

SYLLABUS OF THE COURSE

INTERNATIONAL COMPETITIVENESS OF THE ENTERPRISE

Level of higher education second (master's)
Specialty 051 Economics
Educational program Economy, International Economics
Discipline status required.

Teacher (s) of the Department of Economics and Services: Shatskaya ZY, Associate Professor.

1. Course abstract

Semester: 1.

Volume of the module: total number of hours – 180 of them: lectures – 24 hours, practical – 132 hours, independent work – 132 hours; number of ECTS – 6,0.

The purpose of the course is to master the competencies of forming a systematic idea of the principles, methods and means of forming the international competitiveness of the enterprise in modern business conditions.

Learning outcomes of the discipline:

know: the legal framework for competition regulation in Ukraine; methods of formation of competitive advantages of the enterprise; tools for managing the international competitiveness of enterprises; features of formation of the international competitiveness of production and the enterprise in the organizations of various types;

be able to: identify the competitive advantages of the enterprise; determine the level of international competition; economically substantiate decisions to increase the competitiveness of the enterprise using appropriate methods;

have the skills to: conduct research; increasing the level of international competitiveness of the enterprise and its products;

able to demonstrate: knowledge to determine the level of international competitiveness of the enterprise and its products.

Required training components (prerequisites, co-requisites, post-requisites):

international economics, economic security and risks of the enterprise, technologies of partnership in business, economic efficiency of activity of the enterprise, methodology of modern scientific researches with bases of intellectual property, economy and management of corporations, business foreign language.

Course content: Topic 1. Modern theories of competition. Topic 2. State regulation of competition. Topic 3. Diagnosis of the competitive environment of the enterprise. Topic 4. Determining the potential of international competitiveness of the enterprise. Topic 5. Formation of competitive advantages of the enterprise. Topic 6. Methods of ensuring the competitive advantages of the enterprise. Topic 7. Technology to ensure the competitive advantages of the enterprise. Topic 8. Features of managing the international competitiveness of enterprise products. Topic 9. Management of international competitiveness of the enterprise. Topic 10. Social responsibility and international competitiveness of the enterprise. Topic 11. Development and implementation of programs to increase the international competitiveness of the enterprise. Topic 12. Evaluating the effectiveness of modern management models of international competitiveness of the enterprise.

Forms of final control: examine (semester 1).

Means of diagnosing learning success: individual tasks, exercises, list of questions, sets of test tasks for thematic and final controls.

Language of instruction: Ukrainian.

2. Evaluation

Distribution of points received by students Distribution of points received by students (*exam semester I*)

Ongoing assessment and independent work *												MK1	MK2	Exam	Sum
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12				
6	6	6	6	6	6	6	6	6	6	5	5	10	10	10	100

Distribution of points in the discipline

Types of evaluation	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	Total
Speech at the seminar	1	1	-	-	1	1	1	1	1	1	1	1	10
Graphic works	-	-	-	-	-	-	-	-	-	-	-	-	-
Presentations (essays, exercises, etc.)	5	5	5	5	5	5	5	5	5	5	5	5	60
Modular, current control													20
Exam													10
Total from the discipline													100

Exam evaluation criteria

The exam is conducted through the Modular environment of the educational process KNUTD in the form of tests of final control. 30 questions of 0.33 points were passed for the exam for each correct answer.

Compliance with the scales for assessing the quality of learning material

Score on the national scale for the exam, KP, KR / credit /	Score in points	Assessment on the ECTS scale	Explanation
Excellent / credited	90-100	A	Perfectly (excellent performance with only a small number of errors)
Good / credited	82-89	B	Very good (above average with multiple errors)
	74-81	C	Fine (in general correct execution with a certain number of significant errors)
Satisfactory / credited	64-73	D	Satisfactorily (not bad, but with a significant number of shortcomings)
	60-63	E	Enough (performance meets minimum criteria)
Unsatisfactory / not credited	35-59	FX	Unsatisfactorily (with the possibility of re-assembly)
	0-34	F	Unsatisfactorily (with mandatory re-study of the discipline)

3. Course policy:

3.1 Mandatory observance of academic integrity by students, namely:

- independent performance of all types of work, tasks, forms of control provided by the working program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the law on copyright and related rights;
- providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.

3.2 To obtain a positive grade in the discipline it is necessary to obtain a minimum number of points for each completed practical task and two modular controls.

3.3 In case of untimely performance of works it is allowed to finish them within time, before passing of modular control on discipline.

3.4 Postponement of delivery / re-submission:

- allowed for good reasons (hospital, academic mobility, etc.) without reducing scores for each completed practical task and two modular controls;
- without good reason is evaluated by 2 points below for each completed practical task and two modular controls.

3.5 When plagiarism is detected, the student's completed practical tasks are not credited. He has the opportunity to retake them, but with a reduction of the score by 50% of the score for each completed practical task.

3.6 Missed practical classes and failed module tests are completed by the student within the semester in which the discipline is taught, by separate agreement with the teacher. Postponement of the deadline for submission of works is in accordance with paragraph 3.4 of the syllabus.

3.7 An appeal by a student of the final grade in the discipline is allowed. Its review is submitted for consideration to a specially created commission at the department consisting of the head and 2 teachers of the department.