

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародних економічних
відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної
роботи



Каріна НЕМАШКАЛО

**КРАЇНОЗНАВСТВО ТА ОРГАНІЗАЦІЙНА ПОВЕДІНКА
ІНОЗЕМНОГО ПІДПРИЄМСТВА**

робоча програма навчальної дисципліни (РПНД)

Галузь знань **29 «Міжнародні відносини»**
Спеціальність **292 «Міжнародні економічні
відносини»**
Освітній рівень **перший (бакалаврський)**
Освітня **«Міжнародний бізнес»**
програма

Статус дисципліни **обов'язкова**
Мова викладання, навчання та **англійська**
оцінювання

Розробник:
к.е.н., доцент

Євгенія ВОРОНЮК

Завідувач кафедри
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Ірина ОТЕНКО

Гарант програми

Наталія
ПАРХОМЕНКО

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
international economic relations
Protocol No. 1 dated August 28, 2023.



APPROVED

Vice-rector for educational and methodological
work

Karina NEMASHKALO

**COUNTRY STUDIES AND ORGANIZATIONAL BEHAVIOR OF A
FOREIGN ENTERPRISE**

Program of the course

Field of knowledge *29 "International relations"*
Specialty *292 "International economic relations"*
Study cycle *first (bachelor)*
Study programme *International business*

Discipline status *mandatory*
Language of teaching, learning and assessment *English*

Developers:

Lecturer

Evheniia VORONIUK

Head of International
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Kharkiv
2023

INTRODUCTION

The beginning of the XXI century. was marked by dynamic transformations in the world associated with the aggravation of the struggle between opposing trends in the development of society. On the one hand, globalization processes are spreading, which cover all spheres of human activity, and processes of international integration are developing. On the other hand, localization disintegration processes are increasing, which, paradoxically, are happening in parallel with globalization and integration. It is precisely in the realm of unity and struggle of these opposites that the development of countries takes place in our time. In this context, the compulsory academic discipline “Country Studies and Organizational Behavior of a Foreign Enterprise” acts as one of the leaders in the holistic understanding of the processes taking place in the modern world.

The purpose of the educational discipline is to form the basic knowledge and skills of the students to carry out a complex country-scientific analysis in the field of international economic relations.

The tasks of the academic discipline are:

- research on trends in the development of society;
- mastering the main features of foreign markets for further practical activities in the field of international business;
- studying the peculiarities of the organizational behavior of enterprises.

The object of study of the discipline is the transformation processes in the world from globalization to localized disintegration

The subject of the academic discipline is the regions and countries of the world with their multiple varieties, which affect the organizational behavior of a foreign enterprise.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competences
LO 1	SC 9
LO 3	SC 11
LO 4	SC 1, SC 3, SC 8
LO 8	SC 3
LO 9	GC 2
LO 16	GC 2
LO 19	SC 3
LO 22	SC 3
LO 23	SC 9
LO 29	SC 2

where, SC1. The ability to distinguish characteristic signs and trends of the development of the world economy, peculiarities of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration.

SC2. The ability to use basic categories and the latest theories, concepts, technologies

and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge about the functioning and development of international economic relations.

SC3. The ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development

SC8. The ability to determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and establish communications between them.

SC9. The ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.

SC11. The ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and space-time relationships.

GC2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society on the basis understanding history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, use different types and forms of motor activity for active recreation and leading a healthy lifestyle.

LO 1. Be responsible for professional self-improvement, realizing necessity lifelong learning, show tolerance and readiness for innovative changes.

LO3. Use modern information and communication technologies, general and special purpose software packages.

LO 4. Systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

LO 8. To understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for implementing economic policy and world integration / disintegration processes, including Euro-Atlantic integration.

LO 9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international movement of capital, international currency, financial and credit relations, mobility of human resources, international technology transfer.

LO 16. Demonstrate knowledge of the state of international economic research relations and world economy in interdisciplinary in combination with political, legal, and natural sciences.

LO 19. Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards and technical conditions, etc. in the field of international economic relations.

LO 22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

LO 23. To be aware of the need for lifelong learning in order to maintain professional competence at a high level.

LO 29. Make and substantiate management decisions regarding the creation and operation of entrepreneurial structures, promoting the internationalization of business in

the sector of small and medium-sized enterprises.

COURSE CONTENT

Content module 1.

Basics of country studies and features of the development of the countries of the world

Topic 1. Methodological foundations of country studies

1.1. The concept of country studies. Object and subject of country studies. Patterns and principles of country studies.

1.2. Comparative analysis of the concepts of "state" and "country".

1.3. Basic concepts and terms of systematization. Regionalization of world countries in country studies. Classification of countries of the world by area, population. Forms of government and organization. Types of countries.

Topic 2. Organizational behavior of a foreign enterprise

2.1. The concept of organizational behavior of enterprises. Characteristics and key elements of organizational behavior of an enterprise. Types of enterprises organizational behavior. The goals of organizational behavior of an enterprise.

2.2. Organizational behavior of a foreign enterprise. Peculiarities of organizational behavior of a foreign enterprise. Analysis of the organizational behavior of a foreign enterprise.

Topic 3. European countries: economy and international partnership. Organizational behavior of enterprises in European countries

3.1. Economy and development of key European countries. The main problems of European countries and their impact on the economy.

3.2. European Union. Purpose of creation, political system, institutions and competences of the EU. EU member states. Prospects for changing the scope of the EU. Peculiarities of employment and doing business in EU countries. Development and features of non-EU countries.

3.3. International partnership of the EU: essence, priority areas and prospects. Relations and international policy of Ukraine within the framework of cooperation with the EU: the essence, features and prospects of the partnership of the Kharkiv region with the EU. Peculiarities of legal and organizational business support in European countries

Topic 4. Asian countries: economy and international partnership. Organizational behavior of enterprises in Asian countries

4.1. The main economic regions of Asia. Economic specialization of Asian regions. Asian "economic miracle". Asian model of social economy. The leading countries of Asia. Economic and innovative development of the Asian Tiger countries. Impact of the Asian Tiger on the world economy. Innovative policy.

4.2. Development of Asian regions. Countries of the Middle East: features of development and economic growth. The countries of Central Asia: peculiarities of the geographical location and its influence on the choice of vectors of economic cooperation in the region. East Asia: features and reasons for successful economic development. China and its prospects for economic leadership in the world. The

economic protectorate of the USA in the countries of East Asia. Countries of Southeast Asia: economic specialization; social factors of economic and business development. South Asia: Correlation of Social Collapse and Economic Success.

4.3. Peculiarities of legal and organizational business support in Asian countries.

Conditions for entering the Asian market. Ease of doing business. System of local administration. Tax burden.

4.4. Peculiarities of Ukrainian business partnership with Asian countries.

Partnership programs between Ukraine and Asian countries. Areas of cooperation of the Kharkiv region with enterprises and Asian countries.

Topic 5. African countries: economy and international partnership. Organizational behavior of enterprises in African countries

5.1. Features of socio-economic development of African countries. Social and economic problems of the regions. Agriculture and industry. National social protection strategies. Innovative financing mechanisms of the social sphere.

5.2. Prospects for the development of African countries. Africa as the largest region of natural mineral extraction. Features of the rapid development of South Africa, Rwanda and Nigeria. The African region is an area for investing in the future. The African Union and the African Development Bank: the mission and task of creating associations, areas of activity, global importance and influence of African associations.

5.3. Peculiarities of legal and organizational support for business in African countries. Ease of doing business. System of local administration. Tax burden.

5.4. Peculiarities of Ukrainian business partnership with African countries.

Partnership programs between Ukraine and African countries. Areas of cooperation of the Kharkiv region with enterprises and African countries.

Topic 6. North and Latin American countries: economy and international partnership. Organizational behavior of enterprises in the countries of North and Latin America

6.1. Historical, social, cultural and geographical features of North America. Financial and political system of the USA. The role of the USA in shaping the political and economic climate in the world. Foreign economic relations and export-import activity of the USA. Peculiarities of employment in the USA. Key areas of the Canadian economy. Peculiarities of the Canadian political system. Partnership relations of Canada in the world space. Membership in international organizations. US-Canada, Canada-UK relations.

6.2. Peculiarities of legal and organizational provision of business in the countries of North America. Ease of doing business. System of local administration. Tax burden.

6.3. Historical, social, cultural and geographical features of Latin America. Composition of Latin American countries. The potential and development prospects of the countries of Latin America. Latin America in modern international relations. The impact of Latin American countries on the world economy. The influence of national and cultural characteristics on business communication.

6.4. Peculiarities of legal and organizational business support in Latin American countries. Ease of doing business. System of local administration. Tax burden.

Topic 7. Countries of Australia and Oceania: economy and international partnership. Organizational behavior of enterprises in the countries of Australia and Oceania

7.1. Australia and New Zealand, states and dependent territories of Oceania. Isolation of the countries of Australia and Oceania: advantage or disadvantage. The influence of natural and geographical features on the economy of countries in this region.

7.2. Key sectors of the economy of the countries of Oceania. Priority areas of industry in Australia and New Zealand.

7.3. Peculiarities of legal and organizational support for business in Australia and Oceania. Ease of doing business. System of local administration. Tax burden

Topic 8. International economic integration

8.1. Key centers of international integration. The main centers of integration processes in the modern world economy. The role and significance of regional economic integration, its essence. Prerequisites of integration. The goals of integration. Principles of integration assessment. Forms of integration: preferential trade agreements, free trade zones, customs union, common market, economic union, full economic integration.

8.2. Ukraine's place in international integration processes.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar)) / laboratory studies

Name of the topic / and or task	Content
Topic 3. Task 1	Comparative analysis of business conditions in European countries
Topic 3. Task 2	Role-playing game: Creating your own business in the EU countries (using de Bono's "Six Thinking Hats" method). Discussion of the results of the game in the form of a debate
Topic 4. Task 3	Determine the peculiarities of the development and business environment of Asian countries; directions of cooperation of Ukraine, and directly of the Kharkiv region with enterprises and countries of Asia.
Topic 5. Task 4	Conduct a comparative analysis of business conditions in African countries. Research partnership programs between Ukraine and African countries. Determine directions of cooperation of Ukraine, and directly of the Kharkiv region with enterprises and African countries.
Topic 6. Task 5	Conduct a comparative analysis of the activities of the

	largest American multinational corporations that affect international economic relations
Topic 6. Task 6	To determine the peculiarities of the development and business environment of the countries of Latin America
Topic 7. Task 7	Determine the specifics of the development and business environment of partnership programs between Ukraine and the countries of Australia and Oceania. Determine the directions of cooperation of Ukraine, and directly of the Kharkiv region, with enterprises and countries of Australia and Oceania.
Topic 8. Task 8	Investigate Ukraine's participation in world integration centers. Analyze Kharkiv the region as a subject of integration processes.
Topic 8. Task 9	Business game: Development of international business partnerships in the Kharkiv region

The list of independent work by academic discipline is given in the table. 3

Table 3

List of independent work

Name of the topic and / or task	Content
Topic 1-8	Study of lecture material, preparation for classes, review of additional theoretical material
Topic 1-8	Preparation for practical classes
Topic 1-8	Performance of an individual task
Topic 7	Essay writing.
Topic 8	Presentation and defense of an individual assignment
Topic 1-8	Preparation for the exam

The number of hours of lectures, practical (seminar) and/or laboratory classes and hours of independent work are given in the work plan (technological map) for the academic discipline.

TEACHING METHODS

In the process of teaching the educational discipline "Local Studies and Organizational Behavior of a Foreign Enterprise" in order to acquire certain learning outcomes and to activate the educational process, it is envisaged to use such learning methods as:

Verbal: introductory lecture (Topic 1), review lectures (topics 2-8), problem lecture, discussion (Topic 3, questions of lecture 3.3, Topic 6)

Face-to-face: demonstration of presentations on topics 1-8, demonstration of film-video clips on topics: 1-8

Practical: practical work on topics 1-8, essay, individual task, role-playing game (practical work 3.2), didactic game (practical work 8.1)

FORMS AND METHODS OF ASSESSMENT

The university uses a 100-point accumulative system for evaluating the learning outcomes of students of higher education.

Current control is carried out during lecture, practical, laboratory and seminar classes and is aimed at checking the level of preparedness of the education seeker of higher education for the performance of specific work and is evaluated by the sum of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: Practical tasks (20 points), participation in a role-playing game (5 points), participation in a didactic game (5 points), written tests (14 points), essay (6 points), individual task (10 points).

Semester control: Grading including Exam.

More detailed information on the assessment system is provided in the technological card of the course.

An example of an exam card and assessment criteria.

An example of an examination ticket

Simon Kuznets Kharkiv National University of Economics

First (bachelor) degree of higher education

Specialty "International Economic Relations"

Educational program "International Business".

Semester I

Discipline "Country studies and organizational behavior of a foreign enterprise"

EXAMINATION TICKET No. 1

Task 1 (test). (5 points)

Choose 1 correct answer:

1. Australia ranks first in terms of production:
 - 1) gas
 - 2) oil
 - 3) diamonds
 - 4) ores

2. In which Canadian province French is the official language?
 - 1) Saskatchewan
 - 2) Quebec
 - 3) Alberta
 - 4) Nunavut

3. According to the theory of statehood, what criteria should the state meet as a subject of international law?
 - 1) have their own anthem and coat of arms
 - 2) the ability to enter into international relations and recognition by other states
 - 3) to be a presidential republic
 - 4) print their own money

4. The secondary sector of Japan's economy is based on:
 - 1) Industries
 - 2) Agriculture
 - 3) Trade
 - 4) Services

5. A geographical feature of Singapore is that it:
 - 1) Located on the peninsula
 - 2) Located on an island
 - 3) Situated inside China
 - 4) Located in Africa

6. The main factor of Asian economic miracles are:
 - 1) Agrarian reform
 - 2) Open access for investors
 - 3) Development of cultural national values
 - 4) Creation of the Asian Union

7. The main parameters of the territory of the country include:
 - 1) terrain and climate
 - 2) size, borders and configuration
 - 3) the number of rivers and lakes

- 4) area and relief
8. A country that is not part of the Schengen area:
- 1) Norway
 - 2) Great Britain
 - 3) Iceland
 - 4) Switzerland
9. The biggest Latin American country is:
- 1) Colombia
 - 2) Bolivia
 - 3) Venezuela
 - 4) Brazil
10. The object of study of country studies is:
- 1) oceanic system of the world
 - 2) countries as the main units of the modern socio-political organization of the world
 - 3) individual regions of the countries
 - 4) population of all countries of the world

Task 2 (stereotype), (4 points)

1. Find a correspondence between regions and geopolitical points:

Middle East	Malta
South Asia	Spratly Archipelago
Caribbean basin	Strait of Hormuz
East Asia	Panama Canal
Europe	Siliguri Corridor

2. Name the concepts which definitions are given below:

unification of the countries of the world into regions according to certain characteristics	
division and grouping of countries according to certain characteristics	

selection of types of countries with the help of certain unifying features		
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Task 3(diagnostic), (19 points)

1. Define the main social problems of Europe.
2. Identify the key cultural characteristics of India that influence the organizational behavior of businesses.
3. Choose a leading country in Central Asia and create a country passport. The country passport should contain general information about the country, information about its geographical location, state structure and form of government, natural conditions and resources, population, economy, culture and social development.

Task 4 (heuristic), (12 points)

1. Create an algorithm that allows you to choose a promising market and/or form of international business for citizens of Ukraine. Justify your answer. Determine the sequence of steps that allows you to choose a promising market and/or form of international business for citizens of Ukraine. Justify your answer.

Protocol No. ____ dated " __ " _____ 20__ was approved at the meeting of the Department of International Economic Relations.

Examiner Voroniuk Ye. V.

Chief of the Department of International Economic Relations, prof. Otenko I. P.

Evaluation criteria

Final scores for the exam consist of the sum of points for completing all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (test). (5 points)

For each correct test - 0.5 points.

Task 2 (stereotype), (4 points)

2 points for each correct task

Task 3 (diagnostic), (19 points)

1 diagnostic task is evaluated in 5 points:

1 – the ability to apply acquired theoretical knowledge in practice;
2 – the ability to analyze the situation and choose the right solution to solve the problem;

2 - formation of a consistent, structured and reasoned answer; availability of substantiated conclusions.

2 diagnostic tasks, which are evaluated for 7 points each, of which:

1 – the ability to apply acquired theoretical knowledge in practice;
2 – the ability to analyze the situation and choose the right solution to solve the problem;

2 - formation of a consistent, structured and reasoned answer;

2 – availability substantiated conclusions

Task 4 (heuristic), (12 points)

2 – the ability to apply acquired theoretical knowledge in practice to solve a specific problem; 3 – the ability to analyze the situation and choose the right solution to solve the problem; 3 - formation of a consistent, structured and reasoned answer; 4 – availability substantiated, original conclusions.

RECOMMENDED BOOKS

Main

1. V. A. Lyzogub Regional studies: textbook / V. A. Lyzogub ; National law University named after Yaroslav the Wise. - Kharkiv: Pravo, 2019. - 383 p.
2. Panov A. V. Regional studies: a textbook / Alen Panov. – Uzhgorod: Outdoor-Shark, 2017. – 443 p.

Additional

3. The Middle East and North Africa as a sphere of interests of Ukraine: analyst. add. / edited by O. V. Lytvynenko. Kyiv: NISD, 2020. – 85 p.
4. E. V. Voronyuk. The influence of international organizations on the economic policy of the countries of the world / E. V. Voronyuk, O. V. Yarmosh, M. B. Ayorinde. // Efficient economy. 2020. - No. 11. - [Electronic resource]. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/24993>
5. Actual problems of European and Euro-Atlantic integration of Ukraine: materials of the 17th region. Scientific and practical conference May 14, 2020, Dnipro; for for Ed. L.L. Prokopenko - Dnipro: DRIDU NADU, 2020. - 392 p.
6. Wang Yi's exclusive interview with Xinhua News Agency on China-US relations dated August 7, 2020 [Electronic resource]. – Access mode: <http://ua.chineseembassy.org/rus/xwdt/t1804791.htm>

Information resources

7. Official website of the United Nations [Electronic resource]. - Access mode: www.un.org

8. Official website of the World Bank [Electronic resource]. - Access mode: www.worldbank.org
9. Materials of the EU and the Council of Europe [Electronic resource]. – Access mode: www.isi.gov.uk
10. Official website of the European Union (EU) [Electronic resource]. – Access mode: www.europa.eu.com
11. Official website of the International Group for Conflict Analysis [Electronic resource]. – Access mode: www.intl-crisis-group.org
12. Official site of the Center for the Analysis of Events in Central Asia and Transcaucasia, Johns Hopkins University [Electronic resource]. – Access mode: www.cacianalyst.org
13. Official site of the Center for Political and Social Studies of Central Asia and Transcaucasia [Electronic resource]. – Access mode: www.sa-c.org
14. Official site of the Center for Ukrainian-African Studies [Electronic resource]. – Access mode: <http://cuar.in.ua/cuar/main>.
15. Official site of UNESCO [Electronic resource]. - Access mode: www.unesco.org
16. Official website of the Ministry of Foreign Affairs of Ukraine [Electronic resource]. - Access mode: <http://www.mfa.gov.ua>
17. Web portal of the Ukrainian National Information Agency [Electronic resource]. - Access mode: <http://svit.ukrinform.ua/>
18. Information and search system adapted for finding information about the countries of the world [Electronic resource]. – Access mode: <http://www.geonames.de/cous.html>.
19. Site of the Strategic Group Sofia project [Electronic resource]. – Access mode: <http://sg-sofia.com.ua/pro-nas>
20. The site of personal educational systems of Simon Kuznets Kharkiv National University of Economics. Discipline "Local studies and organizational behavior of a foreign enterprise". – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=3723>