***Required Components***

***EP "Management of Foreign Economic Activity", 2023***

**HIGHER AND APPLIED MATHEMATICS**

The discipline forms theoretical knowledge of students about the basic concepts of the mathematical apparatus and tools used to solve professional problems; is aimed at the development of logical thinking and the ability to operate with abstract objects, apply mathematical methods for analysis, forecasting and planning of various socio-economic processes related to the activities and indicators of competitiveness, financial stability and economic security Enterprises.

In the process of studying the discipline, applicants consider the following issues: Modeling in economics and its use in the development and formalization of economic theory. Mathematical apparatus as an important tool of economic analysis, organization and management, an integral part of effective economic, financial, and trade activities. Examples of the application of mathematics in the economic activity of enterprises (balance models, problems of financial mathematics, probabilistic methods in pension insurance, evaluation of the results of marketing expert research, optimization of the parameters of the queuing system). Functions and graphs in economic modeling (supply and demand functions, production functions, equilibrium price model). Matrices and actions with them. Matrix representation of data in economics. Determinants, their properties. The concept of a system of linear equations. Solving systems  *of n* linear equations with *n* unknowns. Simple and Compound Interest in Financial Calculations. Accrual of simple and compound interest in the banking sector. Economic problems solved by methods of differential calculus. Definition of the derivative, its geometric, mechanical and economic content. Table of derivatives. Examples of the application of functions of many variables in problems of economics (optimal allocation of resources, maximization of profits, finding maximum utility). Analysis of economic problems with the help of production functions. Partial elasticities, replacement rates. Optimization of profits from the production of various types of goods. Application of the definite integral in the problems of economics (finding general and average values by known limit values, finding the volume of output, surplus (additional gain) of the consumer, analysis of inequality in the distribution of income among the population using the Lorentz curve, application of integrals in financial calculations). Regression Models as a Tool for Analysis and Forecasting of Economic Phenomena.

**FOREIGN LANGUAGE FOR PROFESSIONAL PURPOSES**

The discipline "Foreign Language for Professional Purposes" provides higher education students with the necessary language skills and knowledge for successful professional activities in the international environment. The objectives of the discipline are to develop practical skills in information retrieval and communication in a foreign language in a particular field, to acquire professional communicative competences consisting of general speech skills, language knowledge, sociolinguistic and pragmatic competences.

As a result of mastering the discipline, students will

- will be able to communicate in a foreign language in oral and written forms at professional, everyday and socio-cultural levels;

- be able to receive and transmit scientific information in their field of study using information sources;

- learn to value and respect diversity and multiculturalism;

- be able to work in an international context.

**JURISPRUDENCE**

The discipline forms basic knowledge of the theory of state and law and certain branches of law of Ukraine – constitutional, administrative, financial, civil, labor, economic, informational, criminal and international private law. It contributes to a comprehensive understanding of the essence of the state and the content of law, understanding of the basics of legal regulation of social relations in Ukraine, the development of abilities to use legal terminology, the acquisition of skills in working with normative legal acts, the acquisition of skills in the practical application of legal norms in production and service activities and the use of acquired knowledge in conducting trade and economic activities on the territory of Ukraine and abroad.

In the process of mastering the discipline, students of higher education study the following issues: Concepts, features and functions of the state as a form of organization of society. Correlation of the concepts of state and law and national law and international law. Concepts, signs, principles and functions of law as a component of social norms. General Principles of the Constitutional System of Ukraine. The System of State Authorities and Local Self-Government Bodies in Ukraine. Public administration, as a form of exercising public power in Ukraine. The content of the administrative offense, administrative liability and types of administrative penalties. Budget system and budget process in Ukraine. Banking system of Ukraine. Personal Non-Property Rights, Property Rights and Other Proprietary Rights in Ukraine. Law of Obligations, Contractual Relations and Grounds for Civil Liability in Ukraine. Organizational and legal mechanisms for ensuring employment of the population in Ukraine. Disciplinary liability and material liability in the labor law of Ukraine. The procedure for the establishment and methods of terminating the activities of business entities in Ukraine. Properties of legal regulation of certain types of economic activity. Legal Regulation of Access to Information in Ukraine. General provisions of information security. The content of the criminal offense, criminal liability and types of punishment. Characteristics of criminal offenses against property, in the field of official and economic activity. Legal Regulation of Property Relations and Transactions in Private International Law. Characteristics of the activities of international commercial arbitrations.

**PHILOSOPHY**

The discipline forms a holistic view of the specifics of philosophical knowledge, an understanding of the multivariate ways of cultural and civilizational development of mankind and their own attitude to them, the peculiarities of solving worldview queries of the XXI century.

In the process of studying the discipline, the following issues are considered: Philosophy as a worldview and science. Worldview, its essence and structure. Historical types of worldview. The essence and characteristic features of the main stages of the formation and development of philosophy. Ontology. The Philosophical Doctrine of Being. Matter and Spirit as Philosophical Categories. Motion, Space, Time as Forms of Existence of Matter. Dialectics. Philosophical Theory of Development. Historical and Philosophical Forms of Dialectics. Laws and Principles of Dialectics. Philosophy of man. Man as a subject of philosophical reflections. The Problem of the Meaning and Purpose of Human Existence. Philosophy of Consciousness. Historical and Philosophical Concepts of Consciousness. Consciousness and self-awareness. Epistemology. Philosophy of Knowledge. Empiricism (F. Bacon). Sensationalism (J. Locke). Rationalism (R. Descartes). Cognition as a process and result. Philosophy of Science and Technology. Concepts of Philosophy of Science. Basic approaches to understanding the place and role of technology in the world. Philosophy of Society. Society as a Subject of Philosophical Analysis. Philosophy of Civilization. Concepts of civilizational development. Philosophy of Culture as a Sphere of Philosophical Knowledge. Culture as a way of being human. Philosophy of History. Man and History. Philosophy of Economics. The Economic Dimension of Being. Philosophy of money. Philosophy of Politics and Law. Philosophy of morality. Ethics, morality and morality. Philosophy of the future. Futurology and technologies of the future. Global problems of our time.

**ECOLOGY**

The discipline forms theoretical knowledge and practical skills in students regarding the basics of ecologically oriented human activity, economic entities and countries as a whole, the study of the principles and patterns of interaction between the elements of the "society-nature" system to ensure rational, balanced, efficient and sustainable use of nature, mastering the system of indicators for assessing the state of the environment and the level of anthropogenic impact on ecosystems, as well as substantiation of the directions of ecologization of all spheres of economic activity.

In the process of studying the discipline, applicants consider the following issues: Fundamentals of modern "Ecology". Species and population in "Ecology". Ecosystem approach in "Ecology". Human Ecology. Ecologization of the agricultural sector. Ecologization of industry. Ecologization of municipal economy. Environmental monitoring of the environment. Ecological and economic damage of anthropogenic load on the environment. Environmental taxation. Regulatory and certification requirements for environmental protection. Environmental Inspection economic activity. Eco-friendly business. Environmentally responsible trade. Ecologization of hotel, restaurant and tourism business. National Environmental Protection Standardization System. EU environmental standards. International Environmental Protection Standardization System.

**INFORMATION TECHNOLOGY IN PROFESSIONAL ACTIVITY**

The study of the discipline "Information Technologies in Professional Activity" consists in the formation of future specialists of the necessary level of information and computer culture, the acquisition of practical skills and the use of modern information technologies to solve complex and non-formalized problems encountered in real economic, organizational and production systems.

The objectives of studying the discipline "Information Technologies in Professional Activity" are:

formation of students' knowledge base, skills and abilities necessary for the qualified and effective use of modern information and communication technologies in educational and cognitive activities and everyday life;

development of students' ability to independently master and rationally use software for various purposes, purposefully search and systematize information, use electronic means of data exchange;

formation of students' ability to apply information and communication technologies in order to effectively solve various tasks for receiving, processing, storing, presenting information that are related to future professional activities in the information society.

In the process of studying the discipline, the following issues are considered: the use of cloud services in education and in further professional activities; architecture and software of a personal computer; office computer equipment and software; MS Word word processor; technologies for creating, editing, and formatting presentations; information processing in the environment of the MS Excel spreadsheet processor;concepts of building computer networks; Internet technologies of information processing; financial and economic calculations in MS Excel; Fundamentals of Information Technology and Computer Networks Security.

**ORGANIZATION THEORY**

The discipline forms theoretical knowledge of students about the modern system worldview regarding the creation, construction, functioning and evolution of organizations and the acquisition of theoretical knowledge and practical skills for the transformation of the organization as a whole and its components in particular, taking into account the influence of factors of the internal and external environment. In the process of studying the discipline, the following issues are considered: The essence, role and place of the theory of organization in the system of scientific knowledge. Evolutionary Development of Organization Theory. The essence of the concepts of "paradigm" and "organizational paradigm". The main directions of development of the theory of organization. General concept of organizational theories. The main models of the theory of organization that have been formed during the last century. The essence and specificity of the modern organizational paradigm. The main approaches in the modern development of the theory of organization: situational approach, ecological approach, approach of organizational learning. Characteristics of the components of the organization. Typology of organizations. Classification by Characteristics.The essence of social organization. Formation of system representations in the theory of organization. Theoretical foundations of organizational design. The system of the organizational environment as a functional space of a modern organization. The essence of the organization's life cycle. Information: essence and role in the organizational process. The essence of the concept of "communication". The Nature, Meaning, and Functions of Organizational Communications. Typology of structures in modern organizations. The essence, tasks, properties and functions of organizational culture. The main elements and determinants of organizational culture. The concept of gender equality in the activities of the organization. The principle of gender equality at the stages of the organization's life cycle. The image of the organization as one of the manifestations of organizational culture. Components of the concept of the organization's image. Methods of maintaining image and reputation.

**MANAGEMENT**

The discipline forms in future specialists theoretical knowledge and practical skills in the management of organizations of various forms of ownership and organizational and legal forms – taking into account the specifics of their functioning in modern conditions, general patterns, principles of formation, functioning and development of the organization management system, modern managerial thinking and systems of special knowledge in the field of management, understanding of the conceptual foundations of system management of organizations; acquisition of skills on making sound management decisions.

In the process of studying the discipline of applicants, the following issues are considered: Management as a specific sphere of human activity. Laws, regularities 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 Communication in Management. Management and leadership in the management system. Responsibility and ethics in management. Responsibility for occupational health and safety at the enterprise. Civil protection at the enterprise. Effectiveness and efficiency of management

**MACRO- AND MICROECONOMICS**

The discipline forms theoretical knowledge of students about the functioning of microeconomic systems in different market conditions; peculiarities of the functioning of resource markets and the formation of prices for labor services, capital, natural resources in accordance with the type of market structure; on the structure, methods of calculation and methods of using macroeconomic indicators; on the conditions for establishing macroeconomic equilibrium; on instruments of macroeconomic stabilization through fiscal and monetary policies.

In the process of studying the discipline of applicants, the following issues are considered: Utility and Preferences in Economic Theory. Mechanism of supply and demand formation. Establishment of market equilibrium. Economic periods of the company's functioning. The concept and parameters of the production function. The impact of technological changes on the volume of output. Production costs. The concept of market structure. Characteristic features of a market of perfect competition. Competitive strategies of the company in the short and long term. The essence and characteristic features of monopoly. Types of monopoly. State antitrust regulation. The essence and main features of the market of monopolistic competition. The essence and characteristic features of oligopoly. Features of the formation of supply and demand in the labor market. Equilibrium on capital market. Land market. Supply and demand in the information market. Market equilibrium. Information asymmetry. Market Failures: Essence and Types. Economic content and types of externalities. The System of National Accounts as a Normative Framework for Macroeconomic Accounting. Gross Domestic Product and Methods of Its Measurement*.* The essence and structure of aggregate demand. Price effects of the aggregate demand model. Analysis of price and non-price factors of aggregate demand. Macroeconomic equilibrium models. Content and instruments of fiscal policy. Discretionary and non-discretionary (automatic) fiscal policies. The state budget and the problems of its balancing. Money Market and Monetary Policy. Money supply and how to measure it. The Central Bank as a Subject of Monetary Policy. Inflation: Essence, Types and Methods of Measurement. Anti-inflationary policy of the state. Subjects of the labor market and the mechanism of its functioning. Unemployment: Causes, Types, Consequences and Remedies. Determination of employment rate and unemployment rate. Macroeconomic policy in an open economy. Foreign economic policy and its instruments. Balance of payments and its structure. Exchange rate and factors that determine it.

**STATISTICS**

The discipline forms theoretical knowledge and practical skills in the analysis of social and economic processes, the use of sources of statistical information, statistical evaluation and description of the patterns of relevant processes at the global level in specific time conditions, as well as the assessment of the state and development of mass social and economic phenomena and processes at the micro and macro levels. The practical application of statistical tools is necessary for the implementation of a comprehensive analysis, the ability to logically interpret the results of the analysis and the state of the objects under study.

In the process of studying the discipline of applicants, the following issues are considered:

Main categories of statistics. Statistical population, a unit of population as a carrier of the properties of a phenomenon. Statistical features, their forms of representation and variation, measurement scales. Regularities of mass processes, their types, mechanism of formation. Current state and strategy for the development of state statistics. Leading international statistical organizations, their role in the study of world social and economic processes. Stages of statistical research. Programmatic, methodological and organizational issues of the statistical research plan. Types of observations according to the degree of coverage of the primary population and the time of registration of facts. Classifications and groupings. Statistical classifiers. Main economic classifications: types of economic activity, forms of ownership, others. Tasks and types of statistical grouping. Average values, their types, conditions of use in statistical research of social and economic phenomena and processes. Types of distribution series, their frequency analysis. Characteristics of the center of distribution: average, mode, median, their relationship. Distribution quantiles: quartiles, deciles. Their role in the analysis of distribution patterns. Measuring trait variation. Absolute measures of variation are the range of variation, the linear mean, and the standard deviation. Coefficients of variation, their role in statistical analysis. Characteristics of the form of distribution: coefficients of asymmetry and kurtosis. Methods and methods of forming sample populations that ensure the representativeness of sample estimates. Algorithm for testing statistical hypotheses, statistical conclusions. The Task of Statistics in Measuring the Correlation Relationship. Empirical and theoretical lines of regression. Methodological Principles of Dynamics Series Analysis. Absolute and relative characteristics of the intensity of dynamics. The essence of development trends, methods of detection and analysis. Moving average. Trend equations: polynomials and exponents; selection of their functional type. Extrapolation of trends. Forecasting and change management at the macro and micro levels. Individual and composite indexes. Methodological principles of constructing composite indices. Indices of average values: variable composition, fixed composition and structural shifts.

**ECONOMICS AND FINANCE OF ENTERPRISE**

The discipline forms modern economic thinking and a system of special knowledge about the economic activity of the enterprise, the content of individual areas of this activity, the system of indicators that characterize the economic resources and results of the economic and financial activities of the enterprise, the acquisition of practical skills in assessing the effectiveness of the use and development of resource potential, the formation of competitiveness, financial stability and economic security of the enterprise.

In the process of studying the discipline of applicants, the following issues are considered: Enterprise as a business entity, the main directions of its economic and financial activities. Methodological and methodical principles of enterprise planning. Formation of a program for the production of products and their sale, 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; methodical approaches to their analysis and planning. Property resources (assets) of the enterprise, methodical approaches to the analysis and planning of circulating, non-current assets of the enterprise. Essential characteristics of capital, classification of types of capital of enterprise. Equity and debt capital of the enterprise, features of formation and use, methodical approaches to their analysis and planning. The economic essence and mechanism of formation of costs, income and pricing policy of the enterprise. Analysis and planning of economic results of economic and financial activities of the enterprise. Evaluation of the efficiency of economic activity and search for ways to improve it. The essence of the financial condition of the enterprise, its components, methods of evaluation. Competitiveness of the enterprise and the mechanism of its determination. Modern models of enterprise development, prevention of crisis phenomena and bankruptcy. Economic security of the enterprise and ways to ensure it.

**ACCOUNTING AND TAXATION**

The discipline forms theoretical knowledge of students about the basic concepts in the field of accounting of enterprises, its methodological techniques and the basics of organization at enterprises and the acquisition of practical skills necessary for the collection, processing and interpretation of accounting information. The discipline provides students with thorough knowledge of the definition of the essence and classification of accounting objects, methodical techniques and principles of accounting, general issues of the accounting policy of the enterprise; mastering methodical approaches to the reflection of typical business transactions in accounting; reflection in the accounting of export-import operations, peculiarities of taxation of transactions, interpretation of elements, forms, composition and content of financial statements, taking into account the requirements national accounting regulations; formation of skills in interpreting financial reporting indicators, taking into account the peculiarities of the national accounting system; application of national accounting regulations (standards) in the process of preparing information on the activities of a business entity; application of analysis techniques and the use of accounting information for managerial decision-making.

In the process of studying the discipline of applicants, the following issues are considered: The purpose and functions of accounting. Types of accounting: financial and internal (managerial) accounting. Users of account information. Accounting Regulation in Ukraine. Objects of accounting: assets, liabilities, equity, income, expenses, financial results, business processes. Assets of the enterprise, their essence and classification. Currency and foreign exchange transactions. Accounting of current and non-current assets of the enterprise. Liabilities of the enterprise, their essence and classification. Equity, general characteristics of its components. Economic Processes as Objects of Accounting. Acquisition and sales processes. Formation of indicators of income, expenses and financial results. Principles of accounting, their characteristics. Functions of the head and chief accountant in the organization and maintenance of accounting at the enterprise. Forms of organization of accounting. The essence of the accounting policy of the enterprise. Identification, classification and valuation of current and non-current assets. Accounting for cash, investments, receivables and payables. Accounting for equity and borrowed resources. Accounting for income, expenses and operating results. Organization of preparation of financial statements by business entities (Statement of Financial Position, Statement of Comprehensive Income, Statement of Cash Flows, Statement of Equity and Notes to Financial Statements).

**INTERNATIONAL CREDIT MARKETS**

The discipline forms theoretical and practical knowledge of the processes taking place in international credit markets, as well as allows students to master the mechanisms and tools of decision-making in the monetary, credit and investment spheres at the micro and macroeconomic levels

In the process of studying the discipline of applicants, the following issues are considered: The system of international credit markets. Subjects of international credit markets and their characteristics. Financial Resources of the World: Classification and Properties. Currency Markets in the System of International Credit Markets. International Money Market. International Capital Market. Financial derivatives market. The World Monetary and Credit System and Its Elements. The European Monetary System in the System of International Crediting. Settlement operations in international credit markets. Balance of Payments in the System of Regulation of International Financial Flows. International credit and financial crises. Regulation of international credit markets. Ukraine in the World Financial and Credit Market.

**World market of goods and services**

The discipline provides the formation of a comprehensive system of theoretical knowledge about the prerequisites, factors and features of the functioning of world markets for goods and services, as well as practical skills and abilities necessary to study and forecast trends in the development of these markets in order to make sound management decisions by business entities.

During the study of the discipline, applicants consider the following issues: theoretical foundations of the formation of the world market for goods and services; competition in the world market of goods and services; conjuncture of the world market of goods and services; features of pricing in the world market of goods and services; the structure of the world market for goods and services; international commodity nomenclatures; infrastructure of the world market of goods and services; world market of fuel and energy products; world market of ores and metals; global market of chemical products; world market of forest products; world market of machinery and equipment; the world market of food products; global market of services; global market of transport and logistics services; the world market of tourist and recreational services; global market of information and communication services.

**FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISE**

The discipline forms a comprehensive system of knowledge, skills and abilities necessary for the implementation of foreign economic activity by the enterprise, the acquisition of professional competencies, and the development of soft skills. Applicants will gain the skills of choosing the terms of delivery "Incoterms 2020", price formation; identification of risks and methods of their management; acquire thorough knowledge of identifying prospects, analyzing the motives and prerequisites for foreign economic activity; master the methods of analysis for the selection of a potential sales market, counterparty; gain empirical experience in drawing up a foreign economic contract; master the methods of determining the efficiency of foreign economic activity of the enterprise.

In the process of studying the discipline, the following issues are considered: Foreign Economic Activity: Economic Essence, Types and Principles, Subjects. The state of foreign economic activity and its impact on the national economy. Development of foreign economic activity of the enterprise in the context of the implementation of foreign economic policy of Ukraine. Foreign economic activity of the enterprise as an object of customs regulation. Peculiarities of application of customs regimes. Use of Incoterms basic terms of delivery in the foreign economic activity of the enterprise. Customs value. Taxation in the field of foreign economic activity. Non-tariff regulation of foreign economic activity of the enterprise. Trade Defence Instruments. Currency regulation of foreign economic activity of the enterprise. Contract activity of the enterprise. Forms of enterprises' entry into foreign markets. Justification of the choice of a potential market and a promising counterparty. Pricing as a component of the pricing policy of foreign trade entities. Economic analysis of foreign economic activity of enterprises. Risk management of the subject of foreign economic activity.

**INTERNATIONAL TRADE AND ECONOMIC LAW**

The discipline forms theoretical knowledge of the basic concepts of international trade and economic law, legislative and theoretical problems of international trade and economic law, as well as forms the skills of analyzing international regulations and domestic legislation of states on international trade and economic law.

In the process of studying the discipline of applicants, the following issues are considered: The concept and system of international trade and economic law. Subjects of International Trade and Economic Law. Sources of International Trade and Economic Law. Legal Regulation of International Economic Integration. Development of world trade within the WTO. Rules for determining the origin of goods. International legal regulation of the use of tariff and non-tariff methods of international trade regulation. Dumping and anti-dumping measures. Subsidies and countervailing measures. Application of technical barriers to trade. Application of sanitary and phytosanitary measures in trade. International rules for trade in services. Trade Aspects of Intellectual Property Rights in the World Trade Organization System. Dispute settlement mechanism within the framework of the World Trade Organization. International Customs Law. International legal regulation of monetary, financial and credit relations. International Monetary Law. The role and importance of the International Monetary Fund. The World Bank and other international financial institutions. International Investment Law. Regulation of international tax relations (international tax law). Payment and settlement support of international trade. International Transport Law. International Labor Law. International Legal Regulation of Labor Migration. Human Rights and International Trade and Economic Law. Environmental Protection and Sustainable Development in International Trade and Economic Law. Ukraine and International Trade and Economic Cooperation. Application of international trade and economic law after the full-scale invasion of the Russian Federation in Ukraine.

**PRICING IN WORLD COMMODITY MARKETS**

The discipline forms theoretical knowledge of students about the basic concepts of pricing in the world commodity markets, the pricing strategy of firms in the world commodity market, the features of pricing in the main segments of the world commodity market.

In the process of studying the discipline of applicants, the following issues are considered: Subject, content and tasks of the discipline "Pricing in world commodity markets". Classification of world prices. Pricing factors in the global commodity market. State regulation in the pricing process. The Impact of Competition on Pricing in Global Markets. Transfer pricing in the global commodity market. Exchange mechanism for the formation of world prices. Pricing strategy of firms in the world commodity market. Pricing Models and Methods in World Commodity Markets. Analysis and forecasting of the situation in the world commodity markets. Information support of the price formation process in the world commodity market. Formation of prices in the world fuel and energy market. Formation of prices in the world market of ores and metals. Features of price formation in the world market of machinery and equipment. Features of price formation in the world market of light industry goods. Formation of prices in the world market of food products. Specifics of pricing in the world transportation market. Features of pricing in the world market of recreational and tourist services. Pricing in the residential construction market. Price formation in the market of educational services.

**ORGANIZATION OF FOREIGN TRADE OPERATIONS**

The discipline is aimed at the formation of a complex of knowledge in higher education applicants regarding the classification, content, features of the organization and implementation of foreign trade operations, methods of their feasibility study, customs clearance, as well as the formation of practical skills in terms of performing calculations that will contribute to the effective implementation of foreign trade operations in modern market conditions.

In the process of studying the discipline of applicants, the following issues are considered: The concept of a foreign trade operation, its objects and subjects. Foreign trade transactions of purchase and sale of goods. Setting prices in foreign trade contracts as a factor in increasing the economic efficiency of foreign trade operations. Monetary 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 agreement. Organization and technique of operations on international commodity exchanges. Organization of international commodity auctions. International Trading as a Special Type of Foreign Trade Operations. Conclusion of export-import contracts for the supply of machinery and equipment. Features of the organization of foreign trade operations with raw materials. Transactions for the sale of licenses and other intellectual property products. Franchise. Engineering services as an object of foreign trade operations. Organization of operations for international cooperation in the construction of industrial facilities. Organization of international trade in dual-use goods. Leasing in foreign trade operations. International Tourism Operations. Transport support of foreign trade operations. Classification of accompanying documents on foreign trade operations. Documentary registration of export-import operations to the countries of the world

**INTERNATIONAL LOGISTICS**

Mastering the discipline "International Logistics" involves the formation of future specialists' systematic knowledge and methodology of international logistics operations, the acquisition of practical skills in the implementation by domestic enterprises of modern methods of managing material, financial and information flows in the world market of goods and services.

In the process of studying the discipline of applicants, the following issues are considered: The essence, tasks and trends in the development of international logistics. Structure and state of the global logistics services market. International Logistics Infrastructure of Railway Transport. International Logistics Infrastructure of Road Transport. International Logistics Infrastructure of Water Transport. International Logistics Infrastructure of Air and Pipeline Transport. Logistics of international procurement. Inventories and warehousing operations in international logistics. Transport operations in international logistics systems. Logistics of customs procedures in international trade. Management of information flows in international logistics systems. International logistics service providers. Logistics processes of transnational corporations.

**PRACTICAL COURSE "BUSINESS SIMULATION"**

The discipline forms students' professional competencies in the organization and management of business in the field of retail on the basis of business simulation (an interactive model of a virtual enterprise, which in its internal conditions is as close as possible to a real trade enterprise). The object of the classes is the virtual trade enterprise Hermes LLC, which operates in real time. Its information base is constantly updated and changed in the process of current economic activity. The support and development of the information base of the virtual enterprise is ensured by the efforts of database administrators, teachers-tutors and students themselves, who develop plans for the activities of the enterprise, prepare appropriate information support for individual business operations and business processes.

In the process of studying the discipline of applicants, the following issues are considered: formation of a value chain in the trade business; modern business practices on strategic and tactical management of a retail enterprise; organization and management of individual business processes of a retail trade enterprise; application of modern methods and techniques of functional management of a trade enterprise; economic and financial operations and performance of official duties at individual workplaces of an imitation trade enterprise; practical aspects of the financial and economic activities of a retail trade enterprise, the system of its business processes.

**International Marketing Management**

The discipline provides the formation of a comprehensive system of knowledge of the theory of marketing, marketing management and international marketing, as well as the development of practical skills and abilities in the use of international marketing management tools in the activities of business entities in order to increase their competitiveness in international markets.

During the study of the discipline, applicants consider the following issues: conceptual foundations of international marketing management; international marketing management system; technologies of 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 in 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 in the international market of services; management of the complex of international marketing of a service enterprise; international and global strategies of service companies; e-marketing in the system of international marketing management; marketing management of import purchases; environmental marketing in international markets; brand management in the system of international marketing management; evaluation of the effectiveness of international marketing management.