| Topic 9. Practical lesson. Task 9. | Geostrategic context of transport development in Ukraine. |

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

| Name of the topic and/or task | Content |
|--|---|
| Topic 1. Trade in the system of international business; Topic 2. Forms and methods of international trade; Topic 3. Regulation of international trade: types | Study of lecture material on international trade in the system of international economic relations and regulatory documents and reference materials |

| | |
|--|--|
| and tools; Topic 4. System of international commercial contracts; Topic 5. Organization of international trade in services; Topic 6. International transport services; Topic 7. International tourist services; Topic 8. International trade in services in the field of educational services; Topic 9. Technology transfer: international, national and regional levels. | |
| Topic 1. Trade in the system of international business; Topic 2. Forms and methods of international trade; Topic 3. Regulation of international trade: types and tools; Topic 4. System of international commercial contracts; Topic 5. Organization of international trade in services; Topic 6. International transport services; Topic 7. International tourist services; Topic 8. International trade in services in the field of educational services; Topic 9. Technology transfer: international, national and regional levels. | Preparation for practical and seminar classes |
| Topic 2. Forms and methods of international trade. | Carrying out an individual educational and research task using multimedia technologies |
| Topic 1. Trade in the system of international business; Topic 2. Forms and methods of international trade; Topic 3. Regulation of international trade: types and tools; Topic 4. System of international commercial contracts; Topic 5. Organization of international trade in services; Topic 6. International transport services; Topic 7. International tourist services; Topic 8. International trade in services in the field of educational services; Topic 9. Technology transfer: international, national and regional levels. | Writing a test |
| Topic 1. Trade in the system of international business; Topic 2. Forms and methods of international trade; Topic 3. Regulation of international trade: types and tools; Topic 4. System of international commercial contracts; Topic 5. | Preparation for the exam |

| | |
|--|--|
| Organization of international trade in services; Topic 6. International transport services; Topic 7. International tourist services; Topic 8. International trade in services in the field of educational services; Topic 9. Technology transfer: international, national and regional levels. | |
|--|--|

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 4, 6, 7, 8), problem lecture (Topic 1, 9), lecture-discussion (Topic 2, 3, 5)).

Visual (demonstration (Topic 1 - 9)).

Practical (practical work (Topic 1 - 9), laboratory (practical work (Topic 1 - 9)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: practical or seminar tasks on topics 1, 5, 7, 9 (5 points), laboratory classes on topics 2, 3, 4, 6 (5 points), two written control papers on content modules (5 points each), individual educational and research tasks on topic 8 (10 points). By completing written tests, students solve problematic issues related to the development of international trade in goods, services and technologies, as well as perform test tasks

on the topics of the relevant modular units.

Semester control: Grading including Exam.

More detailed information on the assessment system is provided in the technological card of the course.

An example of an exam card and assessment criteria.

Example of an exam

Simon Kuznets Kharkiv National University of Economics

Educational discipline *International trade in goods, services, technologies*

| | |
|----------------------------|---|
| <i>Field of knowledge</i> | 29 « <i>International Relations</i> » |
| <i>Specialty</i> | 292 « <i>International Economic Relations</i> » |
| <i>Educational level</i> | <i>bachelor's first degree</i> |
| <i>Educational program</i> | « <i>International Business</i> » |

Task 1 (test). (30 points)

1. The most developed form of international economic relations is:

and. international monetary and financial relations

b. international monetary and credit relations

c. international trade

d. labor migration

e. international production cooperation and investment activity

2. International trade is trade between non-residents of different states:

a. Yes

b. No

3. Foreign trade is the trade of one country with others, which consists of exports (exports) and imports (imports).

a. Yes

b. No

4. The main areas of activity of UNCTAD are:

a. international trade

b. cultural environment

c. art of international scientific and technological progress

5. The simplest form of international economic integration is considered to be:

a. economic and monetary union

b. Custom Union

c. Free trade zone

d. common market

6. The process of opening borders for international trade, as well as unification of technological, production and financial capabilities of countries is called:

- a. separatism
- b. international specialization
- c. economic integration
- d. cultural globalization

7. International services include:

- a. engineering
- b. consulting
- c. non-financial services
- d. all answers are correct

8. Prices in international trade that are published do not include:

- a. stock quotes
- b. auction prices
- c. bidding prices
- d. prices of actual contracts
- e. all answers are incorrect

9. Tariffs and quotas are policy instruments:

- a. protectionism
- b. political development
- c. free trade

10. The international license agreement is:

- a. an international trade transaction in which the patent owner cedes the rights to use the invention to the buyer
- b. an international trade transaction under which the owner of the invention gives another party permission to use it within certain limits
- c. transfer of technical experience and secrets of production, necessary for mastering new equipment and technologies, improvement of management methods
- d. granting by a large firm the right to a small firm for a certain period of time to carry out its activities under its supervision, using its equipment, trademark, etc.

Task 2 (stereotype). (4 points)

It is necessary to form answers to open questions

- 1. Trade in the system of international business
- 2. Stages of development of international trade
- 3. The essence and structural elements of foreign economic and foreign trade policy
- 4. The main trends in the development of the tourism industry

Task 3 (diagnostic). (6 points)

Calculate for each group of countries:

- A. Trade balance.
- B. Trade turnover.
- C. The relative share of CIS countries in exports and imports.
- D. The relative share of other countries in exports and imports.

If the following indicators are known. The country's foreign trade was characterized by the following data in Table 1. (million USD).

Table 1

| Indicator | EU countries | Other countries | Total |
|-----------------|--------------|-----------------|-------|
| Export of goods | 8 841 | 6 706 | ? |
| Import of goods | 12 913 | 6 930 | ? |

Recommendations for the solution.

1) The trade balance is defined as the difference between the value of exports (E) and imports (I) of the country for a certain period. Active trade balance is the excess of exports of goods and services over imports. It shows that foreign trade relations are positive for the country. Passive trade balance is an excess of the country's imports over exports.

2) Foreign trade turnover (FTO) is the sum of the value of exports and imports of the country for a certain period.

3-4) Relative share is calculated as specific gravity

Evaluation criteria

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (test). (30 points)

For each correct test, if calculations are available - 3 points.

Task 2 (stereotype). (4 points)

1 - answer each open question.

Task 3 (diagnostic). (6 points)

2 - calculated trade balance;

2 - calculated foreign trade turnover;

2 - the relative share of indicators is calculated.

Затверджено на засіданні кафедри «Міжнародні економічні відносини»

Протокол № 1 від 28.08.2023 року

Approved at the meeting of the International Economic Relations department

Protocol 1, August 28, 2023

Head of the department _____ Iryna OTENKO

Examiner _____ Alina LYTVYNNENKO

RECOMMENDED LITERATURE

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