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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

URAL STATE UNIVERSITY OF ECONOMICS

Approved
at the meeting of marketing
and international management

Approved
council on educational and methodological issues
and quality of education

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protocol № 6

Head of the department _____ Kapustina L.M.

Chairman of the Council _____ Karh D.A.

PROGRAM OF THE DISCIPLINE

Title International Entrepreneurship
Field of study 38.04.02 Management
Profile International business
Form of study full-part time
Admission year 2021
Designed by
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Yekaterinburg

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INTRODUCTION

The program of the discipline is a part of the main professional educational program of higher education - the master's degree program developed in accordance with the Federal State Educational Standard of Higher Education

ФГОС ВО	Federal State educational standard of higher education - Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of the Russian Federation No. 952 dated 12.08.2020)
ПС	

1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the subject "International Entrepreneurship" is to study the specifics, strategic and procedural issues of conducting international negotiations, concluding foreign trade contracts and developing international investment projects, determining the main trends and principles of forming business models, developing methodological and practical skills in analyzing, developing a strategy for entering foreign markets and evaluating the effectiveness of decisions on organizing and doing business abroad.

2. THE PLACE OF THE SUBJECT IN THE STRUCTURE OF THE OPOP

The subject belongs to a variable part of the curriculum.

3. THE SCOPE OF THE DISCIPLINE

Interim assessment	hours					credits
	Total in semester	Contact work (classes)			Self-preparation work including preparation of control and course papers	
		Total	Lectures	Practical classes, including course projecting		
Semester 3						
Credit with an assessment	144	24	8	16	120	4

4. LEARNING OUTCOMES

As a result of mastering the OPOP, the graduate should have the competencies established in accordance with the Federal State Educational Standard of Higher Education.

The cipher and the name of the competence	Indicators of competence achievement
УК-1 A student is able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	ИД-1.УК-1 To know: methods of critical analysis; methodology of a systematic approach; methods of identifying a problem situation

УК-1 A student is able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	ИД-2.УК-1 To be able to: identify problematic situations, search for information and solutions
	ИД-3.УК-1 To have: practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
УК-5 A student is able to analyze and take into account the diversity of cultures in the process of intercultural interaction	ИД-1.УК-5 To know: the basics of social interaction aimed at solving professional tasks; mechanisms of intercultural interaction in a society
	ИД-2.УК-5 To be able to: present professional information in the process of intercultural interaction; analyze the features of social interaction taking into account national, ethno-cultural characteristics
	ИД-3.УК-5 Have practical experience in organizing interaction in a professional environment taking into account national and ethno-cultural characteristics; skills of intercultural interaction taking into account the diversity of cultures

Professional competencies (ПК)

The cipher and the name of the competence	Indicators of competence achievement
organizational and managerial	

<p>ПК-3 Planning of the foreign economic activity</p>	<p>ИД-1.ПК-3 To know:</p> <ul style="list-style-type: none"> Regulatory legal acts regulating foreign economic activity International agreements in the field of standards and product requirements Regulatory legal acts regulating state support of foreign economic activity Types, forms and instruments of state support for foreign economic activity Methods and fundamentals of system analysis of foreign economic information Rules for registration of documentation on a foreign trade contract The order of document flow in the organization Fundamentals of risk management in foreign economic activity Basics of business planning Terms of the foreign trade contract Marketing and pricing features Ethics of business communication and rules of negotiation English (advanced level B2) Fundamentals of economic theory Fundamentals of labor legislation of the Russian Federation Rules of administrative document management The procedure for drawing up the established reporting Fire safety rules Labor protection requirements <hr/> <p>ИД-2.ПК-3 To be able to:</p> <ul style="list-style-type: none"> Use computing, copying, auxiliary equipment and various types of telecommunications Generalize and systematize information about the tasks of the organization in the field of foreign economic activity Develop strategic and current plans for the organization's foreign economic activity Generalize and systematize information about the activities of the organization <hr/> <p>ИД-3.ПК-3 To have practical experience (labor actions):</p> <ul style="list-style-type: none"> Preparation of a draft plan of foreign economic activity, taking into account the priorities of the organization's foreign economic activity Presentations of the organization's foreign economic activity plan Making, if necessary, additions and changes to the plan of foreign economic activity of the organization Coordination and presentation in the organization of the final plan of foreign economic activity
<p>ПК-4 Realization of the strategy and control over the implementation of the plan of foreign economic activity of the organization</p>	<p>ИД-1.ПК-4 To know:</p> <ul style="list-style-type: none"> Regulatory legal acts regulating foreign economic activity International agreements in the field of standards and product requirements Regulatory legal acts regulating state support of foreign economic activity Basics of business planning Rules of administrative document management

ПК-4 Realization of the strategy and control over the implementation of the plan of foreign economic activity of the organization	ИД-2.ПК-4 To be able to: Determine priorities and key factors for the development of the organization's foreign economic activity Interact with organizational units to identify the overall development strategy of the organization Coordinate the actions of the organization's employees engaged in the implementation of the foreign economic activity plan Manage the resources of the organization for the implementation of the <u>plan of foreign economic activity</u>
	ИД-3.ПК-4 To have practical experience: Determining the areas of responsibility in the organization for the implementation of the plan of foreign economic activity of the organization Control over the implementation, achievement of intermediate goals and results of the plan of foreign economic activity of the organization Monitoring deviations from the implementation, achievement of intermediate goals and results of the plan of foreign economic activity of the organization Preparation of proposals for the adjustment of the plan of foreign economic activity of the organization

5. THEMATIC PLAN

Topic	hours	Topic title	Total in hours	Contact work (classes.)			Self-preparation work	Control of self-preparation work
				Lectures	Laboratory classes	Practical classes		
				Semester 3		8		
Topic 1.	Definition, types of entrepreneurs and forms of international entrepreneurship	1	1					
Topic 2.	Factors influencing the choice of the form of international entrepreneurship	7			2	5		
Semester 3		8						
Topic 3.	Communication with foreign partners	6	1			5		
Topic 4.	Peculiarities of conducting business negotiations	2			2			
Semester 3		48						
Topic 5.	Traditional methods of scanning the business environment	3	1		2			
Topic 6.	Digital scanning tools for the foreign market	45				45		
Semester 3		3						
Topic 7.	The main sections of the foreign trade contract	1	1					
Topic 8	Clinching of foreign	2			2			
Semester 3		23						
Topic 9.	Stages of realization of the investment project	1	1					
Topic 10.	Structure of the business plan of the investment project	22			2	20		

Semester 3		28					
Topic 11.	Methods of evaluating the effectiveness of investment projects	23	1		2	20	
Topic 12.	Calculation of the break-even point of the project	5				5	
Semester 3		23					
Topic 13.	Peculiarities of international legislation on the regulation of entrepreneurial activity	1	1				
Topic 14.	Conditions for organizing and doing business in different countries of the world	22			2	20	
Semester 3		3					
Topic 15.	The concept and types of strategies for entering the foreign market	1	1				
Topic 16.	Development of a strategy for entering the foreign market	2			2		

6. FORMS OF CURRENT CONTROL AND INTERIM ASSESSMENT ASSESSMENT SCALES

Section/Topic	Type of assessment tool	Description of the assessment tool	assessment criteria
CURRENT CONTROL (Appendix 4)			
Topic 2	Case studies (Appendix 4)	A problem task in which students are offered to comprehend a real professionally-oriented situation necessary to solve this problem. The solution of the business case is supposed to be in groups where students can discuss and make an informed decision by answering questions. The activity of the group is evaluated	0-5
Topics 3, 4	Business Game (Appendix 4)	The business game involves the division into groups (representatives of different countries) and the development of solutions for the organization of a joint project. The activity of the group is evaluated	0-5
Topic 5	PEST-analysis SWOT-analysis (Appendix 4)	Compilation of PEST analysis. Assessment of political, economic, social and technological potential and business conditions. Preparation of a SWOT analysis. Assessment of internal and external factors, development of possible strategies.	0-5
Topics 7, 8	Business simulation (Appendix 4)	Division of students into 2 groups (2 parties to the contract), elaboration of the terms of the foreign trade contract, discussion, negotiations. The activity of the group is evaluated, the elaboration of conditions	0-5

Topic 10	Business simulation (Appendix 4)	Division of students into groups. Business choice (industry, country, business model). Drafting a business plan for the project. The activity of the group is evaluated, the elaboration of sections of the business plan	0-5
Topics 11, 12	Self-preparation work (Appendix 4)	Solving the tasks of evaluating the effectiveness of investment projects and making management decisions	0-5
Topics 13, 14	Research project (Appendix 4)	Presentation of the research project "Business conditions in the selected country"	0-5
Topic 16	Business simulation (Appendix 4)	Division of students into groups. Development and justification of a strategy for entering foreign markets. The activity of the group is evaluated	0-5
Interim assessment (Appendix 5)			
3 semester (correspondence master's degree)	Protection of the business plan of an international project (Appendix 5)	Justification of the strategy and protection of the business plan of the project for the company's entry into foreign markets	0-5

DESCRIPTION OF THE ASSESSMENT SCALES

The indicator of the assessment of the development of OPOP is formed on the basis of combining the current and interim assessment of the student.

The rating indicator for each discipline is expressed as a percentage, which shows the level of preparation of the student.

Current assessment. A 100-point grading system is used. The evaluation of the student's work during the semester is carried out by the teacher in accordance with the system of evaluation of academic achievements developed by him in the process of studying in this discipline.

In the programs of disciplines and practices, the types of current certification, the planned results of control measures and criteria for evaluating academic achievements are fixed.

During the semester, the teacher conducts at least 3 control measures to assess the student's activity. If attendance of classes in a discipline is included in the rating, then this indicator is no more than 20% of the maximum number of points in the discipline.

Interim assessment. A 5-point grading system is used. The evaluation of the student's work at the end of the discipline (part of the discipline) is carried out by the teacher in accordance with the system developed by him for evaluating the student's achievements in the process of studying in this discipline. Intermediate certification is also carried out at the end of the formation of competencies.

The procedure for transferring the rating provided for by the assessment system, by discipline, to a five-point system.

High level - 100% - 70% - excellent, good.

The average level is 69% - 50% - satisfactory.

Evaluation indicator	According to the 5-point system	Characteristic of the indicator
100% - 85%	excellent	they have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	good	they have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results There may be shortcomings corrected by the student independently in the process of work (response, etc.)
69% - 50%	satisfactory	they have general theoretical knowledge, can apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at the average level Mistakes are made that the student finds it difficult to correct on their own.
49 % and lower	unsatisfactory	they have an incomplete amount of general theoretical knowledge, do not know how to independently apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities for solving professional tasks are not formed
100% - 50%	credited	the characteristic of the indicator corresponds to "excellent", "good", "satisfactory"
49 % and lower	not credited	the characteristic of the indicator corresponds to "unsatisfactory"

7. CONTENT OF THE DISCIPLINE

7.1. Content of the lectures

Topic 1. Definition, types of entrepreneurs and forms of international entrepreneurship Factors of success of entrepreneurial activity. Motives and forms of entering the foreign market.
Topic 3. Communication with foreign partners Basic rules of business communication
Topic 5. Traditional methods of scanning the business environment Scanning the international business environment
Topic 7. Main sections of the foreign trade contract Peculiarities of the foreign trade contract
Topic 9. Stages of realization of the investment project Stages of implementation of the investment project
Topic 11. Methods of evaluating the effectiveness of investment projects Evaluation of the effectiveness of international projects. Determining the break-even of projects
Topic 13. Peculiarities of international legislation on the regulation of entrepreneurial activity International regulation of export and investment activities
Topic 15. The concept and types of strategies for entering the foreign market Foreign trade strategies. Foreign direct investment strategies.

7.2 Content of practical and laboratory classes

Topic 2. Factors influencing the choice of the form of international entrepreneurship Choosing a business concept and form of international entrepreneurship
Topic 4. Peculiarities of conducting business negotiations Negotiations with a foreign partner on the conclusion of a foreign trade contract
Topic 5. Traditional methods of scanning the business environment PEST and SWOT analysis
Topic 8. Conclusion of a foreign trade contract Preparation for the conclusion of a foreign trade contract
Topic 10. The structure бизнес-плана инвестиционного projects Development бизнес-плана международного projects
Topic 11. Methods of evaluating the effectiveness of investment projects Calculation of the effectiveness of international projects
Topic 14. Conditions for organizing and doing business in different countries of the world Business conditions in different countries of the world
Topic 16. Development of a strategy for entering the foreign market Justification of the export strategy. Justification of the direct investment strategy.

7.3. Content of the self-preparation work

Topic 2. Factors influencing the choice of the form of international entrepreneurship Expansion into foreign markets
Topic 3. Communication with foreign partners Business communication
Topic 6. Digital scanning tools for the foreign market Digital scanning tools for the foreign market
Topic 10. The structure бизнес-плана инвестиционного projects Preparation of a к разработке бизнес-плана инвестиционного projects
Topic 11. Methods of evaluating the effectiveness of investment projects Evaluation of the effectiveness of the project to enter the foreign market
Topic 12. Calculation of the break-even point of the project Determination of the break-even point of an international project
Topic 14. Conditions for organizing and doing business in different countries of the world Research of the conditions of organization and doing business in different countries of the world

7.3.1. Exemplary questions for self-preparation for the test / exam
Appendix 1

7.3.2. Practical tasks in the discipline for self-preparation for the test / exam
Appendix 2

7.3.3. List of course papers
Course paper is not provided

7.4. The student's electronic portfolio
materials are not placed

7.5. Methodological recommendations for the implementation of the control work
Control work is not provided

7.6 Methodological recommendations for the implementation of the course work
Not provided

8. PECULIARITIES OF THE ORGANIZATION OF EDUCATIONAL PROCESS OF DISCIPLINE FOR PERSONS WITH DISABILITIES

According to the student's application

In order to make the program accessible to people with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;
- study of the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in the forms available to them.
- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the RPD.

9. THE LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE NECESSARY FOR THE DEVELOPMENT OF THE DISCIPLINE

USUE Library Website

<http://lib.usue.ru/>

Basic Literature:

1. Hobbs M., Kedde J. S. Commerce 2.:class CD. - [Oxford]: Oxford University Press, 2007. - 1
2. DAVIES M., HUGHES N. DOING A SUCCESSFUL RESEARCH PROJECT.:using qualitative or quantitative methods. - Basingstoke: PALGRAVE MACMILLAN, 2014. - 278
3. LIENTZ B.P. PROJECT MANAGEMENT.:a problem-based approach. - Basingstoke: PALGRAVE MACMILLAN, 2013. - 499
4. MORRISON J. THE GLOBAL BUSINESS ENVIRONMENT.:meeting the challenges. - Basingstoke: PALGRAVE MACMILLAN, 2011. - 486
5. LERBINGER O. THE GLOBAL MANAGER.:Contemporary issues and corporate responses. - Basingstoke: PALGRAVE MACMILLAN, 2014. - 369

Additional literature:

1. Pilbeam A. Market Leader. International Management.:business english. - , 2007. -

2. Hollet V., Duckworth M. Business Opportunities.:workbook. - , 2007. -
3. Kaufmann H. R. International Consumer Behavior: A Mosaic Of Eclectic Perspectives.:handbook On International Consumer Behavior. - Lancashire: Access Press UK, 2011. - 519
4. CAMPBELL D., EDGAR D., STONEHOUSE G. BUSINESS STRATEGY.:an introduction. - Basingstoke: PALGRAVE MACMILLAN, 2011. - 363
5. KRAMAR R., SYED J. HUMAN RESOURCE MANAGEMENT IN A GLOBAL CONTEXT.:a critical approach. - Basingstoke: PALGRAVE MACMILLAN, 2012. - 464
6. GUIRDHAM M. COMMUNICATING ACROSS CULTURES AT WORK.:научное издание. - Basingstoke: PALGRAVE MACMILLAN, 2011. - 400
7. Evans D. Management Gurus.: - , 2007. -

10 THE LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED IN THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

List of licensed software:

Microsoft Windows 10. Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020. The licensed period is 30.09.2023.

Astra Linux Common Edition. Contract No. 1 dated June 13, 2018, act dated December 17, 2018. The license is valid for an unlimited period.

Microsoft Office 2016.Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020 License validity period 30.09.2023.

My Office is standard. Agreement No. SK-281 dated June 7, 2017. The date of conclusion is 07.06.2017. The license is valid for an unlimited period.

Adobe Acrobat DC Pro. Договор № 140/223-ПО/2020 от 19.10.2020. License validity period 13.12.2021.

IBM SPSS Statistics Base Edition Edition Campus Value Unit Term License Subscription and Support 12 Month. Agreement № 162/223-ПО/2020 dated 08.12.2020. Validity period 28.02.2022.

List of information reference systems, resources of the Internet information and telecommunication network:

Legal reference system Consultant +. Contract No. 163/223-U/2020 dated 12/14/2020. The license is valid until 31.12.2021

The Garant legal reference system. Contract No. 58419 dated December 22, 2015. The license is valid for an unlimited period of time

Investopedia

<https://www.investopedia.com>

Mason A. Carpenter, Sanjyot P. Dunung. Challenges and opportunities in international business

<https://2012books.lardbucket.org/books/challenges-and-opportunities-in-international-business/>
Statista

<https://www.statista.com/statistics/>

Online course of MSU "Doing business in"

<https://globaledge.msu.edu/reference-desk/online-course-modules/doing-business-in>

Powerbranding

<http://powerbranding.ru>

Google on line course "Business communication"

<https://learndigital.withgoogle.com/digitalgarage/course/business-communication>

Google on-line course "Expand a business to other countries"

<https://learndigital.withgoogle.com/digitalgarage/course/expand-internationally>

UNCTAD

<https://unctad.org/webflyer/world-investment-report-2020>

Google on-line course "Fundamentals of digital marketing"

<https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

500+ Free Sample Business Plans

<https://www.bplans.com/sample-business-plans/>

Rating "Doingbusiness"

<https://www.doingbusiness.org/>

Mark Casson. The Theory of International Business. Economic Models and Methods / M. Casson. – New York: PALGRAVE MACMILLAN, 2016.

<https://link.springer.com/content/pdf/10.1007%2F978-3-319-32297-1.pdf>

Ralf Bebenroth. International Business Mergers and Acquisitions in Japan / R. Bebenroth. – Wiesbaden: Springer International Publishing, 2015.

<https://link.springer.com/content/pdf/10.1007%2F978-4-431-54989-5.pdf>

Rien T. Segers. Multinational Management A Casebook on Asia's Global Market Leaders / R. T. Segers. - Wiesbaden: Springer International Publishing, 2015.

<https://link.springer.com/content/pdf/10.1007%2F978-3-319-23012-2.pdf>

Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes. Strategic International Management Text and Cases / D. Morschett, H. Schramm-Klein, J. Zentes - Wiesbaden: Springer Fachmedien, 2009.

<https://link.springer.com/content/pdf/10.1007%2F978-3-8349-8332-9.pdf>

Product Lifecycle Management a Global Market/ Sh. Fukuda [and oth.]. – y Chennai: y Scientific Publishing Services,, 2014.

<https://link.springer.com/content/pdf/10.1007%2F978-3-662-45937-9.pdf>

11. DESCRIPTION OF THE MATERIAL AND TECHNICAL BASE NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

The implementation of the discipline is carried out using the material and technical base of USUE, which ensures the conduct of all types of training sessions and research and independent work of students:

Special rooms are classrooms for all types of classes, group and individual consultations, ongoing monitoring and intermediate certification:

The premises for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of USUE.

All rooms are equipped with specialized furniture and equipped with multimedia equipment, special equipment (information and telecommunications, other computer), access to information retrieval, legal reference systems, electronic library systems, databases of current legislation, other information resources serving to present educational information to a large audience.

For conducting lecture-type classes, presentations and other educational and visual aids that provide thematic illustrations.