**INSTITUTE OF INTERNATIONAL RELATIONS**

**International Economic Relations**

**Master Program “International management and marketing”**

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| **Discipline title** | **Language of instruction** | **Degree (Ba, Ma, PhD)** | **ECTS** | **Semester** | **Description of the discipline** |
| Business-communications in international business | English | Master | 5 | 2 | The purpose and objective of the course is to provide students with different fundamental and modern topics on nature and functions of mass communication and business communications, includes structuring public relations campaigns, media strategy and planning, organizational communication, speech writing, public relations decision making, social media networking in public relations. During this course students learn fundamental concepts of preparing written communications aimed at creating a favorable image of company, theory and practice of promotions and media interaction to generate positive attention about the company or brand, process and methods of analysis the effectiveness of public relations campaigns, media coverage, public recognition and brand awareness. |
| Competition on world markets | English | Master | 4 | 1 |  The discipline is aimed at studying economic aspects of competition of countries, companies and goods on world markets. On comprehending the course students have to know basics of economic competition and its understanding in different economic concepts and models of international trade. Studying of the course helps students to develop knowledge of competitiveness of goods, indices and methods for evaluation of competitiveness of goods and in particular such evaluation for intermediate goods. The course observes competitiveness of companies on internal and external markets, peculiarities and types of such competitiveness and system of competitive advantages of the company. Moreover, it reflects main methods of determination of company’s competitiveness on the world markets and typology of modern competitive strategies of companies. The discipline deals with category of competitiveness of national economy, factors of international competitiveness of country and methods for evaluation of competitiveness of different countries. Finally, discipline discovers peculiarities and legal framework of competitive policy of different countries and organizations. |
| Sectoral specifics in international business | English | Master | 5 | 3 | Formation of a comprehensive approach for students to study the basics of sectoral development of the world market of goods and services for special education and for practical activity in the field of specialization; formation of students of modern economic thinking in the conditions of market relations; consolidation of professional knowledge of specialists in business activities on the current patterns and trends of sectoral development of world commodity markets. |
| Arts of business negotiations | English | Master | 5 | 3 | The purpose of the course is formation of students' understanding of the system of values, attitudes, norms of behavior business people, mastering students basic theoretical principles and development the necessary practical skills to increase its effectiveness in management activities.In learning the problems of the course, students should acquire knowledge of: the essence of ethics, culture, norms of behavior; organization of interaction of business partners; modern methods of evaluation of business partners; forms of business communication; non-verbal and verbal means of communication; collective discussion of business problems.Mastering the course provides students with mastery of such skills and abilities: application of rules of behavior of a business person; perception of information in different forms and in different ways; effective use of non-verbal means; arrange and conduct interviews. |
| Practice of translation | English | Master | 14 | 1,2 | The goal of the training is to develop and improve students' language, translation, and conference interpreting competences conforming with their majors. The training caters for the achievement by future specialists of such a level of translation competence that will provide them with the opportunity to professionally carry out translation activities in different types of translation, both during conference interpretation and in writing |
| Medianomics | English | Master | 5 | 1 | The training course covers the following topics: Modern foreign and Ukrainian media. Infrastructure of modern media. Information technology in the media. Media information strategies. Media Information Transformation. Information requests to the audience of domestic and international media. Information marketing. Limitation of information and copywriting. Information as a commodity. Information warfare. Information as a subject of state control. Modern media information policy |
| International Business Strategy | English | Master | 5,0 | 3 | This course emphasizes the value and process of strategic management in international business. It is designed to explore an organization’s mission, vision, examine principles, techniques and models of external and internal factors analysis, discuss the theory and practice of strategy formulation, implementation and control. Course program is developed to integrate and apply in general format all information presented in other functional courses on management  |
| Human Resource Management and Business Ethics | English | Master | 5,0 | 1 | The purpose and objective of the course is to provide students with knowledge of the theory of human resource management within national economic policy and economic activities of various forms of ownership and generate practical skills of personnel management in order to ensure the effective operation of the organization. The different aspects of business ethics are discussed in view of international business practice. |
| Business Economics | English | Master | 4,0 | 1 | Course covers major areas of economics to be applicable for managerial decision-making and includes issues of: major economics theories and concepts, factors of demand and its forecasting, structure of supply and elasticity, production and cost, economics of organizations, market structures and competition, monopoly and market regulation. Course aims to develop knowledge and skills on business economics in different types of economies with focus on applied cases in developed countries and emerging economies; skills for analysis of markets development and forecasting, risks and organization’s performance. Accomplishing of analytical tasks based on the reports of the top international corporations and international business statistics.  |
| Operations and Supply Chain management | English | Master | 5,0 | 1 | Course program aims to provide students with new and future oriented perspectives on international logistics and supply chain management. This is combined with learning applications of analytical tools and models through case illustrations ans discussions. The course program is focused on further deepening students` competencies in business administration, developing their analytical skills and requiring more independent and critical research in the area of logistics and supply chain management. |
| Accounting Taxation and Reporting in International Business  | English | Master | 4,0 | 1 | Today's business and tax environment is increasingly complex, there are more and more demands for transparency, tax departments are under pressure to be more effective and highly qualified professionals can be hard to obtain.The rules come from multiple sources, including recent changes in accounting and disclosure requirements. To "get it right" in this area, companies must seek advice about both financial accounting and technical tax rules. Often, more than one tax professional may need to be consulted to make sure the two areas are covered adequately. Simply put, no transaction is "complete" without comprehensively assessing the income tax accounting guidance.To help students respond to these demands, this discipline provides assistance in three key areas: Tax accounting: supporting quarterly and annual tax provision calculations, validating tax balance sheet accounts and implementing new accounting standards under IFRS and/or local GAAP. Tax function performance: improving operating strategy and organization design, tax process and controls, and data and systems effectiveness. Tax risk: identifying and prioritizing key risks and assisting with controls monitoring and remediation. |
| International Business Law | English | Master | 3,0 | 2 | International Business Law focuses on those aspects of the public international law, which are the most relevant for international business. Thus, it deals with such topics as, for example, the provisions of the WTO law on trade with goods. |
| International Corporate Management | English | Master | 6,0 | 2 | The course is designed  to give   profound  knowledge on different functional areas of a company involved in international business   like: international business planning, strategic management  with specific focus on risk financing techniques in international businees  covering  industry specific risk managing and handling. |
| International Business Research  | English | Master | 4,0 | 2 | The course “Methodolgy of International Business Research” is aimed to provide the cognitive basis for the researchers that includes basic notions, concepts, paradigmas, main approaches and their applications as well as a presentation of ontological, epistemological and social functions of science as a system of knowledge production. |
| Organizational Behavior and Cross Cultural Management  | English | Master | 5,0 | 2 | The course studies the issues of human irrational behaviour in business environment, organizational design and variability and origins of organizational culture. The system of relations built by the company relative to the external environment and internal environment. It includes frameworks of organizational change methodology and irrational aspects of decision-making. Different cultures (and subcultures) may have different rules and norms. Understanding the other's culture facilitates cross-cultural communication |
| Quantitative Reasoning for Decision Making in International business  | English | Master | 5,0 | 1 | The course explores a range of quantitative methods and specific arguments for reasoned persuasion in managerial decision-making, develops tools for visual representation of data and provides methodology for data gathering and manipulation.  |
| International Marketing Management | English | Master | 4,0 | 3 | Increasing integration with the world community, an entry of the domestic enterprises into the foreign markets and intensifications of development of new forms of the international business are the main present tendencies of economy reforming for countries with transitive economy. These countries have recently started their integration into system of the world economy, and the way this process will take place, efficiency of further economic and social development of the states, as organic subsystems of world economy depends. Consideration of a complex of questions of functioning and development of modern system of the international marketing taking into account specifics of the countries with transitive economy, gives structure of the offered manual. It contains the analysis of the general bases of international marketing, economic, political, legal, social, cultural, informational, scientific, demographic and geographic state of the country. The special attention is paid to methods and instruments of the international marketing activity, commodity and price policy in the international marketing, to product means of promoting on the foreign market. |
| International Financial Management and Corporate Finance | English | Master | 5,0 | 2 | Course “Internationalfinancial management and corporate finance” includes issues of: analysis of corporate financialreporting, corporate valuation, international corporate tax management, international cash flow management, international corporate fundraising on financial markets, international corporate performance, corporate currency and financial risks. Course aims to develop knowledge and skills for international financial management in developed countries and emerging economies; skills for analysis of international corporate financial performance, risks and stability. Accomplishing of analytical tasks based on the financial reports of the top international corporations and international financial statistics.  |