MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE NATIONAL AVIATION UNIVERSITY

Faculty of Transport, Management and Logistics Management of Foreign Economic Activity of Enterprises Department

AGREED	APPROVED
Acting Dean of Faculty of	Vice-Rector for Academics
Transport, Management and Logistics	
	Anatolii POLUKHIN
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« » 2023	



Quality Management System

COURSE TRAINING PROGRAM

on

"Foreign Economic Activity of the enterprise"

Educational and Professional Program: "Management of Airlines and Airports"
Field of study: 07 "Management and Administration"
O73 "Management"

Form of	Semester	Total (hours	Lectures	Prac-	Self-	HW/	TP/CPr	Form of se-
study		/ ECTS		ticals	study	CGP/C		mester
		credits)						control
Full-time	5	150/5,0	34	34	108	1 HW	-	Examination
						- 5s		-5 s.

Index CM-7-073-2/22-2.1.27.



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The Course Training Program on "Foreign Economic Activity of the Enterprise" is developed on the basis of the Educational and Professional Program "Management of Airlines and Airports", Bachelor Curricula № CM-7-073-2/22, and Bachelor Extended Curricula № ECM-7-073-2/22 for the Specialty 073 "Management" and corresponding normative documents.

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Department for Educational and Professio	discussed and approved by the Graduate nal Program "Management of Airlines and Management of Foreign Economic Activity of February, 2023.
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INTRODUCTION

The Course Training Program (CTP) on "Foreign Economic Activity of the enterprise" is developed based on the "Methodical guidelines for the development and design of the course training program of the subject of full-time and part-time study", approved by the order of the rector № 249/од. of 29.04.2021 and corresponding regulatory documents.

1. EXPLANATORY NOTES

1.1. Place, objectives, tasks of the subject

The subject is a theoretical and practical basis for a set of knowledge and skills that form the profile of a specialist in the management.

The purpose of teaching the subject is the formation of future specialists' systematic knowledge of objective patterns, conditions, processes, specific features of foreign economic activity, as well as acquisition of skills in their practical use.

The tasks of studying the subject are:

- ✓ studying the essence of the main concepts and categories of foreign economic activity;
- ✓ familiarization students with the processes of regulation of foreign economic activity;
- ✓ familiarization students with the main types of foreign economic activity and the processes of their organization;
- ✓ familiarization with the system of ensuring foreign economic activity of enterprises;
- ✓ familiarization with the peculiarities of the activities of enterprises in foreign markets;
- ✓ acquiring knowledge about the peculiarities of the formation of contractual relations in foreign economic activity.

1.2. Learning outcomes the subject makes it possible to achieve

As a result of studying the subject, the student must acquire the following must achieve such **learning outcomes**:

- **PLO 5.** Describe the content of the functional areas of the organization.
- **PLO 18.** Apply business communications to support the interaction of airlines and airports with their internal and external environment.
- **PLO 20.** Determine and implement strategic plans for the development of airlines, airports and other enterprises in the aviation industry.
- **PLO 23.** Knowledge of the principles of management of socio-economic systems at the micro- and macro-levels and methods of optimization of airline and airport management processes.
- **PLO 25.** Knowledge of the peculiarities of the contractual activity of airlines and airports and the specifics of the environment of national and foreign markets.
- **PLO 26.** Knowledge and understanding of the organization of foreign economic activity of airlines and airports. Be able to identify and analyze the impact of elements of the market and microeconomic environment on enterprises of the aviation industry.
- **PLO 28.** To be able to manage airlines and airports in order to ensure their efficiency.
- **PLO 30.** To be able to develop and substantiate organizational and economic marketing programs for the development of airline companies based on the forecast of the state of domestic, international and global commodity markets in order to plan long-term marketing measures for the market positioning of airlines and airports.
- **PLO 33.** Be able to develop a system of measures for airlines and airports to identify, assess, prevent and insure risks and determine the tactics of actions to minimize them
- **PLO 34.** Study international markets, European integration processes and prospects for cooperation with foreign partners of airlines and airports on the basis of cross-cultural interaction.

1.3. Competences the subject makes it possible to acquire

As a result of studying the subject, the student must acquire the following **competences**:

- IC1. The ability to solve complex specialized tasks and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.
- GC 3. The ability to abstract thinking, analysis, synthesis.



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- GC 7. The ability to communicate in a foreign language.
- **GC 10.** The ability to conduct research at the appropriate level.
- **GC 14.** The ability to work in an international environment.
- **GC 16.** Acquisition of flexible thinking, openness to the application of economic knowledge and competences in a wide range of possible jobs in airlines, airports and other enterprises of the aviation industry.
- **GC 22.** The ability to organize and control the implementation of economic and economic policies of airlines and airports.
 - **PC 15.** The ability to form and demonstrate leadership qualities and behavioral skills.
- **PC 16.** The ability to control passenger service, baggage handling in airport terminals; determine the cost of transporting additional baggage.
 - **PC 17.** The ability to initiate and implement innovative projects in airlines and airports.
 - **PC 19.** The ability to identify and justify the priority areas of development of airlines and airports.
- **PC 20.** The ability to organize the study and forecasting of needs for goods and services in airlines and airports.
- **PC 22.** The ability to solve a wide range of problems and tasks in the field of airline management by understanding their fundamental foundations and using both theoretical and practical methods.
- PC 24. The ability to form an information bank of data in airlines and airports about the assortment, consumer properties, quality indicators of domestic and foreign products.
- **PC 25.** Ability to apply knowledge of legislation and state standards of Ukraine. The ability to perform managerial functions in compliance with regulatory and legal acts and standards of Ukraine.
- **PC 26.** The ability to study, analyze and evaluate the range of goods available on the market, the list of services, manufacturers and the degree of protection of consumer rights in their activities.
- **PC 28.** The ability to create a communication system to promote the goods and services of airlines and airports, to form the image of airlines.
- **PC 29.** The ability to search from various information sources, use this information to make decisions and develop their alternative options based on the use of information systems and computer technologies.
- **PC 30.** The ability to develop a strategy for the operation of airlines, airports and other enterprises in the aviation industry.
- **PC 31.** The ability to develop and provide recommendations regarding the development directions of airlines and airports, improvement of the financial and economic condition, anti-crisis measures

1.4. Interdisciplinary connections

The subject "Foreign Economic Activity of the Enterprise" is based on the knowledge of such subjects as: "Macroeconomic", "Management of Economic Activity of the Enterprise" and is the basis for studying further disciplines, namely: "Management of Airlines and Airports Activity".

2. COURSE TRAINING PROGRAM ON THE SUBJECT

2.1. The subject content

Training material is structured according to the module principle and consists of **two educational** modules: Module № 1 "Concept and regulation of foreign economic activity", Module № 2 "Organization of foreign economic activity of the enterprise", that are logically complete, relatively independent, holistic part of the subject, learning of which provides module test and analysis of its performance.

A separate (third) module (educational component) is a Term Papers (TP), which is performed in the 7th semester. TP is an important component of consolidation and deepening of theoretical and practical knowledge and skills acquired by students in the process of mastering the educational material of the discipline.



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2.2. Modular structuring and integrated requirements for each module Module №1 "Concept and regulation of foreign economic activity"

Integrated requirements to the module № 1: to understand the essence, types, and principles of foreign economic activity, to analyze the influence of the state regulatory system on the organization of the enterprise's foreign economic activity processes, to comply with legislative norms and methods of organizing foreign economic activity.

Topic 1. Concept of foreign economic activity. The state and trends in the development of foreign economic activity of Ukraine

Characteristics of the categories of foreign economic activity. Reasons and prerequisites for the development of foreign economic relations and their impact on the national economy. Types, forms and functions of foreign economic activity. Principles of foreign economic activity. Entities of foreign economic activity. Right to conduct the foreign economic activity.

State and regularities of foreign economic activity of Ukraine. Foreign economic policy of the country. Foreign economic policy of Ukraine. The main stages of the development of the FEA in Ukraine. Characteristics of the current indicators of the development of the country's foreign economic sector. Analysis and evaluation of current stage of development of foreign economic activity of Ukraine.

Topic 2. The system of state regulation of foreign economic activity.

Characteristics of the system of regulation of foreign economic activity. Organizations of financial coordination of foreign economic activities in Ukraine and their competences. Methods of regulating the foreign economic activity.

Topic 3. Customs and tariff regulation of foreign economic activity

The content and principles of customs regulation of foreign trade. Customs bodies of the country: structure, tasks, functions. Tasks, forms and types of creation of customs control. Characteristics of customs procedures. Commodity nomenclature of FEA. Procedure for customs clearance of goods. Original customs documents and formalization procedure. Fee for customs clearance of goods. Customs Value and methods of its determination. Customs as an instrument of economic equalization. Types of duties and duty rates.

Topic 4. Non-tariff regulation of foreign economic activity

Non-tariff measures of regulation, classification and characteristics. Use of non-tariff measures in current conditions. Quantitive restrictions: licensing and quotas. Complementary analysis of the effectiveness of the implementation of import tariff and import quota. List of goods, which need export or import license. Types and methods of distribution of licenses. The mechanism of formalizing documents to obtain licenses. Financial instruments of non-tariff regulation: export funds, export credits, special import procedures. Anti-dumping measures and anti-dumping duty. Technical papers. Requirements for the content of local components. Internal taxes and duties. Certification and standardization of imported goods. Requirements for packaging and labeling of goods. The policy of government procurement.

Topic 5. State taxes in the sphere of foreign economic activity

Types and functions of taxes in foreign economic activity. The content and order of payment of customs payments at the customs office: customs duty, excise tax, VAT. The exact nature of taxation depends on the customs regime. Procedure for reimbursement of VAT under export operations. Problems of budgetary compliance with VAT and methods of discharge.

Topic 6. Currency regulation of foreign economic activity

The essence, main principles and instruments of currency regulation. Foreign exchange policy and control. The procedure for purchasing and using currency. Currency markets

Topic 7. Regulation of foreign and direct investment



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Concept of direct and foreign investment. Regulation of foreign investment. Organizational and legal forms of activity of enterprises with foreign investment. Features of the functioning of enterprises with foreign investments.

Module № 2. "Organization of foreign economic activity of the enterprise".

Integrated requirements to the module № 2: know: methodological principles of strategic development of foreign economic activity, instruments, processes and methods of forming the strategy of foreign economic activity; system of provision and functional management of foreign economic activity; be able to: develop a strategy of foreign economic activity and a system of functional current actions to ensure its implementation.

Topic 1. Foreign trade operations

Types of foreign trade operations. Stages of implementation of the export-import agreement. Counter purchases in FEA. Leasing. Types of leasing.

Topic 2. Forms to enter foreign markets for enterprises

The conditions and motivation of companies going abroad. Characteristics of the exit form of enterprises to foreign markets. Study and analysis of market conditions. Partners on the global market: search, selection and establishment of contact.

Topic 3. Pricing in the foreign economic activity of the enterprise

Foreign trade price: content of the concept, principles, classification of foreign trade prices. Pricing policy of the company. Factors and functions of price formation in FEA. Transfer prices: content, functions and principles. Specific formation of prices for the production of certain types of industry and raw materials. Terms of price fixation. Determination of the price base. Indicative prices. Currency of the price. Price discounts and allowances. Price strategies and stages of determining the contract price.

Topic 4. Trade and business activity on the foreign market

Content and types of entrepreneurial activity. Classification and characteristics of entities of business activity. Business agreements. Problems of establishment and development of trade and commercial activity in Ukraine.

Topic 5. Organization of activities on international commodity markets

The place of commodity exchanges in the institutional structure of ensuring foreign economic activity. Peculiarities of sale of goods on international exchanges. Types of exchanges. Types of operations on international exchanges.

Topic 6. Contractual relations in the foreign economic activity of the enterprise

The essence of foreign economic agreement. Basic conditions for concluding contracts. Risks under concluding a foreign economic contract and ways to overcome them

Topic 7. Transport support of the enterprise's foreign economic activity

The essence and peculiarities of legal regulation of international transportation. Organization of international transportation. Features of international transportation by various means of transport. Transportation and forwarding services for international transport. Goods and transport documentation. International transport corridors.

Topic 8. Evaluation of the efficiency of the enterprise's foreign economic activity

Economic analysis in the foreign economic activity of the enterprise. Analysis of the fulfillment of obligations regarding the foreign economic contract. Complex analysis and evaluation of the foreign economic activity of the enterprise. Analysis of the rationality of the use of funds in foreign economic



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activity. Assessment of the financial condition of partners in foreign economic activity. Evaluation of export potential of industrial enterprises.

Topic 9. Risks in foreign economic activity and methods of their insurance

The essence and classification of risks in FEA. Features of risk management in foreign economic activity.

2.3. Training schedule of the subject

	2.3. Training schedule of the subject				
		Γ	Total,		
			Full-	time	
Nº	Topic (thematic section)	Total	Lectures	Practicals	Self-study
1	2	3	4	5	6
			th ser	neste	r
	Module № 1 "Concept and regulation of foreign economic a	•		1	
1.1.	Concept of foreign economic activity. The state and trends in the	8	2	2	4
	development of foreign economic activity of Ukraine				
1.2.	The system of state regulation of foreign economic activity	10	2	2	6
1.3.	Customs and tariff regulation of foreign economic activity	10	2	2	6
1.4.	Non-tariff regulation of foreign economic activity	10	2	2	6
1.5.	State taxes in the sphere of foreign economic activity	10	2	2	6
1.6.	Currency regulation of foreign economic activity	10	2	2	6
1.7.	Regulation of foreign and direct investment	8	2		6
1.8.	Module test № 1	4	-	2	2
	Total for the module № 1	70	14	14	42
	Module № 2 "Organization of foreign economic activity of the	enterp	rise"		
2.1.	Foreign trade operations	8	2 2	2	2
2.2.	Forms to enter foreign markets for enterprises	6	2	2	2
2.3.	Pricing in the foreign economic activity of the enterprise	8	2	2	4
2.4.	Trade and business activity on the foreign market	8	2	2	4
2.5.	Organization of activities on international commodity markets	8	2	2	4
2.6.	Contractual relations in the foreign economic activity of the enterprise	8	2	2	4
2.7.	Transport support of the enterprise's foreign economic activity	8	2	2	4
2.8.	Evaluation of the efficiency of the enterprise's foreign economic activity	8	2	2	4
2.9.	Risks in foreign economic activity and methods of their insurance	6	2	2	2
2.10.	Homework	8			8
2.11.	Module test № 2	4	-	2	2
	Total for the module № 2	80	20	20	40
	for the 5th semester	150	34	34	82
Total	for the subject	150	34	34	82



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2.4. Homework

Homework is performed in the 5th semester, in accordance with the approved methodical guidelines, in order to consolidate and deepen the theoretical knowledge and skills of the student in the studying the subject.

The purpose of performing homework is: consolidation of acquired and deepening theoretical knowledge; acquisition of practical skills in the organization of foreign economic operations, skills of independent creative activity, mastering scientific methods of research; in-depth study of issues based on modern manifestations of the problem that is being investigated.

Homework tasks:

- in-depth theoretical study of modern trends and patterns of foreign economic activity of enterprises;
- identification of existing problems in the implementation of foreign economic activity;
- generalization of directions and methods of improvement of foreign economic operations.

Homework is performed by the student individually in accordance with the topics offered by the teachers of the department.

The time required to complete homework is 8 hours.

2.5. Questions list for the examination

The list of questions and content of tasks for preparation for the examination are developed by the leading teachers of the department in accordance with the course training program and distributed among students.

3. BASIC CONSEPTS OF GUIDANCE ON THE SUBJECT

3.1. Teaching methods

The following teaching methods are used when studying an academic discipline:

- verbal (explanation, explanation, story, conversation, lecture);
- visual (illustrations, demonstrations);
- practical (practical tasks, production situations);
- reproductive (algorithms for performing practical and independent tasks);
- problem presentation (formulation of problems, search for ways to solve them);
- partially research-based (independent study of course questions);
- research (individual student work);
- analytical (temporal analysis, structural analysis, comparative analysis, trend analysis analysis.

The implementation of these methods is carried out during lectures, practical classes, independent problem solving, work with educational literature, etc.

3.2. List of references

Basic literature

- 3.2.1. Тюріна Н.М., Карвацка Н.С. Зовнішньоекономічна діяльність підприємства: навч. посібник. Київ: ЦУЛ. 2022. 408 с.
- 3.2.2. Peng M., Meyer K. International business. 4th edition. 2023. 624 p.
- 3.2.3 Kozak Y., Maslennikov Y., Sulym O. Foreign economic activity of enterprises: training manual. Kyiv: ЦНЛ. 2020. 200 с.
- 3.2.4. <u>John Wild</u>, <u>Kenneth Wild</u>. International Business: The Challenges of Globalization (What's New in Management) 9th Edition. Pearson; 9th edition. 2021. 448 p.
- 3.2.5. <u>Daniel C.K. Chow, Thomas J. Schoenbaum</u>. International Business Transactions: Problems, Cases, and Materials. Aspen Publishing. 2022. 892 p.
- 3.2.6. <u>Larry A. DiMatteo</u>. International Contracting: Law and Practice: 5th Edition. Wolters Kluwer. 2021. 832 p.



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Additional literature

- 3.2.7. Основи зовнішньоекономічної діяльності та митної справи [Електронний ресурс] : навчальний посібник / В. Ф. Тищенко, В. М. Остапенко. Харків : ХНЕУ ім. С. Кузнеця, 2022. 193 с.
- 3.2.8. Макарова О.В. Зовнішньоекономічна діяльність підприємства: конспект лекцій. Луцьк: ПП «Поліграфія», 2020. 90 с.
- 3.2.9. Козак Ю., Сукач О., Бурлаченко Д. Зовнішньоекономічна діяльність підприємства. Київ: Центр навчальної літератури. 2020. 268 с
- 3.2.10. Подцерковний О.П. Правове регулювання зовнішньоекономічної діяльності: навчально-методичний посібник (для студентів денної та заочної форми навчання). Одеса: НУ «ОЮА», 2021. 166 с.
- 3.2.11. Basic overview of the Incoterms 2020 rules. ICC. 2020. 5 p.
- 3.2.12. O. Coscun Ozer. Impact of Global Issues on International Trade. IGI Global. 2021. 291 p.

3.3. Internet information resources

- 3.3.1. Low of Ukraine "On Foreign Economic Activity". URL: https://zakon.rada.gov.ua/laws/show/959-12?lang=en#Text
- 3.3.2. Low of Ukraine "On Customs tariff of Ukraine". URL: https://zakon.rada.gov.ua/laws/show/2697-20#Text
- 3.3.3. Tax Code of Ukraine. URL: https://zakon.rada.gov.ua/laws/show/2755-17/conv#n5483
- 3.3.4. Customs Code of Ukraine. URL: https://zakon.rada.gov.ua/laws/show/4495-17#Text
- 3.3.5. Bill Of Lading in Shipping: Importance, Purpose, And Types. URL: https://www.marineinsight.com/maritime-law/what-is-bill-of-lading-in-shipping/
- 3.3.6. Contract Signing: What Makes a Contract? URL: https://www.contractscounsel.com/b/contract-signing
- 3.3.7.Risk Management in International Business Handbook. URL: https://www.researchgate.net/publication/331346181_Risk_Management_in_International_Business_Handbook
- 3.3.8. Incoterms 2020 Explained The Complete Guide. URL: https://incodocs.com/blog/incoterms-2020-explained-the-complete-guide/3.3.8.

4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Grading of different kinds of academic activities performed by a student and obtained knowledge and skills are realized in values in line with Table 4.1.

Table 4.1

	14010 1.1
Kind of Academic Work	Maximum Grade Values
Killa of Academic Work	Full-time
Module № 1	
	5th semester
Kind of academic work	Grade values
Carrying out case studies on practicals	5 points \times 4 = 20
Carrying out test tasks	2 points \times 5 = 10
For admission to complete module test № 1, a student must receive not less than	18
Carrying out Module Test № 1	10
Total by the Module № 1	40
Module № 2	
	5th semester
Kind of academic work	Grade values



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Carrying out case studies on practicals	6 points \times 2 = 12
Carrying out test tasks	4 points \times 3 = 12
Preparation and defense of Homework	6
For admission to complete module test № 2, a student must receive not less than	18
Carrying out Module Test № 2	10
Total by the Module № 2	40
Total by the Modules № 1, № 2	80
Semester examination	20
Total by the subject	100

- 4.2. The completed curricular activity is accounted enrolled student if the student received for them a positive rating.
- 4.3. The sum of grades received by the student for certain types of completed educational work is the Current Module Grade, which is entered into the Module Register.
- 4.4. The sum of the Current Module Grade and Control Rating Grades constitutes the final Module Grade, which is converted into a grade on the national scale and the ECTS scale (Appendix 2).
- 4.5. The Examination Grade consists of points based on the results of the examination tasks, approved by the department in the established order. Total Semester Grade equals to the sum of the Semester Module Grade and the Examination Grade, which is transferred in grades of National Scale and ECTS grades.
- 4.6. The Total Semester Grade is entered into the Examination Register, educational cards and into a student's record book in values, National Scale grades, and ECTS Scale grades, for example: 92/Excellent/A, 87/Good/B, 79/Good/C, 68/Sat./D, 65/Sat./E, etc.
- 4.7. The Total Grade is equaled the Total Semester Grade. The Total Semester Grade is entered into the Diploma Supplement.



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 $(\Phi 03.02-01)$

АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки

 $(\Phi 03.02-02)$

АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайом- лення	Примітки

 $(\Phi 03.02-04)$

АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02–03)

АРКУШ ОБЛІКУ ЗМІН

3.0		лу листа (сторінки)				Підпис особи, Дата		
№ зміни	Зміненого	Заміненого	Нового	Анульо- ваного	яка внесла зміну	внесення зміни	Дата введення зміни	
	_							

 $(\Phi 03.02-32)$

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				