

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**INFORMATION AND ANALYTICAL TOOLS
OF INTERNATIONAL BUSINESS**

**Guidelines for writing a course work
for Bachelor's (first) degree students
of speciality 292 "International Economic Relations"
of the educational program "International Business"**

**Kharkiv
S. Kuznets KhNUE
2024**

UDC 339.9(072.034)

I-60

Compiled by: I. Otenko
S. Achkasova

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

Самостійне електронне текстове мережеве видання

Information and Analytical Tools of International Business [Electronic I-60 resource] : guidelines for writing a course work for Bachelor's (first) degree students of speciality 292 "International Economic Relations" of the educational program "International Business" / compiled by I. Otenko, S. Achkasova. – Kharkiv : S. Kuznets KhNUE, 2024. – 33 p. (English)

Guidelines for the performance of a course work, recommended literature to be used in the course of writing are provided.

For Bachelor's (first) degree students of speciality 292 "International Economic Relations".

UDC 339.9(072.034)

© S. Kuznets Kharkiv National
University of Economics, 2024

Introduction

In the conditions of strengthening globalization processes in the world caused by digitalization, as well as within the framework of the implementation of the European integration policy of the state, a question arises how to organize the international economic activity of Ukraine taking into account the latest trends in the international market, global risks and geopolitical challenges, and the latest practices of conducting international business. This will ensure the harmonious integration of the domestic economy into the global economic space.

In this context, there is a need to carry out analytical studies in order to ensure the adoption of economically justified, strategically balanced decisions by stakeholders and specialists in international relations. Thus, of special importance is the specialist's ability to work with modern sources of information, which must meet today's demands, must be of high quality, in particular, objective, reliable, complete, accurate, relevant, valuable and understandable.

In view of these trends the academic discipline "Information and Analytical Tools of International Business" included in the educational program seems to provide and relevant to provide students' mastery of such competences as the ability to think critically, competent formation of information request, search for sources of information and assessment of their quality, analytical processing of information, in particular the ability to identify problems in the activities of subjects of international activity, the ability to assess the consequences of economic processes on the international arena in terms of impact on the activities of enterprises and the development of regions, the ability to assess the effectiveness of subjects of international activity and their interaction, the ability to determine the directions of development of international relations at the micro-, meso-, macrolevels in accordance with the best practices of international experience.

In the process of studying this discipline, the students acquire theoretical knowledge and master professional competences in the field of international information when doing practical tasks at seminars and practical classes, as well as during independent work.

Students independent work is a form of organization of the educational process, in which the planned tasks are performed by students independently under the methodical guidance of the teacher. Independent work helps students to form a complex perception of the international information space,

an idea of the main regularities of interstate and non-state interactions on a global, regional scale or at the level of bilateral relations.

One of the types of independent work of a student, which provides for the curriculum of the academic discipline is a course work. Completing the course work involves consolidation and deepening of theoretical knowledge and practical skills of students in the process of studying the academic discipline.

Thus guidelines for writing a course work contain theoretical and practical foundations.

The purpose of the guidelines is to form students' knowledge about the general rules of the implementation and defense of a course work.

The main competences that students should master after defending their course work are the following abilities:

- to use modern information and communication technologies, general and special purpose software packages;

- to understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration;

- to carry out a comprehensive analysis of complex economic systems, compare their components, evaluate and justify assessments of the effectiveness of their functioning;

- to select and skillfully apply the analytical toolkit 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;

- to understand and apply the theories, principles, means and tools of implementation of international monetary, financial and credit relations;

- to investigate economic phenomena and issues in the international sphere based on an understanding of categories and laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account cause-and-effect and space-time relationships;

- to 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;

- to be aware of the need for lifelong learning to acquire knowledge, in order to maintain professional competence at a high level;

to justify the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring the state of world markets;

to present research results based on which recommendations and measures for adaptation to changes in the international environment are developed;

to manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and other activities, taking into account the direction of activity of a subject of international business and the specialization priorities of the Kharkiv region;

to apply the acquired knowledge to solve applied problems in the areas of planning, analysis, organization and control of international business.

The results of training and competences formed by the educational component are defined in Table 1.

Table 1

**Learning outcomes and competences formed
by the educational component**

Learning outcomes	Competences
LO3	SC5, SC6, SC11
LO4	IC
LO7	IC
LO8	SC11
LO12	GC8, SC11, SC15
LO13	GC8, SC5
LO14	GC8, SC7
LO18	SC11, IC
LO19	SC16
LO23	SC11
LO24	GC12, SC5, SC11, IC
LO25	GC7, GC8
LO26	SC18, SC19
LO27	SC11

where GC7 is skills in using information and communication technologies.

GC8 is capability of abstract thinking, analysis and synthesis.

GC12 is knowledge and understanding of the subject area and understanding of professional activity.

SC5 is the ability to carry out a comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them.

SC6 is the ability to analyze international markets of goods and services, instruments and principles of regulation of international trade.

SC7 is the ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations.

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

SC15 is the ability to apply the methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

SC16 is the ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

SC18 is the ability to solve applied tasks in the areas of planning, analysis, organization and control of international business.

SC19 is the ability to analyze basic micro- and macroeconomic models, modern macroeconomic approaches to economic analysis, principles of behavior of economic entities in the global environment.

IC is the ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic relations in particular, as well as in the learning process, which involves the application of the latest theories and methods in the implementation of complex studies of global economic relations, characterized by the complexity and uncertainty of conditions.

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

LO4. To 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.

LO7. To apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.

LO8. To understand, identify and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration/disintegration processes, including and Euro-Atlantic integration.

LO12. To carry out a comprehensive analysis of complex economic systems, to match and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO13. To 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.

LO14. To understand and apply the theories, principles, means and tools of implementation of international monetary, financial and credit relations.

LO18. To investigate economic phenomena and processes in the international sphere based on an understanding of categories and laws; highlighting and summarizing the trends, regularities of functioning and development of the world economy with taking into account cause-and-effect and space-time relationships.

LO19. To 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.

LO23. To be aware of the need for lifelong learning in order to maintain professional competence at a high level.

LO24. To justify the choice and apply information and analytical tools, economic and statistical methods of calculation, complex analysis techniques and methods of monitoring the state of world markets.

LO25. To present the research results, based on which recommendations and measures for adaptation to changes in the international environment are being developed.

LO26. To manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and other activities, taking into account the direction of activity of the subject of international business, and priorities of the smart-specialization of the Kharkiv region.

LO27. To apply the acquired knowledge to solve practical problems in the areas of planning, analysis, organization and control of international business.

1. The procedure for organization of execution and defense of a course work

A course work is one of the types of individual tasks of an integrated educational and research, creative or design nature, which aims not only to deepen, generalize and consolidate students' knowledge of the academic discipline, but also to apply it in the process of solving a specific professional task and developing skills in independent work with educational and scientific literature, electronic computing equipment, using modern information tools and technologies. In this way, the student forms his professional competence.

A course work is a separate credit of an academic discipline, which is evaluated as an independent type of student's educational activity. The amount of time for the completion and defense of a student's course work is a component of the time for the student's independent work within the amount of hours allocated to this discipline according to the curriculum. According to the curriculum, students perform a course work in the academic discipline. A course work is performed under the supervision of a professor, associate professor, senior lecturer or lecturer of the Department of International Economic Relations.

The primary stage of a course work includes the student's choice of a topic, object of research and development of a detailed work plan. Students choose a topic on their own, but duplication of topics is not allowed if a course work is performed on the basis of one international organization or enterprise. Neither more than two identical topics are allowed in an academic group. The subject of a course work is developed by the Department of International Economic Relations.

The topics of a course work:

1. Information support for the development of international business.
2. Information and analytical toolkit of technological development of international business.
3. Analysis of the impact of mergers and acquisitions on the development of international business.
4. Information and analytical support for the development of innovations in international business.

5. Analytical support for the development of the corporate culture of an international enterprise.
6. Information support for the promotion of the brand of Ukraine in the international information space (or of another country).
7. Analytical support for the development of international exchange of intellectual property products.
8. Evaluation and analysis of the competitive positions of Ukrainian enterprises on world commodity markets.
9. Analysis of the dynamics of a company's position in the top 20 largest companies in the world.
10. Information and analytical support for the development of the market of intellectual property rights in the conditions of globalization.
11. Information and analytical support for enterprise development in the process of transnationalization.
12. Analytical support for the development of electronic trade in the conditions of the formation of the global information space.
13. Information and analytical tools for the development of the international market of consulting services.
14. Analytical support for the development of international production cooperation in the conditions of globalization.
15. Analytical support for the development of international trade in services.
16. Analytical support for the development of the intellectual property rights market in the context of globalization.
17. Evaluation and analysis of international capital movements for exporting countries and importing countries.
18. Information and analytical support for the development of international franchising business.
19. Information provision of international scientific and technical cooperation of subjects of international economic relations.
20. Analytical support international portfolio investment in the system of international innovation flows.
21. Information provision of international experience in the functioning of high-tech zones.
22. Information and analytical support for the development of international capital movement in the context of changes in the geo-economic space.

23. Evaluation and analysis of the state of the country's economy in international rankings (a country of choice).

24. Analysis of the role of international ratings in increasing the efficiency of a country's economy (a country of choice).

2. The content and structure of a course work

The total volume of a course work should be 30 – 35 pages (without appendices) of A4 format of printed text. The term paper should contain: the title page, a table of contents, introduction, the main part (3 sections), conclusions, a list of used sources, appendices.

The table of contents is placed after the title page on a new page. It contains the titles and initial page numbers of all sections and subsections. The content of individual sections is determined by the topic of the course work.

The course work should organically combine theoretical-and- methodical, analytical-and-project parts.

It is recommended that focus be on the typical structure of a course work presented on Table 2.1.

Table 2.1

A typical structure and content of course work sections

Course work sections	Recommended volume of pages
1	2
Introduction	1 – 2 p.
1. Theoretical and methodological principles of analysis of the main aspects of the chosen topic. 1.1. The conceptual apparatus depending on the subject area of research. 1.2. A toolkit for analysis	up to 7 pages
2. The current state of the researched problem (based on the selected topic). 2.1. Description of the initial information on the activities of an international company / international organization / features of the project / problem outlined by the topic of the course work, etc.	up to 15 pages

Table 2.1 (the end)

1	2
2.2. International experience of implementing projects or solving similar problems (depending on the chosen topic). 2.3. Analysis of the impact of macroenvironmental factors on the development of a project / prospects for solving the problem (depending on the chosen topic)	
3. Development of recommendations for the development/improvement/solution of the subject of research on the selected topic	up to 5 pages
Conclusions	1 – 2 p.
References	–
Appendices	–

2.1. Introduction

In the introduction, the essence and state of the investigated problem, its significance, grounds and initial data for the development of the topic are revealed, and the justification for the need to conduct the research is given. When writing the introduction, the following sequence should be observed:

relevance and the need for development of the topic;

names of authors – scientists who made the greatest contribution to the development of the researched problem;

the purpose and tasks of the course work;

the object and subject of research in the course work;

research methods in accordance with the defined tasks;

the course work results and their novelty;

keywords.

The actuality of the theme should be justified through critical analysis and comparison with known solutions to the problem (according to the topic of the course work). The expediency of the course work for the development of the relevant branch of economics and the development of science as a whole should be substantiated.

Coverage of relevance should not be verbose. It is enough to express the main thing – the essence of the problem – in a few sentences. The names of economists who made a significant contribution to the development of the researched problem should be given.

The purpose and tasks of the research. The purpose of the work and tasks, which must be resolved to achieve the goal, must be formulated. The purpose of the work is usually closely intertwined with the title of the term paper and should clearly indicate what exactly is solved in the work. One should not formulate the goal like "Research", "Study", because these words indicate the means of achieving the goal rather than the goal itself.

The object and subject of research. An object is a process or phenomenon that creates a problem situation and is chosen for study. The subject is contained within the object. Object and subject are related to each other as general and partial. In the object, its part which is the subject of research, stands out. It is what the main attention of the student is focused on, since the subject of research determines the topic of the course work, which is defined on the title page as its name.

Research methods. A list of research methods used to achieve the goal set in the work is provided. Research methods should usually be chosen in accordance with the formulated tasks of the work, which is indicated in the introduction. They should be listed not separated from the content of the work, but briefly and meaningfully, determining what exactly will be researched with the help of one or another method (for example, the method of logical generalization – to determine the place and role of information support in the development of international business). This will make it possible to verify the logic and acceptability of the choice of these methods.

It is recommended that the students use various research methods, for example: the method of logical generalization; methods of analysis and synthesis; the method of structural and logical analysis; inductive and deductive methods; statistical analysis; empirical research, such as observation, comparison; theoretical generalization; the graphical method.

It is advisable for the student to use different approaches for conducting research. For example, a systemic approach is used to determine the effective mechanisms of Ukraine's integration into the world community in accordance with the current globalization processes.

The information and/or research software (if it was used for the selected topic) of the course work is indicated.

2.2. The theoretical and methodological part

The theoretical and methodological part must correspond exactly to the topic of the course work and fully cover its content. For this, a critical

theoretical analysis of a significant number of literary sources with obligatory reference to them, dedicated to the study of the problem (goal) set in the work should be carried out. Briefly, critically highlighting the works of scientists and specialists, the student should name those questions that remained unresolved. It is appropriate to study the content of the main concepts on the chosen topic. Depending on the topic, where appropriate, it is necessary to analyze the available approaches to defining the conceptual apparatus. It is recommended that the systematized results in the form of a table followed by a description and summary be presented.

The title of subdivision 1.1 must be formulated depending on the topic of the course work and should not contain the phrase "conceptual apparatus". For example: The place and role of information provision in international business.

In the second part of the theoretical section, the analysis of sources of domestic and international information on the chosen topic is carried out. The student must indicate: the composition of the source of information necessary for the analysis of the topic (problem), in particular, the types of information according to the content and access mode, where from it was gained; methods of collection, recording and storage.

In the theoretical part, the methods and approaches to the study of the main aspects of technological and informational development of international business can be revealed, in particular on the chosen topic. Summarizing them, the student points out the advantages and disadvantages of the methods of analysis, indicator systems and/or criteria used in the analysis of the main aspects. It is desirable to end the theoretical and methodological section with a short summary regarding the need to conduct research on this problem, to determine the sequence or method of analysis of the researched problem, which will be used in the course work. It can be one selected method from the available ones, or a synthesis of several methods. The choice of this technique must be justified.

The total volume of the theoretical and methodological section should not exceed 25 – 30 % of the volume of the course work. Sources of information for the theoretical and methodological part can be monographs, training manuals and textbooks, educational and methodical literature, statistical materials, normative and legal basis of the activities of international companies, scientific articles, information from official Internet sites.

2.3. The analytical part

In the second section of the course work, the analysis of sources of domestic and international information on the chosen topic is carried out, which constitutes the analytical part of the work.

Depending on the topic chosen by the student, in subsection 2.1, it is necessary to describe, for example, the initial information on the activities of an international company and its innovativeness or highlight the activities of the international organization and the main projects being implemented or peculiarities of implementation of the state policy of information space development or pay attention to the main characteristics, classification features, process/mechanism/policy principles explored in the course work.

An organic component of the analytical part is a thorough analysis of international experience. It is recommended that a comparative analysis be conducted and, if possible (depending on the topic of the course work), strengths and weaknesses, opportunities and threats to the development of the subject area of research be identified. In the context of the topic chosen by the student, where appropriate, it is recommended that analysis of the legal framework of the researched problem be conducted.

It is assumed that the use of modern information analysis tools for the formation of the information field will provide students with the opportunity to analyze macroenvironmental factors that affect the development of projects of an international company / initiative of an international organization / implementation of, for example, state information policy or solving a problem defined within the chosen topic. It is advisable to use the PESTLE analysis, which will provide a comprehensive assessment of the factors of the external environment. Students need to determine: a list of political, economic, socio-cultural, technological, legal and environmental factors that affect the investigated problem; the probability of the impact of each factor; the nature of the impact (positive or negative) and the degree of influence on the investigated problem.

Depending on the topic chosen by the student, an element of performing the analytical part can be the application of a set of calculation and heuristic methods of analysis, modern analytical tools of international information. All calculation results must be presented in the course work in a concise form, preferably in the form of tables, diagrams, etc.

In the analytical part of the course work, specific indicators should be given that would confirm the scientific reliability and accuracy of the conclusions

drawn on this basis. In other words, the main content of this part should be an analytical justification with the use of indicators. Calculations, charts, graphs, ratings, etc. can be added. The student must demonstrate his knowledge and skills not only by analyzing a specific problem, but also by carefully revealing the most acceptable ways to solve it for a specific international company / international organization, etc.

In the third section of the course work, attention should be paid to the problems and prospects of the development of the subject area of research in Ukraine.

If possible within the frame of the topic chosen by the student, it is recommended that domestic experience be described and compared with international practice (international standards).

After highlighting the peculiarities of the state of the investigated problem within the Ukrainian market / information space, it is logical to develop recommendations for the development/improvement or solution of the problem of the subject of research. Thus, the purpose of conducting a comprehensive analysis of international information is to help students form a competent approach to conducting analytical studies of transformational processes that result from the influence of various factors, and establishing the causes of such changes.

Based on the results of the analytical studies, it is necessary to draw reasonable conclusions and suggest proposals for improving the work of the international company / increasing the efficiency of project implementation by the international organization or about ways to solve the problem outlined in the topic of the course work. The proposed set of measures should be aimed, first of all, at revealing the topic of the course work by analytical means, at improving the information field of the international company / organization and the results of its activities.

An important component of conducting an in-depth analysis on the chosen topic is a comprehensive review and assessment of the degree of resolution of the investigated problems in different countries, in particular the practice of developed and developing countries, in order to identify positive aspects and shortcomings. The student should pay considerable attention to the formulation of conclusions and proposals, the preparation and justification of recommendations for the elimination of identified shortcomings and improvement of solutions to the problems touched upon in the course work based on the results of the analysis of international information.

The student's own assessment of the identified trends and substantiation of conclusions and proposals aimed at solving problematic issues of international information analysis on the research topic is mandatory.

The volume of the second section of the analytical part should be up to 15 pages of typewritten text and should not be less than 40 % of the volume of the course work. Completion of this section contributes to the formation of analytical competences.

The volume of the third section of the analytical part is of a recommendatory nature, should be up to 10 pages of typewritten text and should not exceed 25 – 30 % of the volume of the course work.

The content and structure of the analytical part of the work depend on the topic and main tasks of the research.

When performing the analytical part of the course work, it is mandatory to refer to official information sources, to the works of specific consulting agencies; working with the websites of international companies and organizations which are the informational basis of the activities of such companies.

2.4. Conclusions

The most important conclusions are presented in the scientific and practical the results obtained during the writing of each of the sections of the course work. Their practical significance for international companies and organizations, the region or the country (depending on the chosen topic of the course work) are indicated. It is recommended that when writing conclusions the author follow the sequence of the research carried out in the work and the sequence of the solved problems reflected in the introduction of the course work.

2.5. References

The list of the used literature should include only publications cited or mentioned in the course work. The list should be at least 30 titles (Appendix B).

2.6. Appendices

Appendices should include supporting material necessary for complete understanding of the course work, in particular:

intermediate mathematical formulas and calculations;

tables of auxiliary digital data;

instructions and methods, a description of algorithms and programs for solving problems on a computer, which are developed in the process of performing the work;

illustrations of an auxiliary nature.

Tables, diagrams, etc., which do not have the main content load, as well as large tables, figures that take up more than two pages should be placed in the appendices.

3. The rules for designing a course work

3.1. General requirements

Paragraph indentation should be the same throughout the term paper and equal to 5 characters (approximately 1.25).

When typing on a computer, one should use Times New Roman 14 font. Line spacing is 1.3. When designing tables and drawings, the use of font size 12 is allowed. The line spacing in the table can be from 1.1 to 1.3.

The text of the term paper must be printed with mandatory observance of the following margins from the edge of the sheet (Fig. 3.1): left – at least 25 mm; right – at least 13 mm; top, bottom – at least 20 mm.

When performing the work, it is necessary to maintain uniform density, contrast and clarity of the image throughout the work. The work should have clear lines, letters, numbers and other signs. All lines, letters, numbers and signs must be uniformly black throughout the work.

Individual words, formulas, signs that fit into the text should be black, the density of the typed text should be as close as possible to the density of the main text.

3.2. Numbering

The numbering of pages, sections, subsections, illustrations, tables, and formulas should be in Arabic numerals.

The page number is placed in the upper right corner at a distance of 10 mm from the upper and right edges of the sheet without a period at the end.

Page numbering starts from the second page of the work.

Numbering should be on landscape and book format pages. Appendices are also numbered.

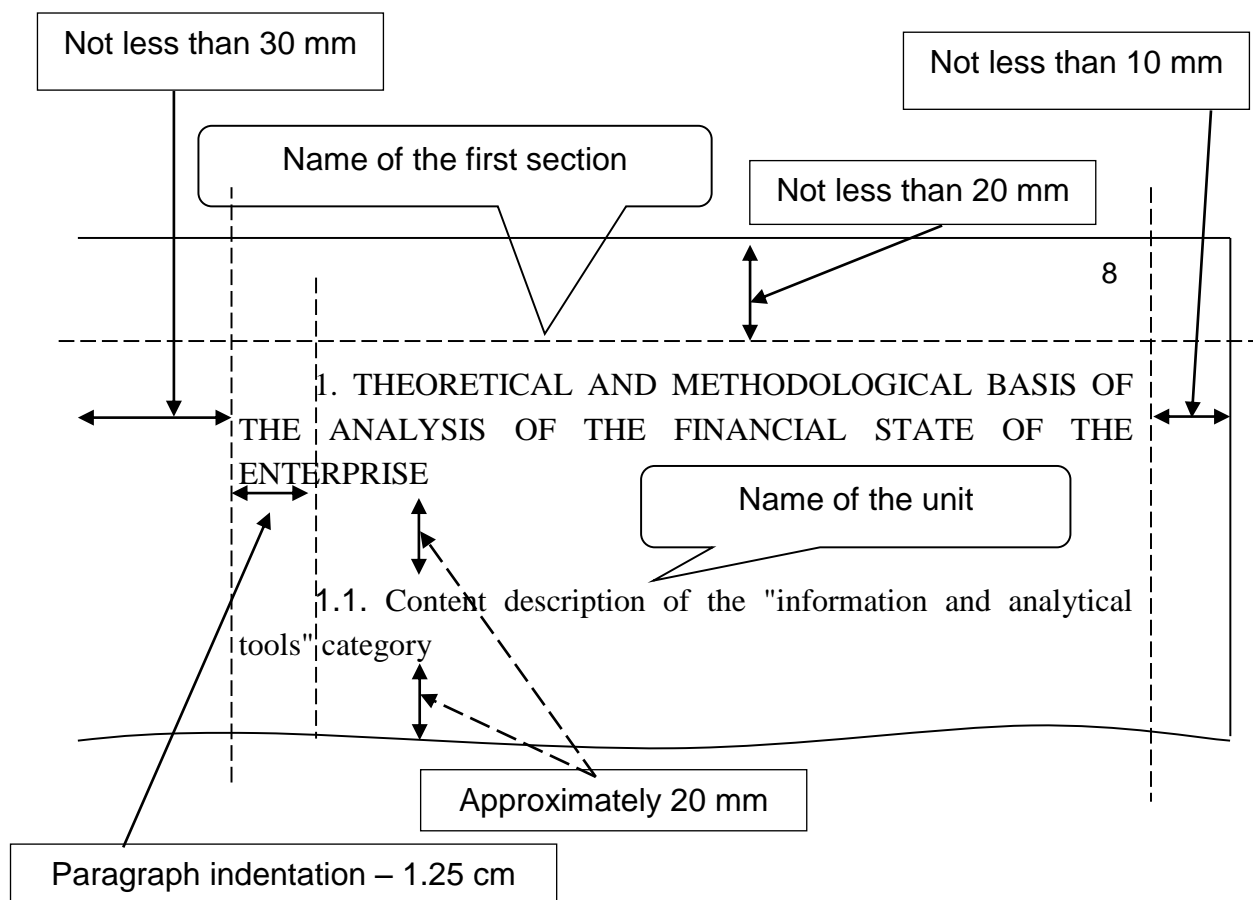


Fig. 3.1. Visual presentation of the requirements for the design of a course work

3.3. Headlines

The text of the main part of the course work is divided into sections and subsections. Each section begins with a number and title.

The headings of the structural parts of the work "CONTENTS", "INTRODUCTION", "CONCLUSIONS", "THE LIST OF THE USED SOURCES", "APPENDICES" are printed in capital letters symmetrically to the text. Each structural part of the course work (introduction, sections, conclusions, a list of the used sources, appendices) must be started on a new page.

Headings of sections and subsections should begin with a paragraph indentation, without underlining, without a period at the end (Fig. 3.1). Headings of sections should be written in capital letters, subsections should be printed

in small letters (except for the first capital letter) with paragraph indentation. Do not put a period at the end of the title.

The distance between the title (sections, subsections), previous and subsequent text should be within 20 mm (Fig. 3.2), the same throughout the work. After the title of a subsection on the page (at the end of the page) there should be at least 3 – 4 lines.

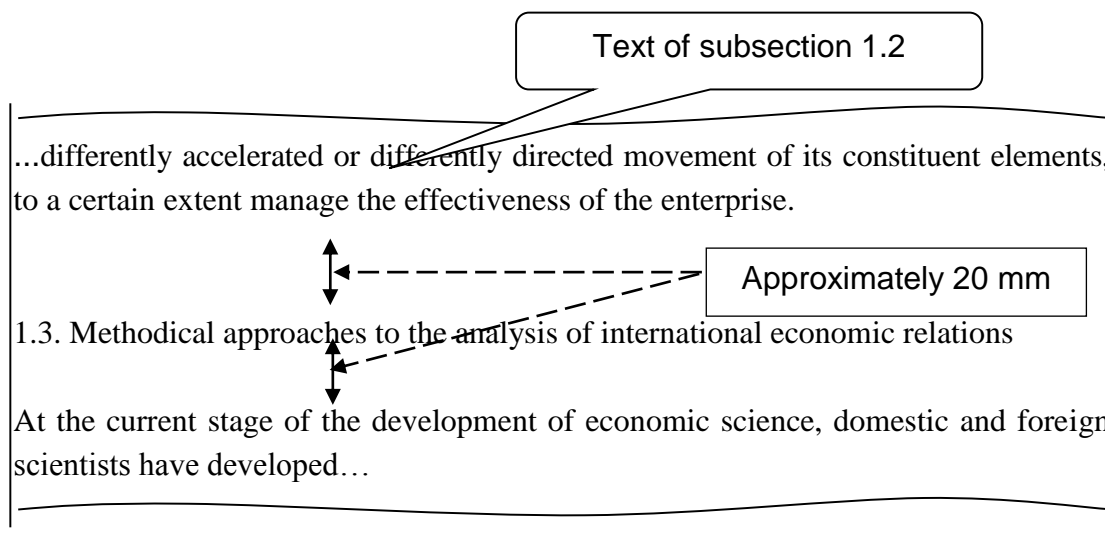


Fig. 3.2. Visual presentation of the requirements for the design the course work units

Subsections are numbered within each section. The subsection number consists of the section number and the serial number of the subsection. A dot is placed between them. There should be a period at the end of the number.

The name of the next subsection and the beginning of its text are placed on the same page as the previous subsection.

3.4. Enumerations

If necessary, enumerations can be given in the text. A colon is placed before the enumeration. For the first detail of the enumeration, it is worth using Arabic numerals with brackets. A semicolon or colon is placed at the end if there is further detail.

Before each position of the further enumeration, it is worth putting a small letter of the English alphabet with a parenthesis or, without numbering, with a paragraph indentation without geometric decorations (second level of detail). A semicolon is placed at the end. A period is placed after the last item in the list.

Enumeration should be typed in lowercase letters with the paragraph indentation (Fig. 3.3).

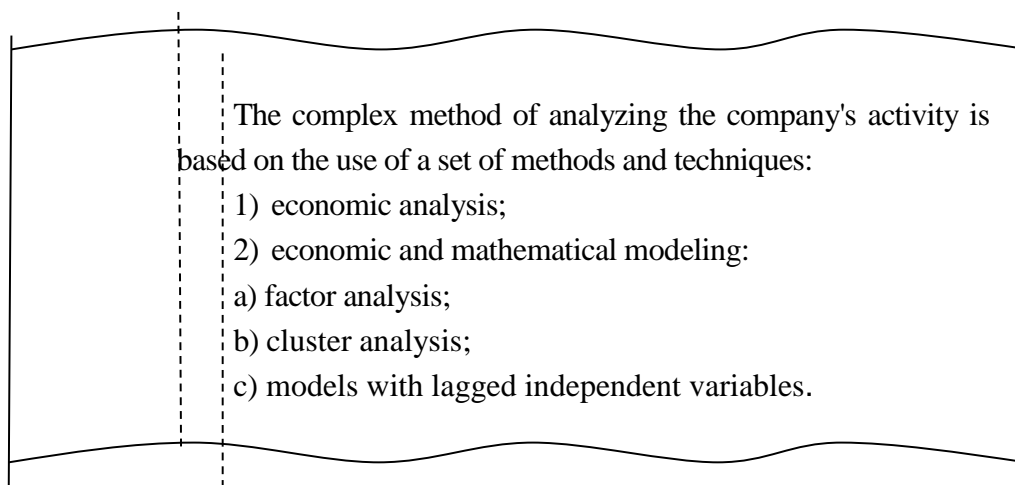


Fig. 3.3. Visual presentation of enumeration a course work

3.5. Illustrations

Illustrations (drawings, graphs, diagrams) should be placed immediately after the text in which they are mentioned for the first time, or on the next page.

All illustrations must be referenced in the work. If the illustrations are not created by the author of the work, it is necessary to give a link to the source from which the illustration was borrowed.

The names of schemes, drawings, graphs are placed under the illustration. If necessary, explanatory data is placed under the illustration.

Illustrations should be numbered with Arabic numerals with sequential numbering within the section, with the exception of illustrations given in the appendices. The illustration number consists of the section number and the serial number of the illustration, separated by a period. For example: Fig. 2.1. (the first picture of the second chapter).

The distance from the text to the illustration and from the illustration to the text is one line if the illustration is embedded in the structure of the text, that is, it is not located on a separate page (Fig. 3.4).

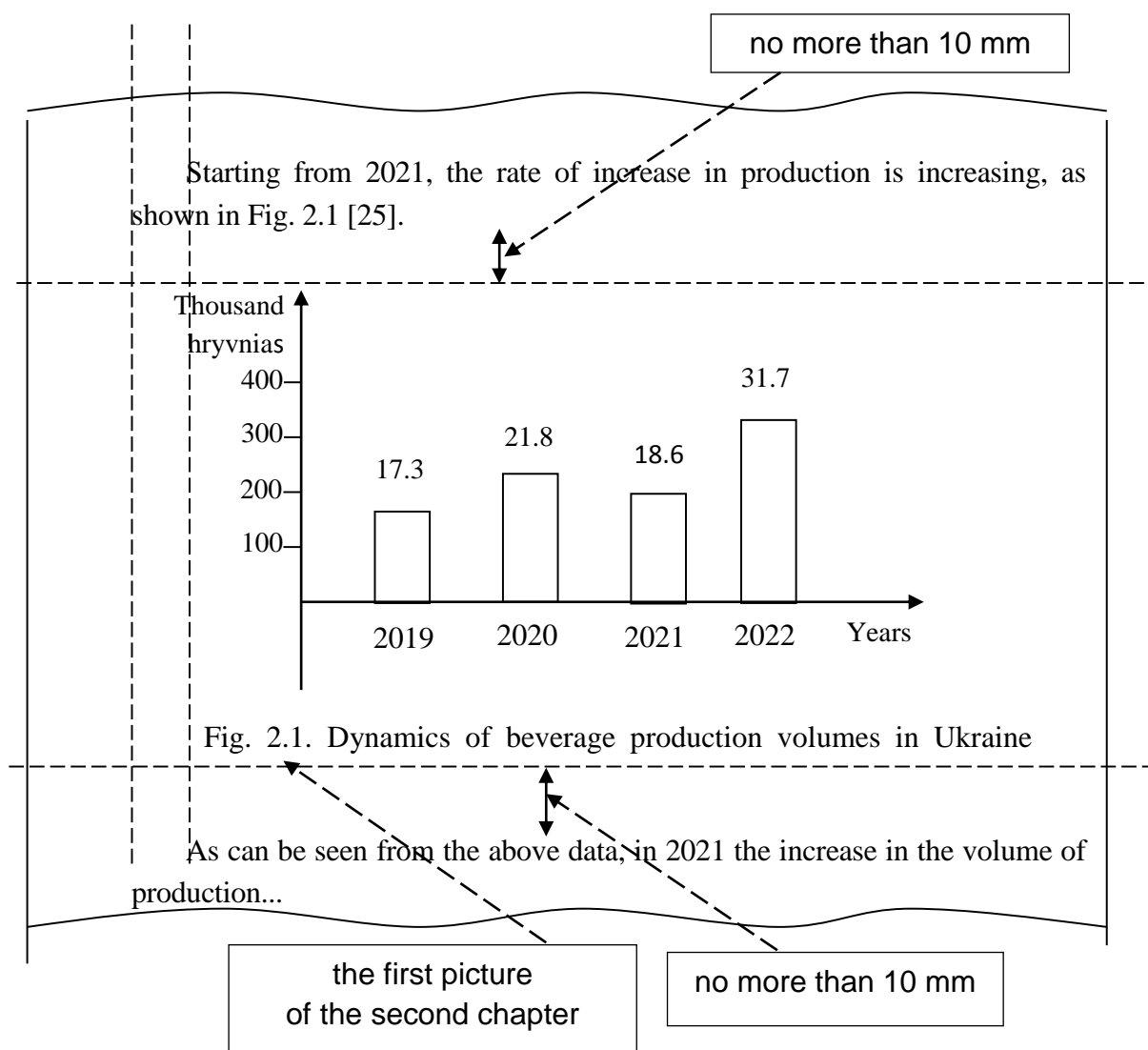


Fig. 3.4. Visual presentation of the design of illustrations in a course work

3.6. Tables

A table should be placed immediately after the text in which it is mentioned for the first time, or on the next page if the table is too large to be embedded in the structure of the text on the same page. All tables should be referenced in the text.

When transferring part of the table to another sheet (page), write the words "End of table" and indicate the number of the table, for example "End of Table 1.2". The numerical order of the table columns in this case serves the table header. If digital or other data are not provided in any row of the table, then a dash is placed in it (Fig. 3.5).

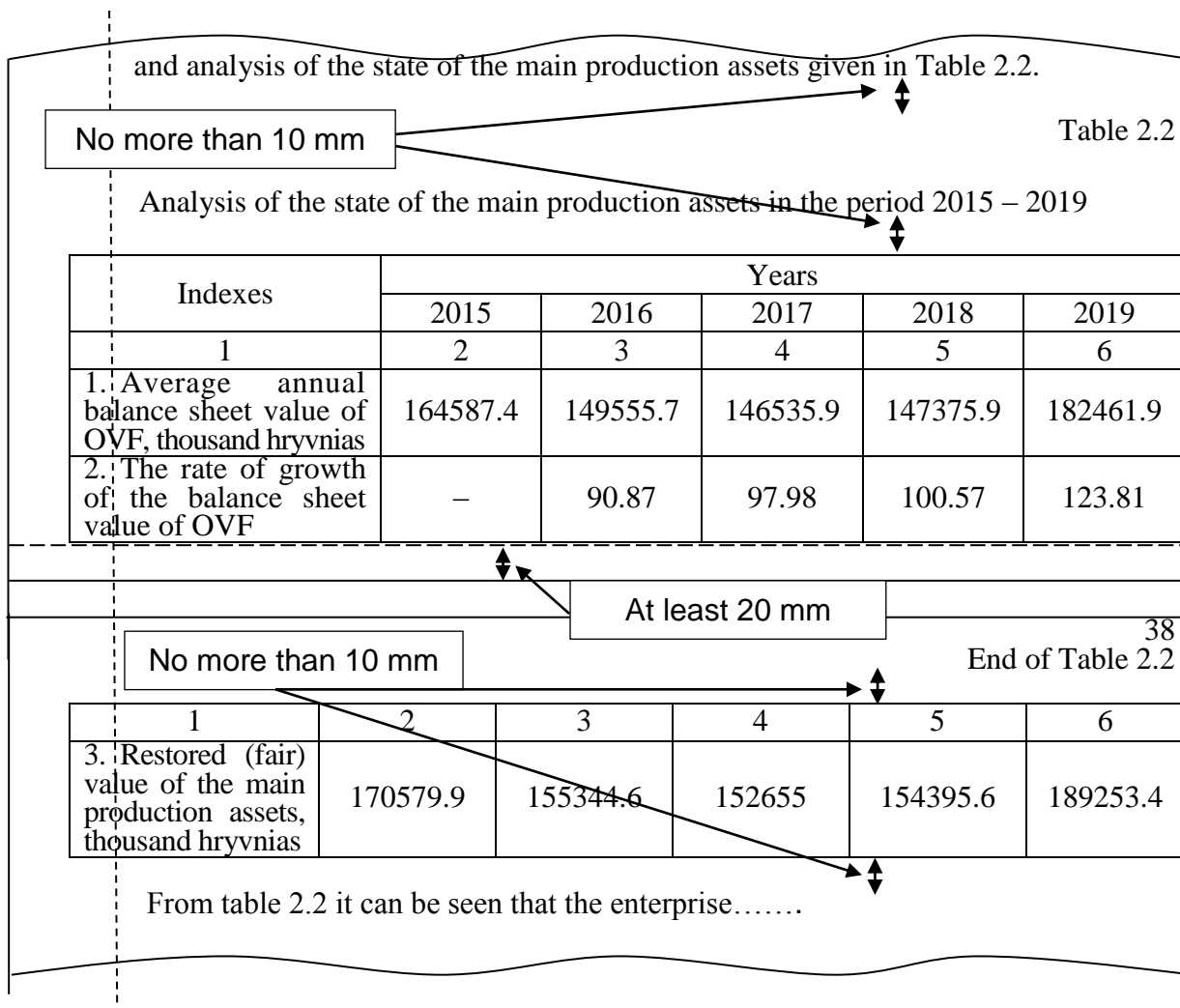


Fig. 3.5. Visual presentation of the design of tables in a course work

The distance between the previous and following text and the table should be equal to 1 line (no more than 10 mm).

Tables are numbered with Arabic numerals consecutively (with the exception of tables presented in appendices) within the section. In the upper right corner above the relevant heading, the inscription "Table" with its number is placed. The table number should consist of the section number and the serial number of the table, for example: "Table 1.2" (the second table of the first section). Each table should have a title, which is placed above the table symmetrically to the text. Graph headings should begin with uppercase letters, subheadings with lowercase letters.

3.7. Formulas and equations

Formulas and equations are placed in the center of the line immediately after the text in which they are mentioned.

At least one free line should be left above and below each formula or equation (Fig. 3.6).

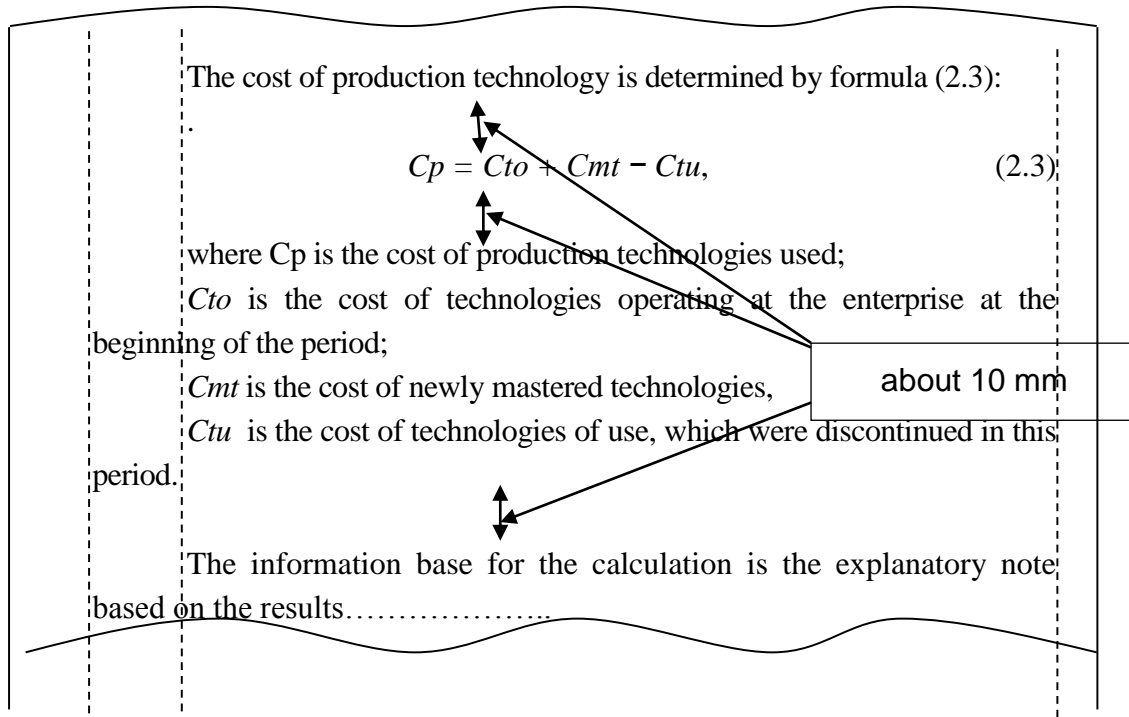


Fig. 3.6. Visual presentation of the design of formulas and equations in a course work

Formulas (if there are more than one) are numbered within the section. The number of the formula consists of the number of the section and the serial number of the formula in the section. Formula numbers are placed near the right part of the sheet at the level of the corresponding formula in round brackets, for example: (3.2) (the second formula of the third section). Explanations of the values of symbols and numerical coefficients must be given directly below the formula in the sequence in which they are given in the formula. The value of each symbol and numerical coefficient must be entered on a new line. The first line of the explanation begins with the word "where" without a colon.

Transfer of the formula or equation to the next line is allowed only on the signs of the performed operations, and the operation sign at the beginning

of the next line is repeated. When transferring a formula or equation on the sign of the multiplication operation, use the sign "×". If there is only one formula or equation in the work, they are numbered sequentially within the section. Formulas that follow one another and are not separated by text are separated by a comma.

The distance from the text to the formula and from the formula or/and the decipherment of the formula to the text is one line (approximately 10 mm).

3.8. Links

When writing a course work, the student must provide references to the sources and materials provided in the work. The links allow you to check the reliability of the information.

References in the text of the course work to sources should be indicated by the serial number in the list of references, separated by two square brackets, for example, "...in works [1 – 7]..." or "...in work [5, p. 87]...", or simply indicate the source number next to the borrowed text [25].

When referring to sections, subsections, clauses, illustrations, tables, formulas, equations or appendices, their numbers are indicated, for example:

"...in chapter 2...";

"...subject to subsection 2.3...";

"...in Fig. 1.5...";

"...in Table 3.2...";

"...according to Table 3.2..." or "...based on Table 3.2...";

"...(see Table 3.2) ...", "...by formula (3.5)...";

"... in equations (1.9) – (1.12)...";

"...in Appendix B..." or "...(Appendix B)."

3.9. References

The list includes all literary sources that were referenced in the text of the course work. At the same time, the following order should be observed regarding the location of literary sources:

scientific, educational and methodical and special literature (including newspaper and magazine articles) published in Ukrainian in alphabetical order of the surnames of the first authors or titles;

literature published in foreign languages;

Internet resources in alphabetical order.

Information about the literary sources included in the list should be provided in accordance with the requirements of state standards, with the mandatory indication of the titles of the works and the source data of the publishers.

Number the literary sources with Arabic numerals with a period according to their serial number in the list (Appendix B).

A sample of the course work of a course work is given in Appendix A.

3.10. Appendices

Appendices are drawn up as a continuation of the work, in the form of a separate part and are placed in the order of appearance of references to them in the text.

Appendices must have a title page on which the word "APPENDICES" should be typed in capital letters in the middle. Each appendix must start on a new page. The appendix should have a title printed on top symmetrically with respect to the text of the page. In the middle of the line above the title, the word "Appendix" and a capital letter denoting the appendix should be written in capital letters.

Appendices should be marked consecutively with capital letters of the English alphabet. For example, Appendix A, Appendix B, etc.

Appendices must have the same page numbering as the rest of the course work.

If necessary, the text of the appendices can be divided into sections, subsections, clauses, which should be numbered within each appendix. In this case, each number is preceded by a corresponding letter and a period, for example, A.2 – the second section of Appendix A; B.2.1 – subsection 2.1 of Appendix B; B.4.1.1 – clause 4.1.1 of Appendix B; C. 1.2.3.4 – subsection 1.2.3.4 of Appendix C.

Illustrations, tables, formulas and equations contained in the text of the appendix should be numbered within each appendix, for example, Fig. A.2 is the second figure of Appendix A; Table A.1 is the first table of Appendix A; formula (B.1) is the first formula of Appendix B.

References in the text of the appendix to illustrations, tables, formulas, equations, should be given as follows: "... in Fig. A.1 ..."; "... in Fig. B.1 ..." if the

figure is the only one in Appendix B; "... in Table G.3...", or "... in Table A3..."; "... according to formula (B.1)..."; "... in equation D.2 ...".

If an appendix contains a document which has an independent value and is drawn up in accordance with the requirements for a document of this type, its copy is included in the paper without changes in the original. A sheet is placed in front of the copy of the document, on which the word "APPENDIX__" and its name (if available) are printed in the middle, and the serial number of the page is placed in the upper right corner of the sheet. The pages of the copy of the document are numbered by continuing end-to-end numbering of the course work pages (without occupying the document's own page numbering).

4. Evaluation of the results of the performance of a course work

The course work is evaluated by the members of the commission after the defense by the student according to the 100-point and national rating scale.

The course work rating includes formal and substantive criteria:

The formal criteria include: compliance with deadlines for submission of the completed work, correctness of design, correct structuring of the work, availability of references, availability of illustrative material, use of modern literature, etc.

The assessment according to formal criteria does not exceed 30 points out of a possible 100;

The substantive criteria include: relevance of the topic, balance of sections of the work, correctness of the wording of research goals and tasks, correspondence of the content to the declared topic, degree of independence, presence of elements of scientific novelty, practical value of the work, knowledge of the latest literature, etc.

The evaluation according to the meaningful criterion does not exceed 50 points out of 100 possible.

Work defense is assessed separately. At the same time, the student's ability to present the material, his oratory, mastery of terminology in oral speech, ability to persuade, answers to questions on the topic of the work, etc. are evaluated. The score for defense does not exceed 20 points.

If a student scores less than 50 points for the course work, it is not counted.

The criteria for evaluating a course work are given in Table 4.1.

Table 4.1

The course work assessment structure

Course work assessment criteria	Points
Full registration of work	5
The ability to search for the necessary information (literature)	10
Relevance of the topic and originality of execution	10
Self-assessment of the degree of goal achievement	10
The correctness and appropriateness of the use of methods and information	10
Practical significance of the obtained results	10
Logic, the ability to generalize and draw conclusions	10
Use of software	10
Timeliness component	10
Defense of the course work	15
Final rating score for the course work	100

Recommended literature

Main

1. Горбач Л. М. Міжнародні економічні організації : підручник / Л. М. Горбач, О. В. Плотніков. – Київ : Видавничий дім "Кондор", 2019. – 528 с.

2. Міжнародна економіка : навч. посібник / В. П. Решетило, О. В. Бервено, Г. В. Стадник та ін. ; за заг. ред. В. П. Решетило, О. В. Бервено ; Харк. нац. ун-т міськ. госп-ва ім. О. М. Бекетова. – Харків : ХНУМГ, 2020. – 262 с.

3. Бестужева С. В. Міжнародна економічна діяльність України [Електронний ресурс] : навчально-практичний посібник / С. В. Бестужева. – Харків : ХНЕУ ім. С. Кузнеця, 2019. – 194 с. – Режим доступу : <http://www.repository.hneu.edu.ua/jspui/bitstream/123456789/14821/1/%D0%A1.%20%D0%92.%20%D0%91%D0%B5%D1%81%D1%82%D1%83%D0%B6%D0%B5%D0%B2%D0%B0%20%D0%9C%D1%96%D0%B6%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D0%B0%20%D0%B5%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D1%96%D1%87%D0%BD%D0%B0%20%D0%B4%D1%96>

%D1%8F%D0%BB%D1%8C%D0%BD%D1%96%D1%81%D1%82%D1%8C%20%D0%A3%D0%BA%D1%80%D0%B0%D1%97%D0%BD%D0%B8.pdf.

4. International business in the digital age: Global strategies in a world of national institutions / K. E. Meyer, J. Li, K. D. Brouters, et al. // Journal of International Business Studies. – 2023. – Vol. 54. – P. 577–598 ; [Electronic resource]. – Access mode : <https://doi.org/10.1057/s41267-023-00618-x>.

5. Obstfeld M. The International Financial System after COVID-19 / M. Obstfeld // Peterson Institute for International Economics Working Paper. – 2022. – No. 22-2. – P. 1–30 ; [Electronic resource]. – Access mode : <http://dx.doi.org/10.2139/ssrn.4048186>.

6. Tatarinov K. Scaling digital solutions for wicked problems: Ecosystem versatility / K. Tatarinov T. C. Ambos, F. T. Tschang // Journal of International Business Studies. – 2023. – Vol. 54. – P. 631–658 ; [Electronic resource]. – Access mode : <https://doi.org/10.1057/s41267-022-00526-6>.

Additional

7. Білоцерківець В. В. Управління міжнародною конкурентоспроможністю та зовнішньоекономічною діяльністю. Ч. 1: Конспект лекцій з дисципліни для студентів / В. В. Білоцерківець, О. О. Завгородня. – Дніпро : НМетАУ, 2019. – 49 с.

8. Гурова К. Д. Економічний аналіз: методологія, організація, методика, практикум : навч. посіб. для здобувачів вищ. освіти / К. Д. Гурова, К. Д. Ганін ; Харків. торг.-екон. ін-т Київ. нац. торг.-екон. ун-ту. – Харків : Вид-во Іванченка І. С., 2019. – 328 с.

9. Іващенко Г. А. Аналітичне забезпечення ризик-менеджменту в міжнародному бізнес-середовищі / Г. А. Іващенко // Науковий журнал "Молодий вчений". – 2019. – № 4 (68) квітень. – С. 482–489.

10. Міжнародні економічні відносини та зовнішньоекономічна діяльність : навчальний посібник / Т. Зінчук, І. Горбачева, О. Ковальчук та ін. Київ : Центр навчальної літератури, 2019. – 512 с.

11. Петряєва З. Ф. Методичне забезпечення оцінки експортного потенціалу підприємства / З. Ф. Петряєва, Г. А. Іващенко // Ефективна економіка. – 2020. – № 1. – С. 55–57 ; [Електронний ресурс]. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/23789>.

12. Autio E. Digitalization and globalization in a turbulent world: Centrifugal and centripetal forces / E. Autio, R. Mudambi, Y. Yoo // Global Strategy Journal. – 2021. – Vol. 11(1). – P. 3–16.

13. Goldstein I. Information in Financial Markets and Its Real Effects / I. Goldstein // Review of Finance. – 2023. – Vol. 27, Issue 1. – P. 1–32.

14. Monaghan S. Born digitals: Thoughts on their internationalization and a research agenda / S. Monaghan, E. Tippmann, N. Coviello // Journal of International Business Studies. – 2020. – Vol. 51(1). – P. 11–22.

15. Reuber A. R. Global scaling as a logic of multinationalization / A. R. Reuber, E. Tippmann, S. Monaghan // Journal of International Business Studies. – 2021. – Vol. 52. – P. 1031–1046.

16. Vidal-Llana X. European stock market volatility connectedness: The role of country and sector membership / X. Vidal-Llana, J. M. Uribe, M. Guillén // Journal of International Financial Markets, Institutions and Money, Elsevier. – 2023. – Vol. 82(C) ; [Electronic resource]. – Access mode : DOI: 10.1016 /j.intfin.2022.101696.

Information resources

17. Аналіз міжнародних ринків [Електронний ресурс] // ПНС ХНЕУ. – Режим доступу : <https://pns.hneu.edu.ua/course/view.php?id=6857>.

18. Бюлетень іноземної комерційної інформації [Електронний ресурс]. – Режим доступу : www.vniki.ru/biki.nsf/all/about.htm.

19. Офіційний веб-сайт Верховної Ради України. – Режим доступу : www.zakon.rada.gov.ua.

20. Сайт персональних навчальних систем ХНЕУ ім. С. Кузнеця. Дисципліна "Інформаційно-аналітичний інструментарій міжнародного бізнесу". – Режим доступу : <https://pns.hneu.edu.ua/course/view.php?id=6546>.

21. Data and Statistics about the U.S. [Electronic resource]. – Access mode : <https://www.usa.gov/statistics>.

22. Digital economy and society statistics – households and individuals [Electronic resource]. – Access mode : https://ec.europa.eu/eurostat/statistics-explained/index.php/Digital_economy_and_society_statistics_households_and_individuals.

23. EU Statistics [Electronic resource]. – Access mode : <https://ec.europa.eu/eurostat/home?>

24. Portal Site of Official Statistics of Japan. – Access mode : <https://www.stat.go.jp/english/>.

Appendices

Appendix A

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

Department of International Economic Relations

COURSE WORK

on the academic discipline "Information and Analytical Tools
of International Business"
on the topic " _____ "

Student of the 3rd year of group _____

Speciality "International Economic Relations"

A. V. Petrova

Head:

_____ Ph.D in Economics, Assoc. Prof.

G. A. Ivashchenko

Commission members:

_____ D.Sc. in Economics, Prof. I. P. Otenko

_____ Ph.D in Economics, Assoc. Prof.

O. Yu. Mishin

National scale _____

Number of points _____ ECTS grade _____

Kharkiv, 2024

An example of design of a list of the used sources

1. Бондар О. І. Особливості формування маркетингової стратегії підприємства при здійсненні зовнішньоекономічної діяльності. *Вісник студентського наукового товариства "ВАТРА" Вінницького торговельно-економічного інституту КНТЕУ*. Вінниця : Видавничо-редакційний відділ ВТЕІ КНТЕУ, 2019. Вип. 34. С. 23–30.
2. Буряк П. Ю., Карпінський Б. А., Карпова Я. Ю. Маркетинг : навч. посіб. Львів : Професіонал. 2018. 318 с.
3. Войчак А. В. Маркетингові дослідження : навч.-метод. посібн. для самост. вивч. дисц. Київ : КНЕУ, 2005. 119 с.
4. Ворона Л. М., Скригун Н. П. Сучасні технології просування товару. *Наука і технології : крок в майбутнє*. Прага : Освіта і наука, 2013. Ч. 4. С. 3–5.
5. Галушка З. І. Стратегічний менеджмент як нова управлінська філософія: суть та етапи розвитку. *Маркетинг і менеджмент інновацій*. 2017. № 3. Т. 1. С. 20–24.
6. Гаркавенко С. С. Маркетинг : підручник для вузів. Київ : Лібра, 2018. 384 с.
7. Гайтина Н. М. Новітні інструменти маркетингових комунікацій. *Економічні проблеми сталого розвитку* : матеріали Міжнародної науково-практичної конференції, присвяченої пам'яті проф. О. Балацького, м. Суми, 6–8 травня 2018 р. : у 2-х т. Суми : СумДУ, 2014. Т. 2. С. 198–200.
8. Герасимчук В. Г. Маркетинг: теорія і практика : навчальний посібник. Київ : Вища школа, 2014. 327 с.
9. Гончарук Я. А., Павленко А. Ф., Скибінський С. В. Маркетинг : навч. посібн. у тестах. Київ : КНЕУ, 2002. 314 с.
10. Данкеєва О. М. Інструменти мерчандайзингу як каталізатор прийняття рішень споживачів щодо купівлі товару. *Науковий вісник Полтавського університету економіки і торгівлі*. 2014. No. 4 (66). С. 123–126.
11. Дериколенко А. О., Ілляшенко С. М. Social media marketing як інноваційний інструмент просування товарів та послуг в online-середовищі. *Маркетинг інновацій і інновації у маркетингу* : зб. тез доп. VII Міжнар. наук.-практ. конф. Суми : ТОВ "ДД "Папірус", 2017. С. 66–67.
12. Дідківський М. І. Зовнішньоекономічна діяльність підприємства : навч. посібн., Київ : Знання, 2016. 462 с.
13. Зовнішньоекономічна діяльність підприємства / за ред. Ю. Г. Козака, Н. С. Логвінової, І. Ю. Сіваченка. Київ : Центр навчальної літератури, 2016. 792 с.

Contents

Introduction	3
1. The procedure for organization of execution and defense of a course work	8
2. The content and structure of a course work	10
2.1. Introduction	11
2.2. The theoretical and methodological part	12
2.3. The analytical part	14
2.4. Conclusions	16
2.5. References	16
2.6. Appendices	16
3. The rules for designing a course work	17
3.1. General requirements	17
3.2. Numbering	17
3.3. Headlines	18
3.4. Enumerations	19
3.5. Illustrations	20
3.6. Tables	21
3.7. Formulas and equations	23
3.8. Links	24
3.9. References	24
3.10. Appendices	25
4. Evaluation of the results of the performance of a course work	26
Recommended literature	27
Main	27
Additional	28
Information resources	29
Appendices	30

НАВЧАЛЬНЕ ВИДАННЯ

ІНФОРМАЦІЙНО-АНАЛІТИЧНИЙ ІНСТРУМЕНТАРІЙ МІЖНАРОДНОГО БІЗНЕСУ

**Методичні рекомендації
до виконання курсової роботи
для студентів спеціальності
292 "Міжнародні економічні відносини"
освітньої програми "Міжнародний бізнес"
першого (бакалаврського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладачі: **Отенко** Ірина Павлівна
Ачкасова Світлана Анатоліївна

Відповідальний за видання *І. П. Отенко*

Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

Подано методичні рекомендації до виконання курсової роботи, рекомендовану літературу для використання в ході написання.

Рекомендовано для здобувачів вищої освіти спеціальності 292 "Міжнародні економічні відносини" освітньої програми "Міжнародний бізнес" першого (бакалаврського) рівня.

План 2024 р. Поз. № 155 ЕВ. Обсяг 33 с.

Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61166, м. Харків, просп. Науки, 9-А

*Свідоцтво про внесення суб'єкта видавничої справи до Державного реєстру
ДК № 4853 від 20.02.2015 р.*