

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS**

INTERNATIONAL BUSINESS ANALYSIS

**Guidelines
to writing a coursework
for Master's (second) degree higher education
students of speciality 051 «Economics»
of the study program «International Economics»**

**Kharkiv
S. Kuznets KhNUE
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Guidelines to writing a coursework, themes and requirements for the work design are given. Guidelines to the content, structure, defense and assessment of the coursework are provided.

For Master's (second) degree higher education students of speciality 051 «Economics» of the study program «International Economics».

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Introduction

Writing a coursework in the academic discipline «International Business Analysis» aims to help students apply the received system of knowledge to practice, use skills to work with a large array of scientific and special professional literature, analytical information (foreign and Ukrainian) related to the presentation of the study, and also use previously acquired theoretical knowledge in the speciality «Economics» of the study program «International Economics». The coursework allows students to systematize and generalize the acquired knowledge, skills in the use of knowledge in a comprehensive way when writing a coursework in the academic discipline.

This academic discipline belongs to the cycle of professional training of the educational program «International Economics» of the second (master's) level of higher education of speciality 051 «Economics». It occupies an important place in the structural and logical scheme of the educational program. To write a coursework students should study such disciplines as Management, Statistics, Business Analytics, International Finance, International Economic Analysis, International Business Strategy of the Enterprise. A coursework is the final stage of studying the international business analysis. It is an independent research, generalizing theoretical knowledge obtained in the process of studying the academic discipline, and skills of practical activity in real organizations.

The purpose of the coursework on the academic discipline is an in-depth and creative independent study, consolidation of knowledge of theory and methodology, acquisition of practical skills in organization and implementation of business analysis in solving specific practical problems, as well as the ability to work independently with scientific literature and master the methods of on-the-lesson research. As part of this work, the student must demonstrate the theoretical and practical skills in business analysis. The coursework, among other things, revises the level of proficiency in methods of economic analysis, the ability to apply the acquired theoretical knowledge to practice, as well as the ability to formulate conclusions, comment further, draw up the results.

The tasks students have to solve when writing a coursework on the academic discipline are:

- mastering the primary skills of research work;
- development of creative abilities individually for each student;

preparation of students for writing a thesis as an initial research activity;
developing practical skills and ability to apply the acquired knowledge to practice;

independently carry out calculations and draw up conclusions based on the results of analysis;

preparing students to solve more complex problems, undergo production and pre-diploma practice and performance of a diploma work.

The general requirements for the coursework are the relevance of the chosen topic, scientific approach to solving problematic issues, practical significance of the proposal, as well as the clarity of its structure, the logical sequence of the presentation of the material, the validity of the conclusions and recommendations, the presence of graphic appendices, accurate design.

The coursework is oriented to the formation of the student's competences (Table 1).

Table 1

Competences and learning outcomes of writing a coursework

Learning outcomes	Competences
LO1	GC6, SC3, SC6, SC9, SC10
LO2	GC3, SC8
LO4	GC6, SC10, SC11, SC13
LO5	SC8
LO6	SC8
LO7	GC6, SC7, SC9
LO8	GC2, SC1, SC3, SC10
LO9	GC2, SC1, SC10
LO10	SC8
LO11	GC1, GC6, SC7, SC8
LO12	GC5, SC3, SC7, SC10
LO13	SC10
LO14	GC2, SC8, SC10
LO15	GC2, GC6, SC1, SC3, SC6, SC9, SC11, SC13
LO16	GC2, SC1, SC3, SC6, SC10, SC13
LO17	SC1, SC3, SC10, SC12

Where:

LO1 is the ability to formulate, analyze and synthesize solutions to scientific and practical problems.

LO2 is the ability to develop, justify and make effective decisions on the issues the development of socio-economic systems and management of economic actors.

LO4 is the ability to develop socio-economic projects and a system of integrated actions for implementation of projects, taking into account their goals, expected socio-economic consequences, risks, legislative, resource and other restrictions.

LO5 is the ability to follow the principles of academic integrity.

LO6 is the ability to evaluate the results of their own work, demonstrate leadership skills, manage staff and work in a team.

LO7 is the ability to choose effective methods of management of economic activity, to substantiate the proposed solutions on the basis of relevant data and scientific and prequel research.

LO8 is the ability to collect, process and analyze statistical data, scientific and analytical materials needed to solve complex economic problems.

LO9 is the ability to make effective decisions under uncertain conditions and requirements that they apply new approaches, methods and tools of economic research.

LO10 is the ability to apply modern information technologies and specialized software providing social and economic research and management of social and economic systems.

LO11 is the ability to identify and critically evaluate the state and trends of socio-economic development, to form and analyze models of economic systems and processes.

LO12 is the ability to justify management decision about effective development business entities, taking into account objectives, resources, limitations and risks.

LO13 is the ability to assess the possible risks, socio-economic consequences of management decisions.

LO14 is the ability to develop scenarios and strategies for the development of socio-economic systems.

LO15 is the ability to organize the development and implementation of socio-economic projects taking into account information, methodological, material, financial and personnel support.

LO16 is the ability to justify the choice of the most effective management decisions and business strategies for the development of international economic activity.

LO17 is the ability to determine the most powerful factors of influence on the level of international competitiveness of an enterprise (financial, human, marketing, etc.) and to apply effective methods for raising these factors.

GC1 is the ability to generate new ideas (creativity).

GC2 is the ability to think abstractly, analyze and synthesize.

GC3 is the ability to motivate people and move toward a common goal.

GC5 is the ability to work in a team.

GC6 is the ability to develop and manage projects.

SC1 is the ability to apply scientific, analytical, methodological means to substantiate the strategy of development of economic subjects and related management decisions.

SC3 is the ability to collect, analyze and process statistical data, scientific and analytical materials, which are necessary to solve complex economic problems, to draw reasonable conclusions on this basis.

SC6 is the ability to formulate professional tasks in the field of economics and solve them by choosing the right directions and appropriate solution methods, taking into account the available resources.

SC7 is the ability to justify managerial decisions on the effective development of business entities.

SC8 is the ability to assess possible risks, socio-economic consequences of management decisions.

SC9 is the ability to apply a scientific approach to the formation and implementation of effective projects in the socio-economic sphere.

SC10 is the ability to develop scenarios and strategies for the development of socio-economic systems.

SC11 is the ability to plan and develop projects in the field of economy, carry out its information, methodological, material, financial and personnel support.

SC12 is the ability to ensure effective management of the international competitiveness of an enterprise.

SC13 is the ability to create an analytical system for assessing the effectiveness of the international economic activity of an enterprise and the degree of its adaptation to changes in the external environment.

1. Requirements for the coursework

Writing a coursework must be started after reading these methodological instructions, the study of literary sources on the subject of research and the collection of necessary information. The plan of a coursework is agreed with the supervisor. On the basis of the compiled plan, they begin to collect material and write a coursework. In accordance with the chosen topic, the student searches, systematizes and conducts retrospective analysis of sources of scientific and methodological information, namely: monographs, abstracts of dissertations, textbooks and manuals, publications in the peer-to-peer professional journals, abstract journals, information from the Internet. To select sources of information, it is advisable to use:

- scientific publications indexed in international scientometric base (Scopus, Web of Science (WOS), Copernicus, etc.);

- scientific publications in electronic and printed professional journals, such as «Business Inform», «Development Economics», «Development Management», «Actual Problems of Economics», etc.;

- statistical directories of the State Statistics Committee of Ukraine, State Fiscal Service of Ukraine, Ministry of Economic Development, Trade and Agriculture of Ukraine, statistical databases of local self-government bodies, international statistical databases UN, IMF, World Bank, WTO, OECD, etc.;
- electronic publications.

After the selection of literature, it is advisable to consult with the scientific academic supervisor about the use of literature and the sequence of study.

The main goal in the study and generalization of literature is the systematization of the material, the presentation of various points of view and their own opinion on the researched issue. When using quotations, digital material and viewpoints of different authors, reference should be made to a literary source.

The information collected for a coursework is subjected to statistical and analytical processing. Diagrams, analytical tables, graphs are made. When writing a course paper, you should strive for concise and accurate formulations, avoid duplication. The text of the coursework should be presented in a scientific style.

Scientific style is characterized by the following components: meaningful logic, objectivity, conciseness, clarity, completeness, docility of judgments.

Scientific style also involves the use of scientific terminology in the text. The text is presented from a third person, for example: *We believe, in the opinion of the author ...* .

The most important means of logical communication are special functional-syntactic constructions, indicating the sequence of development of thought. The following statements should be used to reflect cause-and-effect relations: *Therefore; according to that; because of that; in connection with that ...* .

To switch to another opinion, it is advisable to use expressions *before pointing to; should be considered by others ...* .

The conclusions, mainly, begin this way: *Thus; the study allowed us to reach such conclusions; previously, it allows you to constate that ...; research has shown that; in general, it is necessary to determine, and so on.*

Scientific style is characterized by sentences with clear syntactic connections, for example: *according to; as a result; depending on ...; compared to ...* and so on.

A mandatory requirement of objectivity of the presentation of the material is the source to which the student refers. In this case, you should use such words and phrases as: *In my opinion ...; according to such data ...* .

The scientific style also involves the widespread use of passive voice, for example: *The necessary conditions are clarified; considered; analyzed, etc.* Typical elements of the linguistic-stylistic design of the coursework are also the following phrases:

The relevance of the research is determined ...

The study of the problem of ... [1] ... shows that ...

The purpose of the research is to ...

The objectives of the study are determined by its purpose and provide for ...

Describe ...

Identify ...

Select ...

To investigate ...

To find out ...

The goal is to solve such problems ...

The work uses these methods ...

The practical significance of research is ...

The results of the study are that ...

The research ... shows that ...

The results of the study shows that ...

Based on the analysis of achievements ...

The results of the comparative analysis showed that ...

The coursework should be carefully edited.

2. Guidelines to writing a coursework

The theme of the work has a problematic and practical orientation, and the specificity of the coursework of an individual student depends on the selected enterprises and industry. The recommended topics of the coursework are listed in Appendix A.

In agreement with the supervisor, the student can choose a company of any industry, select companies being analyzed and analogous companies based on the criteria presented in Appendix B.

The structure and content of the coursework.

During the preparation and work of the student on the text of the coursework, the following should be taken into account.

Writing a course paper has a certain sequence and logical construction. The content of the coursework should fully disclose the topic of the research chosen by the student.

The introduction of the coursework should be on 2 – 3 pages. It is in the introduction that *the relevance of the topic is substantiated*, the *goal of the main tasks of the coursework is determined*, and *the subject of the research object is indicated*. There should be an up-to-date list of foreign and Ukrainian scientists who studied the subject of the coursework. It is also necessary to determine the methodology and information base of the course research.

The relevance of the coursework should briefly reflect the role and place of the problem in the system of international economic relations.

The goal is an imaginary, ideal value that involves the results of research activities, the final stage, the result of the preparation of the text of the coursework. The goal is correlated with the topic of the coursework.

The tasks should specify the main goal of the work and determine the structure of the work.

The object of research of the coursework is a process or phenomena that generates a problem situation and is chosen for research in the coursework.

The subject of the course research is contained within the object, related to theoretical and practical issues of economic analysis of economic activity. The subject of the coursework research is closely related to the topic of the coursework, which is given on the title page.

The content of the main part of the coursework should accurately and logically reflect the topic of the coursework and systematically, comprehensively disclose it. The basic part of the course paper contains three sections, each of which will have 2 – 4 paragraphs, related to each other by the logic of science and practical course research.

The first section of the coursework is theoretical and methodological and proffers a characteristic of the main elements of the methodology and the object of analysis. In this section, the student must disclose the essence and content of the basic concepts; briefly describe the methods and methodological approaches used in the analysis in the following paragraphs and sections, in accordance with the previews; describe the specific economic indicators that are inherent in the industry or market analysis; briefly describe the object of analysis (the company being analyzed) and 2 companies belonging to the peer group / group of similar companies that will be used for comparative analysis.

The second part of the coursework should be external environment of the enterprise. It is recommended that analysis be done according to the following scheme. First, determine the general characteristics of the industry at the global level, the main identifying trends in the development of the industry. Further characterize the current state of development of the industry in Ukraine in accordance with the proposed scheme of complex analysis. See also Appendix C. A separate paragraph should be devoted to the analysis of the investment attractiveness of the industry in Ukraine and assessment of the market environment for the introduction of business in this industry in Ukraine through independent PEST analysis. The PEST analysis must be supported by appropriate macroeconomic analysis, statistical and analytical data, as well as expert assessments.

The third part should be devoted to the analysis of internal environment of the enterprise. Within the framework of this, retrospective and current economic situation of enterprises (the object of analysis), its economic

potential, volume of production and sales of products, number of employees, place in the industry, etc. are analyzed. If necessary, a comparative analysis is made.

Within this part, significant attention should be paid to the final day of comparative financial analysis of the object of analysis of 2 companies that are transferred to a peer group / group of similar companies, including analysis of financial results and cost structure, financial condition, cash flows, assessment of financial stability, liquidity and business activity of companies (asset rotation, inventory management). Based on the results of the financial analysis, it is necessary to highlight the relevant strengths and weaknesses of the object of analysis.

In the third part it is appropriate to present an independent SWOT analysis of the efficiency of the object of analysis and its competitiveness. The SWOT analysis and analytical research in general provide recommendations on the prospects for further development and investment attractiveness of the object of analysis.

After preparing three parts of the coursework, the student prepares short conclusions (up to 1 page) for each section and general conclusions (2 – 5 pages) for the entire coursework. The conclusions of the coursework should logically complete each section and all the work and represent the research carried out in the coursework. The conclusions should be independently formulated by the student, be clear, reliable, capacious in content, specific and derived from the material learned in the coursework. Conclusions on the work as a whole should take away its main provisions and characterize the achieved results, described in the sections, but without a direct repetition of the conclusions in individual sections.

A list of the used sources. This is an element of the bibliographic apparatus, containing bibliographic descriptions of the used sources and it is placed after the conclusions. The list contains sources from which the student used materials, individual results, ideas or conclusions to develop their own problems.

The list of the used sources provides all used official documents, scientific publications of domestic and foreign scientists, including the address of Internet sites and the names of articles in the media, which were used by the students during the writing of the coursework (Appendix D). To confirm their own arguments by reference to an authoritative source or for critical analysis of a printed work, quotes should be given.

Appendices are formed as needed when necessary. These include auxiliary material, which is necessary for a more complete perception of the work done.

The work can include a list of common abbreviations and accepted terms (if necessary), which is put on a separate page – before the plan of the coursework.

Statistical data presented in the first, second and third sections of the coursework should be presented in the form of tables, graphs, figures and diagrams. If the size of the tables and figures is large, they should be placed in the appendices of the coursework.

3. Registration of the coursework

The coursework must be printed using a computer on one side of a sheet of white A4 paper (210×297 mm). The language of the coursework is the state language. Registration requirements:

- text editor WORD;

- alignment in width;

- font Times New Roman;

- font size 14;

- line spacing 1.5 (30 lines per page);

- text margins: 30 mm left, 10 mm right, 20 mm upper and lower;

- in the text of the table, the same font with line spacing 1.0 should be used;

- paragraph indent should be the same throughout the text of the work and has to be 1.25 cm;

- the density of the text of the work should be the same.

In the design of the work, bold and italic font is not used.

The volume of a completed coursework is 30 – 40 pages without taking into account the list of the used sources and appendices.

For each section, the numbering of tables and figures must correspond to the number of the section and follow the order of location in the section. For example, Table 2.3 (third table in the second section).

The work begins with the title sheet (Appendix E). According to the title page, the content of the coursework, sections of the work, conclusions and suggestions, a list of sources and appendices used is placed sequentially.

Page numbering must be continuous, from the title page to the last page, with Arabic numerals in the upper right corner of the page without a dot at the end. On the title sheet and the sheet with the contents, the numbers are not placed. If there are appendices in the coursework, then only the page on which the word «APPENDICES» in capital letters is printed in the center is numbered. Further numbering is done in letters.

The take of contents contains the names and numbers of the initial pages of all sections and departments of the work. The names of sections and subsections in the contents and text of the coursework should be identical.

Introduction, each section and conclusions placed in the given order, begin with a new page. Headings of the structural parts of the course paper – CONTENTS, INTRODUCTION, SECTIONS, CONCLUSIONS, A LIST OF THE USED SOURCES, APPENDICES – should be printed in capital letters in the center of the page. Headings of units are written or printed in small letters (except for the first capital letter) with an indent. The dot at the end of the title is not put. If the title consists of two or more sentences, they are separated by a dot. Word hyphenation in the title is not allowed.

The paragraph indentation should be the same throughout the text and be equal to five signs. The spaces between the heading and the subsequent or previous text should be at least two lines.

Within the section, a new subsection begins on the page where the previous subsection has ended. In this case, the name of the section cannot be placed at the end of one page, and the text of the unit should be started on the next.

The work pages should be filled in full text. The exception is the last page of the introduction, sections, conclusions, the list of the used sources, the content of which cannot be less than 2/3 of the page. If a figure or a table referred in the text cannot be placed on the same page, the text continues that page, while the figure or table is given at the beginning of the next page after the paragraph is completed.

Illustrations are given in the coursework where they are mentioned for the first time, or on the next page. They are numbered sequentially within a section, except for illustrations within appendices.

The illustration number consists of the section number and the serial number of the illustration, between which the dot is placed.

For example: Fig. 2.3 (third illustration of the second section). If one illustration is given in the work, then it is numbered according to the general rules. The name of the illustration is placed under the illustration with an indent. Illustrations and tables placed on separate pages of the coursework are placed in the general number of pages.

Tables should have a name that is placed above the table symmetrically in the text. In the upper right corner above the corresponding heading, the word «Table» with its number is placed.

The table number should consist of a section number and a table serial number, for example: «Table 1.1» (the first table in the first section). The titles in the table cells should start with capital letters, and subheadings with small ones. An example of a table design is given in Fig. 3.1.

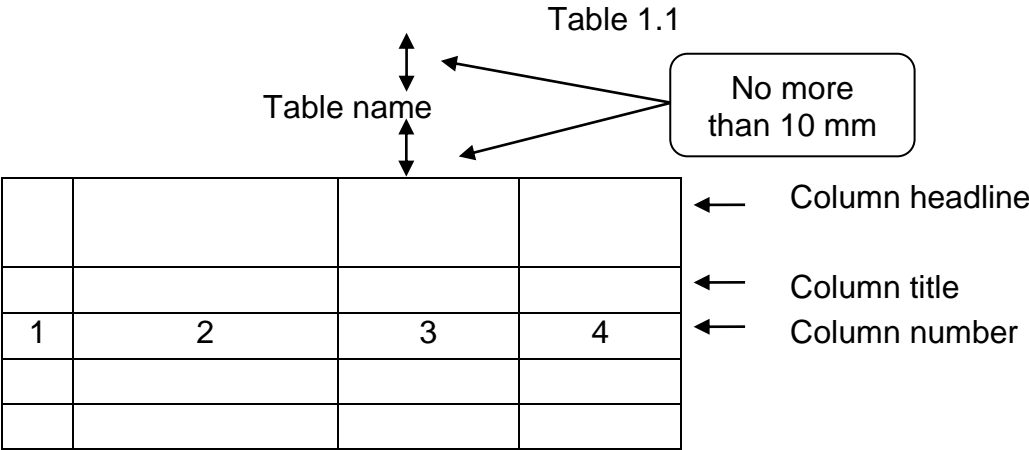


Fig. 3.1. An example of a table design

When moving part of the table to another page, write the words «continuation of the table.» and indicate the table number.

For example, «continuation of Table 1.1», number of table columns in this case is the header of the table (Fig. 3.2).

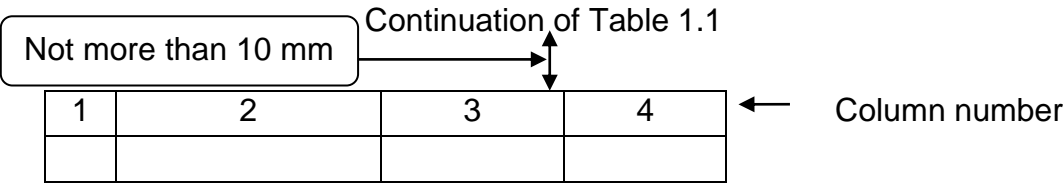


Fig. 3.2. An example of a table design when continued on another page

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

Each table should have a link to the source from which it is compiled.

Notes to the text and tables in which reference and explanatory data are given, are numbered sequentially within one page. If there are several notes on one sheet, then after the word «Notes» they put a colon, for example:

Notes:

1. ...

2. ...

If there is one note, then it is not numbered and after the word «note» a dot is put.

The formulas of the coursework must be performed in the formula editor. The formula number consists of the section number and the sequence number of the formula in the section. The formula numbers are written near the right field of the sheet at the level of the corresponding formula in parentheses, for example: (1.1) (the first formula of the first section). The explanation of the values of symbols and numerical coefficients must be given directly under the formula in the sequence in which they are presented in the formula.

The values of each character and numeric factor must be given without paragraph indentation. The first line of explanation starts with the word «where» without a colon.

For example: The calculation of the variable price is carried out by the formula:

$$C_1 = C_0 \times \left(K + X \times \frac{P_1}{P_0} + Y \times \frac{Z_1}{Z_0} \dots \right), \quad (3.1)$$

where C_1 is the price of the transaction;

C_0 is the the basic price, which is set at the time of the transaction;

K is the braking coefficient (taken within 0.1 to 0.2), which is the share of the fixed assets transferred, the overstock waste on the cost of finished products;

X is the share of material costs;

P_1 is the price index for materials for the period of their purchase;

P_0 is the price index for materials during the establishment of the base price;

Y is the share of labor costs;

Z_1 is the wage index during the period of price recalculation;

Z_0 is the wage index during the establishment of the base price.

Above the formula and below the explanation of the formula you need to leave one line. Small and simple formulas that do not have an independent value are given in the text.

A section or subsection may not end with a figure or a table. After them, there must be an explanatory text or other generalizing information.

Requirements for links. When writing a coursework, the student must make a reference to scientific and educational sources, materials or other research results. In the appropriate places of the text, there should be links. Such links allow you to find documents and verify the authenticity of citing certain scientific works, provide the necessary information about them, help to find out the content, the language, the volume of the text and learn it in more detail if necessary.

In addition, it is necessary to comply with the general requirements for citation and reference:

1) each quote is necessarily accompanied by a reference to the source. The text of the quotation is drawn up with quotes and is given in the grammatical form of the citation with the preservation of the features of the author's writing, and the reference to the source of the work is made as follows: [3, p. 125], where 3 is the number of the source of the link, 125 is the page number. The page numbers to which there are references in the coursework are also given if materials from sources which have a large number of pages are used;

2) the citation should be complete, without distorting the author's thoughts. Skipping of words, sentences, paragraphs during quoting is allowed and is indicated by three points;

3) references to sources without citing in the text of the coursework are drawn up according to their list in square brackets without specifying pages, for example, when there is a reference to many sources – «... highlighted in the publications of domestic scientists ...» [1 – 7], or [2; 12]. If it is one source, then [4];

4) references to illustrations, tables, or formulas used are indicated according to their serial number. For example: «Fig. 1.1», «Table 1.1».

If the student has his own publications, he should give links to them.

Appendices are included in the total volume of the coursework. The feasibility of appendices, their number, nature and scope are determined by the author of the work and the supervisor. In the main part of the project, there should be a mandatory reference to the appendices. Appendices are designed as a continuation of the work and placed in the order of the appearance of links to them in the text. Each appendix should start with a new page. The appendix must have a title printed in the right corner of the line above the title in small letters with the first capital letter. The appendices should be marked consistently in capital letters of the Latin alphabet, for example, «A», «B», and so on. The only appendix is called «Appendix A». Appendix tables are numbered within each appendix and should consist of the letter indicating the appendix and the ordinal number, for example: Table A.1 – the first table of Appendix A. Illustrations, formulas, which are in the text of the appendix, should be numbered within each appendix, for example, Fig. B.3 – the third figure of Appendix B.

4. Defense and assessment of a coursework

The coursework, executed in accordance with the rules mentioned in part 3, is signed by the student and transferred to the department for registration, verification and review by the scientific supervisor.

A coursework is not allowed for defense if:

there are no certain structural parts (an introduction, sections, conclusion, a list of the used sources in it);

there is plagiarism of other people's scientific works, other people's coursework;

the coursework does not contain references in the text to the sources used, or sources of statistical literature used by the student are outdated (three years ago from the date of writing the coursework);

the course paper presents tables and figures (graphs), containing outdated statistical data (more than three years ago from the date of writing the coursework);

registration of the work does not meet the requirements set out in the guidelines, the content of the work does not reveal the topic of the coursework.

The coursework is handed over to the supervisor no later than 2 weeks before the established day of protection.

Defense of the coursework is carried out by each student individually and publicly. Defense is carried out at the appointed time with the participation of the academic supervisors and students.

During the coursework defense, the student must show knowledge of the topic, the degree of mastery of scientific methods of research, the ability to independently, logically and reasonably state the issues of the coursework, make independent generalizations and conclusions. Preparation of the student for defense of the coursework includes preparation of the report and presentation (5 – 6 slides), taking into account the comments made by the commission. The report should indicate what was done by the student; what he was guided by during the study of the topic that is the subject of the work, what methods were used in the study of this problem, what recommendations are given.

The speech and presentation of the work should take 5 – 7 minutes. After the speech, the student answers questions on the subject of the work.

Assessment of the coursework is carried out in 2 stages: assessment of the quality of theoretical material development and writing of the practical part – 60 points; the defense score is 40 points. The first (stage) characterizes the student's work on the design and its result – the quality of the explanatory note and graphic material. The second component characterizes the quality of defense of the project.

Assessment of the coursework performance and protection is carried out according to the following criteria:

- correspondence of the content of the coursework to the topic;
- completeness, consistency, complexity of coverage of the problem;
- the existence of a relationship between paragraphs, sections;
- logic of the coursework structure;
- availability of analytical and statistical research;
- independence of generalizations, conclusions;
- combination of theory and practice;
- argumentation of conclusions;
- availability of modern statistical and analytical data in the work;
- timeliness of the schedule of writing the coursework;
- compliance with the requirements of the coursework;
- quality of the report and answers to questions.

The most common disadvantages of a coursework that negatively affect the assessment are:

- lack of justification of the relevance of the topic of the work in the introduction, the insignificance of the formulation of the purpose and objectives of the coursework;

- descriptive nature of the work;

- use of non-scientific style and language of presentation (journalistic, household, conversational);

- use of outdated factual materials, statistical data, enterprise reporting and literary sources;

- weak reasoning of the main points, deviation from the topic;

- absence of conclusions to sections or mismatch of conclusions with the content results of research conducted in the sections;

- violation of the logic of presenting the results of the study in general conclusions;

- errors in calculations;

- limitations of analysis methods in diagnostics of a research subject;

- lack of correspondence of the comment to the information given in the tables;

- absence of logical connection between the sections of the coursework;

- limited references to literary sources, which are given in the bibliographic list;

- violation of standards of writing and registration; absence of obligatory structural elements;

- the presence of grammatical errors and/or inaccuracies of translation into English from other languages.

The assessment of the results of the coursework performance and defense is carried out in accordance with the rating system given in Table 4.1.

Table 4.1

Criteria for assessment of a coursework

Points	Characteristics of compliance with the protection of the work	Traditional assessment
1	2	3
95 – 100	The student demonstrates full, systematized knowledge provided by the program, is able to independently apply the	Excellent

Table 4.1 (the end)

1	2	3
	knowledge gained, is able to generalize, on the basis of this knowledge, evaluate the possibilities of further development of the enterprise, logically and competently presented material, all calculations in the practical part are correct. One or two insignificant mistakes are allowed, which the student corrects on his own. Registration of the work meets all established requirements	
85 – 94	The student demonstrates full, systematized knowledge and operational skills provided by the program, is able to apply the knowledge gained in abridged manner, but needs little help from the teacher in the process of applying knowledge and skills. All economic indicators are calculated correctly. Two or three insignificant errors in the design of the work are allowed	Very good
75 – 84	The student demonstrates knowledge of a mainly reproductive nature, the answer shows insufficient understanding of the material presented in the coursework, the design of the work contains insignificant errors, some economic indicators are calculated incorrectly	Good
65 – 74	The student demonstrates general knowledge of the discipline, the explanation of the main issues of the coursework is superficial. The design of the work contains significant errors in both the theoretical and practical parts; non-compliance with the standards is observed	Satisfactory
60 – 64	The student makes significant mistakes during reproduction of knowledge. The theoretical and practical parts are made with significant errors	Quite satisfactory
Less than 60	The student makes significant mistakes during the reproduction of knowledge and is not able to correct them even with the help of a teacher. The work is not properly designed and is not credited	Unsatisfactory

The decision on the assessment of the coursework is announced on the day of defense, and the assessment is recorded on the title page of the coursework and put into the certificate of the higher education student.

5. Academic integrity

The process of writing and defending a coursework should follow the principles of academic integrity. Compliance with the academic integrity of higher education students provides:

- independent performance of training tasks, tasks of current and final control of learning outcomes;

- references to sources of information in the case of using ideas, developments, statements, information;

- compliance with the rules of copyright law and related rights; providing reliable information on the results of their own training activities, methods of research and sources of information used.

The main types of violations of academic integrity in the process of writing a coursework are:

- academic plagiarism (fragments of written works, ideas, data, models, illustrations; lack of proper references, citation errors);

- fabrication (use of fictitious or unverified data; links to fictitious sources of information, etc.);

- falsification (unreasonable adjustment of the results of their own scientific research or the performance of educational tasks; use of deliberately altered data, incomplete or distorted information about testing the results of research and development);

- deception (presentation of the results of work performed by other persons as their own work; providing feedback or reviews of scientific or educational works without their proper expertise).

In order to prevent manifestations of academic dishonesty, the student's supervisor checks the coursework for uniqueness with the help of appropriate software security.

Recommended literature

1. Горобинська М. В. Управління інноваційними процесами на підприємстві / М. В. Горобинська // Інфраструктура ринку. – 2021. – Вип. 54. – С. 85–91.

2. Гриненко В. В. Конспект лекцій з курсу «Управління та удосконалення бізнес-процесів» (для студентів усіх форм навчання спеціальності 073 – Менеджмент) / В. В. Гриненко ; Харків. нац. ун-т міськ. госп-ва ім. О. М. Бекетова. – Харків : ХНУМГ ім. О. М. Бекетова, 2018. – 147 с.

3. Зовнішньоекономічна діяльність підприємства: практикум : навч. посіб. / Л. О. Чернишова, В. О. Козуб, Л. Л. Носач та ін. – Харків : Вид-во «Форт», 2017. – 238 с.

4. Котиш О. М. Зовнішньоекономічна діяльність підприємства: організація та управління : навч. посіб. / О. М. Котиш, І. В. Мілько. – Харків : ХНЕУ ім. С. Кузнеця, 2017. – 183 с.

5. Основи бізнес-аналізу : текст лекцій для студентів спец. 071 «Облік і оподаткування» [першого (бакалаврського) рівня вищої освіти всіх форм навчання] / уклад. Н. В. Якименко-Терещенко, О. В. Сиром'ятникова ; Нац. техн. ун-т «Харків. політехн. ун-т». – Харків, 2020. – 88 с.

6. Піддубна Л. І. Оцінювання міжнародної економічної діяльності підприємства / Л. І. Піддубна, М. В. Горобинська // Науковий вісник Ужгородського національного університету. Серія: Міжнародні економічні відносини та світове господарство. – 2020. – Вип. 29. – С. 129–133.

7. Піддубна Л. І. Міжнародний менеджмент [Електронний ресурс] : конспект лекцій / Л. І. Піддубна, К. В. Іванієнко. – Харків : ХНЕУ ім. С. Кузнеця, 2018. – 178 с. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/23843>.

8. Сидорова А. В. Бізнес-аналітика : навч.-метод. посіб. / А. В. Сидорова, Д. В. Біленко, Н. В. Буркіна. – Вінниця : ДонНУ імені Василя Стуса, 2019. – 104 с.

9. Proskurnina N. V. Ukraine on the way to sustainable development: the experience of European countries / N. V. Proskurnina // Глобальні та національні проблеми економіки. – 2017. – № 17. – С. 72–78.

10. Clarity Project: Open Data Analytics. – Access mode : <https://clarity-project.info/edrs/?search=>.

11. International Business Analysis [Electronic resource] : academic discipline / S. Kuznets KhNUE Personal Learning System. – Access mode : <https://pns.hneu.edu.ua/course/view.php?id=9715>.

12. International Monetary Fund : official website. – Access mode : <http://imf.org>.
13. Ministry of Economic Development and Trade of Ukraine : official website. – Access mode : <http://me.gov.ua>.
14. Ministry of Finance of Ukraine : official website. – Access mode : <http://minfin.gov.ua>.
15. National Bank of Ukraine : official website. – Access mode : <http://bank.gov.ua>.
16. State Fiscal Service of Ukraine : official website. – Access mode : <http://sfs.gov.ua>.
17. State Statistics Committee of Ukraine : official website. – Access mode : <http://www.ukrstat.gov.ua>.
18. UNCTAD official website. – Access mode : <http://unctad.org>.
19. Statistical Service of the European Union : official website. – Access mode : ec.europa.eu/eurostat.
20. World Bank : official website. – Access mode : <http://worldbank.org>.
21. World Trade Organization : official website. – Access mode : <http://wto.org>.

Appendices

Appendix A

Recommended topics of the coursework on the course «International Business Analysis»

1. Assessment of investment attractiveness of an enterprise.
2. Methods for assessing the external environment of an enterprise.
3. Profitability of an enterprise, its types and methods of evaluation.
4. Planning of financial and economic indicators of an enterprise.
5. Types and ways to determine the value of an enterprise.
6. Methods of optimization of business processes.
7. Methods of analysis of stakeholders.
8. Methods of assessment of financial and economic activity of an enterprise.
9. Methods for assessing the competitiveness of international companies.
10. Attractiveness of the business environment of the country in world rankings.
11. Organization of internal logistics processes of an international enterprise.
12. Construction of the organizational structure of an international enterprise.
13. The technology of business formation as a model of an international company.
14. Diagnostics of the competitive environment of an enterprise.
15. Methods of analysis of the strategic potential of an enterprise.
16. Assessment of the competitive environment of an enterprise.
17. Risk analysis of an enterprise in the international environment.
18. Assessment of the effectiveness of the international marketing strategy of a company.

19. Study of the impact of international investments on business development companies.

20. Comparative analysis of financial indicators of international companies in the chosen industry.

21. Analysis and evaluation of strategies of international companies in the context of global markets.

22. Study of the influence of macroeconomic factors on international companies in a particular country or region.

23. Assessment of the impact of technological innovation on international companies in the industry.

24. Research of strategies of international companies in the field of sustainable development and responsible business.

25. Analysis of international financial markets and their impact on the financial strategy of companies.

26. Study of the impact of globalization on international companies and their business strategy.

27. Analysis of the competitive environment of international companies in the chosen branches.

**Selection criteria
for companies being analyzed and analogous companies**

1. Criteria for choosing a company to be analyzed (the object of analysis).

A. The company is among the top 10 companies operating in this industry in Ukraine.

B. The company has publicly available financial statements for the last 3 – 5 years.

2. Criteria for choosing analogous companies. The main criteria are the same.

A. The company refers to a peer group / a group of similar companies.

B. The company has publicly available financial statements for the last 3 – 5 years.

C. The total number is 2 companies.

Preferably 1 company from Ukraine and 1 company from similar foreign markets, e.g. Poland, Hungary, Romania, Georgia are chosen.

Important! The choice of companies and countries should be separately justified in the first section.

The main economic characteristics of the industry

Analyze the main economic indicators (parameters) that most fully characterize the industry/market. Students are encouraged to follow the following industry analysis scheme*.

Name of the industry/market	Description
1	2
1. The size of the industry (in absolute and monetary terms)	
2. The growth rate of the industry	%
3. Analysis of other economic entities in the field industry/market	
4. Dependence on the fluctuations of the business cycle	(Cyclical, protected, growing)
5. The scale of competition	(local, regional, national, international) If possible, name Top-5 companies and their share in the market. Assess the level of concentration in the industry. Identify Top-5 (Top-10) enterprises that have the largest market share (on the local market) and evaluate the level of concession in the industry
6. Industry lifecycle situation	(Birth, growth, market redistribution, maturity, decline) Name the stage of the industry and justify your choice
7. The main exporting countries	
8. The main importing countries	
9. Characteristics of the product	Degree of standardization/diversification. The main brands (if available). The higher the standardization, the easier it is to go from one manufacturer to another
10. The place of Ukraine in the industry and in the value of the chain	Consider how much the industry is a priority today and in the future. Competitive advantages of Ukraine. Primary players

1	2
Analyze the competitive forces operating in the industry and assess their impact	
11. Barriers to the market entrance	(Low/moderate/high) Brand Loyalty Capital Requirements. Access to technologies, know-how, supply channels and sales. Effect of economies of scale. Reaction of current players to the emergence of a new competitor. The higher the entrance barriers, the less likely the emergence of new competitors
12. Substitute goods	Name the main substitute products and see if they have a low/medium/high impact
13. Suppliers	Describe them and assess their impact (low/medium/high)
14. Consumers	Describe them and assess their impact (low/medium/high)
15. Competition	Low/medium/high How much is price a deciding factor when choosing a product? What strategies and methods are used in the competitive struggle
General trends in the development of the industry	
16. Short-term trends which will have a positive impact on supply and demand	
17. Short-term trends that will negatively affect supply and demand	
18. Long-term trends that will positively influence supply and demand	
19. Long-term trends that will negatively affect supply and demand	

* If necessary, appendices may contain links to tables, graphs, diagrams, etc.

Examples of bibliographic description in the list of the used sources

Type of sources	Example of description
1	2
Document	
One author	Чепінога В. Г. Основи економічної теорії : навч. посіб. Київ : Ліра-К, 2017. 240 с.
Two authors	Заброцький М. М., Шапошникова Ю. Г. Теорія та практика моделювання бізнес-процесів : навч. посіб. Херсон, 2017. 144 с.
Three authors	Кривов'язюк І. В., Смерічевський С. Ф., Кулик Ю. М. Ризик-менеджмент логістичної системи машинобудівних підприємств : монографія. Київ : Кондор, 2018. 200 с.
Four or more authors	Фінансове планування та прогнозування в підприємствах і фінансових установах / М. В. Гриньова та ін. Полтава, 2017. 112 с.
Multi-volume publication	Енциклопедія історії України : в 10 т. / редкол.: В. А. Смолій та ін. Київ, 2003 – 2013. Т. 1 – 10.
Collective author	Менеджмент у XXI сторіччі: методологія і практика : колективна монографія / Полтав. нац. техн. ун-т ім. Ю. Кондратюка. Полтава : Сімон, 2015. 347 с.
Editor, compiler	Міжнародні економічні відносини : навч. посіб. / за ред.: С. О. Якубовського, Ю. О. Ніколаєва. Одеса : ОНУ, 2015. 306 с.
Abstracts, materials of the conferences	Бібліотечне краєзнавство у культурному просторі України : зб. матеріалів Всеукр. наук.-практ. конф. (м. Київ, 2 листопада 2017 року). Київ : Нац. акад. керівних кадрів культури і мистецтв, 2017. 246 с.
Collection	Наука України у світовому інформаційному просторі : збірник. Київ : Академперіодика. 2018. Вип. 15. 104 с.
Translation from another language	Гарфорд Т. Речі, що змінили світ. Історія економіки в 50 винаходах : пер. з англ. Київ, 2018. 352 с.
Standards	ДСТУ 3582:2013. Бібліографічний опис. Скорочення слів і словосполучень українською мовою. Загальні вимоги та правила (ISO 4:1984, NEQ; ISO 832:1994, NEQ). [На заміну ДСТУ3582-97; чинний від 2013-08-22]. Вид. офіц. Київ : Мінекономрозвитку України, 2014. 15 с. (Інформація та документація).
Archival documents	Діяльність історичної секції при ВУАН та зв'язаних з нею історичних установ Академії в 1929–1930 рр. // Інститут рукопису Національної бібліотеки України імені В. І. Вернадського. Ф. Х. (Всеукраїнська Академія Наук). Спр. 1686. 30 арк.
Thesis, abstracts theses	Вініченко О. М. Система динамічного контролю соціально-економічного розвитку промислового підприємства : дис. ... д-ра екон. наук : 08.00.04. Дніпро, 2017. 424 с.

1	2
Preprints	Панасюк М. І., Скорбун А. Д., Сплошной Б. М. Про точність визначення активності твердих радіоактивних відходів гамма-методами. Чорнобиль : Ін-т проблем безпеки АЕС НАН України, 2006. 7, [1] с. (Препринт НАН України, Ін-т проблем безпеки АЕС; 06-1)
Part of the document	
Part of a book	Алексеев В. М. Правовий статус людини та його реалізація у взаємовідносинах держави та суспільства в державному управлінні в Україні. <i>Теоретичні засади взаємовідносин держави та суспільства в управлінні</i> : монографія. Чернівці, 2012. С. 151–169.
Abstracts of reports, conference materials	Майстренко В. М., Осадчук О. П. Теоретичні основи впровадження системи управління якістю. <i>Проблеми управління та економіки підприємств в сучасних умовах</i> : матеріали XV міжнар. наук.-практ. конф. (м. Київ, 23 – 24 квітня 2019 року). Київ : НУХТ, 2019. С. 18–21.
Legislative and regulatory documents	Про затвердження Вимог до оформлення дисертації : наказ Міністерства освіти і науки від 12 січня 2017 року № 40. <i>Офіційний вісник України</i> . 2017. № 20. С. 136–141.
Articles from periodic publications	Близнюк О. П., Ставерська Т. О., Іванюта О. М. Формування кредитно-грошового механізму забезпечення сталого розвитку підприємств торгівлі України. <i>Бізнес Інформ</i> . 2019. № 7. С. 240–249.
Electronic resources	
Books	Академічна чесність як основа сталого розвитку університету / за заг. ред. Т. В. Фінікова, А. Є. Артюхова. Київ : Таксон, 2016. 234 с. URL: http://www.univer.kharkov.ua/images/redactor/news/2016-09-07/chesnist_osnova_rozvitk_Univers.pdf (дата звернення: 02.11.2017 р.)
Articles from periodicals	Етапи формування організаційно-економічного механізму інноваційної діяльності підприємств. <i>Ефективна економіка</i> . 2012. № 2. URL: http://www.economy.nayka.com.ua/?op=1&z=932 (дата звернення: 22.01.2018 р.)
Legislative documents	Про стандартизацію : Закон України № 1315 від 11 лютого 2014 року URL: https://zakon.rada.gov.ua/laws/show/1315-18 (дата звернення: 02.09.2019 р.)
Web pages, sites	Чайка А. С. Інклюзивна освіта – шлях до повноцінної соціалізації учнів з особливими освітніми потребами. <i>Всеосвіта</i> : веб-сайт. URL: https://vseosvita.ua/library/inkluzivna-osvita-slah-dorovnocinnoi-socializacii-ucniv-z-oor-1906.html (дата звернення: 12.08.2019 р.)

An example of the title page of the coursework

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Department of International Economics and Management

COURSEWORK

on the course «International Business Analysis»

on the topic: _____

Completed by: 2-year student

Group 8.06.051.130.23.1

Second (master's) degree

speciality 051 «Economics»

Study program «International Economics»

(code and name of training direction, specialty)

(surname and initials)

Supervisor

(position, academic title, scientific degree)

(surname and initials)

Members of the commission

(signature)

(surname and initials)

(signature)

(surname and initials)

(signature)

(surname and initials)

National scale _____

Number of points: _____ Assessment: ECTS _____

Kharkiv – 2024

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НАВЧАЛЬНЕ ВИДАННЯ

МІЖНАРОДНИЙ БІЗНЕС-АНАЛІЗ

**Методичні рекомендації
до виконання курсової роботи
для здобувачів вищої освіти спеціальності 051 «Економіка»
освітньої програми «Міжнародна економіка»
другого (магістерського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладачі: **Кот Олена Володимирівна**
Горобинська Маріанна Володимирівна

Відповідальний за видання *Н. В. Проскурніна*

Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

Подано рекомендації до виконання курсової роботи, а також тематику та вимоги до оформлення роботи. Наведено методичні рекомендації до змісту, структури, захисту й оцінювання курсової роботи.

Рекомендовано для здобувачів вищої освіти спеціальності 051 «Економіка» освітньої програми «Міжнародна економіка» другого (магістерського) рівня.

План 2024 р. Поз. № 120 ЕВ. Обсяг 33 с.

Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61165, м. Харків, просп. Науки, 9-А

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