

## **International Business**

**Full name of the professor:** PhD in Economics, assoc. prof. Chihun L.P.

**Place of the course in the Master's programme:** elective part, 2 trimester.

**Brief content of the course:** Introduction to International Business, Macro level and Micro level of the Environment for International Business, Reasons for Becoming International and Forms of International Business Activity, Models of Business Internationalization.

In the framework of this discipline, theoretical and practical aspects of international business activity are considered. Special attention is paid to the study of the environment for international business operations. The macro- and micro- environment of international business, including the features of cross-cultural management, are analyzed. Special attention is paid to the reasons for business internationalization and forms of international business activity. For this purpose, models of business internationalization are considered, the advantages and disadvantages of various options for entering foreign markets are analyzed. The educational process is characterized by high interactivity of the course, active use of modern technologies, 40% of the classes are conducted in an internet class enabling to work with original information and statistical materials to study the business environment of individual countries, active work in the form of a case study of the experience of major international companies.

**Workload of the discipline is** 6 ECTS, 216 hours.

**Language of instruction:** English.

**Course midterm control** is conducted in the form of individual project defense.