

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
FACULTY OF TRANSPORT, MANAGEMENT AND LOGISTICS

**MANAGEMENT OF FOREIGN ECONOMIC
ACTIVITY**

Methodical recommendations

to write a term paper

for students of EPP "Management of foreign economic activity"

Kyiv - 2020

1. GENERAL INSTRUCTIONS

Realization of course work is one of the most important stages of the educational process in the system of training of management specialists.

The academic discipline "*Management of foreign economic activity*" is a normative professional-oriented discipline, provided by the curriculum preparation of master of *EPP "Management of foreign economic activity"*. This discipline is the theoretical basis of knowledge and skills for a specialist in the field of economics.

The subject of studying the discipline "*Management of foreign economic activity*" is a set of economic, economic, legal, financial relations in the field of management of economic activity of Ukraine and its foreign partners.

Term paper on discipline is carried out in accordance with approved methodological recommendations in order to consolidate and deepen the theoretical knowledge and skills acquired by the student in the process of mastering the entire study material discipline.

Implementation of the term paper is an important stage in preparing for the graduation project of a future specialist in management of foreign economic activity.

The time required to complete the course work is 36 hours of independent work.

The purpose of the term paper is systematization of theoretical knowledge of students on the organization and management of foreign economic operations, analysis of theoretical and practical implementation of various forms and methods of management of foreign economic activity.

Term paper should be characterized by logic, evidence, reasonability and meet the following requirements:

- to substantiate the relevance of the problem being investigated;
- To analyze theoretical and methodological basis of the problem;
- include analysis of the problem issue and justification of the use of research methods;
- to have conclusions and proposals for management of foreign economic activity.

The work must be executed in accordance with the specified requirements, and also must be fulfilled and submitted to the management of the MFEA in the terms stipulated by the schedule of the educational process.

1. ORDER OF EXERCISE OF COURSE WORK

Execution of course work involves the following stages:

- 2.1. Choice of the topic of work and research object.
- 2.2. Working out normative documents and literary sources.
- 2.3. Preparation of a plan of course work.
- 2.4. Collection and analysis of information based on selected research methods.
- 2.5. Writing and editing text.

2.6. Review work by a research supervisor.

2.7. Defending the term paper.

1.1. Choice of the topic of work and research object

The subject term paper is being developed by the department in accordance with the approved program of the course and covers the most important issues in the discipline. The theme of the course work is chosen by the student independently.

Student may choose a topic that is not taken into account in the list of topics (in accordance with their own research interests and the possibilities of obtaining the necessary information on the research object).

1.2. Working out normative documents and literary sources

In accordance with the chosen topic, the student is working on the relevant legislative and regulatory documents, as well as obtaining the necessary literature (textbooks, manuals, monographs, brochures and articles from various periodicals) and treats sources from the Internet.

When working out literary sources and normative documents, it is expedient to keep records in the form of abstracts or abstract for the purpose of their further use in writing term paper.

1.3. Making plan of term paper

After studying legislative and normative documents, literary sources, the student prepares a draft plan of work with a list of issues that reveal the content of the topic. The term paper plan should include the following parts:

- ✓ Introduction (which reveals the relevance of the chosen topic and tasks that need to be addressed during the execution of the work).
- ✓ Theoretical section (3 paragraphs), which reveals the theoretical positions substantiating the problem being investigated.
- ✓ Analytical section (3 paragraphs) containing the level of development of researching problem in Ukraine, statistical databases and its analysis.
- ✓ The summary and recommendation section, which makes recommendations how to improve researching field of management.
- ✓ Conclusions.
- ✓ List of used sources.
- ✓ Appendices.

The developed plan is submitted by the student to the scientific supervisor for approval.

1.4. Writing and editing text

When writing the text of the term paper, you must adhere to the following requirements for the presentation of the material: logic, consistency, completeness,

accuracy of thoughts, literacy (spelling and stylistics), rules of citation and references to used sources.

The contents of each section should correspond to the title of the section and the theme of all work.

At this stage, the structure of work is specified, the location of the analytical and illustrative material is determined.

The work must first be done in draft form, which must be agreed with the supervisor. The student completes the work on the text after taking into account all the comments of the scientific supervisor.

1.5. Defending the term paper

Term paper is defended in accordance with the schedule of the educational process subject to obtaining a positive review of the scientific supervisor.

The defense of term paper is made by a commission consisting of three teachers.

During the defense of the work, the student must briefly explain to the commission the essence of the research, to reveal the purpose and tasks of the work, to demonstrate knowledge of the special literature and understanding of the problem issues of the subject, to reveal the results of the study, as well as the ability to make their own conclusions and make proposals for improving the system of management of foreign economic activity. During it, the student must briefly, reasonably, give a meaningful answer to the questions on the content and results of term paper.

2. STRUCTURE, COURSE AND CONTENT OF TERM PAPER

2.1 Term paper should have the character of a holistic and completed self-study of descriptive-computational nature.

Scope of work: 30-35 pages.

Term paper should consist of the following main parts: title page, content, introduction, main part, conclusions, list of sources used and applications.

The design of the cover page and content is provided in the applications (see Appendix B).

2.2 The introduction substantiates the relevance and practical significance of the chosen topic. This part defines the purpose of the work, the tasks set (they are translated in accordance with the plan); object of study; the research methods are indicated; theoretical-methodological and informational sources that were used in the research process.

Keywords for the formation of tasks of term paper: to determine; substantiate expediency of use; evaluate; analyze (trends ..., effectiveness ..., specific advantages ..., strengths / weaknesses of the organization and / or its competitors, etc.); consider the information base ..., develop proposals;

Keywords for the description of methods and information sources: "The research methods will be used ..." The information base is normative documents, domestic and foreign publications, materials of the press and materials of current activity (object name) ".

Recommendation: introduction to course work is expedient to write after the implementation of its main part, the conclusions drawn and proposals made.

2.3. The content of the term paper involves a deep and comprehensive disclosure of the content of the chosen theme. As a rule, this part consists of three sections: theoretical, analytical and summary recommendations. At the end of each section, conclusions are drawn based on the material outlined in it.

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2.4.1. In the first, the theoretical section (approximately 15 pages) there can be 3 paragraphs. They discuss the general theoretical approaches to the problem, based on the analysis of used legislative and regulatory documents, scientific sources. It is necessary to consider the degree of disclosure of the selected topic in the scientific literature, it is advisable to compare the different views of scientists who worked on this problem.

2.4.2. The second, analytical section is presented in 13-15 pages and consists of 3 paragraphs. The presented text is illustrated by tables, diagrams and drawings constructed on the basis of the analysis of the actual material. All analytical calculations, models, tables, graphic illustrations should be accompanied by an analysis and conclusions that will reveal the essence of management processes, their features and trends of development.

2.5. In the generalized conclusions and proposals (set out on pages 2 - 3) it is necessary to indicate to what extent the author has fulfilled the tasks and achieved the goals of the course work. In this section, suggestions that have not been considered before can not appear.

2.6. Work is finished with a list of used sources. The list of sources may also be the current materials of the enterprise: instructional, regulatory and other materials used by the enterprise (alphabetical order).

All information not included in the main part, but which the student considers expedient to include in term paper, is included in the Appendix and is presented in a text, tabular, graphic form or in the form of forms of primary statistical reporting.

3. REQUIREMENTS FOR THE DESIGNATION OF TERM PAPER

3.1. Registration of term paper

Material of course work should be placed in the following sequence:

- ✓ title page;
- ✓ task for the course work with the review of the scientific supervisor;

- ✓ content of course work;
- ✓ introduction;
- ✓ main part;
- ✓ conclusions and suggestions;
- ✓ list of used sources;
- ✓ applications.

Completed and properly executed work must be signed on the title page by the author and the scientific supervisor.

Language of term paper - English, style of presentation - scientific, clear, without spelling and syntax errors, sequence - logical. Direct copying in the work of materials from literary sources is unacceptable.

The work should be printed on one side of the page of standard white paper of A4 format (210x297 mm). In printed version, text is located one and a half interline intervals to thirty lines per page with a minimum font height of 1.8 mm). It is allowed to place tables and other illustrative materials on sheets of AZ format (no more than 40 lines per page).

The text of course work is placed on a sheet with the following sizes of shores: from the left side - not less than 20 mm, from the right - not less than 10 mm, from the top - not less than 20 mm, from below - not less than 20 mm.

Insert in the printed text of the work separate foreign words, formulas, symbols can be ink, ink, paste only black. In this case, the density of the inserted text should be close to the density of the main text.

Printed on PC software documents must conform to A4 format, included in the general numbering of pages of course work and placed, as a rule, in applications.

3.2. Registration of the title page of course work

The title page contains the name of the higher educational institution, the surname, name and patronymic and other information about the author, the theme of the term paper with a reference to the object of research; surname, academic rank (position) of the scientific supervisor; city and year of writing.

3.3. Execution of content of term paper

Content of term paper should include: introductory part; two sections, each of which consists of at three paragraphs; conclusions and suggestions; list of used sources and applications.

The titles of the structural parts of the course work "CONTENTS", "INTRODUCTION", "SECTION ...", "LIST OF USED SOURCES", "APPENDICES" are printed in capital letters symmetrically to the text at the center of the page. The distance between the title (with the exception of the title of

the paragraph) and the text should be 3-4 intervals in the main text. The titles of units are written or typed in small letters (except for the first large one) with a paragraph indentation. The dot at the end of the header is not put.

Each of the above structural part of course work should begin with a new page.

3.4. Numbering

The numbering of pages, sections, subdivisions, paragraphs, sub-clauses, figures, tables, formulas is given in Arabic numerals without the "№" sign on the upper right corner.

The first page of course work is the title page, which is included in the total numbering of pages and on which page number is not put. Numbering without a dot after the number begins on the contents of the number 2.

CONTENT, INTRODUCTION, CONCLUSIONS, AND PROPOSALS, LIST OF USED LITERATURE, APPLICATIONS are not numbered as sections. The section number is placed after the word "SECTION". The paragraphs are numbered within each section, using the section number and the serial number of the paragraph, between which a paragraph is placed: for example, "1.2" (second paragraph of the first section). After that the heading of the paragraph is followed.

3.5. Illustrations

Illustrations (charts, graphs, etc.) and tables should be submitted directly after the text, where they are mentioned for the first time, or on the next page. If they are contained on separate pages of course work, they are included in the general numbering of pages. Illustrative or tabular materials larger than A4 format are considered as one page and placed in appropriate places after mention in the text or in the annexes. All illustrations should contain links in the text.

Illustrations are marked with the word "Fig." And numbered sequentially within the section, except for illustrations in the annexes. The number of the illustration should consist of the section number and the serial number of the illustration, between which a dot is placed: for example, "Fig. 1.2" (second picture of the first section). The number of the illustration, its name and explanatory signatures are placed under the illustration.

Illustrations should complement the text of work, deepen the disclosure of the essence of the phenomenon, clearly illustrate the views of the author, and therefore in the text on each of them should be a link with the commentary.

3.6. Tables, Formulas, Links

The digital material, as a rule, should be made in the form of a table. The tables are numbered sequentially (except those in the annexes) within the section. In the upper right corner there is the inscription "Table" with the indication of its number, which consists of the section number and the sequence number of the table, between which a point is placed: for example, "Table 2.3" (third table of the second section); The table name is placed below.

The text before the table should refer to it with the words: (see Table 2.3).

In the case of transferring the table to another page over the further parts is written "Continued tab. 2.3. "

The tables should indicate the unit of measurement. If all units of measurement are the same for all table indicators, they are given in the title. Units of measurement should be in accordance with the standards. The numeric values in the table should have the same number of decimal places. Column header tables start with capitalization. Headers of the graph begin with capital letters, subtitles - from small ones, if they are one sentence with a heading, and from large ones - if they are independent.

The table is placed after the first mention of it in the text in such a way that it can be read without turning the text or by clockwise rotate.

Formulas in the course work are numbered within the section. The number of the formula consists of the section number and the ordinal number of the formula in the section, between which a dot is placed. Form numbers are written near the right bank of the page at the level of the corresponding formula in parentheses, for example: "(3.1)" (the first formula of the third section).

Explanation of the values of symbols, numerical coefficients in the formulas must be submitted directly under the formula in the sequence in which they are given in the formula, and each - from the new line. The first line of explanation begins with the word "de" without a colon.

Equations and formulas should be highlighted in the text by free lines. Above and below each formula one should leave at least one free line. If the equation does not fit in one line, it should be moved after the equals sign (=) or after the plus (+), minus (-), multiplication (x) and division (/).

Links in the text to informational sources. They are given in the text in the form of a serial number on the list of used sources in square brackets indicating the page, for example [19, p. 234]. The list of information sources is provided in accordance with the requirements of the state standard with the obligatory indication of the names of works.

3.7. Application development

The text of each application can be divided into sections and subsections, which can be numbered within each application, if necessary. In this case, before each number put the designation of the application and the point, for example: "B.2" (ie, the second section of Annex B).

Illustrations, tables and formulas appearing in applications are numbered within each application, for example: "Fig. B.1.2 "(the second figure in the first section of Annex B)," formula I.1 "(the first formula of Appendix I).

4.CRITERIA FOR EVALUATION OF TERM PAPER

The contents of the work and the results of the defense are evaluated in accordance with the ECTS scale, approved by the "Regulations on the credit-module system for the organization of the educational process at the National

Aviation University".

In the student's report and score book, the results of the protection are recorded with the inscriptions: "Protected", "Score", Date and Signature.

Criteria for evaluating term paper on defense

<i>ECTS-scale</i>	<i>Definition</i>	<i>On national system</i>	<i>On KHA system</i>
A	EXCELLENT – excellent coursework with all open sections and paragraphs; is impeccable in all aspects. It contains theoretical substantiation and ways of solving the set of problematic issues; has practical significance. The report on defense was logical and brief, proclaimed freely with the knowledge of the case. The review of the supervisor is positive. Excellent protection with answers to all questions from the members of the committee for the protection of course work.	5 (excellent)	90-100
B	VERY GOOD - Coursework performed above the average level with some disadvantages of non-principled nature (in the theoretical part superficially analyzed literary sources, there are some remarks in the review of the scientific leader). At the same time, the report on defense was logical, proclaimed freely; most of the answers to the teachers' questions were correct.	4 (good)	82-89
C	GOOD - Coursework performed on an average level - clearly unclear elements of novelty and practical significance of the conducted research; information materials of the enterprise-subject of foreign economic activity are insufficiently used. There are comments in the review of the scientific supervisor. The report on the defense is logical but using the printed text; most of the answers to the teachers' questions are correct but short and unambiguous		75-81
D	SATISFACTORY - The theme of the course work is mainly solved, but there are disadvantages of the content (the purpose of the work is unambiguously formulated; the theoretical section has a marked compilative character;		69-74

	the analytical part is too descriptive; the selection of information materials (tables, graphs, diagrams) is not always justified). The report is read from the pre-prepared text, fewer answers to the questions of the teachers are correct.	3 (satisfactory)	
E	FURTHER - The theme of the course work is disclosed, but there are significant shortcomings regarding the disclosure of the analytical and summary sections and the inadequately determined conclusions. The review of the supervisor contains important remarks. The correct answers to the questions of teachers are minimal		60-68
FX	UNCONDITIONAL - The purpose of the course work is unclear. Sections are not related. The analysis is done superficially, the descriptiveness prevails at the expense of systemicity and depth. Proposed measures are not effective, the economic justification is incomplete. The answers to teachers' questions in defense are inaccurate and incomplete.	2 (unsatisfactory)	35-59
F	UNCONDITIONAL - Coursework can not be considered ready, in defense of the commission work is not carried out	Not pass	1-34

Sample of registration of the title page of term paper

NATIONAL AVIATION UNIVERSITY

Department of management of foreign economic activity of the enterprise

TERM PAPER

on discipline "Management of foreign economic activity"

on the topic:

"Efficiency of foreign economic activity»

Completed by:

student of the V course of group 506

EPP "Management of FEA"

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Supervisor:

KYIV – 2020

**LIST OF TOPICS OF TERM PAPER ON THE DISCIPLINE
“MANAGEMENT OF FOREIGN ECONOMIC ACTIVITY”**

1. Tasks and principles of foreign economic activity of enterprise.
2. Forming of system of management of foreign economic activity of enterprise.
3. Problems of foreign economic activity management of enterprise in transformation society.
4. International level of foreign economic activity management of enterprise.
5. Economic methods in management of foreign economic activity on the state level.
6. Administrative methods in foreign economic activity management on the state level.
7. Organizational and legal methods in foreign economic activity management on the state level.
8. Forming of main functions in foreign economic activity management of enterprise.
9. Management of foreign economic activity on the level of branch.
10. Managing of foreign relations and foreign economic activity in State bodies of Ukraine.
11. Trade and economic legations of Ukraine.
12. State custom service in management of foreign economic activity of enterprise.
13. Modern conditions of foreign economic relations of one of regions of Ukraine.
14. Influence of competitiveness of national economy on management of foreign economic activity of enterprise.
15. Influence of legal environment on management of foreign economic activity of enterprise.
16. Influence of political situation on efficiency of foreign economic activity.
17. Comparative analysis of business culture of certain country and Ukraine.
18. Structure analysis of branch in foreign economic activity of enterprise.
19. Contents and directions of marketing research in management of foreign economic activity of enterprise.
20. Comparative analysis of efficiency of foreign economic activity of enterprise and own branch.
21. Analysis of foreign competitive environment for realization of foreign economic relations of enterprise.
22. Appraisal of going out possibility of enterprise on foreign markets.
23. Peculiarities of planning of foreign economic activity.
24. Basis of foreign economic activity in business-plan of enterprise.

- 25.Strategic approach to organization of foreign economic activity management.
- 26.Elaboration of strategic plan of foreign economic activity.
- 27.Operational planning of foreign economic activity.
- 28.Elaboration of organizational structure of subject.
- 29.Elaboration of business-plan of foreign economic activity of enterprise.
- 30.Strategic decisions in foreign economic activity of enterprise.
- 31.International segmentation as a method of research of foreign markets.
- 32.Strategy of penetration on foreign markets by enterprise.
- 33.Organization of foreign economic activity on enterprise.
- 34.Modern approach to motivation of personnel acted foreign economic activity.
- 35.Coordination as a function of management of foreign economic activity of enterprise.
- 36.Control as a function of management economic activity of enterprise.
- 37.Managing of international scientific and technical exchange on the level of the state.
- 38.Influence of international scientific and technologic exchange to efficiency of management of foreign economic activity.
- 39.Elaboration of international innovative activity of enterprise.
40. Production management in a structure of management of foreign economic activity of enterprise.
- 41.Methods of attraction of foreign investment in management of foreign economic activity of enterprise.
- 42.Financial management of foreign economic activity of enterprise.
- 43.Management of good quality of enterprise-subject of foreign economic activity.
- 44.Transport logistics in foreign economic activity.
- 45.Management of currency and monetary transactions in foreign economic activity.
- 46.Policy of development of production of import substitution on makro- and mikro-levels.
- 47.Elaboration of business-plan of export expansion of enterprise.
- 48.Efficiency of management of foreign economic activity of enterprise.
- 49.Essence of professionalism and competence of management of foreign economic activity.
- 50.Influence of synergism on efficiency of foreign economic transactions.