

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Силин Яков Петрович
Должность: Ректор
Дата подписания: 18.06.2026 10:32:46
Уникальный программный ключ:
24f866be2aca16484036a8cbb3c509a9531e605f

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

Approved
at the Department meeting

November 24, 2025

Protocol # 5

Head of the Department Kapustin L.M.

Approved

by the Council for Educational and
Methodological Issues and Quality of
Education

December 16, 2025

Protocol # 4

Chairman  Karkh D.A.



COURSE PROGRAMME

Title	International entrepreneurship
Field of study	38.04.02 Management
Profile	International business (on English)
Form of study	Full-time
Year of enrollment	2026

Compiled by:
Associate Professor, PhD
Izakova N.B.

Senior Lecturer
Drevalev A.A.

Ekaterinburg
2025

CONTENT

INTRODUCTION	3
1. PURPOSE OF MASTERING THE DISCIPLINE	3
2. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF OPOP	3
3. SCOPE OF THE DISCIPLINE	3
4. PLANNED RESULTS OF DEVELOPMENT OF THE OPOP	3
5. THEMATIC PLAN	6
6. FORMS OF CURRENT CONTROL AND INTERIM CERTIFICATION RATING SCALES	7
7. CONTENT OF THE DISCIPLINE	13
8. FEATURES OF THE ORGANIZATION OF EDUCATIONAL PROCESS FOR DISABILITIES	16
9. LIST OF BASIC AND ADDITIONAL STUDY LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE	16
10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING A LIST OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED IN THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE	17
11. DESCRIPTION OF THE MATERIAL AND TECHNICAL BASE NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE	18

INTRODUCTION

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

Federal State Educational Standard of	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 Russia dated August 12, 2020, No. 952)
---------------------------------------	---

1. TARGET DEVELOPMENT DISCIPLINES

The purpose of mastering the academic discipline "International Entrepreneurship" is to study the features, strategic and procedural issues of conducting international negotiations, concluding foreign trade contracts and developing international investment projects, identifying the main trends and principles of forming business models, developing methodological and practical skills in analysis, developing a strategy for entering foreign markets and assessing the effectiveness of decisions on organizing and conducting business abroad.

2. PLACE DISCIPLINES IN STRUCTURE OPOP

Discipline refers to the part formed by the participants of educational relations.

3. SCOPE OF THE DISCIPLINE

Interim assessment	Hours					Z.e.
	Total for the semester	Contact work (according to			Independent work including preparation of tests and coursework	
		Total	Lectures	Practical classes, including course design		
Semester 3						
Exam	144	16	4	12	101	4

4. PLANNED RESULTS DEVELOPMENT OPOP

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

Code and name of the competence	Indicators of competency achievement
UK-1 Able to carry out a critical analysis of problematic situations based on a systems approach and develop an action strategy	ID-1.UK-1 Know: methods of critical analysis; methodology of a systems approach; methods of identifying problem situations

UK-1 Able to carry out a critical analysis of problematic situations based on a systems approach and develop an action strategy	ID-2.UK-1 Be able to: identify problem situations, search for information and solutions
	ID-3.UK-1 Have practical experience in developing and justifying a strategy for solving a problem situation based on a systems approach
UK-5 Able to analyze and take into account cultural diversity in the process of intercultural interaction	ID-1.UK-5 Know: the fundamentals of social interaction aimed at solving professional problems; mechanisms of intercultural interaction in society
	ID-2.UK-5 Be able to: present professional information in the process of intercultural interaction; analyze the characteristics of social interaction taking into account national and ethnocultural characteristics
	ID-3.UK-5 Have practical experience in organizing interactions in a professional environment taking into account national and ethnocultural characteristics; skills in intercultural interaction taking into account cultural diversity

Professional competencies (PC)

Code and name of the competence	Indicators of competency achievement
organizational and managerial	

<p>PC-3 Planning of foreign economic activities of the organization</p>	<p>ID-1.PK-3 Know: Regulatory legal acts governing foreign economic activity product requirements</p> <p>Regulatory legal acts governing state support for foreign economic activity Types, forms and instruments of state support for foreign economic activity Methods and principles of system analysis of foreign economic information Rules for preparing documentation for a foreign trade contract Document flow procedures in an organization Fundamentals of risk management in foreign economic activity Basics of Business Planning Terms of a foreign trade contract Marketing and pricing features Business communication ethics and negotiation rules English language (threshold advanced level B2) Fundamentals of Economic Theory Fundamentals of labor legislation of the Russian Federation Rules of administrative document flow The procedure for preparing established reports Fire safety regulations Occupational health and safety requirements</p>
	<p>ID-2.PC-3 Be able to: Use computing, copying, auxiliary equipment and various types of telecommunications To generalize and systematize information about the organization's objectives in the field of foreign economic activity Develop strategic and current plans for the organization's foreign economic activities To generalize and systematize information on the organization's areas of activity</p>
	<p>ID-3.PK-3 Have practical experience (work activities): Preparation of a draft plan for foreign economic activity taking into account the priorities of the organization's foreign economic activity Presentation of the organization's foreign economic activity plan Making, if necessary, additions and changes to the organization's foreign economic activity plan Coordination and presentation of the final plan for foreign economic activity within the organization</p>
<p>PC-4 Implementation of the strategy and control over the implementation of the organization's foreign economic activity plan</p>	<p>ID-1.PK-4 Know: Regulatory legal acts governing foreign economic activity product requirements</p> <p>Regulatory legal acts governing state support for foreign economic activity Basics of Business Planning Rules of administrative document flow</p>

PC-4 Implementation of the strategy and control over the implementation of the organization's foreign economic activity plan	ID-2.PK-4 Be able to: Determine priorities and key factors for the development of the organization's foreign economic activities Interact with the organization's departments to identify the overall strategy for the organization's development Coordinate the actions of the organization's employees involved in the implementation of the foreign economic activity plan Manage the organization's resources to implement the foreign economic activity plan
	ID-3.PK-4 Have practical experience: Definition of areas of responsibility in the organization for the implementation of the organization's foreign economic activity plan Monitoring the implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan Monitoring deviations from the implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan Preparation of proposals for adjusting

5. THEMATIC PLAN

Topic	Hours						
	Topic Title	Total hours	Contact work (according to academic activity)			Independent work	Control of independent work
			Lectures	Laboratory	Practical classes		
Semester 3		3.5					
Topic 1.	Definition, types of entrepreneurs and forms of international entrepreneurship. ID-1.UK-1, ID-2.UK-1	0.5	0.5				
Topic 2.	Factors influencing the choice of international business form. ID-3.UK-1, ID-1.PK-4	3			1	2	
Semester 3		3.5					
Topic 3.	Communication with foreign partners. ID-1.UK-5, ID-2.UK-5, ID-3.UK-5	2.5	0.5			2	
Topic 4.	Peculiarities of Conducting Business Negotiations. ID-3.UK-5, ID-1.PK-3	1			1		
Semester 3		33.5					
Topic 5.	Traditional methods of scanning the business environment. ID-1.PC-3, ID-	1.5	0.5		1		
Topic 6.	Digital tools for scanning foreign markets. ID-2.PK-3	32				32	
Semester 3		1.5					
Topic 7.	Main sections of a foreign trade contract. ID-1.PK-3, ID-3.PK-3	0.5	0.5				
Topic 8.	Conclusion of a foreign trade contract. ID-1.PC-4, ID-2.PC-4, ID-3.PC-4	1			1		

Semester 3		22.5					
Topic 9.	Investment project implementation stages . ID-1.PK-3, ID-2.PK-3	0.5	0.5				
Topic 10.	Structure of the business plan for an investment project. ID-2.PK-3, ID-3.PK-3	22			2	20	
Semester 3		27.5					
Topic 11.	Methods for assessing the effectiveness of investment projects. ID-2.PK-3, ID-3.PK-4	22.5	0.5		2	20	
Topic 12.	Calculating the project's break-even point. ID-1.PC-3, ID-3.PC-4	5				5	
Semester 3		22.5					
Topic 13.	Features of international legislation on the regulation of entrepreneurial activity. ID-1.UK-5, ID-1.PK-3,	0.5	0.5				
Topic 14.	Conditions for organizing and running a business in different countries. ID-2.UK-1, ID-	22			2	20	
Semester 3		2.5					
Topic 15.	Concept and types of strategies for entering foreign markets. ID-3.UK-1, ID-1.PK-3	0.5	0.5				
Topic 16.	Developing a strategy for entering a foreign market. ID-2.UK-5, ID-2.PK-4	2			2		

6. FORMS CURRENT CONTROL AND INTERMEDIATE CERTIFICATIONS SCALES ASSESSMENTS

Section/Topic	Type of assessment tool	Description of the assessment tool	Evaluation criteria
Current control (Appendix 4)			

<p>-The essence, forms and motives of international business activity</p> <p>1. Definition, types of entrepreneurs and forms of international entrepreneurship</p> <p>2. Factors influencing the choice of the form of international entrepreneurship</p>	<p>Case study (Appendix 4)</p>	<p>A problem-based assignment in which students are asked to consider a real-life, professionally-oriented situation necessary to solve a given problem. The business case is solved in groups, where students can discuss and make an informed decision by answering questions. Group activity is assessed.</p>	<p>0-5</p>
<p>-Organization of work with foreign partners, features of communication and business negotiations</p> <p>3. Communication with foreign partners</p> <p>4. Peculiarities of conducting business negotiations</p>	<p>Business game (Appendix 4)</p>	<p>The business game involves dividing into groups (representatives from different countries) and developing solutions for organizing a joint project. Group activity is assessed.</p>	<p>0-5</p>

<p>- International business environment. Tools for scanning the international business environment 5. Traditional methods of scanning the business environment 6. Digital tools for scanning the foreign market</p>	<p>PEST analysis SWOT analysis (Appendix 4)</p>	<p>Conducting a PEST analysis. Assessing the political, economic, social, and technological potential and business environment. Conducting a SWOT analysis. Assessing internal and external factors and developing potential strategies.</p>	<p>0-5</p>
<p>- Foreign trade contract: features of drafting and implementation 7. Main sections of a foreign trade contract 8. Conclusion of a foreign trade contract</p>	<p>Business Simulation (Appendix 4)</p>	<p>Students are divided into two groups (two parties to the contract), working through the terms of a foreign trade contract, engaging in discussion and negotiations. The group's activity and the thoroughness of the contract's terms are assessed.</p>	<p>0-5</p>

<p>- International investment project. International practice of drawing up a business plan for an investment project 9. Stages of investment project implementation 10. Structure of the business plan of an</p>	<p>Business Simulation (Appendix 4)</p>	<p>Students are divided into groups. They select a business (industry, country, business model). They develop a business plan for the project. The group's activity and the thoroughness of the business plan sections are assessed.</p>	<p>0-5</p>
<p>- Evaluation of the effectiveness of an international investment project 11. Methods for assessing the effectiveness of investment projects 12. Calculation of the project's break-even</p>	<p>Independent work (Appendix 4)</p>	<p>Solving problems of assessing the effectiveness of investment projects and making management decisions</p>	<p>0-5</p>

<p>-Assessment of the conditions for organizing and conducting business activities in different countries of the world</p> <p>13. Features of international legislation on the regulation of entrepreneurial activity</p> <p>14. Conditions for organizing and</p>	<p>Research Project (Appendix 4)</p>	<p>Presentation of the research project "Business Conditions in a Selected Country"</p>	<p>0-5</p>
<p>- Making strategic decisions on the development of international business activities</p> <p>15. Concept and types of strategies for entering a foreign market</p> <p>16. Developing a strategy</p>	<p>Business Simulation (Appendix 4)</p>	<p>Students are divided into groups. Developing and justifying a strategy for entering foreign markets. Group activity is assessed.</p>	<p>0-5</p>
<p>Interim assessment (Appendix 5)</p>			

3rd semester (Exam)	International Business Project	Develop business project. Assess your project. Make presentation. Present and defend your business project.	Presentation is performed in Power Point. Presentation includes only infographics (no text slides). Presentation is focused on the essence of the project, a very brief version of the business plan. Presentation contains basic data about the company, staff, products, market and industry situation in the aspect of production and sales; the main goals set by the company; financial results; the need and proposed conditions for investment; expected income profitability; payback period Presentation time - 15 minutes.
------------------------	-----------------------------------	---	---

DESCRIPTION OF RATING SCALES

The indicator for assessing the mastery of the basic educational program is formed on the basis of combining current monitoring and midterm assessment of the student.

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

Ongoing assessment. A 100-point grading system is used. Student work is assessed throughout the semester by the instructor in accordance with the instructor's developed assessment system for academic achievement in the given course.

The work programs of disciplines and internships set out the types of ongoing monitoring, planned results of monitoring activities, and criteria for assessing academic achievements.

During the semester, the instructor conducts at least three assessments to evaluate student performance. If class attendance is included in the rating, this indicator constitutes no more than 20% of the maximum score for the course.

Midterm assessment. A 5-point grading system is used.

The student's work is assessed at the end of a course (or part of a course) by the instructor in accordance with the instructor's developed system for assessing student achievement in that course. Midterm assessment is also conducted upon completion of competency development.

The procedure for converting the rating provided for by the assessment system for a discipline into a five-point system.

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

Average level – 69% - 50% – satisfactory.

Evaluation indicator	On a 5-point scale	Characteristics of the indicator
100% - 85%	Great	possess theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, and evaluate results at a high level
84% - 70%	Fine	possess theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, and evaluate results. There may be some errors that the student can correct independently during the work process (answer , etc.)
69% - 50%	satisfactorily	have general theoretical knowledge, are able to apply, research, identify, analyze, systematize, categorize , calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, and evaluate results at an average level. Mistakes are made that the student finds difficult to correct on his own.
49% or less	unsatisfactory	do not have a full range of general theoretical knowledge, and are unable to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, or evaluate results. The skills and abilities to solve professional problems have not been developed
100% - 50%	passed	the characteristic of the indicator corresponds to "excellent",
49% or less	not credited	the indicator characteristic corresponds to "unsatisfactory"

7. CONTENT DISCIPLINES

7.1. Lecture Contents

<p>Topic 1. Definition, types of entrepreneurs and forms of international entrepreneurship. ID-1.UK-1, ID-2.UK-1 Factors of entrepreneurial success. Motives and methods for entering foreign markets.</p>
<p>Topic 3. Communication with Foreign Partners. ID-1.UK-5, ID-2.UK-5, ID-3.UK-5 Basic rules of business communication</p>
<p>Topic 5. Traditional Methods of Scanning the Business Environment. ID-1.PC-3, ID-2.PC-4 Scanning the international business environment</p>
<p>Topic 7. Main sections of a foreign trade contract. ID-1.PC-3, ID-3.PC-3 Features of a foreign trade contract</p>
<p>Topic 9. Stages of investment project implementation. ID-1.PC-3, ID-2.PC-3 Stages of investment project implementation</p>
<p>Topic 11. Methods for Assessing the Effectiveness of Investment Projects. ID-2.PC-3, ID-3.PC-4 Evaluating the effectiveness of international projects. Determining the break-even point of projects</p>
<p>Topic 13. Features of international legislation regulating entrepreneurial activity. ID-1.UK-5, ID-1.PK-3, International regulation of export and investment activities</p>
<p>Topic 15. Concept and types of strategies for entering a foreign market. ID-3.UK-1, ID-1.PK-3 Foreign trade strategies. Foreign direct investment strategies.</p>

7.2 Contents of practical classes and laboratory work

<p>Topic 4. Features of conducting business negotiations. ID-3.UK-5, ID-1.PK-3 Negotiations with a foreign partner on concluding a foreign trade contract</p>
<p>Topic 5. Traditional Methods of Scanning the Business Environment. ID-1.PC-3, ID-2.PC-4 PEST and SWOT analysis</p>
<p>Topic 8. Conclusion of a foreign trade contract. ID-1.PC-4, ID-2.PC-4, ID-3.PC-4 Preparation for concluding a foreign trade contract</p>
<p>Topic 10. Structure of the business plan of an investment project. ID-2.PK-3, ID-3.PK-3 Development of a business plan for an international project</p>
<p>Topic 11. Methods for Assessing the Effectiveness of Investment Projects. ID-2.PC-3, ID-3.PC-4 Calculating the effectiveness of international projects</p>
<p>Topic 14. Conditions for organizing and conducting business in different countries of the world. ID-2.UK-1, ID-2.UK-5, ID-1.PK-3 Business conditions in different countries around the world</p>

Topic 16. Developing a Strategy for Entering a Foreign Market. ID-2.UK-5, ID-2.PK-4
Justification of the export strategy. Justification of the direct investment strategy.

7.3. Contents of independent work

Topic 3. Communication with Foreign Partners. ID-1.UK-5, ID-2.UK-5, ID-3.UK-5
Business communication

Topic 6. Digital Tools for Scanning the Foreign Market. ID-2.PK-3
Digital tools for scanning the foreign market

Topic 10. Structure of the business plan of an investment project. ID-2.PK-3, ID-3.PK-3
Preparing for the development of a business plan for an investment project

Topic 11. Methods for Assessing the Effectiveness of Investment Projects. ID-2.PC-3, ID-3.PC-4
Evaluation of the effectiveness of a project to enter a foreign market

Topic 12. Calculating the Project Break-Even Point. ID-1.PC-3, ID-3.PC-4
Determining the break-even point of an international project

Topic 14. Conditions for organizing and conducting business in different countries of the world. ID-2.UK-1, ID-2.UK-5, ID-1.PK-3
Research into the conditions for organizing and conducting business in different countries around the world

7.3.1. Sample questions for independent preparation for the test/exam
Appendix 1

7.3.2. Practical assignments on the subject for independent preparation for the test/exam
Appendix 2

7.3.3. List of coursework
Coursework is not provided.

7.4. Student's electronic portfolio
materials are not posted

7.5. Methodological recommendations for completing the test
There is no test assignment.

7.6 Methodological recommendations for completing coursework
Not provided

8. PECULIARITIES ORGANIZATIONS EDUCATIONAL PROCESS BY DISCIPLINE FOR PERSONS WITH LIMITED OPPORTUNITIES HEALTH

By statement student

IN purposes availability development programs For persons With limited opportunities health at necessity department provides next conditions:

- special order development disciplines, With taking into account states their health;
 - electronic educational resources By discipline V forms, adapted To restrictions their health;
 - studying disciplines By individual educational plan (outside dependencies from forms training);
 - electronic education And remote educational technologies, which provide for possibilities reception and transmission information V available For them forms.
- access (remote access), To modern professional bases data And informational reference systems, compound which defined RPD.

9. SCROLL BASIC AND ADDITIONAL EDUCATIONAL LITERATURE, NECESSARY FOR DEVELOPMENT DISCIPLINES

Website libraries USUE

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

Main literature:

2. Krugman PR, Obstfeld M., Melitz M. International Economics: Theory and Policy: Global edition. - , 2022. - 801

3. Deren V. I., Deren A. V. Economics and International Business [Electronic resource]: Textbook and practical training for universities. - Moscow: URAYT, 2022. - 326 – Access mode: <https://urait.ru/bcode/494604>

4. Deren V. I. Global Economy and International Economic Relations [Electronic resource]: Textbook and practical training for universities. - Moscow: URAYT, 2022. - 588 – Access mode: <https://urait.ru/bcode/494633>

5. Deren V. I., Deren A. V. Economics and International Business 3rd ed., corrected and supplemented. Monograph [Electronic resource]: - 2023. - 302 p. - Access mode: <https://urait.ru/bcode/517058>

Further reading:

2. Drevalev Entrepreneurship (part 2). Tests. Test 1. Basic concepts and forms of entrepreneurial activity [Electronic resource]:. - Ekaterinburg: [b. i.], 2023. - 8 - Access mode: <http://lib.wbstatic.usue.ru/202308a/6.docx>

3. Drevalev Entrepreneurship (part 2). Tests. Test 2. Tax regulation of entrepreneurial activity [Electronic resource]:. - Ekaterinburg: [b. i.], 2023. - 8 - Access mode: <http://lib.wbstatic.usue.ru/202308a/7.docx>

4. Drevalev Entrepreneurship (part 2). Tests. Test 3. State regulation and control of entrepreneurial activity [Electronic resource]:. - Ekaterinburg: [b. i.], 2023. - 8 - Access mode: <http://lib.wbstatic.usue.ru/202308a/8.docx>

5. Ilyin A.B., Leontyeva L.S. Organization of entrepreneurial activity [Electronic resource]: Textbook. - Moscow: KnoRus, 2025. - 340 - Access mode: <https://book.ru/book/961101>

Further reading:

2. Stupnikova L. V. English in international business activities. 2nd edition, trans. and add. Textbook for universities [Electronic resource]:. - , 2023. - 216 p. - Access mode: <https://urait.ru/bcode/517594>

3. Vasiltsova N.T., Sarkisyan Zh.M., Kazachkov V.A., Flegontov V.I., Vasiltsova N.T. International Accounting Standards = International Accounting Standards (IAS) [Electronic resource]: Study guide. - Moscow: Rusains, 2022. - 282 p. - Access mode: <https://book.ru/book/945164>

10. SCROLL INFORMATIONAL TECHNOLOGIES, INCLUDING SCROLL LICENSE SOFTWARE SUPPORT AND INFORMATIONAL REFERENCE SYSTEMS, ONLINE COURSES, USED AT IMPLEMENTATION EDUCATIONAL PROCESS BY DISCIPLINE

List of licensed software:

Microsoft Windows 10 .Agreement No. 52/223-PO/2020 from April 13, 2020, Act No. Tr000523459 from October 14, 2020. Term actions licenses -Without restrictions term.

Astra Linux Common Edition. Agreement No. 0417-PO/2019 from May 8, 2019, Act No. Sk000343 from May 24, 2019 And Contract No. 35-U/2018 from June 13, 2018, Act No. UT213 from December 17, 2018. Term actions licenses - without restrictions term.

Microsoft Office 2016. Agreement No. 52/223-PO/2020 from April 13, 2020, Act No. Tr000523459 from October 14, 2020 Term actions licenses -Without restrictions term.

MyOffice standard. Agreement No. SK-281 from 7 June 2017. Date conclusions - 07.06.2017. Term actions licenses - without restrictions term.

IBM SPSS Statistics Base Edition Edition Campus Value Unit Term License Subscription and Support 12 Month. Agreement No. 11/223-PO/2022 from 25.02.2022. Term actions 28.02.2023.

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

Reference and legal information system Guarantee. Agreement No. 58419 from 22 December 2015. Term actions licenses -without restrictions term

Reference and legal information system Consultant +. Agreement No. 143/223-U/2025 from December 2, 2025 Term actions licenses to December 31, 2026

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 LOGISTICS BASES, NECESSARY FOR IMPLEMENTATIONS
EDUCATIONAL PROCESS BY DISCIPLINE**

Implementation educational disciplines is being carried out With using logistical bases USUE, providing conducting everyone species educational classes And research And independent work students:

Special premises represent by yourself educational audience For conducting everyone species classes, group And individual consultations, current control And intermediate certification.

Premises For independent work students equipped computer technology With opportunity connections To networks "Internet" And provision access V electronic informational and educational Wednesday USUE.

All premises staffed specialized furniture And equipped multimedia equipment special equipment (information and telecommunications, other computer), access To information retrieval, reference and legal systems, electronic library systems, bases data current legislation, other informational resources employees For performances educational information big audience.

For conducting classes lecture type presentations And other educational visual aids benefits, providing thematic illustrations.

Appendix 1
to the work program

Federal State Budgetary Educational Institution of Higher Education
URAL STATE UNIVERSITY OF ECONOMICS

APPROVED

at a meeting of the Department of
Marketing and International
Management

Sample questions for independent preparation for the test

by discipline

International entrepreneurship

Sample questions for independent preparation for the assessment test

1. Definition and forms of international entrepreneurship
2. Factors influencing the choice of the form of international entrepreneurship
3. Communication with foreign partners
4. Peculiarities of conducting business negotiations
5. Traditional methods of scanning the business environment
6. Digital tools for scanning the foreign market
7. Main sections of a foreign trade contract
8. Structure of the business plan of the investment project
9. Methods for assessing the effectiveness of investment projects
10. Calculating the project's break-even point
11. Features of international legislation regulating entrepreneurial activity
12. Conditions for organizing and conducting business in different countries of the world
13. Concept and types of strategies for entering a foreign market

**Appendix 2
to the work program**

Federal State Budgetary Educational Institution of Higher Education
URAL STATE UNIVERSITY OF ECONOMICS

APPROVED
at a meeting of the Department of
Marketing and International
Management

PRACTICAL ASSIGNMENTS FOR INDEPENDENT PREPARATION FOR THE EXAM

**by discipline
International entrepreneurship**

**Practical assignments on the subject
International Entrepreneurship**

Closed-type tasks (tests) indicating competencies

	<i>Competencies</i>
Which of the following are the two common types of entrepreneurs? a) Lifestyle entrepreneurship b) Yes-man entrepreneurship c) Growth entrepreneurship d) Fashion entrepreneurship	ID -3. UK -1
Which of the following is a common analytical indicator of a company's profitability from its current operations as opposed to capital investments? a) Net present value (NPV) b) Internal rate of return (IRR) c) Payback period (PP) d) Earnings Before Interest and Taxes (EBIT)	ID -1. PC -3
What is a joint venture? a) A partnership between two or more companies for a specific project or period b) A business owned and operated by a single individual c) A legal entity that is separate from its owners d) A type of franchising agreement	ID -1. PC -4
What is the main advantage of using debt financing over equity financing? a) The interest paid on debt financing is tax deductible b) Debt financing allows for a greater degree of control over the company c) Debt financing does not require repayment d) Debt financing does not dilute ownership of the company	ID -2. PC -4
What is the most common method for valuing a company? a) Price-earnings ratio b) Discounted cash flow analysis c) Market capitalization d) Revenue multiple	ID -2. PC -3
What is the purpose of a business plan? a) To outline a company's marketing strategy b) To forecast future sales and revenue c) To provide a roadmap for the company's growth and development d) To secure funding from investors	ID -1. PC -3
What is BATNA in negotiation? a) Best Alternative to a Negotiated Agreement b) Binding Agreement That Necessitates Action c) Benefit Assessment of Trade Negotiation Agreements d) Before and After Trust Non-Advertised	ID -1. UK -5
What is a non-disclosure agreement (NDA)? a) A legal document that prohibits one party from revealing confidential information b) An agreement between two parties to share confidential information	ID -2. UK -5

- c) A type of licensing agreement
- d) A contract between a company and its employees

What is a force majeure clause in a contract? ID -1. PC -3

- a) A clause that outlines the consequences of a breach of contract
- b) A clause that allows a party to terminate a contract in the event of unforeseeable circumstances
- c) A clause that specifies the duration of the contract
- d) A clause that assigns intellectual property rights to one party

What is the most important factor to consider when speaking with a potential business partner?
ID -3. UK -5

- a) The other party's speaking style
- b) The potential benefits of the partnership
- c) The timing of the negotiation
- d) The location of the negotiation

A person who undertakes the risk of starting a new business venture is called an: ID -1. UK -1

- A. Entrepreneur.
- B. Exporter.
- C. Investor.

An entrepreneur creates a firm to realize business idea which aggregates capital and labor in order to produce goods or services for: ID -1. UK -5

- A. Interest.
- B. Work.
- C. Profit.

International entrepreneurship is highly: ID -2. UK -1

- A. Rewarding.
- B. Risky.
- C. Expensive.

International investments as the acquisition of foreign assets for the purpose of controlling and managing them: ID -2. PC -4

- A. Foreign direct investment.
- B. Portfolio investment.
- C. Other investment (bank loans).

Characteristics required to be a successful entrepreneur: ID -2. UK -1

- A. Ability to learn, communication skills, business strategy.
- B. Good memory, profitable business, critical thinking.
- C. Innovation ideas, focus, capital.

This is the simplest form of organization and allows the single owner to have sole control and responsibility: ID -1. PC -3

- A. Limited Liability Company.
- B. Sole Proprietorship.
- C. Corporation.

A document that compiles financial and operational goals of a business: ID -3. PC -4

- A. Trade Contract.
- B. License.

C. Business plan.

The most important part of business plan is: ID -3. PC -3
A. Marketing plan.
B. Financial plan.
C. Executive Summary.

Financial plan should include projections for: ID -1. PC -4
A. One year.
B. Three to five years.
C. Five to ten years.

What is not a keystone to successful business startup: ID -3. UK -1
A. Revolutionary invention
B. Profitable business idea
C. Right location

The method based on calculating the number of years required to fully recover the initial costs of an investment project is called: ID -1. PC -3
A. Payback period.
B. Discounted payback period.
C. Break-even point.

If $NPV > 0$: ID -1. PC -4
A. The project is profitable.
B. The project is unprofitable.
C. The project is break-even.

If $IRR > r$: ID -1. PC -4
A. The project is profitable.
B. The project is unprofitable.
C. The project is break-even.

The method that assesses the viability of already made investment: ID -1. PC -4
A. NPV.
B. IRR.
C. ROI.

Discounted payback period evades the main drawback of payback period: ID -1. PC -3
A. Calculating the number of years required to fully recover the costs of an investment.
B. Using discounted cash flows.
C. Determining the value of a potential investment project.

Rhetoric is a philological discipline that studies the attitude: ID -1. UK -1
A. Of words to thoughts.
B. Thoughts on the words.
C. Definitions to Expression.

The formula: "rhetoric is the art of persuasion" belongs to: ID -1. UK -1
A. Cicero.
B. Quintilian.
C. Aristotle.

The aim of the public speech is to construct an idea for an expedient statement intended: ID -2. UK -5

- A. To any audience in any circumstances.
- B. To the specific audience in specific circumstances.
- C. To any audience in specific circumstances.

The rise of rhetoric is associated with: ID -1. UK -1

- A. Democratic forms of political structure.
- B. Despotic forms of political order.
- C. Autocratic forms of political structure.

The rules for public speaking including intonation techniques, voice setting, facial expressions, gestures, stage movement are called: ID -3. UK -5

- A. Non-verbal communications.
- B. Memory techniques.
- C. Innovative measures.

The peculiarity of an international corporation is that it: ID -1. PC -3

- A. Connects economic units through strategic alliances.
- B. Conducts a coordinated policy and management of controlled units through government.
- C. Has business units in two or more countries.

The tool for scanning the international business environment is: ID -2. UK -1

- A. PESTEL.
- B. Business Model Canvas.
- C. BEP.

Plan-scheme of building a business, which consists of nine parts, where each of them is a key element of doing business: ID -2. PC -3

- A. Gantt chart.
- B. Business Model Canvas.
- C. PESTEL.

Which tool allows you to develop strategies based on the intersection of internal and external business environment factors: ID -3. PC -3

- A. SWOT.
- B. TOWS.
- C. PESTEL.

Comprehensive set of laws organized into codes, interpretation is based on reference to codes and statues: ID -1. PC -3

- A. Common Law.
- B. Civil Law.
- C. Muslim Law .

Assignments to prepare for the test (project defense)

Competencies: ID-2.UK-1, ID-1.PC-3, ID-2.PC-3, ID-3.PC-3, ID-1.PC-4, ID-2.PC-4

How to successfully write a business plan

By **Business Case Studies** <https://businesscasestudies.co.uk>

(Guidelines for writing a business plan)

When starting a new business, entrepreneurs often wonder if they really do need to invest time and resources in writing a business plan. Well, the answer is always going to be "Yes!". A business plan is one of the most important things to consider when opening a new business and it is a process that can take up quite some time, especially if you don't have any experience in using marketing tools to your advantage. A business plan will give you an overall idea of what you are about to get yourself into and help you build up a strategy to start your business on the right foot.

While some entrepreneurs argue about the importance of writing a formal business plan, there are some situations where a business plan is not only recommended, but also mandatory. If you plan on applying for a loan or catching the eye of some investors, there is no other way to do it.

What Is a Business Plan and Why Is It Important?

Broadly speaking, a business plan is a document that compiles all the financial and operational goals of a business and it should contain all the detailed plans showing how those goals are to be met. A well put-together business plan will help determine how viable your business idea is and answer a few important questions before the grand opening. Even if the idea does not turn into a successful business, it is better to lose a few weeks to develop a plan, than to invest in an idea which is destined to fail.

In some circumstances, such as applying for a business loan, searching for business partners or pitching your idea to investors, a business plan is paramount. Financial institutions are going to need proof that you will be able to repay them, while investors will want to see if your idea truly has potential and is worth their money and a business plan is the only way you can provide the information needed.

Besides helping you prove yourself, a business plan will often work as a reality check and offer some answers to questions that might appear along the way. Gathering the correct information to write the business plan will also help you make some tough and important decisions, such as product type and pricing. If used correctly, a business plan can easily turn into a real action plan and point you into the correct direction, especially in the beginning.

What Should a Business Plan Consist Of?

A traditional business plan model should include the following sections:

- **Executive Summary**

This is going to be the first section of your business plan and should summarize its most important elements. Anybody who looks at your business plan is going to read this section first so it should be perfectly written. Because it is an overview of your entire plan, this section should be written after the rest of the plan is complete.

- **Industry Overview**

The overview should include an examination of the industry that your business aims to be a part of. It should include information such as industry trends, estimated industry sales and show you possess information about other big names in the industry. It should also describe how your business will fit into the industry.

- **Market Analysis**

Any successful entrepreneur will tell you that good market research is always the first step in writing the market analysis section of the business plan. This should include

a thorough examination of your product's target market, the market's needs and how they are currently being met. This section should be able to show the reader that your predictions about the targeted customers and market are based on knowledge and research.

- **Competitive Analysis**

The name is pretty self-explanatory, as this section should reveal a thorough investigation about your competitors, listing their advantages and your plan to overcome the marketing barriers. This is where you will show the reader how your business will differentiate from your competitors and what your advantages are.

- **Sales and Marketing Plan**

This section should include your *Unique Selling Proposition*, which should, in a single sentence, summarize the core of your business. You should include detailed information about your pricing plan and sales strategy, as well as product benefits and advertising plans.

- **Management Plan**

The management plan should describe the legal structure of your business, as well as management resources. You will need to outline the structure of your internal management team, human resource needs and external management resources, which should include an advisory board, especially if you plan to get funding through your business plan.

- **Operating Plan**

This is where the physical necessities of your business should be outlined. You will need to include information about the physical location of the company, necessary equipment and other facilities. In this section, the reader should be able to understand what your progress to get your business off the ground has been so far and that you have knowledge about the production process of your product, including manufacturing and inventory requirements.

- **Financial Plan**

In this section, you will need to focus on presenting the main financial documents required for any business to open: *the cash flow statement* (or projection), *the balance sheet* and *the income statement*. You will need to include a description of the type of funding you require and show the potential investors that your business idea is viable, as this is probably the section that they will be most focused on.

- **Appendices and Exhibits**

This should serve as the end of your business plan and can include any additional information that can help you support your business idea and establish credibility. Here you can include marketing studies, product prototypes or mock-ups, photographs and all sorts of documents that can add value to your business plan.

Other Useful Tips

After your business plan is complete, it may be a good idea to insert a table of contents and title page at the beginning, to guide the readers and make it easier for them to look for the necessary information.

As this is a formal document, you will want to make it look like one, as you are looking to impress the reader and ultimately receive funding for your idea. Pay attention to formatting and make sure it is spell checked before printing it.

Methods of evaluation of the investment project

(Methodological recommendations for assessing the effectiveness of an investment project)

Competencies: ID-1.PK-3, ID-2.PK-3, ID-3.PK-3

Payback period Period - PP)

This method is one of the most simple and widespread in world practice. It consists in calculating the number of years required to fully recover the initial costs, ie determine the moment when the cash flow of income equals the amount of cash flow costs. Projects with the shortest payback period are selected. The formula for calculating the indicator PP has the form:

$$PP = n, \text{ where } CF_t > IC,$$

CF_t - net cash flow
 IC - investment costs

Net present value (Net Present Value (NPV))

This method is based on a comparison of the investment cost (IC) and future cash flows the project generates over the projected period. With a given discount rate (coefficient r , set by the analyst (investor) based on the annual percentage of return that he wants or can have on the capital invested by him), it is possible to determine the current value of all outflows and inflows of funds during the economic life of the project, and compare them with each other. The result of this comparison will be a positive or negative value (net inflow or net outflow of funds), which shows whether or not the project meets the accepted discount rate.

The formula for calculating the indicator NPV has the form:

$$NPV = \sum_{t=1}^n \frac{CF_t}{(1+r)^t} - IC_0$$

where: r is the discount rate;

n — number of project periods;

CF_t — cash flow, net flow of payments in period t ;

IC_0 — investment costs, the amount of investment at the beginning of the project.

If $NPV > 0$, this means that during its economic life the project will reimburse the initial costs of IC , provide a profit according to the r , and some reserve equal to NPV .

If $NPV < 0$, this shows that the specified rate of return is not provided and the project is unprofitable.

When $NPV = 0$, the project only pays for the costs incurred, but does not generate income. However, the project with $NPV=0$ still has an additional argument in its favor – in the case of the project, production volumes will increase.

If the project involves not a one-time investment, but a consistent investment of financial resources over m years, the formula for calculating NPV is modified as follows:

$$NPV = \sum_{t=1}^n \frac{CF_t}{(1+r)^t} - \sum_{j=1}^m \frac{IC_j}{(1+i)^j}$$

where i - is the projected average inflation rate.

Project profitability index (Profitability Index (PI))

The profitability index shows how many units of current cash flow per unit of estimated initial costs. This method is essentially a consequence of the net present value method. The formula has the form:

$$PI = \frac{PV}{I_0} \quad \text{or} \quad PI = \sum_t \frac{CF_t}{(1+r)^t} / IC$$

where : r - discount rate;

CF_t — cash flow, net flow of payments in period t ;

IC — investment costs.

If $PI > 1$, the project should be accepted;

If $PI < 1$, the project should be rejected;

If $PI = 1$, the investment does not bring income - the project is neither profitable nor unprofitable.

Thus, the PI characterizes the effectiveness of investments; it is the most preferable when it is necessary to organize independent projects to create an optimal portfolio in the case of limited investment.

Internal norm profits investments (Internal Rate of Return - IRR)

The internal rate of return is the most widely used measure of investment performance. Under the internal rate of return understand the value of the discount rate r , in which the net present value of the investment project is zero:

$IRR = r$, at which $NPV = f(r) = 0$.

IRR is found from the formula:

The IRR shows the maximum allowable relative level of costs that can be associated with a given project. For example, if the project is fully financed by a loan from a commercial bank, the IRR value shows the upper limit of the allowable level of the bank interest rate, the excess of which makes the project unprofitable.

In general, the higher the value of the IRR, the greater the efficiency of the investment. The value of IRR is compared with a given rate of discount r . If $IRR > r$, the project provides a positive NPV and rate of return, IRR is equal to r . If $IRR < r$, costs exceed revenues, and the project will be unprofitable.

Two values of the discount factor $r_1 < r_2$ are selected so that in the interval (r_1, r_2) the function $NPV = f(r)$ changes its value from "+" to "-" or from "-" to "+".

Then apply the formula, where r_1 — the value of the discount factor at which $f(r_1) > 0$ ($f(r_1) < 0$);

r_2 — the value of the discount factor at which $f(r_2) < 0$ ($f(r_2) > 0$).

Presentation of the investment project

(Methodological recommendations for the presentation of an investment project)

Competencies: ID-1.PK-3, ID-2.PK-3, ID-3.PK-3, ID-1.PK-4, ID-2.PK-4, ID-3.PK-4

When presenting a project students must fulfill the following conditions:

1. The presentation is developed in a group of 2-4 students.
2. Each group independently chooses the object of investment.
3. The project can be developed both for a new, just created enterprise, and for operating enterprises at the next stage of their development.
4. A project is developed for a potential foreign investor. It is necessary to justify why foreign investments are attracted (from which country, company, sphere of activity, etc.).
5. It is necessary to justify the choice of the country of application of capital (if investments are planned in a country other than Russia).
6. Economic calculations must be reliable.
7. The presentation is performed in Power Point.
8. Presentation time - 15 minutes.

A business plan is a document containing a brief, accurate and understandable description of the proposed business activity, necessary when considering a large number of different situations, allowing you to choose the most rational solutions and determine the means for their implementation. The business plan is also a promotional document that shows the prospects of your company to potential investors.

The presentation should be focused on the essence of the project, a very brief version of the business plan and should contain basic data about the company, staff, products, market and industry situation in the aspect of production and sales; the main goals set by the company; financial results; the need and proposed conditions for investment; expected income profitability; payback period