



## Syllabus

**Management of the international competitiveness**

**Educational and qualification level – master**

**051 Economics**

**Educational and professional program “International economics”**

**Study year: 5, Semester: 2**

**Credit: 5 ECTS Language of learning — English**

### Course Lecturer

**FSN**

**Associate Professor Liudmyla Herman**

**Contact Information:**

laly07260605@gmail.com, +380971765985

### Description of the discipline

**The purpose of discipline is:** the formation of understanding the international economic relations and mechanisms to achieve highly competitive position in the global market by students.

Objectives of the discipline study are:

- to identify the systemic nature of the international competitiveness of enterprises, industries, regions and national economies in terms of economic globalization;
- to identify indicators and factors of the international competitiveness of enterprises (organizations);
- to explore and identify different types of international strategies of competitive behavior and assess their effectiveness;
- to analyze sectoral, regional and sectoral imperatives of creating competitive advantages of international economic relations;
- to determine the disposition of global competition;
- to develop and implement competitive strategies of Ukrainian companies to enter foreign markets.

### Cours structure

Hours	Topics	Learning outcomes	Task
2/1	1. Competition and international competitiveness.	to study the concept of competition and to consider the features of the competitiveness of countries	Interrogation CPIT
2/1	2. Optimization factors of the international competitiveness of enterprises	to study the concept of competition and to consider the features of the competitiveness of countries	Interrogation CPIT
4/2	3. Assessment of international competitiveness of	get skills to conduct an international competitiveness assessment of the enterprise	Interrogation CPIT

	enterprises		
4/2	4. Strategies for the international competitiveness of enterprises	to study the stages of formation of the strategy of ensuring the competitiveness of the enterprise at the world level	Interrogation CPIT
4/2	5. Management of the international competitiveness of enterprises	to study the methodology of management of international competitiveness of enterprises	Interrogation CPIT
4/2	6. The regional and local dimension of international competitiveness	be able to determine the factors and conditions for ensuring high competitive status of the country	Interrogation CPIT
4/1	7. . The national strategy of international competitiveness	to study the multi-level system of global competition. Research global competitiveness of ERI. Symptoms and characteristics of globalization as a social process.	Interrogation CPIT
4/1	8. Modern competition policy and its efficiency	Research global competitiveness of ERI. Symptoms and characteristics of globalization as a social process.	Interrogation CPIT
4/2	9. Global Competitiveness	System transformation of global institutions in the context of interaction between civilizations and expansion of boundaries and deepening competition. The multilevel system of global competition.	Interrogation CPIT

### Літературні джерела

1. Porter, M. E., & Ketels, C. (2019). "Towards a new approach to competitiveness: Moving beyond the trade-off between efficiency and inclusiveness." *Harvard Business Review*.
2. Lall, S., & Narula, R. (2020). "The Changing Nature of Competitiveness in Emerging Markets." *World Economy*, 43(5), 1236-1248.
3. Taglioni, D., & Winkler, D. (2021). "Global Value Chains and Competitiveness: Opportunities and Challenges." *World Bank Group Working Paper*.
4. De Loecker, J., & Van Biesebroeck, J. (2022). "Productivity, Trade, and International Competitiveness." *Journal of International Economics*, 135, 103589.
5. Lopez-Gonzalez, J., & Holmes, P. (2022). "Services Trade and Competitiveness in the Digital Era." *OECD Trade Policy Papers*
6. Rugman, A. M., & Verbeke, A. (2023). "Multinational Enterprises and Competitiveness in the Post-COVID World." *International Business Review*, 32(3), 101909.
7. Buckley, P. J., & Strange, R. (2023). "The Governance of Global Value Chains and International Competitiveness." *Journal of International Business Studies*, 54(2), 220-237.

8. Buckley P. J., Casson M. The multinational enterprise revisited / P. J. Buckley, M. Casson. – London : Palgrave Macmillan, 2021. – 456 p.
9. Dunning J. H., Lundan S. M. Multinational enterprises and the global economy / J. H. Dunning, S. M. Lundan. – 4th ed. – Cheltenham : Edward Elgar Publishing, 2020. – 568 p.
10. Eicher T. S., Mutti J., Turnovsky S. J. International economics / T. S. Eicher, J. Mutti, S. J. Turnovsky. – 9th ed. – London : Routledge, 2019. – 832 p.
11. Hill C. W. L., Hult G. T. M. Global business today / C. W. L. Hill, G. T. M. Hult. – 11th ed. – New York : McGraw-Hill Education, 2021. – 752 p.
12. Moffett M. H., Stonehill A. I., Eiteman D. K. Fundamentals of multinational finance / M. H. Moffett, A. I. Stonehill, D. K. Eiteman. – 7th ed. – New York : Pearson, 2022. – 640 p.
13. Narula R. Globalization and catching-up in emerging markets: The role of institutional factors in explaining the performance of international investments / R. Narula. – Berlin : Springer, 2021. – 288 p.
14. Reis R., Rey H. International financial flows and exchange rates / R. Reis, H. Rey. – Washington : National Bureau of Economic Research, 2022. – 124 p.
15. Rugman A. M., Verbeke A., Nguyen Q. T. K. International business / A. M. Rugman, A. Verbeke, Q. T. K. Nguyen. – 8th ed. – Harlow : Pearson, 2022. – 688 p.
16. Witt M. A., Redding G. The Oxford handbook of Asian business systems / M. A. Witt, G. Redding. – Oxford : Oxford University Press, 2020. – 720 p.
17. Офіційний сайт Державної служби статистики України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua>.
18. Офіційний сайт Національного банку України [Електронний ресурс]. – Режим доступу: <https://bank.gov.ua>.
19. The World Bank [Електронний ресурс]. – Режим доступу: <https://data.worldbank.org>.
20. World Federation of Exchanges [Електронний ресурс]. – Режим доступу: <https://www.world-exchanges.org/>.
21. World Investment Report / UNCTAD [Електронний ресурс]. – Режим доступу: <http://unctad.org/en/PublicationsLibrary>.
22. World Trade Statistical Review [Електронний ресурс]. – Режим доступу: <https://www.wto.org/>

### **Criteria, forms of current and final control**

The final grade for the course is determined according to the 100-point grading scale as a weighted average of credit modules: (%)

Module 1		Module 2	Module 3	Module 4
20%	20%	5%	15%	40%
Current assessment	Modular control 1	Training	SSW	Final exam

It is defined as the arithmetic average of the grades obtained during classes	1. Theoretical questions (2 questions) – max. 50 points. 2. Task (1 task) – max. 50 points.	Assessment for training tasks	It is defined as the arithmetic average of the grades obtained during the study of the discipline for self-study work (abstract, essay)	Theoretical questions (2 questions) – max. 50 points. Task (1 task) – max. 50 points.
---	--	-------------------------------	---	--

### Assessment Scale

ECTS	University scale	National scale
A	90-100	Excellent
B	85-89	Good
C	75-84	Good
D	65-74	Satisfactory
E	60-64	Satisfactory
FX	35-59	Fail
F	1-34	Fail