**REQUIRED COMPONENTS**

**1. HIGHER AND APPLIED MATHEMATICS**

Learning outcomes: Formation of a system of knowledge in higher and applied mathematics; mastery of the basics of mathematical apparatus, necessary for the effective study of other disciplines provided for by the educational and professional program of bachelor's training; knowledge and understanding of the role of mathematical methods in professional activity; the ability to use mathematical tools for the study of socio-economic processes, solving applied problems in the field of international management.

Mandatory preliminary academic subjects: "Mathematics" of the level of complete general secondary education.

Contents: Matrices and operations on them. Determinants, their properties. Systems of linear equations. Application of linear algebra methods in economic problems. Limits of numerical sequences and functions. Functions of one and many variables. Some functional dependencies used in economics. The concept of production functions. Differential and integral calculus. Application of derivatives in the study of socio-economic processes. Examples of the application of functions of many variables in economic problems. Simple and compound interest in financial calculations.

Recommended sources and other learning resources/tools.

1. Klepko V., Golets V. Higher mathematics in examples and problems. Workshop - K.: Center of educational literature, 2019. 594 p.

2. Shchedinina O.K. Higher and applied mathematics in economic examples and problems. Workshop, Part I: study guide / O.K. Shchedinina, T.V. Kovalchuk and others. - K.: DTEU, 2017. 229 p.

3. Shchedinina O.K. Higher and applied mathematics in economic examples and problems. Workshop, Part II: study guide / O.K. Shchedinina, T.V. Kovalchuk and others. - K.: DTEU, 2019. 416 p.

Planned educational activities and teaching methods. A combination of traditional and modern teaching methods with the use of innovative technologies: lectures (thematic, problem-based); practical classes (using information technologies); individual independent work.

Evaluation methods:

– current control (survey, computer testing, checking homework, control work, performance of individual calculation tasks);

– modular control (computer testing, classroom control work);

– final control (written exam).

Language of study and teaching: Ukrainian

**2. FOREIGN LANGUAGE FOR PROFESSIONAL DIRECTION**

Learning outcomes. Formation of students' foreign language communicative competence necessary for successful communication in educational and professional environments.

Mandatory previous academic subjects. Entry level of foreign language proficiency B1.

Content. Business and commercial organizations. Entrepreneurship and entrepreneurs. Organization and personnel. leadership Product, market and market relations. Brands. Finances. Banks and banking activity. International business. Business strategies. Risk management and decision making. Strategic alliances and partnerships. Transnational corporations. Global market and methods of its research. Mobility in a globalized society. Global challenges. International management and marketing. Means of business communication

Recommended sources and other learning resources/tools.

1. Latygina A.G. Basic English of Economics: a textbook for higher education. education closing K.: Kyiv. national trade and economy University, 2019. 456 p.

2. Iwonna Dubicka, Margaret O'Keeffe, Bob Dignen, Mike Hogan, Lizzie Wright. Business Partner. Coursebook B1+. Pearson, 2018. 160 p.

3. Buchwald-Wargenau I., Giersberg D. Im Beruf NEU A2+/B1: Deutsch als Fremd-und Zweitsprache: Arbeitsbuch. Hueber, 2019. 194 p.

Planned educational activities and teaching methods. Practical classes, independent work. Use of traditional and innovative teaching methods and technologies: explanatory and illustrative, problem-searching, communicative methods; interactive learning methods (presentation, discussion, work in small groups, project method, case method, modeling of situations, role-playing, computer technologies).

Evaluation methods:

- current control (surveys, testing, verification of prepared presentations, control works);

- final control (exam).

Language of learning and teaching. English, German, Ukrainian.

**3. JURISPRUDENCE.**

Learning outcomes. Formation of legal culture in students, which includes awareness of the law as the highest act of regulation of relations between citizens and the state.

Mandatory previous academic subjects. "Law" of the level of complete general secondary education.

Content. Basics of the theory of the state. General concept of law. Legal norms. Sources of law. The legal system. Implementation of the right. The concept of legality and law and order. Offenses and legal liability. Constitutional law is the leading branch of national law of Ukraine. Bodies of state power and local self-government. Concept of civil law. Subjects of civil law. Civil legal acts. Representation in civil law. Mandatory law. Basics of family law of Ukraine. Concept, content, emergence of labor relations. Termination of employment. Legal regulation of working time and rest time. Labor discipline, disciplinary and material responsibility. Legal regulation of labor disputes. Administrative responsibility and other measures of administrative coercion. General concept of criminal law and criminal responsibility.

Recommended sources and other learning resources/tools.

1. Fundamentals of Ukrainian jurisprudence: education. manual / under the editorship Prof. Yu. I. Kregul. K.: DTEU, 2018. 528 p.

2. Jurisprudence: education. manual / A.A. Hertz, S.Y. Kravchuk.– Kyiv: Condor, 2018.– 278 p.

3. Jurisprudence: Textbook for university students/ Col. authors Cherkasy, 2019. 686 p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: Lectures (overview / thematic), seminars / practical, independent work, consultations.

Evaluation methods.

– current control (surveys, written works, situational tasks);

- final control (exam).

Language of learning and teaching. Ukrainian

**4.** **PHILOSOPHY.**

Learning outcomes. Formation of a philosophical culture of thinking and knowledge of the surrounding world and oneself, skills of applying philosophical methodology.

Mandatory previous academic subjects. "Fundamentals of psychology", "History of Ukraine" of the level of full general secondary education.

Content. Philosophy as a universal type of knowledge. Ontology. Philosophical understanding of the world. Philosophical anthropology. Philosophy of man. Philosophy of consciousness. Epistemology. Philosophy of knowledge. Dialectics is a universal theory of development. Philosophy of society. Philosophy of economics. Moral philosophy. Philosophy of religion. Philosophy of culture. Philosophy of civilization.

Recommended sources and other learning resources/tools

1. Philosophy. Chrestomatiya (edited by A.Yu. Morozova, Yu.I. Kulagina). - K., DTEU, 2021. 380 p.

2. Morozov A.Yu. Evil: metaphysical and theological dimensions: textbook / K., DTEU, 2018. 256 p.

3. After the end of history: conversations with Francis Fukuyama: textbook / K, Osnovy, 2021. 310 c.

Planned educational activities and teaching methods.

Lectures, seminars, practical classes using information technologies.

Evaluation methods:

– current control (surveys, colloquiums, testing);

- final control (exam).

Language of learning and teaching. Ukrainian

**5.** **ECOLOGY.**

Learning outcomes. Formation of a systematic understanding of ecological processes and phenomena that acquire special forms of manifestation and significance in the development of society; understanding of the defining principles and conceptual approaches to greening certain spheres of economic activity; the ability to determine ecological and economic damages of anthropogenic activity; assimilation of methodological approaches to the assessment of natural resource potential and its environmentally safe forms of use and reproduction; assimilation of international and European standards for environmental protection and substantiation of priority directions for the development of ecological business.

Mandatory previous academic subjects. "Biology", "Natural Science".

Content. Basics of modern "Ecology". Species and population in "Ecology". Ecosystem approach in "Ecology". Human ecology. Greening of the agrosphere. Greening of industry. Greening of the municipal economy. Ecological monitoring of the environment. Ecological and economic damages of anthropogenic load on the environment. Environmental taxation. Normative and certification requirements for environmental protection. Environmental inspection of economic activity. Ecological business. Ecologically responsible trade. Greening of the hotel, restaurant and tourist business. National system of environmental protection standardization. Environmental standards of the EU. International system of environmental protection standardization.

Recommended sources and other learning resources/tools.

1. Nosachova Yu. V., Shablii T. O. Ecological inspection: teaching. manual - Kyiv: KPI named after Igor Sikorskyi, 2020. - 229 p.

2. Petkov V.P. Environmental safety: education. manual - K.: TsUL, 2019. - 540 p.

3. Samoilenko N. M. Organization and management in environmental protection activities: education. manual / N. M. Samoilenko, D. V. Raiko, V. I. Averchenko. - Kharkiv: NTU "KhPI", Publishing House "Leader", 2018. - 174 p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: lectures using multimedia tools; practical training; independent work; application of distance learning elements.

Evaluation methods:

– current control (testing, surveys);

- final control (exam).

Language of learning and teaching. Ukrainian.

**6. INFORMATION TECHNOLOGIES IN PROFESSIONAL ACTIVITIES.**

Learning outcomes. Formation of students' ability to apply information and communication technologies in order to effectively solve various tasks related to obtaining, processing, saving, presenting information, which are related to future professional activities in the conditions of the information society.

Mandatory previous academic subjects. "Informatics" at the level of complete general secondary education.

Content. Use of cloud services in education and further professional activities. Architecture and software of a personal computer. Office computer equipment and software. Word processor MS Word. Technologies for creating, editing and formatting presentations. Information processing in the MS Excel spreadsheet environment. Concepts of building computer networks. Internet information processing technologies. Financial and economic calculations in MS Excel. Technologies for creating virtual (VR - virtual reality) and augmented reality (AR - augmented reality). Fundamentals of information technology and computer network security

Recommended sources and other learning resources/tools.

1. Melnikova O.P. Economic informatics. Tutorial. / O.P. Melnikova. - K.: Center of Educational Literature, 2019. 424 p.

2. Economic informatics: laboratory practice / V.S. Hryhorkiv, R.R. Biloskurskyi, O.Yu. Vinnychuk, A.V. Verstyak, M.V. Hryhorkiv, I.S. Vinnychuk. – Chernivtsi: Chernivtsi. national University named after Yu. Fedkovicha, 2020. 228 p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: lectures (thematic); practical classes (using computer equipment).

Evaluation methods:

- current control (testing, oral and written survey);

- final control (exam).

Language of learning and teaching. Ukrainian.

**7. ORGANIZATION THEORY.**

Learning outcomes. Formation in future specialists of a modern systemic worldview regarding the creation, construction, functioning and evolution of organizations and their acquisition of theoretical knowledge and practical skills regarding the transformation of the organization as a whole and its components, in particular, taking into account the influence of internal and external environmental factors.

Mandatory previous academic subjects. "Technology systems".

Content. The theory of organization in the system of sciences. Basic organizational theories. Organization theory models. Modern organizational paradigm. The essence, genesis and typology of modern organizations. Organization in the context of a systems approach. Organizational environment. Dynamic processes in the organization. The life cycle of an enterprise in organizational theory. Organizational communications. Organizational design. Organizational culture. Gender equality in the context of "Strategies and policies of the EU". Image and reputation of the organization.

Recommended sources and other educational resources / tools.

1. Bilyavska Yu.V. Theory of organization: a textbook / Yu.V. Bilyavska, N.V. Mykytenko. - Kyiv: DTEU, 2019. 428 p.

2. Monastyrskyi G.L. Theory of organization: a textbook. 2nd edition, supplemented and revised. Ternopil: "Krok", 2019. 368 p.

3. Selyutin V. M. Theory of organization: teaching. manual / V. M. Selyutin, L. M. Yatsun, O. V. Olshanskyi. - Kh.: KhDUHT, 2017. 280 p

Planned educational activities and teaching methods. A combination of traditional and innovative teaching methods - problem-based lectures, discussion of cases, moderation, work with workbooks, learning by doing, presentation of individual projects, role-playing games, trainings, field classes, application of elements of distance learning.

Evaluation methods:

 current control (testing, verification of individual tasks, situational exercises, analytical and calculation tasks, protection of individual and group projects);

 final control (exam).

Language of learning and teaching. Ukrainian.

**8. MACRO- AND MICROECONOMICS.**

Learning outcomes. Formation of the economic culture of thinking and knowledge of the economic relations of society, understanding of the functioning mechanism of the national economy, skills of microeconomic research of the behavior and interaction of individual market subjects; the ability to freely navigate the theoretical patterns and peculiarities of the development of economic systems in general and in the transformational economy of Ukraine; understanding of the basic laws and principles of functioning of the market economy; to analyze the motivations and strategies of the enterprise's behavior in the conditions of market management; understanding the specifics of the transition period, the problems of the market transformation of the economy of Ukraine; to be aware of the modern processes of globalization of the economic life of mankind.

Mandatory previous academic subjects. "Fundamentals of Economics" at the level of complete general secondary education.

Content. Supply and demand. Theory of elasticity. The theory of marginal products and the microeconomic model of the firm. Costs, their nature and structure. Matrix of market structures. Formation of demand for economic resources. The state in microeconomic theory: external effects and public goods. The essence of the process of social reproduction. Reproduction of the national product and national wealth. Measuring the results of macroeconomic activity. Aggregate demand and aggregate supply. Aggregate demand fluctuations in multiplier models. The national market and its equilibrium. Models of macroeconomic equilibrium. Equilibrium in the money market. Inflation and anti-inflation policy. Employment and unemployment. Public debt and its impact on the national economy. Macroeconomic policy and economic growth in an open economy.

Recommended sources and other learning resources/tools.

1. Economic theory: a textbook / V.D. Lagutin, Yu.M. Umantsiv, T.A. Shcherbakova and others; in general ed. V.D. Lagutina. - Kyiv: Kyiv. national trade and economy University, 2018. 608 p.

2. Sokolov M. Economic theory: textbook / Mykola Sokolov, Mykola Gorlach, Volodymyr Gushchenko, Mykola Krymov, Maria Zhilenkova. - Kyiv: "Center for Educational Literature", 2017. 532 p.

3. Economic theory (political economy, microeconomics, macroeconomics). Microeconomics: teaching. manual / [N. P. Matselyukh and others] ; Govt. fisk. Service of Ukraine, State University fisk. services of Ukraine. - Irpin: SFS University of Ukraine, 2018. 429 p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: lectures (thematic, problem-based) using multimedia tools; practical classes (traditional, training tasks, student performances with presentations, testing); application of distance learning elements;

Evaluation methods:

 current control (testing, oral/written survey, problem solving, etc.);

 final control (exam).

Language of learning and teaching. Ukrainian.

**9. MANAGEMENT.**

Learning outcomes. Formation of future specialists in modern management thinking and a system of special knowledge in the field of management, understanding of the conceptual foundations of system management of organizations; acquiring the skills of analyzing the internal and external environment of the organization and making adequate managerial decisions.

Mandatory previous academic subjects. "Jurisprudence", "Organization Theory"

Content. Management as a specific field of human activity. The organization as an object of management. Laws, laws and principles of management. Management functions and management process. Planning as a general function of management. Organization as a general function of management. Motivation as a general function of management. Control as a general function of management. Regulation as a general function of management. Management methods. Management decisions. Information and communications in management. Management and leadership. Manager's work organization. Responsibility and ethics in management. Culture of organization and management. Effectiveness and efficiency of management.

Recommended sources and other learning resources/tools.

1. Management: education. manual [N. S. Krasnokutska and others]. - Kharkiv. Madrid Printing House, 2019. 230 p.

2. Management: Textbook. 4th ed., add., revised. / H. V. Osovska, O. A. Osovskyi. - Kyiv: Condor, 2018. 563 p.

3. Belarusian T.V. Management workshop: study guide. - Kyiv: Kyiv National University named after Taras Shevchenko, 2020. 185 p.

Planned educational activities and teaching methods.

A combination of traditional and innovative teaching methods: lectures (overview, thematic, problem-based); practical classes (presentations, discussions, trainings, work in small groups, case studies, role-playing and business games, analytical and practical exercises, field trips).

Evaluation methods:

 current control (testing, verification of individual tasks, situational exercises, analytical-calculation and creative tasks, protection of individual and group projects);

 final control (exam).

Language of learning and teaching. Ukrainian.

**10.** **STATISTICS**

Learning outcomes. Formation of theoretical knowledge and practical skills of statistical assessment of economic phenomena and processes of social life, mastering methods of statistical analysis. Formation of skills: to conduct statistical research, calculate generalizing indicators, build statistical tables, graphs, identify regularities and trends in the development of the studied phenomena.

Mandatory previous academic subjects: "Higher and applied mathematics".

Content. Methodological principles of statistics. Organization of statistics in Ukraine. International statistical organizations. Information provision of statistical research. Generalization and systematization of statistical data. Absolute and relative values. Summarizing statistical indicators. Distribution series. Analysis of variation and distribution shape. Selective method of statistical research. Statistical methods of measuring relationships. Analysis of series of dynamics, development trends and forecasting. Index method of statistical analysis. Statistical reporting.

Recommended sources and other learning resources/tools

1. Statistics: Textbook. Third ed., revised. and additional / V. K. Gorkavy. Kyiv: Alerta, 2020. 644 p.

2. Statistics: textbook/ S.I. Pirozhkov, V.V. Ryazantseva, R.M. Motorin and others. Kyiv: Kyiv. national trade and economy University, 2020 - 328 p.

3. Statistics for economists: a study guide./ L. V. Horodianska, A. I. Syzov; Kyiv. national University named after T. Shevchenko, military institute, cafe. financial support of the troops. - K.: [Kyiv. national University named after T. Shevchenko], 2019. – 350 c.

Planned educational activities and teaching methods. Lectures, practical classes, independent work.

Evaluation methods

 current control (computer testing, survey);

 final control (exam).

Language of learning and teaching. Ukrainian.

**11.** **ECONOMY AND FINANCE OF THE ENTERPRISE.**

Learning outcomes. Formation of students' theoretical knowledge of basic concepts regarding the economic activity of the enterprise, the content of individual areas of this activity, the system of indicators characterizing the economic resources and results of the economic and financial activity of the enterprise, acquisition of practical skills regarding the evaluation of the efficiency of use and development of resource potential, the formation of competitiveness, financial stability and economic security of the enterprise.

Mandatory previous academic subjects. "Macro- and microeconomics", "Statistics", "Accounting and taxation".

Content. The enterprise as a business entity, the main directions of its economic and financial activity. Methodological and methodical principles of enterprise planning. Formation of the production program and its implementation, determination of the production capacity of the enterprise. Components of the resource potential of the enterprise and ways of its effective use. Labor resources of the enterprise, systems of material incentives; methodological approaches to their analysis and planning. Property resources (assets) of the enterprise, methodical approaches to the analysis and planning of current and non-current assets of the enterprise. Essential characteristics of capital, classification of types of enterprise capital. Own and loan capital of the enterprise, peculiarities of formation and use, methodical approaches to their analysis and planning. Economic essence and mechanism of formation of expenses, incomes, profits. Analysis and planning of the economic results of the enterprise's economic and financial activities. Assessment of the efficiency of economic activity and the search for ways to increase it. The essence of the financial state of the enterprise, its components, assessment methods. Competitiveness of the enterprise and the mechanism of its determination. Modern models of enterprise development, crisis prevention and bankruptcy. Economic security of the enterprise and ways of ensuring it.

Recommended sources and other learning resources/tools.

1. Grynchutskyi V., Karpetyan E., Pohrishchuk B. Enterprise economics: sub-k. - K. TsNL. 2020. 304 p.

2. Enterprise economics: a textbook / under general ed. Doctor of Economics, Prof. Kovalska L.L. and Prof. I.V. Kryvyovyazyuk. Kyiv: "Condor" Publishing House, 2020. 620 p.

3. Metoshop I. M., Yashcheritsyna N. I. Economics and finance of the enterprise: education. Manual: IFNTUNG, 2017. – 291 p

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: lectures (overview / thematic / problem-based seminars / practical classes (training / presentation / discussion / case study method / work in small groups, etc.).

Evaluation methods:

– current control (testing; oral/written survey; verification of the presentation/situational task developed based on the materials of a real enterprise, etc.);

- final control (exam).

Language of learning and teaching. Ukrainian.

**12. INTERNATIONAL ECONOMIC ACTIVITY OF UKRAINE**

Learning outcome. Formation of a system of knowledge about the theoretical and methodological foundations and practical tools of functioning and development of the international economic activity of Ukraine.

Mandatory previous academic subjects. "World market of goods and services"

Content. Conceptual principles, subjects and types of international economic activity of Ukraine. National level of regulation of international economic activity of Ukraine. Ukraine's position in international rankings, quantitative and qualitative parameters of the openness of Ukraine's economy. Ukraine's place in the global commodity market, priority directions of the geographical structure of foreign trade in goods of Ukraine. Organized commodity markets in the international economic activity of Ukraine. Peculiarities of the development of international trade in services in Ukraine, priority areas of Ukrainian trade in services on world markets. Ukraine in the WTO. Innovative cooperation of Ukraine. Ukraine in international migration processes. Formation of a favorable investment climate in Ukraine. Global monopolization of capital and its influence on the international economic activity of Ukraine. The national currency system of Ukraine as a component of the world currency system. The balance of payments as a statistical form of reflecting the results of Ukraine's international economic activity. Participation of Ukraine in the processes of decentralization of payment systems. International organizations and their influence on the development of international economic activity of Ukraine. Globalization processes and peculiarities of Ukraine's participation in them. National economic security in the context of international economic activity of Ukraine. Digitalization as a factor in the development of Ukraine's international economic activity.

Recommended sources and other educational resources / tools

1. Bestuzheva S. V. International economic activity of Ukraine: educational and practical guide. Kharkiv: Ed. HNEU named after S. Kuznetsia, 2019. 193 p.

2. International economic activity of Ukraine: a textbook / Mazaraki A. A., Melnyk T. M., Goncharenko O. V. and others. Kyiv: KNTEU, 2017. 704 p.

3. International economic activity of Ukraine: a textbook / Mazaraki A. A., Melnyk T. M., Goncharenko O. V. and others. Kyiv: KNTEU, 2021. 704 p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: lectures (review / thematic); seminar / practical classes.

Evaluation methods:

- current control (surveys, testing, problem solving, discussions, debates, individual tasks, etc.);

- final control (exam)

Language of learning and teaching. Ukrainian

**13. BUSINESS TRANSNATIONALIZATION.**

Learning outcomes. Providing thorough knowledge about the main categories of transnationalization, the peculiarities of the functioning of international integrated structures, the ability to organize and plan the scale of activities of companies, establishing international production ties. Understanding and practical application of the methodological foundations of the transnationalization of the company, substantiating the ways, methods and methods of the company's development in the conditions of the transnationalization of economic life.

Mandatory previous academic subjects. "Macro- and microeconomics", "Economics and finance of enterprises", "Management".

Content. The process of transnationalization of business as a phenomenon of the modern world economy. Vertically integrated structures: essence and features of functioning. Horizontally integrated structures: essence and peculiarities of functioning. The formation of a closed cycle economy under the influence of transnational world processes. Processes of transnationalization in special economic zones. Interaction of multinational companies with national economies on investment markets. Transnational processes in innovative industries. Transnational component in the investment and innovation activities of companies. International industrial relations as a process of transnationalization of business. Global management of international production. Transnationalization of production processes. Transnationalization of production processes. The impact of transnationalization processes on the "world triangle". Cultural diversity in transnationalization processes. Management of business reputation in the processes of business transnationalization. The impact of transnationalization processes on the formation of the "knowledge economy". The influence of transnationalization processes on the change of business models of international companies.

Recommended sources and other learning resources/tools.

1. Kamal Fatehi, Jeongho Choi. International business management. Succeeding in a Culturally Diverse World Springer Nature. Switzerland AG 2019. URL: https://doi.org/10.1007/978-3-319-96622-9

2. Transnationalization of the world economy: education. manual / E.M. Limonova, S.V. Kuzminov, G.Ya. Glukha, I.S. Skin. - Dnipro: Alfred Nobel University, 2019. 137 c.

3. Rohach O. Multinational enterprises. Textbook. / Oleksandr Rohach. — K.: VOC "Kyiv University", 2019. 387 p.

Planned educational activities and teaching methods. Lectures, practical classes.

Evaluation methods:

- current control (testing, solving cases and problems);

- Coursework;

- final control (written exam).

Language of learning and teaching. Ukrainian

**14.** **INTERNATIONAL MARKETING MANAGEMENT**

Learning outcomes. Formation of students' complex of knowledge, abilities, skills and competences in the use of tools of marketing management of the activities of enterprises on international markets in the conditions of intensification of globalization processes.

Mandatory previous academic subjects. "International economic relations", "Marketing", "Management", "Enterprise economics".

Content. Conceptual foundations of international marketing management. International marketing management system. Technologies of the organization of international marketing management. International marketing planning: international marketing strategies, international marketing plans, international marketing programs. Control and analysis in international marketing management. Marketing management of the enterprise on the international market of industrial and technical goods. Management of the international complex of marketing of industrial and technical goods. Marketing management of the enterprise on the international market of services. Management of the international marketing complex of the service enterprise. International and global strategies of service companies. Electronic marketing in the system of international marketing management. Marketing management of import purchases. Ecological marketing in international markets. Brand management in the system of international marketing management. Evaluation of the effectiveness of international marketing management.

Recommended sources and other educational resources / tools.

1. International marketing: a textbook / by general ed. A.A. Mazaraki, T.M. Miller. - K.: Kyiv. national trade and economy University, 2018. – 448 p.

2. International marketing [Electronic resource]: study guide / T. V. Shtal, I. E. Astakhova, V. O. Kozub. – Kharkiv: KHNEU named after S. Kuznetsia, 2019. - 275 p.

3. International marketing: education. manual / T.V. Knyazeva, Yu.P. Kolbushkin, S.V. Petrovska and others. - K.: NAU, 2019. - 164 p.

Planned educational activities and teaching methods. Thematic and problem-based lectures, visualization lectures, practical classes in the form of presentations, discussions, testing, solving case and analytical tasks.

Evaluation methods:

– current control (testing, solving cases and problems);

- final control (written exam).

Language of learning and teaching. Ukrainian

**15.** **INTERNATIONAL ECONOMICS**.

Learning outcomes. Students' understanding of the essence and trends of internationalization of modern economies; forms, methods, subjects and levels of the international economy. Mastering the categorical apparatus used for the analysis of processes and phenomena of world economic development. Knowledge of the forms of implementation of international economic relations, features of the development of integration processes. Mastery of knowledge about the methods and mechanisms of national and international regulation of an open-type economy integrated into the global trade, investment-financial, scientific-technical, etc. environment. Understanding the content and factors of the formation of global problems of humanity and the mechanisms for overcoming them. The ability to use the acquired knowledge to understand the conditions and consequences of Ukraine's inclusion in the global trade-economic, scientific-technical and financial space.

Mandatory previous academic subjects. "Macro- and microeconomics", "Statistics"

Content. Open and closed economies. Models of general economic equilibrium. International economic system. The essence and forms of the international division of labor. Mechanisms of interaction between the national economies of the world. International economy and international economic policy. Theories of international trade. Classical theories of international trade. Neoclassical models of international trade. Alternative theories of international trade. International movement of capital. Macroeconomic consequences of capital export for donor and recipient countries. International labor migration. International technology transfer. International monetary and financial international relations. Balance of payments. Macroeconomic policy in an open economy. International economic integration. Global problems of humanity.

Recommended sources and other learning resources/tools.

1. Yu. G. Kozak. International economy: in questions and answers [text] textbook. / Yu. G. Kozak. - K.: Center of Educational Literature, 2017. 228 p.

2. Modern international economy [Text]: textbook / V.V. Bilotserkivets and others; under the editorship V.M. Tarasevich - Dnipro: Economy, 2019. 384 p.

3. International Economy: handbook / D. Lukianenko, A. Poruchnyk, Y. Stoliarchuk. - K: KNEU, 2021. 671 p.

Planned educational activities and teaching methods.

Thematic and problem-oriented lectures, seminar classes in the form of presentations, discussions, work in small groups, essay writing, cross-reviewing, etc.

Evaluation methods.

– current control (testing; checking presentations and analytical reports of small groups, evaluating situational exercises, solving problems, etc.);

- final control (exam).

Language of learning and teaching. Ukrainian.

**16. INTERNATIONAL MANAGEMENT OF CORPORATIONS**

Learning outcomes: students' understanding of the formation of a holistic idea about the specifics of international management. Students acquire systematized theoretical knowledge and practical skills in justifying, making, and implementing management decisions in the functioning of international business entities.

Mandatory previous academic subjects. "Theory of organizations", "Management", "External economic activity of the enterprise", "International economy", "Transnationalization of business".

Content. Economic imperatives of international management of corporations. Concepts and models of international management of corporations. Determinants of international management of corporations. Methods and means of justifying managerial decisions in the international management of corporations. Strategic planning of international activities of corporations. Evaluation of strategic positions and choice of directions of activities of corporations. Technological policy of corporations as a component of international management. Planning the international activities of the corporation. Operational planning of the corporation's international activities. Forecasting the international activities of the corporation. Organizational structure of international corporations. Prerequisites of human resource management in the international management of corporations. Determinants of motivation in international management. Conflicts in the system of international management of corporations. Financial management in the international activities of corporations. Methods of evaluation and selection of investment alternatives in the international management of corporations. A continuum of tools for the analysis and evaluation of certain aspects of the international management of corporations. Controlling the international activities of the corporation. The function of regulation in the international management of corporations. Information provision of international management of corporations. Ethical problems in the international management of corporations. Problems and prospects of international management in modern conditions of business globalization

Recommended sources and other learning resources/tools.

1. O. I. Rogach. Multinational enterprises: textbook/ O. I. Rogach. - K.: VUPTS "Kyiv University", 2017. 450 p.

2. International management: study guide / G.Ya. Gluha, S.B. Kholod, V.E. Momot, O.A. Yevtushenko. - Dnipro: Alfred Nobel University, 2018. 72 p.

3. Orlova K.E. Business management: textbook / K.E. Orlova. - Zhytomyr: Zhytomyr Polytechnic State University, 2019. 319 p.

Planned educational activities and teaching methods. Lectures, seminar classes, work in small groups, protection of individual projects.

Evaluation methods:

- current control (surveys, colloquiums, testing);

- Coursework;

- final control (written exam).

Language of learning and teaching. Ukrainian

**17. INTERNATIONAL ECONOMIC LAW.**

Learning outcomes. Gaining knowledge of the main problems of the theory of international economic law, understanding the general principles of international economic law and features of legal regulation of international economic relations, acquiring skills in working with regulatory material.

Mandatory previous academic subjects. "Science of law".

Content. Concepts, methods and systems of international economic law; concepts of the state and international economic organizations as subjects of international economic law; basic provisions on sub-branches of international economic law; types and basic provisions on international economic agreements. Ensuring the fulfillment of obligations arising from international economic agreements. The procedure for resolving international economic disputes.

Recommended sources and other learning resources/tools.

1. Dakhno I., Alieva-Baranovska V. International economic law-2: study guide / I. Dakhno, Alieva-Baranovska V. Kyiv: Center for Educational Literature, 2019. 368 p.

2. Syroid T.L. International public law: a textbook / T.L. Raw food Odesa: Phoenix, 2018. 744 p.

3. International public law: manuals in 2 volumes / [V. V. Mytsyk, M. V. Buromenskyi, O. V. Butkevich and others] ; under the editorship V. V. Mytsika. – Kharkiv: Pravo, 2019.

Planned initial activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies:

 lectures (review);

 practical classes (presentation / discussion / "brainstorming", independent work, consultations, etc.).

Evaluation methods:

 current control (testing, oral / written survey, etc.);

 final control (written exam).

Language of learning and teaching. Ukrainian

**18. STRATEGIC MANAGEMENT IN INTERNATIONAL BUSINESS**.

Learning outcomes. Formation of practical skills in the development, implementation and execution of strategy in international business in students of higher education.

Mandatory previous academic subjects. "Management", "Economics and Enterprise Finance"

Content. The role and purpose of strategy in international business. Application of strategic management in international business enterprises. The macro environment of an international business enterprise. Industry environment of an international business enterprise. The global market environment of an international business enterprise. Strategic opportunities of an international business enterprise. Long-term expectations and goals of the enterprise's international activities. Creating a strategy at an international business enterprise. Corporate, international and business strategy of an international business enterprise. Directions and methods of strategic development of an international business enterprise. Organizational preparation for strategy implementation at an international business enterprise. Resource support for strategy implementation at an international business enterprise.

Recommended sources and other educational resources / tools.

1. Henry A. Understanding Strategic Management; 3rd ed. OUP Oxford, 2018. 376 p.

2. Sumets, O. M. Strategic management: textbook / O. M. Sumets; Ministry of Internal Affairs of Ukraine, Kharkiv. national University of Internal Affairs affairs, Kremench. flight. college. – Kharkiv: KhNUVS, 2021. 208 syu

3. Strategic management. Ignatieva I.A. Textbook. — K.: Karavela, 2019. 464 p.

Planned educational activities and teaching methods.

A combination of traditional and non-traditional teaching methods with the use of innovative technologies:

 problem lectures, case study method,

 practical tasks with the use of information technologies, presentations, solving computational and analytical problems, independent work of students, away classes, use of elements of distance learning.

Evaluation methods:

– current control (testing, verification of individual tasks, situational exercises, analytical-calculation and creative tasks, protection of individual and group projects, final control work);

- final control (exam).

Language of learning and teaching. Ukrainian.

**19. ACCOUNTING AND TAXATION.**

Learning outcomes. Theoretical and practical training for solving specific tasks in accounting, taxation and the formation of an information base for managing business activities in market conditions, acquiring knowledge and developing skills in the documentation of business transactions, conducting synthetic and analytical accounting for summarizing accounting data in the company's reporting and taxation (the ability to display the main economic processes in the accounting system: creation of an enterprise, supply, production, sales; compliance with the accounting registration procedure of economic processes; understanding of the basics of financial, tax and statistical reporting and the organization of accounting at the enterprise).

Mandatory previous academic subjects. "Theory of Organizations", "Economics and Enterprise Finance".

Content. Theoretical and organizational foundations of accounting and taxation. Accounting organization. Accounting method and its elements. Accounting for currency and currency transactions. Accounting and taxation of settlement transactions. Inventory accounting and taxation. Accounting and taxation of tangible and intangible fixed assets. Accounting of equity and loan capital. Accounting and taxation of income, expenses and financial results of activity. Reporting of subjects of foreign economic activity.

Recommended sources and other learning resources/tools.

1. Kutsyk P.O., Polyanska O.A. Accounting and reporting in taxation: a study guide. - Lviv. Publishing House of the Lviv University of Trade and Economics, 2017. 508 p.

2. Len V., Hlyvenko V. Accounting in Ukraine. Basics and practice: education. manual. – Center for Educational Literature, 2018. 608 p.

3. Lyshilenko O. Accounting: textbook/ Lyshilenko O. - Kyiv: Center for Educational Literature, 2017. 670 p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies:

 lectures (thematic, problematic);

 practical classes (traditional, with simulation of situations);

 independent work.

Evaluation methods:

 current control (testing; oral and written survey);

 final control (exam).

**20. ORGANIZATION OF FOREIGN TRADE OPERATIONS**

Learning outcomes. The formation of a set of knowledge regarding the classification, content, features of the organization and implementation of foreign trade operations, methods of their technical and economic justification, customs clearance, as well as the formation of practical skills in the part of performing calculations, which will contribute to the effective implementation of foreign trade operations in modern market conditions.

Mandatory previous academic subjects. "External economic activity of the enterprise" at the bachelor's level.

Content. The concept of foreign trade operation, its objects and subjects. Foreign trade operations of purchase and sale of goods. Setting prices in foreign trade contracts as a factor in increasing the economic efficiency of foreign trade operations. Currency and financial conditions of foreign trade operations. Organization and conduct of foreign trade negotiations. Counter trade as a special type of foreign trade operations. Intermediary link in foreign trade operations. The content and features of the preparation and implementation of the consignment contract. Organization and technique of operations on international commodity exchanges. Organization of international commodity auctions. International bidding as a special type of foreign trade operations. Conclusion of export-import contracts for the supply of machines and equipment. Peculiarities of the organization of foreign trade operations with raw materials. Operations on trade in licenses and other intellectual property products. Franchising. Engineering services as an object of foreign trade operations. Organization of international cooperation operations regarding the construction of industrial facilities. Organization of international trade in dual-use goods. Leasing in foreign trade operations. International tourism operations. Transport support for foreign trade operations. Classification of supporting documents for foreign trade operations. Documentary registration of export-import operations to countries around the world

Recommended sources and other learning resources/tools.

1. O. P. Grebelnyk Basics of foreign economic activity: textbook / O. P. Grebelnyk. – 5th ed., revision. and added ; SFS University of Ukraine. – Irpin: 2019. – 410 p.

2. Foreign economic activity of enterprises: education. manual / A.R. Dunska, H.P. Zhaldak – Kyiv: KPI named after Igor Sikorskyi, 2019. – 64 p.

3. Chernyshova L. O. Foreign economic activity of the enterprise: workshop: training. manual / L.O. Chernyshova, V.O. Kozub, L.L. Nosach et al. Kharkiv: Fort, 2017. 238p.

Planned educational activities and teaching methods. A combination of traditional and non-traditional teaching methods with the use of innovative technologies: Lectures (overview / thematic), seminars / practical, independent work, consultations.

Evaluation methods.

- current control (surveys, written works, situational tasks);

- final control (exam).

Language of learning and teaching. Ukrainian.

**21. PRACTICAL COURSE "BUSINESS SIMULATION"**

Learning outcomes. Formation of students' professional competences regarding the organization and management of business in the retail sector on the basis of business simulation (an interactive model of a virtual enterprise, which in terms of its internal conditions is as close as possible to a real trading enterprise); acquisition by students of systematized theoretical knowledge and practical skills in the justification, adoption, and implementation of management decisions in the functioning of business entities.

Mandatory previous academic subjects. "Economics and finances of the enterprise", "Accounting and taxation", "Management", "External economic activities of the enterprise".

Content. Business Development Department. Department of Marketing. Purchasing Department. Assortment and quality department. Planning Department. Department of Financial Controlling. Personnel Department. Advertising and PR department. Department of Foreign Economic Activities. Accounting department.

Recommended sources and other learning resources/tools.

1. Foreign economic activity of the enterprise: education. manual / Yu. Kozak, O. Sukach, D. Burlachenko. - K.: TsNL, 2020. - 268 p.

2. O. P. Grebelnyk Fundamentals of foreign economic activity: textbook / O. P. Grebelnyk. – 5th ed., revision. and added ; SFS University of Ukraine. – Irpin: 2019. 410 p.

3. Finances of foreign economic activity: a study guide / [N. S. Sytnyk, A. V. Stasyshyn, V. Ya. Dubyk, etc.]; in general ed. N. S. Sytnyk. - Lviv: "Apriori" Publishing House, 2019. 460 p.

Planned educational activities and teaching methods. Work in small groups, protection of individual projects.

Evaluation methods:

 current control (surveys, solving cases, working in the business automation system, protecting an individual project, protecting a collective project);

 final control (written exam).

Language of learning and teaching. Ukrainian.

**22. EXPORT MANAGEMENT.**

Learning outcomes. Acquisition of theoretical knowledge, skills and practical skills in identifying prospects, analysis of motives and prerequisites for export, organization of exporter's work, analysis of export results, peculiarities of export organization to individual countries and regions, taking into account the peculiarities of customs and currency regulation of Ukraine and partner countries.

Mandatory previous academic subjects. "International economic activity of Ukraine".

Content. Export and its role in the development of the national economy. The current state of export activity in the context of the implementation of the Export Strategy of Ukraine. Export as a form of exit of enterprises to foreign markets. Management of the enterprise as a subject of export activity. Evaluation of the company's export readiness. Justification of the choice of a potential sales market. Organization of effective business communication of the exporter. Financial planning of exports. Conclusion of an export contract and implementation of international settlements. The procedure of customs clearance and customs control during export. Administration of customs payments when exporting from Ukraine. Financial and quantitative instruments of non-tariff regulation of export activity. Certification of export goods. Currency regulation and banking services for export operations. Management of exogenous and endogenous risks of the exporter. Management of effectiveness and efficiency of export operations. Peculiarities of export organization to EU countries, Canada, Israel, USA.

Recommended sources and other learning resources/tools.

1. Foreign economic activity of the enterprise: sub. / Yu. Kozak, O. Sukach, D. Burlachenko. - K.: TsNL, 2020. - 268 p.

2. Incoterms 2020. ICC Rules using terms for domestic and international trade /ICC Ukraine. - K., 2019. - 392 p.

3. O. P. Grebelnyk Fundamentals of foreign economic activity: textbook / O. P. Grebelnyk. – 5th ed., revision. and added ; SFS University of Ukraine. – Irpin: 2019. 410 p.

Planned educational activities and teaching methods. Lectures (visualization lectures, consultation lectures, problem lectures), practical classes (interactive forms of classes using elements of a business game, storytelling, case method, work in small groups, use of QD Professional, MD Office software).

Evaluation methods:

– current control (survey, testing);

- final control (written exam).

Language of learning and teaching. Ukrainian.

**23. PHYSICAL EDUCATION.**

Learning outcomes. Providing the necessary amount of knowledge, skills and skills in the use of physical culture and sports to support and strengthen health now and in future work.

Mandatory previous academic subjects. "Physical culture" of the level of complete general secondary education.

Content. History of the organization of physical culture. Scientific justification of physical education and sports training. Basics of vocational and applied physical training. Basics of a healthy lifestyle for students. Organization of medical control and self-control in the process of physical education. Hygienic basics of physical culture and sports. Gymnastics. Athletic gymnastics. Basketball. Volleyball. Athletics. Swimming. Dogfight. Special medical department. Table tennis. Badminton. Judo. Football. Aerobics. Powerlifting.

Recommended sources and other learning resources/tools.

1. S.I. Prysiazhniuk Physical Education. Theoretical course. Education manual - K.: Center for Educational Literature, 2019. - 504 p.

2. Tulaidan V.G., Tulaidan Y.T. Workshop on theory and methods of physical education. - Lviv, "Fest-Print". 2017. 179 p.

3. Hapsalis G.L., Yanchenko I.M., Apaychev O.V. Physical Education. Fitness. "Elements of yoga in fitness." Kyiv, DTEU, 2018. 26 p.

Planned educational activities and teaching methods. Practical training.

Evaluation methods:

– current control (normatives for performing physical exercises, state tests on physical education);

– final control ¬ (credit).

Language of learning and teaching. Ukrainian.