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**Federal State Autonomous Educational Institution for Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
(RUDN University)  
Faculty of Economics**

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## **COURSE SYLLABUS**

### **THEORY AND PRACTICE OF INTERNATIONAL BUSINESS**

**Recommended by the Didactic Council for the Education Field of  
38.03.01 Economics**

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(code and name of the direction of training/specialty)

**The development of the discipline is carried out within the framework of the implementation  
of the main professional educational program of higher education:**

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International Economic Relations

(name (profile/specialization))

## 1. COURSE GOALS

The goal of studying the discipline "Theory and Practice of International Business" is to obtain basic scientific and practical knowledge in the field of international business; theoretical foundations, trends and mechanisms of international business development; formation of a system of students' knowledge about the organizational structure and sustainable processes in the global economy, the rules of international business, national, regional and sectoral features of the world economic order.

## 2. LEARNING OUTCOMES

Studying the discipline "Theory and Practice of International Business" is aimed at the formation of the following competencies (part of the competencies) among students:

*Table 2.1. List of competencies formed in students when studying the discipline (results of mastering the discipline)*

Competence code	Competence	Competence indicators
SPC-1	Able to apply knowledge (at an intermediate level) of economic theory in solving applied problems	SPC -1.1. Know the conceptual apparatus, basic economic laws and methods of economic science
		SPC -1.2. Able to identify economic problems in the analysis of specific situations and argue position
		SPC -1.3. Able to identify the main patterns of economic development and apply them to model the behavior of economic entities
PC-3	Able to participate in the implementation of an individual and (or) collective project in the field of international economic relations	PC-3.1. Implement standard algorithms for projects and campaigns in the field of international economic relations
		PC-3.2. Know how to prepare basic documents to support the project in the field of international economic relations
		PC-3.3. Able to use the results of research to plan the foreign economic policy of the Russian Federation

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Theory and Practice of International Business" refers to the mandatory part of block B1 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline "Theory and Practice of International Business".

*Table 3.1. List of Higher Education Programme components / disciplines that contribute to expected learning/training outcomes*

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
SPC-1	Able to apply knowledge (at an intermediate level) of economic theory in solving applied problems	Accounting, Statistics for Economics, Economic informatics, Foreign Trade Policy, International logistics	Final state examination procedures, Degree thesis procedures

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
PC-3	Able to participate in the implementation of an individual and (or) collective project in the field of international economic relations	World Economy, International Economic Relations, International trade in high-tech products and technology transfer	Undergraduate practice, Final state examination procedures, Degree thesis procedures

#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The total laboriousness of the discipline "Theory and Practice of International Business" is 4 credits.

*Table 4.1. Types of academic activities during the period of the HE programme mastering*

Type of educational work		TOTAL, academic hours	Sem. 8
<i>Contact work, ac.ch.</i>		42	42
Lectures		0	0
Lab work		34	34
Seminars (workshops/tutorials)		0	0
<i>Self-study (ies), academic hours</i>		93	93
<i>Evaluation and assessment academic hours</i>		9	9
<b>Overall laboriousness of the discipline</b>	<i>academic hours</i>	42	<b>144</b>
	credits	<b>4</b>	<b>4</b>

#### 5. COURSE MODULES AND CONTENTS

*Table 5.1. The content of the discipline (module) by types of educational work*

Course Modules and Contents	Modules and Topics (Units/Themes)
Section 1. International Business and International entrepreneurship: general characteristics	Topic 1.1. Internationalization as the main direction of development of modern entrepreneurship
	Topic 1.2. Reasons for internationalization
	Topic 1.3. Costs and challenges of internationalization;
Section 2. Theories of International Business	Topic 2.1. General characteristics of the theoretical foundations of international entrepreneurial activity
	Topic 2.2. Static and Dynamic Theories of International Business
	Topic 2.3. The Eclectic Paradigm of International Manufacturing
Section 3. Analysis of market conditions	Topic 3.1. Directions of research of factors of the external environment of international business
	Topic 3.2. Economic factors of the external environment and their importance in decision-making in international business
Course Modules and Contents	Modules and Topics (Units/Themes)

	Topic 3.3. Analysis of macro, meso and micro levels of the market
Section 4. Marketing strategy for a company's entry into foreign markets	Topic 4.1. The essence, objectives and features of the Marketing Strategy
	Topic 4.2. Stages of implementing the marketing strategy
	Topic 4.3. Methods of promoting a product or service in foreign markets
Section 5. Transport and logistics support international business operations	Topic 5.1. Transport logistics as a system for managing international commodity flows
	Topic 5.2. Transport accessibility of the territory as a factor in the location of international production
Section 6. Legal basis for the conduct of international Business	Topic 6.1. The main forms of organization of international business
	Topic 6.2. Contract of international sale: signs, main conditions
	Topic 6.3. Basic terms of delivery of goods in international purchase and sale transactions (INCOTERMS).
Section 7. Financial plan	Topic 7.1. Developing a financial plan: stages and key indicators

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Logistics of discipline*

<b>№</b>	<b>Name of discipline (module), practices in accordance with the curriculum</b>	<b>Name of special * placements and placements for independent work</b>	<b>Equipment of special placements and placements for independent work</b>	<b>List of licensed software. Details of the confirming document</b>
1.	Theory and practice of international business	Moscow, Miklouho-Maclay, 6, Classroom for lectures and seminars, current control and interim assessment of students Classroom 105 Classroom for group and individual consultations- the location of the Department of International Economic Relations Classroom 114	Multimedia projector Casio XJ-M250 – 1 PC screen 1 PC. ASUS F6A notebook C2D-T5450 13" 2048MB/250Gb/Vista Home Basic+box, Office Prof Plus 2007 Rus Sch. K3447-1/IV dated 17.12.08	1. MS Windows 10 64 bit, license 86626883 2. Microsoft Windows 8.1 license 8512275 3. Microsoft Office 2016 license 86626883 4. Microsoft Excel 2010 license 5190227 5. Mentor 6. Garant System 7. Consultant plus

## RESOURCES RECOMMENDED FOR COURSE STUDY

### Main reading(sources)

1. International business. / Third generation standard 3++. Textbook. N. Trifonova, Igor Maksimtsev, Alexander Maisel, I. Pivovarov, Izd-vo Piter, 2018, p.704
2. International business. Theory and practice. Textbook for bachelors. /edited by Sutyurin S.F. M. 2015, p. 734
3. World Economy and International Business : textbook / kol. authors; under general. Red. Dr. Econ. Ph.D., prof. V.V. Polyakova and Dr. Econ. Ph.D., prof. R.K. Schenina. - 5th ed., ster. - M.: KNORUS, 2015. — 682 s.
4. Lewis R.D. Business Cultures in International Business. From collision to mutual understanding. M.: Delo, 2017. Electronic resource, access mode to the RUDN University library: <http://lib.rudn.ru/MegaPro/Web/SearchResult/ToPage/1>
5. Gupta N. International business. – 2021.
6. Turner C. International business: Themes and issues in the modern global economy. – Routledge, 2024.

### Additional (optional) reading (sources)

1. Morgan N. A. et al. Research in marketing strategy //Journal of the Academy of Marketing Science. – 2019. – T. 47. – C. 4-29.
2. Ferrell O. C., Hartline M. D., Hochstein B. W. Marketing strategy: Text and cases. – Cengage Learning, Inc., 2022.

### *Resources of the information and telecommunication network "Internet":*

1. RUDN University EBS and third-party EBS, to which university students have access on the basis of concluded contracts:
  - ELECTRONIC LIBRARY SYSTEM RUDN University – EBS RUDN University <http://lib.rudn.ru/MegaPro/Web>
  - EBS University Library Online <http://www.biblioclub.ru>
  - EBS Jurait <http://www.biblio-online.ru>
  - EBS Student Consultant [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - EBS "Lan" <http://e.lanbook.com/>
  - EBS Troitsky Bridge
2. Databases and search engines:
  - electronic fund of legal and normative-technical documentation [of the http://docs.cntd.ru/](http://docs.cntd.ru/)
  - Yandex search engine [https:// www.yandex.ru/](https://www.yandex.ru/)

- Google <https://www.google.ru/> search engine
- Abstract database SCOPUS [http:// www.elsevierscience.ru/products/scopus/](http://www.elsevierscience.ru/products/scopus/)
- <https://www.weforum.org/> Global Competitiveness Index

- Ease of Doing Business Index  
<https://subnational.doingbusiness.org/en/data/exploretopics/starting-a-business/score>

*Educational and methodical materials for independent work of students when mastering the discipline / module\*:*

*All educational and methodological materials for the independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS*  
<https://esystem.rudn.ru/course/view.php?id=18846>

## **ASSESSMENT TOOLKIT AND GRADING SYSTEM\* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION**

Evaluation materials and a grading system\* for assessing the level of formation of competencies (part of competencies) based on the results of mastering the discipline "International Economic Relations and Foreign Economic Activity" are presented in the Appendix to this Course Syllabus of the discipline.

### **AGREED**

Developer:

P.h.D., Lecturer Assistant of International economic relations \_\_\_\_\_D.S.Sokolan

Head of the Higher Education Program(me)

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