

**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

**МІЖНАРОДНІ СТАНДАРТИ БІЗНЕСУ**

**робоча програма навчальної дисципліни (РПНД)**

Галузь знань  
Спеціальність  
Освітній рівень  
Освітня програма

**29 «Міжнародні відносини»**  
**292 «Міжнародні економічні відносини»**  
**перший (бакалаврський)**  
**«Міжнародний бізнес»**

Статус дисципліни  
Мова викладання, навчання та оцінювання

**вибіркова**  
**англійська**

Розробник:  
к.е.н., професор

Віктор ІВАНІЩЕНКО

Завідувач кафедри  
міжнародних економічних  
відносин

Ірина ОТЕНКО

Гарант програми

Наталія ПАРХОМЕНКО

**Харків**  
**2023**



## INTRODUCTION

International business standards or business standards are rules developed and voluntarily adopted by representatives of a certain industry or sector of the economy with the aim of forming a healthy business culture and increasing the level of consumer confidence. International business standards may exist in the form of general codes of business ethics or codes of professional conduct in certain fields of activity. In the conditions of conducting business with foreign partners, Ukrainian enterprises need to apply the methodology, norms, principles and standards of conducting business at the international level, the formation of a culture of conducting business based on compliance analysis methods and international standards for the regulation of corporate conflicts.

The purpose of teaching the academic discipline is to form a system of competencies regarding the introduction of international standards of business conduct into enterprise management systems to ensure competitive business conditions in the modern market environment.

The tasks of the academic discipline are:

- mastering the features of modern international business standards;
- study of the structure of compliance analysis according to the requirements of international business standards in the system of organizational and management activities to ensure effective entrepreneurship in international business.

The object of study of the discipline is the management processes of international entrepreneurship taking into account the international standards of conducting business in modern economic conditions.

The subject of the academic discipline is the organizational, informational, analytical and managerial components of international entrepreneurship using international business standards.

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

Table 1

Learning outcomes and competencies formed by the course

<b>Learning outcomes</b>	<b>Competencies</b>
LO 10	GC 3 SC 5
LO 11	IC SC 6
LO 12	IK SC 7
LO 13	IC

	GC 3 GC 4 SC 8
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where, IC. The ability to identify and solve complex tasks and problems, to generate new ideas in the field of international economic relations and/or during training, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.

GC 3. Ability to conduct research at an appropriate level.

GC 4. Ability to search, process and analyze information from various sources.

SC 5. The ability to apply cumulative knowledge, scientific and technological achievements, information technologies to understand the essence of the phenomenon of the new economy, to identify pattern LO 10s and trends in the latest development of the world economy.

SC 6. The ability to apply the principles of social responsibility in the activities of subjects of international economic relations and their impact on the economic development of countries. The ability to analyze international markets of goods and services, tools and principles of international trade regulation.

SC 7. The ability to analyze and evaluate geo-economic strategies of countries from the standpoint of national economic interests.

SC 8. The ability to forecast trends in the development of international markets, taking into account economic changes.

LO 10. To identify and single out the peculiarities of the functioning of subjects of international relations and models of their economic development.

LO 11. To justify one's own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

LO 12. To carry out a comprehensive analysis of complex economic systems, to compare and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO 13. Select and skillfully apply analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services using modern knowledge about the methods, forms and tools of regulation of international trade.

## **COURSE CONTENT**

**Content module 1. International business standards: management aspects.**

**Topic 1. Theoretical foundations of international entrepreneurship.**

**1.1. The essence of international business activity.**

Definition of international business activity. Functions of international entrepreneurship and their content.

### **1.2. The history of the development of international entrepreneurship.**

Approaches to interpreting the development of international entrepreneurship. Seven technological systems (waves) of entrepreneurship development. State regulation of entrepreneurship.

### **1.3. Trends in the development of international entrepreneurial activity.**

Trends in the development of the world community. The main motives of internationalization of entrepreneurial activity. Basic models of functioning of international entrepreneurial activity.

## **Topic 2. Project management standards.**

### **2.1. The project as a system. A systematic approach to project management. Project goals.**

The essence of the project. Properties of the project as a system. Characteristic features of modern economic systems. A systematic approach to project management. The process of goal setting. Methods of determining the goal.

### **2.2. Main international and domestic project management standards. Standard for assessing the level of maturity of the project management organization.**

Types of project management standards. Project quality management standards. General characteristics of the maturity levels of the organization in relation to project management. the standard for evaluating the level of maturity of a project management organization - ORMZ (Organization Project Management Maturity Model).

## **Content module 2. Application of international standards of socially responsible business.**

### **Topic 3. Environmental management standards.**

#### **3.1. Principles of modern models of environmental management. Environmental management system according to ISO.**

Factors of usefulness and expediency of the environmental management system. The main principles of modern models of environmental management. The main elements of the environmental management system according to ISO. Content of the systemic approach to environmental management.

#### **3.2. National system of standardization and environment.**

National standardization body and its powers. Powers of technical committees (TC) of standardization. The sphere of activity and objects of standardization established under TC 82 in accordance with the order of the national standardization body of SE "UkrNDNC" dated 12.22.2017 No. 457.

### **Topic 4. Standards of business ethics and behavior.**

#### **4.1. The essence of business (or corporate) ethics. Principles of business ethics and conduct.**

Content of business (or corporate) ethics. Applied and professional ethics. The main principles of business ethics and behavior. Rules of business ethics in modern conditions of domestic entrepreneurship.

#### **4.2. Methods of increasing the ethical level of a business organization.**

Special measures and methods aimed at forming and increasing the ethical level of a business organization. Compliance programs of the company's behavior in relations with buyers, sellers and competitors.

#### **Topic 5. Standards of socially responsible business.**

**5.1. Corporate social responsibility as a policy and concept of strategic development of the enterprise. Global standards of social responsibility of business.**

Internal and external social responsibility of business. Indicators of the effectiveness of the implementation of the policy of social responsibility of business. Principles of social reporting in accordance with the Global Standards of Business Social Responsibility.

**5.2. Standards of corporate social responsibility in enterprise management. Introduction of principles of corporate social responsibility and standards of social non-financial reporting in Ukraine.**

The main international standards that regulate the social responsibility of enterprises (standard SA 8000 "Social responsibility", standard ISO-26000 "Management on social responsibility" and the UN Global Compact). The main characteristics of the enterprise's corporate social responsibility.

#### **Topic 6. Enterprise security standards.**

##### **6.1. The essence of enterprise security.**

The main tasks of the economic security system of the enterprise. Principles of building a system of economic security of the enterprise. The main elements of the economic security system of the enterprise.

**6.2. Standardization in the field of security. Economic security of the organization.**

A set of ISO international standards of economic security in the field of economic security and their compliance with the functions of the enterprise's economic security system. Functional goals of economic security of the organization. The main types of activities of the organization's security services. Organizational, administrative, economic, technical, legal, marketing, socio-psychological, ideological methods of ensuring the economic security of enterprises.

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 1. Task 1.	Definition of the main categories of international business standards. Drawing up a business plan taking into account international business standards. Laboratory works No. 1,2.
Topic 2. Task 2.	Determination of the main international and domestic project management standards. Laboratory work No. 3.
Topic 3. Task 3.	Eco-Management and Audit Scheme EMAS (Eco-Management and Audit Scheme). Laboratory work No. 4.
Topic 4. Task 4.	Determination of methods of increasing the ethical level of a business organization. Laboratory work No. 5.
Topic 5. Task 5.	The structure of global standards of social responsibility of business. The main characteristics of the enterprise's corporate social responsibility. Laboratory work No. 6,7.
Topic 6. Task 6.	Components of standardization in the field of security. Components of economic and business security of the organization. Laboratory work No. 8,9.

The list of self-studies in the course is given in table 3.

Table 3

### List of self-studies

Title of the topic and/or task	Content
Topic 1 - 6	Study of lecture material and regulatory framework of Ukraine.
Topic 1 - 6	Preparation for practical classes.
Topic 1 - 6	Completing tasks for independent work.
Topic 1	Performance of an individual educational and research task.
Topic 2	Essay writing.
Topic 1 - 6	Preparation for the exam.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## **TEACHING METHODS**

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Verbal (lecture (Topic 1, 3, 4, 5), problematic lecture (Topic 6), provocative lecture (Topic 2)).

In person (demonstration (Topic 1-6)).

Practical (practical work (Topic 1 - 6), essay (Topic 2), case method (Topic 6)).

## **FORMS AND METHODS OF ASSESSMENT**

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount 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 (9 points), individual educational and research task (7 points), written control work (18 points), presentations of reports (9 points), essays (8 points), laboratory work (9 points).

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

### **An example of an examination ticket**

SIMON KUZNETS KHARKIV NATIONAL ECONOMIC UNIVERSITY

First (bachelor) level of higher education

Specialty 292 "International Business"



Educational and professional program "International Business".  
Semester V  
Educational discipline "International business standards"

**EXAMINATION TICKET No. 1**

**Task 1 (test). (30 points):**

1	<p>A business plan is:</p> <ol style="list-style-type: none"> <li>1. A strategic tool that harmoniously combines the company's goals, approaches to implementation and management of resources and risks.</li> <li>2. Operational calendar business plan.</li> <li>3. Enterprise development plan.</li> <li>4. Plan to ensure competitive advantages.</li> <li>5. Investment plan.</li> </ol>
2	<p>1. The business plan standard is:</p> <ol style="list-style-type: none"> <li>1. A certain scheme, recommendations, requirements, structure, set of rules that must be followed so that the presented business plan gives a complete picture of the project.</li> <li>2. Standard business conditions proposed by international business standards.</li> <li>3. Standard plan structure.</li> <li>4. Implementation of standard behavior on the market.</li> <li>5. Implementation of standard goals of market behavior.</li> </ol>
3	<p>Analysis of the market and competitors in business planning includes:</p> <ol style="list-style-type: none"> <li>1. Analysis of market development prospects, consumer preferences, competitors.</li> <li>2. Analysis of market development prospects, business goals, competitors.</li> <li>3. Analysis of business goals, competitors, labor resources of the enterprise.</li> <li>4. Analysis of business goals, labor resources of the enterprise, material intensity of production.</li> <li>5. Analysis of consumer preferences, competitors, business goals, labor resources of the enterprise.</li> </ol>
4	<p>Factors of usefulness of the environmental management system are:</p> <ol style="list-style-type: none"> <li>1. Economy of production costs and resources, formation of competitive advantages, relaxation of administrative pressure on the enterprise by state control (supervision) bodies, expansion of product sales markets, entry to a new level of technological development and innovation.</li> <li>2. Economy of production costs and resources, formation of competitive advantages, relaxation of administrative pressure on the enterprise from the state control (supervision) bodies, expansion of product sales markets,</li> <li>3. Economy of production costs and resources, formation of competitive advantages, relaxation of administrative pressure on the enterprise from the state control (supervision) bodies, entry to a new level of technological development and innovation.</li> <li>4. formation of competitive advantages, easing of administrative pressure on the enterprise by state control (supervision) bodies, expansion of product sales markets, entry to a new level of technological development and innovation.</li> <li>5. Economy of production costs and resources, formation of competitive advantages, easing of administrative pressure on the enterprise by state control (supervision) bodies, expansion of product sales markets, entry to a new level of technological development and innovation, simplification of technological processes.</li> </ol>
5	<p>ISO bodies are located in:</p> <ol style="list-style-type: none"> <li>1. Geneva.</li> <li>2. Paris.</li> </ol>

	<p>3. London.</p> <p>4. Brussels.</p> <p>5. Ottawa.</p>
6	<p>1. ISO 14001:2015:</p> <p>1. Environmental management systems.</p> <p>2. System of economic development management.</p> <p>3. Quality management system.</p> <p>4. Project management system.</p> <p>5. Business planning system.</p>
7	<p>1. Applied ethics is:</p> <p>1. The direction of professional ethics that studies practical moral problems.</p> <p>2. The direction of professional ethics, which studies practical moral problems, psychological behavior.</p> <p>3. The direction of professional ethics, which studies practical moral problems, psychological behavior, interpersonal relations.</p> <p>4. The direction of professional ethics, which studies practical moral problems, interpersonal relations.</p> <p>5. The direction of professional ethics, which studies practical moral problems, interpersonal relations, psychological behavior, self-expression.</p>
8	<p>A conflict of interest arises when:</p> <p>1. The employee's personal relationships or actions prevent him from being objective in performing everyday tasks.</p> <p>2. Personal relationships or actions of one employee prevent another employee from fulfilling his duties.</p> <p>3. Personal relations or actions of the employee do not meet the general norms of behavior.</p> <p>4. The employee's personal relationships or actions prevent him from fulfilling his duties to another employee and do not comply with general norms of behavior.</p> <p>5. The employee's personal relationships or actions prevent him from fulfilling his duties to another employee and do not comply with general norms of behavior and are incomprehensible.</p>
9	<p>Compliance includes:</p> <p>1. Code of corporate ethics; policy on combating money laundering and terrorist financing; gift and hospitality policy; the policy of reporting violations of ethical standards; policy of interaction with regulatory bodies.</p> <p>2. Only the code of corporate ethics.</p> <p>3. Only the policy of reporting violations of ethical standards.</p> <p>4. Only the code of corporate ethics and the policy for reporting violations of ethical standards.</p> <p>5. Gift and hospitality policy only.</p>
10	<p>The objects of corporate social responsibility are:</p> <p>1. Employees, consumers, suppliers, competitors, social infrastructure.</p> <p>2. Only consumers.</p> <p>3. Only consumers, suppliers, competitors.</p> <p>4. Only employees.</p> <p>5. Only social infrastructure.</p>

**Task 2 (stereotype). (3 points):**

Match the terms with the content. Record the result in Table 1.

Table 1

In order	Defining the structure	Letter	Characteristic
1	International Accounting Standards Board	A	Supervises the work of the RMSBSO, its structure, strategy, and also collects funds to ensure its activities (until March 31, 2010, it was called the MSSB Foundation);
2	IFRS Fund	Б	Provides advice and consultation to the RMSB and the IFRS Foundation.
3	Monitoring Board	В	Target groups of experts on separate projects of the agenda
4	IFRS Interpretations Committee	Г	Develops interpretations of IFRS for their further approval by the IASB.
5	IFRS Advisory Council	Д	Supervises the work of trustees of the IFRS Fund, participates in the nomination of candidates for trustees of the IFRS Fund and their approval.
6	Working groups	Ж	Is solely responsible for the development of IFRS and approves the interpretation of IFRS;

### ***Task 3 (diagnostic). (6 points)***

You have been given the task of developing methodological support for the operational diagnosis of the financial and economic state of the enterprise. Describe the sequence of actions and the set of directions of analysis that you will use to solve the task.

Approved at a meeting of the Department of International Economic Relations.  
Protocol No. \_\_\_\_ of " \_\_\_\_ " \_\_\_\_\_ 20\_\_.

Examiner  
Chief department

Viktor IVANIIENKO  
Irina OTENKO.

### **Evaluation criteria**

The final marks for the exam consist of the sum of the marks for the completion of 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).** (30 points)

For each correct test, if calculations are available - 3 points.

**Task 2 (stereotype).** (3 points)

0.5 – For each correctly defined characteristic.

**Task 3 (diagnostic).** (7 points)

- 3 – no less than three courses of action are given correctly.  
4 – at least four directions of analysis are correctly stated.

## RECOMMENDED LITERATURE

### Main

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2. Іванієнко В.В. Сучасні проблеми підприємництва у міжнародному бізнесі / В.В. Іванієнко // Комунікативні маркетингові стратегії в умовах обмеженого бюджету : матеріали всеукраїнського науково-педагогічного підвищення кваліфікації, 28 листопада – 8 січня 2023 р. : тези допов. – Одеса : Видавничий дім «Гельветика», 2023. – С. 15-17. [Електронний ресурс]. Режим доступу : <http://www.repository.hneu.edu.ua/handle/123456789/29388>
3. Крисоватий А.І., Панасюк В.М., Мельничук, І.В., Бурденюк, Т.Г. Міжнародні стандарти обліку та звітності: підручник // за заг. ред. А.І. Крисоватого, В.М. Панасюк. - Тернопіль : Економічна думка, 2021. - 580 с.
4. Мінц О.Ю., Камишнікова Е.В. Імплементация міжнародних стандартів у сфері корпоративної соціальної відповідальності на промислових підприємствах України // Ефективна економіка. № 9. 2019 р.
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6. Стандартизація, метрологія, сертифікація та управління якістю: Підручник / Л.В. Баль-Прилипка, Н.М. Слободянюк, Г.Є. Поліщук, М.З. Паска. – Львів: Фоліант, 2017 – 512

### Additional

7. Іванієнко В. В. Сучасні проблеми підприємництва у міжнародному бізнесі / В.В. Іванієнко // Комунікативні маркетингові стратегії в умовах обмеженого бюджету : матеріали всеукраїнського науково-педагогічного підвищення кваліфікації, 28 листопада – 8 січня 2023 р. : тези допов. – Одеса : Видавничий дім «Гельветика», 2023. – С. 15-17. [Електронний ресурс]. Режим доступу : <http://www.repository.hneu.edu.ua/handle/123456789/29388>
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9. Рогуленко Т.М. Міжнародні стандарти аудиту: підручник. – К.: Ліра, 2018. – 638 с.

### Information resources

10. Anthony McGee (2016), Corporate Security's Professional Project: an Examination of the

Modern condition of Corporate Security Management, and the Potential for Further Professionalisation of the Occupation – [Електронний ресурс]. URL: <https://dspace.lib.cranfield.ac.uk/bitstream/1826/4658/1/McGee.pdf>.

11. Міжнародні стандарти: Стандарти FATF – [Електронний ресурс]. URL: [http://000.sdfm.gov.ua/articles.php?cat\\_id=180](http://000.sdfm.gov.ua/articles.php?cat_id=180)⟨=uk.

12. Міжнародні стандарти з протидії відмиванню доходів та фінансуванню тероризму і розповсюдженню зброї масового знищення – [Електронний ресурс]. URL: [http://000.sdfm.gov.ua/articles.php?cat\\_id=](http://000.sdfm.gov.ua/articles.php?cat_id=).

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