

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

INFORMATION AND ANALYTIC TOOLS OF INTERNATIONAL BUSINESS

Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

29 «International Relations»
292 «International Economic Relations»
first (bachelor)
«International Business»

Course status
Language

mandatory
English

Developer
PhD (Economics)
Associate professor

Alina LYTVYDENKO

Head of department of
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relations

Iryna OTENKO

Head of Study Programme

Natalia PARKHOMENKO

Kharkiv
2023

INTRODUCTION

Globalization of business, as a process of formation of a qualitatively new organization of activities on the international markets of capital, resources and labor, causes systemic changes in the social division of labor, the content and character of specific types of international activity, lead to the necessary acquisition of knowledge by specialists in the field of international economic relations regarding information and analytical tools of international business.

Studying the course gives the applicant the opportunity to gain experience in evaluating and analyzing the effectiveness of international business activities and development.

Independent work is an integral part of the process of effective assimilation of the course, aimed at the formation of theoretical knowledge and practical skills in the study of cause-and-effect relationships of change and development of economic phenomena and processes, assessment of the main criteria for the effectiveness of international business development, determination of reserves and ways to increase efficiency activities of international companies.

The purpose of the course is to provide knowledge about the methodology and specific technologies of information and analytical activities in the field of international economic relations.

Independent work should be organized in such a way that applicants have the opportunity to deeply learn the main provisions of the course, to develop the ability to master effective technical techniques and methods of analytical research, to substantiate management decisions regarding the search for internal unused reserves of international companies. Such work should show the applicant's ability to independently work with economic literature, apply the acquired theoretical knowledge in the performance of practical and laboratory tasks, make generalizations and conclusions and provide proposals for using the potential opportunities of the enterprise in foreign markets.

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
LO3	SC5
	SC6
	SC11
LO7	GC8
	GC12
	SC16
LO12	GC8
	SC11
	SC15

LO13	GC8
	SC5
LO14	GC8
	SC7
LO17	SC10
LO18	GC12
	SC11
LO23	SC11
LO24	GC2
	GC8
	GC12
	SC5
	SC11
LO26	SC18
	SC19
LO27	SC11
LO9	IC
LO24	

where, GC2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

GC8. Ability to abstract thinking, analysis and synthesis.

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

SC5. The ability to carry out 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.

SC7. Ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations.

SC10. The ability to justify the expediency of using legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.

SC11. The ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and space-time relationships.

SC15. Ability to apply methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

SC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

SC18. The ability to solve applied tasks in the areas of planning, analysis, organization and control of international business.

SC19. The ability to analyze basic micro- and macroeconomic models, modern macroeconomic approaches to the analysis of the economy, the principles of the behavior of economic entities in the global environment

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.

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

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

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 monetary, financial and credit relations, mobility of human resources, international technology transfer.

LO12. To carry out a comprehensive analysis of complex economic systems, to compare and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO13. Select and skillfully apply analytical tools 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.

LO14. To understand and apply the theories, principles, means and tools of implementation of international monetary, financial and credit relations.

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 issues 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.

LO23. To be aware of the need for lifelong learning to acquire knowledge in order to maintain professional competence at a high level.

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. 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.

LO27. Apply the acquired knowledge to solve applied problems in the areas of planning, analysis, organization and control of international business.

COURSE CONTENT

Content module 1. Information and analytical support for the activities of enterprises on the international markets of resources and capital.

Topic 1. Information provision of international business.

- 1.1. Types of information on conducting international business.
- 1.2. Verification of information on international economic relations for reliability.
- 1.3. Justification of the list of necessary information for conducting analytical studies of international economic relations.

Topic 2. Instruments of regulation of international trade in goods and services.

- 2.1. Classification of international trade regulation instruments.
- 2.2. Directions of state regulation of foreign trade.
- 2.3. Tools of trade policy.
- 2.4. The main non-tariff instruments for limiting trade operations.

Topic 3. Methods of monitoring the state of world markets.

- 3.1. Conjuncture-forming factors in world markets.
- 3.2. Indicators of studying the conjuncture of international markets.
- 3.3. Market situation in statics and dynamics.
- 3.4. Unstable market situation and methods of its monitoring.

Topic 4. Analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services.

- 4.1. Strategic segmentation in international markets.
- 4.2. Product segmentation in international markets of goods and services.
- 4.3. Competitive segmentation.
- 4.4. Market segmentation methods.
- 4.5. Methods of drawing up functional maps.

Content module 2. Comprehensive analysis of international economic systems.

Topic 5. Tools for implementation of international monetary, financial and credit relations.

- 5.1. Market and state regulation of monetary and financial relations.

- 5.2. Analysis of forms of currency policy.
- 5.3. Globalization of foreign debt of countries.
- 5.4. Methods of evaluating currency and financial and payment terms of foreign economic agreements.
- 5.5. Toolkit of state and interstate regulation of international credit relations.

Topic 6. Tools for the implementation of economic policy and global integration processes.

- 6.1. Classification of types of economic policy.
- 6.2. Analysis of economic policy directions in the conditions of world integration processes.
- 6.3. Methods of implementation of international economic policy.

Topic 7. Methods of analysis of international technology transfer.

- 7.1. Forms of international technology transfer.
- 7.2. Assessment of international trade in high-tech goods.
- 7.3. Analysis of the main trends in international technology transfer.

Topic 8. Toolkit for the analysis of labor mobility in the conditions of regional economic integration.

- 8.1. Conditions and factors of formation of migration attractiveness of countries in the conditions of regional economic integration.
- 8.2. Analysis of labor mobility in the European Union.
- 8.3. Methods of evaluating the effectiveness of labor mobility.
- 8.4. Labor mobility and formation of the general labor market in the conditions of globalization.

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.	A practical lesson on verifying information about international economic relations for reliability.
Topic 2. Laboratory lesson. Task 2.	It is necessary to check the information on international economic relations for reliability.
Topic 3. Practical lesson. Task 3.	Classification of international trade regulation instruments.
Topic 4. Laboratory lesson. Task 4.	It is necessary to carry out a classification of international trade regulation instruments.
Topic 5. Practical lesson. Task 5.	Indicators of studying the conjuncture of international markets.
Topic 5. Laboratory lesson.	It is necessary to analyze the indicators of the

Task 6.	conjuncture of international markets.
Topic 6. Practical lesson. Task 7.	Unstable market situation and methods of its monitoring.
Topic 6. Laboratory lesson. Task 8.	It is necessary to analyze the unstable market conditions.
Topic 7. Laboratory lesson. Task 9.	Market segmentation methods. Study of market segmentation methods.
Topic 7. Practical lesson. Task 10.	Methods of evaluating currency and financial and payment terms of foreign economic agreements.
Topic 8. Laboratory lesson. Task 11.	Use of methods of evaluation of monetary and financial and payment terms of foreign economic agreements.

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. Information provision of international business Topic 2. Instruments of regulation of international trade in goods and services. Topic 3. Methods of monitoring the state of world markets. Topic 4. Analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services. Topic 5. Tools for implementation of international monetary, financial and credit relations. Topic 6. Tools for the implementation of economic policy and global integration processes. Topic 7. Methods of analysis of international technology transfer. Topic 8. Toolkit for the analysis of labor mobility in the conditions of regional economic integration.	Study of lecture material on information and analytical tools of international business, normative and administrative documents and reference materials and familiarization with analytical tools
Topic 1. Information provision of international business Topic 2. Instruments of regulation of international trade in goods and services. Topic 3. Methods of monitoring the state of	Preparation for practical and laboratory classes

<p>world markets.</p> <p>Topic 4. Analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services.</p> <p>Topic 5. Tools for implementation of international monetary, financial and credit relations.</p> <p>Topic 6. Tools for the implementation of economic policy and global integration processes.</p> <p>Topic 7. Methods of analysis of international technology transfer.</p> <p>Topic 8. Toolkit for the analysis of labor mobility in the conditions of regional economic integration.</p>	
<p>Topic 1. Information provision of international business</p> <p>Topic 2. Instruments of regulation of international trade in goods and services.</p> <p>Topic 3. Methods of monitoring the state of world markets.</p> <p>Topic 4. Analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services.</p> <p>Topic 5. Tools for implementation of international monetary, financial and credit relations.</p> <p>Topic 6. Tools for the implementation of economic policy and global integration processes.</p> <p>Topic 7. Methods of analysis of international technology transfer.</p> <p>Topic 8. Toolkit for the analysis of labor mobility in the conditions of regional economic integration.</p>	<p>Carrying out an individual educational and research task using multimedia technologies</p>
<p>Topic 1. Information provision of international business</p> <p>Topic 2. Instruments of regulation of international trade in goods and services.</p> <p>Topic 3. Methods of monitoring the state of world markets.</p> <p>Topic 4. Analytical tools for researching the</p>	<p>Preparation for the exam</p>

state and development prospects of individual segments of the international markets of goods and services.	
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Topic 5. Tools for implementation of international monetary, financial and credit relations.	
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Topic 6. Tools for the implementation of economic policy and global integration processes.	
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Topic 7. Methods of analysis of international technology transfer.	
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Topic 8. Toolkit for the analysis of labor mobility in the conditions of regional economic integration.	
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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), lecture-discussion (Topic 2, 3, 5)).

Visual (demonstration (Topic 1 - 8)).

Practical (practical work (Topic 1 - 8)).

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 (5 points), practical on topics 2, 3, 4, 6 (5 points), two written control papers on content modules (5 points each), individual research tasks on topic 8 (25 points). By completing written tests, education seekers solve problematic issues related to the development of international trade in goods, services and technologies, as well as perform 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

Academic discipline *INFORMATION AND ANALYTIC TOOLS OF INTERNATIONAL BUSINESS*

<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 (stereotype). (10 points)

List and explain the essence of the methods that can be used in the analysis of the company's import activity.

Task 2 (stereotype). (10 points)

An investor takes a forward short position on April 5 in one June futures contract for British pounds (standard lot 62500 pounds) at a price of 1.7045 USA for one pound. The guarantee fee is 1,200 USA, additional security is 900 USA. It is necessary to determine how much money will remain in the investor's account on the morning of April 8, if the last pound contract took place on April 5 at a price of 1.7100 USA. Per pound, on April 6 - 1.7045 USA, and on April 7 - 1.7005 USA.

Task 3 (diagnostic). (20 points)

It is necessary to draw up the country's annual balance of payments in USA dollars based on information on the following foreign economic transactions:

- 1) Commodity exports of the country - 2.318 billion dollars.
- 2) Merchandise imports into the country - 4.213 billion dollars.
- 3) Export of services from the country - 0.517 billion dollars.
- 4) Import of services into the country - 0.307 billion dollars.
- 5) Net income from investments there - 0.155 billion dollars.

- 6) Net remittances to the country - 0.177 billion dollars.
- 7) Inflow of capital to the country - 1.712 billion dollars.
- 8) Capital outflow from the country - 0.68 billion dollars.

Calculate the balance of the foreign trade balance, the balance of the goods and services balance, the balance of the balance of current operations, the balance of the balance of capital movements, the total balance of the balance of current operations and capital movements.

Recommendations for the solution.

According to the IMF methodology, the balance of payments articles is divided into two sections: the current account and the capital and finance account. Historically, the most attention was paid to the current account, or rather its balance.

The most important component of the current account balance of payments is the trade balance. The trade balance reflects the ratio of the value of exports and imports of the country's goods for the corresponding period. According to the IMF methodology, it is also customary to show unilateral transfers as a special position in the balance of payments.

Including:

- 1) state operations – subsidies to other countries in the line of economic assistance, state pensions, contributions to international organizations;
- 2) private operations – transfers of foreign workers, specialists, relatives to their homeland.

The balance of capital and credit movements expresses the ratio of export and import of public and private capital, granted and received international loans. According to the economic content, these operations are divided into two categories: the international movement of entrepreneurial and loan capital.

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 (stereotype). (10 points)

- 5 – answer for correct calculations;
- 5 – a reasoned answer for the adopted decision for the investor.

Task 2 (stereotype). (10 points)

5 – answer for correct calculations;

5 – a reasoned answer for the adopted decision for the investor.

Task 3 (diagnostic). (20 points)

7 - the foreign trade balance is calculated;

7 - the balance of the foreign trade balance, the balance of the balance of goods and services, the balance of the balance of current operations is calculated;

6 - the balance of the balance of foreign trade, the balance of goods and services, the balance of current operations, the balance of the balance of capital movements, the total balance of the balance on current operations and movements of capitals are calculated.

Approved at the meeting of the International Economic Relations department
Protocol 1, August 28, 2023

Head of the department _____ Iryna OTENKO

Examiner _____ Alina LYTVYENKO

RECOMMENDED LITERATURE

Main

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7. Lytvynenko A. O. Directions of functioning of international business in the globalized environment // A. O. Lytvynenko, O. D. Lytvynenko // Інтернаука: фаховий міжнародний науковий журнал Серія: «Економічні науки». – 2022. № 1(57) – С. 142-148. Режим доступу: http://www.repository.hneu.edu.ua/bitstream/123456789/27397/1/1.%20Статья_Литвиненко_Інтернаука.pdf

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