	SYLLABUS **academic discipline** **"International Business Development Management"**
Level of higher education	Second (Master's) level
Code and name of specialty, type and name of educational program	D 7 Trade, OPP Business and Commerce
Course, semester	2nd year, 3rd semester
Scope and form of semester control in the academic discipline	Number of ECTS credits – 4.0, total number of hours – 120, of which: Full-time form of education: Lectures – 16 hours, practical classes – 24 hours. *Correspondence form of education:* lectures – 8 hours, practical classes – 6 hours. Form of final control – test
Language(s) of instruction	English
Full name of structural units (educational and scientific institute / faculty, department)	Educational and Scientific Institute of Economics, Management, Law and Information Technologies, Department of Management named after I.A. Markina
Developer(s) contact details	 Timur Ishcheykin, Candidate of Economic Sciences, Associate Professor, Associate Professor of the I.A. Markina Department of Management Contacts: room 489 (academic building No. 4) email:ishcheikin.tymur@pdau.edu.ua tel. 099 734 44 05. Profile:https://www.pdau.edu.ua/people/ishcheykin-tymur-yevgenovych
THE PLACE OF THE ACADEMIC DISCIPLINE IN THE EDUCATIONAL PROGRAM	
Status of the academic discipline	professional selective academic discipline
Prerequisites for studyacademic discipline	international trade; motivation in business and commerce; business negotiation strategies and business communication.
Competencies	General: GC 1. Ability to adapt and act in a new situation GC 2. Ability to identify, pose and solve problems GC 7. Ability to conduct research at an appropriate level Professional: SC 1. Ability to develop and implement a strategy for the development of business and trade structures SC 2. Ability to evaluate products, goods and services in entrepreneurial and commercial activities

	SC 3. Ability to effectively manage the activities of business entities in the field of entrepreneurship and trade
Program learning outcomes/learning outcomes	PLO 2. Identify, analyze problems of entrepreneurship and trade and develop measures to solve them

THE ROLE OF ACADEMIC DISCIPLINE IN THE FORMATION OF SOCIAL SKILLS

Studying the discipline ensures the formation of the following social skills: critical, analyticaland systems thinking (the ability to analyze international processes and their impact on business), teamwork (development of skills for effective interaction in a team), intercultural communication (the ability to conduct international negotiations with partners, taking into account the peculiarities of intercultural communication), adaptability and flexibility (the ability to respond to risks in international business), responsibility (the ability to make effective management decisions taking into account social responsibility and sustainable development goals)

PURPOSE OF STUDYING THE ACADEMIC DISCIPLINE

Formation of a systematic understanding of the principles and tools of international business development and the ability to apply them to analyze foreign markets, choose methods of international expansion and strategies for entering international markets, build partnerships and conduct negotiations, assess potential risks and make informed management decisions in the field of international business.

COURSE PROGRAM

Topic 1. Fundamentals of International Business and Globalization
Topic 2. Analysis of the international business environment
Topic 3. Research and selection of foreign markets
Topic 4. Strategies for entering international markets
Topic 5. International marketing and product adaptation to market requirements
Topic 6. Partnership, negotiation process and cross-cultural management
Topic 7. Digital business tools, e-commerce and supply chains
Topic 8. Risk management and international business development

LEARNING AND TEACHING METHODS

1. Methods of organizing and implementing educational and cognitive activities:
– verbal methods: lecture, story-explanation, conversation;
– visual methods: illustration, demonstration;
– practical methods: exercises, practical work;
– working with educational and methodological literature: taking notes, theses, annotating, preparing an abstract/report
2. Methods of stimulating and motivating educational and cognitive activities:
– methods of forming cognitive interests: creating a situation of interest and novelty of educational material, a method of using life experience, educational discussions to solve a problem situation.
3. Innovative and interactive teaching methods:
– interactive methods: discussions, disputes, designing professional situations, case method, "brainstorming";
– computer and multimedia methods: use of multimedia presentations, distance learning.
4. Methods of control and self-control over the effectiveness of educational and cognitive activities:
– oral control methods: survey, conversation, report;
– written control methods: written performance of practical tasks, independent work, creative tasks, solving tests.

ASSESSMENT OF LEARNING OUTCOMES	
Scoring scheme, scale and criteria for assessing learning outcomes	Listed in the Appendix to the Syllabus
POLICY OF STUDYING AN ACADEMIC DISCIPLINE	
- regarding deadlines and rescheduling	A higher education applicant is obliged to adhere to the deadlines (date for classroom types of work or time in the LMS Moodle distance learning system) by which a certain task must be completed. Completion of tasks with violation of deadlines without good reason is assessed with a 25% lower score. Retaking of current and final control occurs if there are good reasons with the permission of the directorate

- regarding academic integrity	A higher education student must adhere to the Code of Academic Integrity of the Poltava State Agrarian University. Compliance with academic integrity by education students involves: independent completion of educational tasks, tasks of current and final control of learning outcomes (for persons with special educational needs, this requirement is applied taking into account their individual needs and capabilities); reference to sources of information in the case of using ideas, developments, statements, information; compliance with the norms of the legislation on copyright and related rights; provision of reliable information about the results of one's own educational (scientific, creative) activities, research methods used and sources of information. Documents related to academic integrity are presented on the "Academic Integrity" tab.Poltava State Agrarian University:https://www.pdau.edu.ua/content/akademichna-good-natured
- regarding class attendance	Attendance by higher education students of all types of educational classes is mandatory.
- regarding the recognition of the results of non-formal/informal education	Higher education applicants have the right to recognition of learning outcomes acquired in non-formal/informal education before/during the acquisition of this educational component. Acquisition of relevant learning outcomes is possible after successful acquisition of courses (with documentary confirmation) on various educational platforms, in particular: Prometheus, Coursera, Edera, etc. The features of non-formal/informal learning are regulated by the Regulation on the procedure for recognition of learning outcomes acquired in non-formal and informal education by higher education applicants of Poltava State Agrarian University:https://www.pdau.edu.ua/sites/default/files/node/ 5555/polozhennyaproneformalnuosvitu2025.pdf

- regarding the appeal of the assessment results	After the announcement of the results of the current or semester examcontrol, the education seeker has the right to contact the teacher with a request to provide clarification regarding the received assessment. The grounds for appealing the assessment result may be: failure by the teacher to comply with the assessment system specified in the work program of the academic discipline, biased assessment and / or the presence of a conflict of interest, if the higher education seeker was not and could not have been aware of its existence before the assessment. The assessment result may be appealed no later than the next working day after its announcement. To appeal the assessment result, the higher education seeker applies to the director of the institute with a written application. The procedure for appealing the assessment results of higher education seekers is regulated by the Regulation on the assessment of the learning outcomes of higher education seekers at the Poltava State Agrarian University:https://www.pdau.edu.ua/sites/default/files/node/5555/position of the 2025 awarding ceremony.pdf

RECOMMENDED SOURCES OF INFORMATION

Basic

1. Krysovaty A. I. et al. International Management: textbook / edited by A. Krysovaty, R. Zvarych. Ternopil: ZUNU, 2024. 511 p. URL: http://dspace.wunu.edu.ua/handle/316497/52451.
2. Collinson S., Narula R., Qamar A., Rugman AM International Business. 9th ed. Harlow : Pearson, 2024. 632 p.
3. International Business Development: A Concise Textbook Focusing on International B-to-B Contexts / ed. by L. Martin. Wiesbaden: Springer Gabler, 2021. 270 p. DOI: https://doi.org/10.1007/978-3-658-33221-1.
4. Fatehi K., Choi J. International Business Management: Succeeding in a Culturally Diverse World. 3rd ed. Cham: Springer, 2025. 447 p. DOI: https://doi.org/10.1007/978-3-031-83295-6.
5. Verhun V. A., Priyatelchuk O. A., Stupnytskyi O. I. International Business: a textbook for students of non-material specialties of higher education institutions of Ukraine / edited by V. A. Verhun. Kyiv: VADEX, 2020. 602 p.
6. Ishcheikin T. Modern globalization processes and their impact on the development of the economy of Ukraine. Security Management of the XXI Century: National and Geopolitical Aspects. Prague: Nemoros, 2022. Issue 4. P. 74–98.
7. Ishcheikin T., Voronina V. Ensuring the competitiveness of the state by regulating the process of management of foreign economic activities under the conditions of martial state. Security Management of the XXI Century: National and Geopolitical Aspects. Prague: Nemoros, 2023. Issue 5. P. 71–78.
8. Szymanovska-Dianich L. M., Ishcheykin T. E., Voronina V. L. Specifics of export-import operations in the agro-industrial sector under martial law. Scientific Bulletin of the Odessa National Economic

University. 2023. No. 9 (310). Pp. 114–119.
9. Ishcheykin T. E., Pavliy O. V. Mechanism of management of strategic changes of the enterprise. Business Inform. 2023. No. 10. Pp. 340–346.
10. Ishcheykin T. E., Kulichenko V. O., Filonenko K. Modern geopolitical challenges and their impact on the foreign economic activity of Ukraine. Current problems of sustainable development. 2026. Vol. 3, No. 4. P. 360–367. DOI: https://doi.org/10.60022/3(4)-43S

Auxiliary

1. International Investment Management: Textbook / P. P. Gavrylko et al. Lviv: NNAK "ATB", 2025. 193 p.

2. Organization of international business: textbook / E. V. Makazan, D. T. Bikulov, A. M. Protas and others. Zaporizhzhia, 2025. 140 p.

3. International marketing: a textbook / N. L. Zamkova, A. M. Tanasiychuk, I. I. Polishchuk and others. Vinnytsia, 2024. 340 p.

4. International Economics: Textbook / V. G. Gerasymchuk, S. V. Voitko, B. S. Serebrennikov, T. V. Sakalosh. Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2024. 533 p.

5. International investment activity: textbook / R. E. Zvarych, O. M. Sokhatska, O. V. Dlugopolskyi and others; ed. R. E. Zvarych, O. M. Sokhatska. Ternopil: ZUNU, 2025. 353 p.

6. Dugienko N. O., Tsukanova A. O. Marketing strategy of an enterprise in the system of international economic activity. Modern Economics. 2026. No. 57. P. 58–63. DOI: https://doi.org/10.31521/modecon.V57(2026)-07.

7. Ishcheykin, T. Ye., & Misyukevich, V. I. Cross-cultural communication as a tool for negotiations in the process of carrying out foreign economic activities of an enterprise. Current problems of sustainable development, 2026. No. 3(2). pp. 188-193.https://doi.org/10.60022/3(2)-24S

8. Suntsova O. O. International business technologies: strategic approaches and tools. Entrepreneurship and trade. 2024. No. 42. DOI: https://doi.org/10.32782/2522-1256-2024-42-12.

9. Kvasova L., Kurbatska L., Lozovyi D. Formation of a marketing strategy for an enterprise's entry into the foreign market. Economy and Society. 2023. No. 55. DOI: https://doi.org/10.32782/2524-0072/2023-55-101.

10. Makovetska I. M., Baydin M. V., Lysachenko O. V. Development of a strategy for the Ukrainian enterprise to enter the international business market in modern conditions. Economics. Management. Business. 2023. No. 1–2 (41). DOI: https://doi.org/10.31673/2415-8089.2023.120880

Information resources

1. World Bank Data:https://data.worldbank.org/(date of application: 10/20/2026)
2. International Trade Centre: https://intracen.org/(access date: 20.10.2026)
3. UN Trade and Development: https://unctad.org/(access date: 20.10.2026)
4. World Trade Organization: https://www.wto.org/(access date: 10/20/2026)
5. OECD Data: https://data.oecd.org/(access date: 20.10.2026)
6. European Commission — Access2Markets: https://trade.ec.europa.eu/access-to-markets/(access date: 20.10.2026)

Approval details	Approved at the meeting of the I.A. Markina Department of Managementdated September 1, 2026 No. 1

Syllabus appendix

SCORING SCHEME, SCALE AND CRITERIA FOR ASSESSING LEARNING RESULTS Scoring scheme for the academic discipline Full-time form of education

Topic name	Forms of monitoring learning outcomeshigher education applicants					Together
	Poll	Solving tests	Performing exercises in practical classes	Preparing a reportor presentations	Task completionindependent work	
Topic 1. Fundamentals of international business and globalization	2	3	3	–	2	10
Topic 2. Analysis of the international business environment	2	3	3	5	2	15
Topic 3. Research and selection of foreign markets	2	3	3	–	2	10
Topic 4. Strategies for entering international markets	2	3	3	5	2	15
Topic 5. International marketing and adaptation of products to market requirements	2	3	3	–	2	10
Topic 6. Partnership, negotiation process and cross-cultural management	2	3	3	5	2	15
Topic 7. Digital business tools, e-commerce and supply chains	2	3	3	–	2	10
Topic 8. Risk management and international business	2	3	3	5	2	15

Correspondence form of education

Topic name	Forms of monitoring learning outcomeshigher education applicants					Together
	Solving tests	Performing exercises in practical classes	Preparing a reportor presentations	Task completionindependent work	Completion of test tasks	
Topic 1. Fundamentals of international business and globalization	3	–	–	2	–	5
Topic 2. Analysis of the international business environment	3	3	5	2	–	13
Topic 3. Research and selection of foreign markets	3	–	–	2	–	5
Topic 4. Strategies for entering international markets	3	–	–	2	–	5
Topic 5. International marketing and adaptation of products to market requirements	3	–	–	2	–	5
Topic 6. Partnership, negotiation process and cross-cultural management	3	–	–	2	–	5
Topic 7. Digital business tools, e-commerce and supply chains	3	–	–	2	–	5
Topic 8. Risk management and international business development	3	3	5	2	–	13
Test work	–	–	–	–	44	44
Together	**24**	**6**	**10**	**16**	**44**	**100**

Forms, scale and criteria for assessing learning outcomes during the current monitoring of the success of higher education applicants:

Survey scoring scale and criteria

Number of points	Evaluation criteria
0	The answer is missing or does not relate to the question posed. The answer shows no signs of understanding the content.
1	The answer is partially correct, but superficial. There are significant inaccuracies.in the presentation. The answer demonstrates only a general understanding of the topic without sufficient justification
2	Complete, correct and logically consistent answer. Key terms and concepts used. The answer demonstrates understanding of theoretical concepts and the ability to explain them.

Scale and criteria for evaluating test solutions

Number of points	Evaluation criteria
0	A higher education applicant answers less than 30% of tests correctly
1	A higher education applicant answers 31–60% of tests correctly
2	A higher education student answers 61–90% of tests correctly
3	A higher education student answers 91–100% of tests correctly

Scale and criteria for evaluating the performance of exercises in practical classes

Number of points	Evaluation criteria
0	The task was not completed or was completed incorrectly. The higher education applicant did not demonstrate the skills or abilities required by the exercise.
1	The task is partially completed. There are significant errors in the solution, teacher assistance is needed. A weak understanding of the exercise performance methodology is demonstrated.
2	The task was completed correctly, but with some inaccuracies or errors.Requires minor clarifications or additions from the teacher. The answer indicates a sufficient level of knowledge and skills
3	The task is completed completely, correctly and on time. The higher education applicant demonstrates independence, logic and correct application of knowledge in practice. Completing the exercise indicates a high level of knowledge

Scale and criteria for evaluating the prepared report or presentation

Number of points	Evaluation criteria
0	The report or presentation is missing or completely irrelevant to the topic. The higher education applicant did not demonstrate knowledge and did not complete the task.

1	The prepared material is presented fragmentarily, without logic and structure. There are significant errors in the content. The presentation lacks clarity or design.
2	The content is incomplete. There are significant inaccuracies, weak argumentation. Designpresentation primitive or partially absent
3	The topic is mostly covered, but with some shortcomings. The information is presented consistently, butnot always deep. Minimal visual aids used

4	The report or presentation is fully disclosed, meaningful and structured. Examples are used, the argumentation is sufficient. The design is at the proper level, but there are minor inaccuracies
5	The topic is covered in depth, systematically and logically. High quality of argumentation, scientific apparatus used. Presentation or report is professionally designed, with the use of visuals. The speech demonstrates a high level of preparation and independence

Scale and criteria for evaluating the performance of independent work tasks

Number of points	Evaluation criteria
0	The task was not completed or was completed with gross errors.
1	The task was partially completed, with some shortcomings. There are inaccuracies in the presentation.or insufficient depth of study. The work demonstrates an elementary level of understanding
2	The task was completed completely and correctly. Independence was demonstrated.and logical presentation. The work reflects a sufficient level of knowledge and skills

Scale and criteria for evaluating the performance of tests for correspondence studies

Number of points	Evaluation criteria
0–11	The work does not meet the requirements. The answers are fragmentary, superficial, and contain gross errors. There is no logical justification or analysis.
12–19	The main issues are partially addressed. There are inaccuracies and insufficient argumentation.The design partially does not meet the requirements
20–27	The work is presented logically and consistently, but not completely. There are some shortcomings in the wording. The understanding of the main concepts is demonstrated, but the depth of analysis is average.
28–35	The work is done with a sufficient level of analytical skills. The conclusions are logical. Availableminor errors in design

36–44	The work is fully developed and independent. The material is presented with your own judgments and substantiated conclusions. The design is correct.

The form of conducting the final control of knowledge of higher education applicants in accordance with the work and curriculum is a test.