

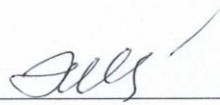
**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
IVAN FRANKO NATIONAL UNIVERSITY OF LVIV**

**Faculty of Economics
Department of Information Security and Business Communications**

APPROVED

At the meeting of the Department
of Information Security and Business Communications
Ivan Franko National University of Lviv
Protocol No.1 dated September 1, 2023

Head of the Department



Prof. Mariya KHMELYARCHUK

**Syllabus of the educational discipline
«International business and international law»,
which is a normative academic discipline
of the first bachelor's level of higher education
for applicants of the speciality 051 Economics,
EP «International Economy and International Business Communications»**

Lviv 2023

The title of the discipline	International Business and International Law
The address of teaching the discipline	Ivan Franko National University of Lviv, Lviv, Str. Mentsynsky,8 , Avenue Viacheslava Chornovola, 61
Faculty and department	Faculty of Economics, Department of Information Security and Business Communications
Field of knowledge, code and title of specialty	Field of knowledge - 05 Social and behavioural sciences, specialty - 051 Economics.
Lecturer of the discipline	Oksana Volodymyrivna Kliuvak, associate professor of the Department of Information Security and Business Communications
Contact information of the lecturer	oksana.klyuvak@lnu.edu.ua
Consultations regarding the educational process of the discipline are held	Consultations on the day of practical classes by prior arrangement.
Discipline page	https://e-learning.lnu.edu.ua/course/view.php?id=5532
Information about the discipline	The discipline «International Business and International Law » is a normative academic discipline of the cycle of professional training, which is delivered in the 7th semester (4rd year of studying) in the amount of 6 credits (according to the European Credit Transfer System ECTS).
A brief summary of the discipline	This academic discipline is the theoretical and practical basis of the set of knowledge and skills that form the profile of a specialist in the field of international economic relations and includes a range of issues related to the functioning of international business and the system of international economic law.
The purpose and goals of the disciplines	<p>The purpose of the normative academic discipline «International Business and International Law» is the formation of global thinking of students based on acquiring comprehensive knowledge in the field of theory and practice of international business and international law, acquiring skills in the practical application of principles and methods of business management in the international market environment and analysing the peculiarities of its functioning and development trends.</p> <p>The goals of the discipline «International Business and International Law» are:</p> <ul style="list-style-type: none"> – formation of a comprehensive system of knowledge about international business, taking into account the market situation and current legal norms; – formation of students' ideas about general trends in the development of international legal regulation of economic relations; – acquisition by students of the skills and abilities to analyze the features of the international business environment at the current stage of the world economy development, the influence of international economic integration on the development of international business and the role of international economic organizations in multilateral cooperation and regulation of international business; – formation of students' ability to effectively manage international business activities.

Literature for studying the discipline	<p style="text-align: center;">Basic literature</p> <ol style="list-style-type: none"> 1. Voitsikhovskiy, A. V. International law: a textbook. Kharkiv. National University of Internal Affairs affairs. 2020. 544 p. 2. Dakhno I. I. International economic law: textbook, 3rd ed. Kyiv. Center for Educational Literature, 2009. 304 p. 3. Lazareva O. V. International management: textbook. Mykolaiv. Editorial and Publishing Center of the Black Sea State University named after Peter Mohyla, 2009. 188 p. 4. Lazareva O. V. International business as the basis of international management: lecture notes. URL: http://lib.chdu.edu.ua/pdf/posibnuku/329/2.pdf 5. International business: textbook / under general ed. T. V. Orekhova. Vinnytsia, 2017. 425 p. 6. Faichuk O. M., Sydorenko S. V. International business: textbook. Kyiv, 2016. 236 p. 7. Sager L. Yu., Sigida L. O. International business and stock markets: lecture notes. Sumy, 2017. 110 p. URL: https://essuir.sumdu.edu.ua/bitstream/123456789/50235/1/Saher_mizhnarodnyi.pdf 8. International management: a textbook / Gutkevych S. O., Dmytrenko G. V., Onishchenko I. G., Safonov Yu. M.; under the editorship Gutkevich S. O. Kyiv, 2015. 535 p. 9. Opryshko V. F. International economic law and process: monograph. Kyiv, 2014. 518 p. 10. Legal regulation of foreign trade activity in the conditions of realization of Ukraine's integration aspirations: monograph / edited by O.O. Ashurkova. Chernihiv, 2015. 392 p. 11. Sazonets O. M. Management of international business: textbook. Rivne: National University of water and environmental engineering, 2019. 338 p. <p style="text-align: center;">Additional literature</p> <ol style="list-style-type: none"> 1. Bernyts'ka D. Strategic analysis of the external environment of the enterprise by PEST / STEP analysis. <i>Economic analysis. 2012. Issue 11. Part 2.</i> 41-45. 2. Zinchenko O. A., Malyshko U. D. Development of methods for the analysis of microenvironment of an enterprise on the example of establishment in the pharmacy industry. <i>The Bulletin of the Dnipropetrovsk university. Series: Management of innovations.</i> 2016. Issue 7, Volume 24. 280-286. DOI: 10.15421/191631. 3. Kornienko, V. O. Ukraine in Europe and the world: study guide. Vinnytsia: Vinnytsia National Technical University, 2017. 147 p. 4. EU–Ukraine Association Agreement “Quick Guide to the Association Agreement”. URL: http://eeas.europa.eu/archives/delegations/ukraine/documents/association_agreement/guide.pdf 5. Matyushenko I. Yu., Berenda S. V., Reznikova V. V. European integration of Ukraine in the system of international economic integration: textbook. Kharkiv: KhNU named after V. N. Karazina, 2015. 496 p.
--	---

	<p>6. Nebaba N. A. The economic alternatives of entrepreneurial participation in the global division of labor. <i>Bulletin of Kharkiv National Agrarian University named after V.V. Dokuchaev. Series: Economic Sciences.</i> 2020. № 3. 132-143.</p> <p>7. Samsonova L. V. Types of international contractual relations and their impact on the socio-economic development of countries. <i>Scientific Bulletin of the Uzhhorod National University.</i> 2018. Issue 18, part 3.44-49.</p> <p>8. Fatenok-Tkachuk A. O., Kharchuk M. A. Methodological basis of analysis of the environment for enterprises poultry keeping. 2015. URL: http://www.economy.nayka.com.ua/pdf/12_2015/71.pdf</p> <p style="text-align: center;">Legislative and regulatory acts:</p> <p>9. On foreign economic activity: Law of Ukraine dated April 16, 1991 No. 959-XII. Information of the Verkhovna Rada of the Ukrainian SSR (VVR), 1991, No. 29, Art. 377. URL: https://zakon.rada.gov.ua/laws/show/959-12#Text</p> <p>10. On currency and currency transactions: Law of Ukraine dated 21.06.2018 No. 2473-VIII. Information of the Verkhovna Rada (VVR), 2018, No. 30, Article 239. URL: https://zakon.rada.gov.ua/laws/show/2473-19#Text</p> <p style="text-align: center;">Internet resources</p> <p>11. Agency for the Development of the Infrastructure of the Stock Market of Ukraine Official website. URL : https://smida.gov.ua/</p> <p>12. State Statistics Service of Ukraine. Official website. URL: http://www.ukrstat.gov.ua/.</p> <p>13. Government portal. URL: https://www.kmu.gov.ua</p> <p>14. Bloomberg. URL: https://www.bloomberg.com</p> <p>15. Official website of the European Union. URL: https://europa.eu/european-union/index_en</p> <p>16. Moody's. URL: moodys.com</p> <p>17. Fitch Ratings. URL: www.fitchratings.com</p>
The scope of the course	The total volume of the course is 180 hours, of which classroom classes - 32 hours of lectures, 32 hours - seminar classes, 115 hours – selfstudy work
Expected learning outcomes	<p>The student should know:</p> <ul style="list-style-type: none"> – content of basic concepts and categories of international business and international law; – regularities in the formation of directions and forms of international business, its types and influence on the development of national economies of the countries of the world; – the essence, structure, and factors of the international business environment; – legal and political aspects of international business; – basic legal foundations of European economic integration and features of the European business environment; – organizational and legal forms of international business in modern conditions of globalization; – features and forms of production cooperation in international business; – essence and features of strategic management, financial management and information management in international business; – cross-cultural aspects of international business management;

	<ul style="list-style-type: none"> – the essence and spheres of social responsibility of international business – peculiarities of conducting business negotiations with foreign partners. <p>The student should acquire the skills:</p> <ul style="list-style-type: none"> – to analyze the environment and develop international business strategies; – to analyze the main aspects of business functioning in EU countries; – to analyze the process of adaptation of the foreign trade legislation of Ukraine to the requirements of the European Union – to conduct negotiations with foreign business entities in different countries; – to justify directions of cooperation of subjects of international business activity.
Key words	International business, foreign economic activity, international law, international economic law, international business environment, international business activity, European economic integration, transnational corporations, joint venture, production cooperation, financial management, strategic management, information management, foreign economic contracts, business negotiations, social responsibility.
Format of the course	Full-time. Delivering lectures in online format (ZOOM service), and practical classes - in auditorium format.
Titles of content modules and topics	<p>Content module I. THEORETICAL FUNDAMENTALS OF THE FUNCTIONING OF INTERNATIONAL BUSINESS AND THE INTERNATIONAL BUSINESS ENVIRONMENT</p> <p>Topic 1. Conceptual foundations of international business and international law</p> <p>Genesis and essence of international business and international law. Origin, development and characteristic features of modern international business and international law. Motivation of international business. Theories of international business and their evolution. Types of international business (IB). Subjects of international business. Periodization of the historical development of international business. Main features of modern international business. Concept and system of international economic law as a component of international law (IL).</p> <p>Topic 2. International business environment. World centres of business activity.</p> <p>The essence of the international business environment. Types of international business environment. Factors of the external economic environment (EC) of international business. The macro environment of international business and its factors. Research of consumer needs and fluctuations in demand for export products. The microenvironment of international business and its factors. Tools for the analysis of the international environment. PEST analysis and CLCP analysis. World centres of business activity. Markets of the countries of the American continent. Markets of European countries. Markets of Asia, Australia and New Zealand. Markets of Africa and the Middle East.</p> <p>Topic 3. Legal and political aspects of international business</p>

The essence, structure and instruments of regulation of the mechanism of international business and international law. Legal environment of international business. The political environment of international business. Determinants of the political environment of international business. Laws that directly regulate international business transactions. Laws relating to property.

Topic 4. Basic legal foundations of European economic integration.

European business environment.

Development stages of international economic integration and their impact on international business. The influence of modern integration groups of countries on international business. The essence of the concept and prerequisites of European integration. Basic legal foundations of European integration. Purpose, stages, degree, nature, principles, pace and elements of the implementation mechanism of European integration. The essence of the main sections of the "acquis communautaire". Trade and trade-related issues: technical trade barriers; customs issues and trade facilitation; establishment of business activities, trade in services and electronic trade; Intellectual Property; competition; issues related to energy trade. Economic and sectoral cooperation: taxation, information society, financial cooperation and anti-fraud regulations. European Union and European Free Trade Association. Activities of international companies in EU countries. Regulation of the main aspects of business operation in EU countries (establishing a business, registering real estate, obtaining a loan, protecting minority investors, paying taxes). Basics of EU corporate law. Limited liability companies. European company as a form of business organization. Adaptation of foreign trade legislation of Ukraine to the requirements of the European Union

Topic 5. Organizational and legal forms of international business.

Organizational forms of international business in modern conditions of globalization. The company as the main subject of international business. Systems of organizational and legal forms of business in Ukraine and abroad. Global organizational structures. Transnational corporations and their role in the system of international economic relations. Organizational and legal forms of TNCs. International legal regulation of activities of transnational corporations. Organization of activities of TNC parent companies. The influence of the micro- and macro-environment of international business on the organizational and legal forms of TNCs. The influence of national cultures on the organizational and legal forms of TNCs.

Topic 6. Production cooperation in international business. Joint venture.

International business and international production. International division of labour and cooperation. Production cooperation in international business. Forms of production cooperation. Features of production cooperation. Strategic alliances. Mergers and acquisitions in international business. Production strategies in international business. Outsourcing of international companies. The nature of the joint venture. The process of creating a joint venture. The specifics of the development of joint ventures in Ukraine.

Content module II. INTERNATIONAL BUSINESS MANAGEMENT

	<p>Topic 7. Management in the system of modern international business. International strategic management. Types of modern international management and its strategies in business. Systematic approach in international management and target orientation of the firm. Institutional support of international management. Organization of the development and implementation of business plans for the development of the enterprise's international business. Principles and motives of development of international strategies by a corporation. Typification of strategies of an international corporation. Strategies of mergers and acquisitions in transnational business. Global strategies of TNCs.</p> <p>Topic 8. International financial management. The essence of international financial management. Management of financial flows of foreign trade enterprises. Short-term and long-term financing of an international company.</p> <p>Topic 9. Information management in international business. Information technologies in international business. Concept of international information. Information technologies as a factor of competitiveness in international business. Information technologies and modification of international business. Information technologies of business organization. Basic concepts related to the information support of managing foreign economic activity. Typical information needs of a manager of foreign economic activity following his primary function and source of information. Information technologies in the work of foreign financial institutions. Franchising technologies in the information economy.</p> <p>Topic 10. Organization of foreign economic operations Legal regulation of foreign economic activity. The mechanism of regulation of foreign economic activity. Principles of transfer pricing in export-import transactions. Foreign economic agreements: essence, classification. Foreign trade contract of sale of goods. Requirements for the foreign trade contract of purchase and sale of goods and its structure.</p> <p>Topic 11. Ethics and cross-cultural aspects in international business management. Management of social responsibility in international business Concept of ethics and social responsibility of business. Ethical aspects of company behavior in a cross-cultural and international context. The role of culture in conducting international business. Elements of culture. Models of cross-cultural behavior in business. Areas of social responsibility of business.</p> <p>Topic 12. Conducting business negotiations with foreign partners The essence, types, techniques of business negotiations and preparation for their conduct. Ways of conducting international negotiations. Peculiarities of the negotiation process in international relations. General rules of conducting business negotiations. Traditions, rules and customs of business communication during negotiations with foreign partners. Compliance with the requirements of the official protocol during business negotiations and meetings.</p>
<p>Final control, form</p>	<p>Exam</p>

Prerequisites	<p>To study the course, students need basic knowledge of «International and regional economy», «Macroeconomics», «Microeconomics», «International Economy», «Legal support of business entities», «Management», «International investment and innovation activity», «International business ethics and intercultural communication», «International business », in order to understand the categorical apparatus and content of the discipline «International Business and International Law».</p>
Educational methods and techniques that will be used during the course teaching	<p>Problem-based lectures, lecture-discussions using presentation and multimedia equipment.</p> <p>Practical classes (educational discussions in the form of a seminar, presentations, scientific and analytical individual works).</p> <p>Self-study (individual work with recommended literature, performance of analytical tasks).</p> <p>Lectures provide students with the main theoretical material from the topics list of the discipline, which is the basis for independent understanding and elaboration using the recommended literature, and also contribute to the ability to generalizing and critical thinking based on participation in discussions.</p> <p>Self-study (individual work with recommended literature, presentation of analytical tasks).</p> <p>Lectures provide applicants with the main theoretical material from the list of topics of the discipline, which is the basis for independent understanding and elaboration using the recommended literature, and also contribute to the development of the student's ability to generalize and critical thinking based on the participation in discussions. Lectures are complemented by practical (seminar) classes, which give students the opportunity to apply theoretical knowledge in the form of scientific discussions during seminars, presentations and discussions of modern scenarios of the development of economic science and practice. Seminar (practical) classes are designed with the use of practice-oriented learning methods and involve scientific and analytical work by students of higher education based on the study of the latest modern economic theories, as well as the analysis of practical situations and the presentation of individual research tasks. Self-study facilitates preparation for lectures, practical classes, individual work and work in groups to prepare presentations to be presented to other groups, as well as to perform individual and group research tasks.</p>
Necessary equipment	<p>The study of the academic discipline does not require the use of software, except for commonly used programs and operating systems.</p> <p>Multimedia and projection equipment.</p> <p>Computers, computer systems and networks.</p>
Evaluation criteria	<p>Evaluation is carried out on a 100-point scale. Points are awarded according to the following ratio: Practical (seminar) classes: 50% of the semester grade; the maximum number of points is 50 points. – control measurements (examination): 50% of the semester grade; the maximum number of points is 50 points.</p> <p>The form of final control is an exam.</p>

	<p>Written works: Students are expected to be able to complete an individual written task (essay, research paper).</p> <p>Academic Integrity: Students' papers are expected to be their own original research or reasoning. Failure to cite used sources, fabrication of sources, plagiarism, and interference with the work of other students are, but are not limited to, examples of possible academic dishonesty. The detection of signs of academic dishonesty in a student's written work is grounds for its failure by the teacher, regardless of the scale of plagiarism or deception.</p> <p>Attending classes is an important component of learning. All students are expected to attend all lectures and practical sessions of the course. Students must inform the lecturer about the impossibility of attending classes. In any case, students are obliged to comply with all deadlines for the completion of all types of written work provided for by the course. Literature.</p> <p>The lecturer will provide all literature that students cannot find on their own for educational purposes only, without the right to transfer it to third parties. Students are also encouraged to use other literature and sources that are not among the recommended ones.</p> <p>Scoring policy.</p> <p>Points scored for written module control, oral reports of students, performance of scientific research tasks and independent work are taken into account. At the same time, attendance at classes and the student's activity during practical classes must be taken into account; the following aspects are not allowed: absences and lateness to classes; using a mobile phone, tablet or other mobile devices during class for non-educational purposes; plagiarism; late completion of the task, etc</p>
Questions for the exam	The list of questions and tasks for the final assessment of knowledge (exam) is given during the consultation before the exam
Survey	An evaluation questionnaire for assessing the quality of the course is provided at the end of the course.

COURSE SCHEME

16 weeks, 64 hours	Topic, plan	Form of activity	Literature. Internet Resources	Hour	Deadline
4	Topic 1. Conceptual foundations of international business and international law	Lecture, practical class	1-11, 19, 20	2/2	1 week
8	Topic 2. International business environment. World centres of business activity	Lecture, practical class, individual analytical task	1-11, 12, 13, 18,22	4/4	2 weeks
4	Topic 3. Legal and political aspects of international business	Lecture, practical class	1-11, 19, 20	2/2	1 week
8	Topic 4. Basic legal foundations of European economic integration. European business environment.	Lecture, practical class	1-11, 14, 15, 23 , 24, 26	4/4	2 weeks
4	Topic 5. Organizational and legal forms of international business.	Lecture, practical class	1-11, 16, 17	2/2	1 week
4	Topic 6. Production cooperation in international business. Joint venture.	Lecture, practical class	1-11, 16, 17	2/2	1 week
8	Topic 7. Management in the system of modern international business. International strategic management.	Lecture, practical class	1-11	4/4	2 weeks
4	Topic 8. International financial management.	Lecture, practical class	1-11, 21	2/2	1 week
4	Topic 9. Information management in international business. Information technologies in international business.	Lecture, practical class	1-11	2/2	1 week
8	Topic 10. Organization of foreign economic operations	Lecture, practical class	1-11, 19,20, 25-28	4/4	2 weeks
4	Topic 11. Ethics and cross-cultural aspects in international business management. Management of social responsibility in international business	Lecture, practical class	1-11	2/2	1 week
4	Topic 12. Conducting business negotiations with foreign partners	Lecture, practical class	1-11	2/2	1 week