

**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«INNOVATIVE ACTIVITIES IN INTERNATIONAL BUSINESS»**

Specialty: **D3 Management**
Educational level: **First (bachelor's) level**
Educational program: **Management**

MAUP 2025

General information about the academic discipline

Name of the academic discipline	Innovative activities in international business
Code and name of specialty	D3 "Management"
Level of higher education	First (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	3 credits / 90 hours. Lectures: Seminar classes: Independent work of students:
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the teacher. Contact information.

TELEPNEVA OLGA SVIATOSLAVNA	
Academic degree	Candidate of Economic Sciences
Academic title	
Position	Associate Professor of the Department of Management
Disciplines taught by the NPP	Introduction to the specialty "Management" Organizational theory HR management Self-management
Areas of scientific research	Management of the competitiveness of economic entities, logistics activities
Links to identifier registries for scientists	Google Scholar; https://scholar.google.com.ua/citations?user=b3p06cAAAAAJ&hl=uk ORCID; https://orcid.org/0000-0003-4052-4928
Teacher contact information:	
Email:	olgatelepneva86@gmail.com
Contact phone number	+380677818088
Teacher's portfolio on the website of the department / institute / academy	https://kh.maup.com.ua/

Course abstract. The academic discipline is aimed at mastering skills related to the organization of innovative activities in international business entities. The main attention is paid to the process of planning, organizing and financing innovative activities in international business, as well as mastering the tools of designing and planning innovative activities in international companies.

The subject of the academic discipline "Innovative activity in international business" is a set of theoretical, methodological and practical principles of organizing, managing and implementing innovative processes in an international environment. It covers the interaction of international economic actors,

methods of commercializing new technologies, as well as mechanisms for ensuring competitiveness in global markets through innovation.

The purpose of studying the discipline Formation of a system of knowledge among future specialists about the most important aspects of the organizational foundations of innovative activity in international business, creation of competence regarding the objective laws, mechanisms and features of innovative activity in international business, as well as their acquisition of skills and abilities to research and forecast the innovative environment of international business.

Objectives of the academic discipline: The task of the discipline "Innovative Activities in International Business" is to form theoretical knowledge and practical skills in students regarding the essence, mechanisms, determinants and tools of innovative development, as well as the effective implementation of innovations in the international environment..

Prerequisites of the academic discipline. The study of the academic discipline "Innovative Activities in International Business" is based on the knowledge and skills obtained by students at the bachelor's level. Namely: . foreign economic activity management, basics of entrepreneurship, basics of business management.

Postrequisites of the academic discipline. Knowledge and skills acquired by students in the process of studying the academic discipline "Innovative Activities in International Business", contribute to the successful study by higher education students of a number of other academic disciplines aimed at the formation of professional knowledge and skills.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/assessment methods
CONTENT MODULE 1. ESSENCE, DEVELOPMENT, FEATURES, METHODS AND RISKS OF INNOVATIVE ACTIVITIES IN INTERNATIONAL BUSINESS		Teaching methods:
Topic 1.	Introduction: subject, goals and objectives of the course "Innovative activity in international business". The role of the course in developing the skills of a modern international manager. Evolution innovative activities in the international business environment.	verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; re-productive;
Topic 2.	Innovative activity in international business. Planning of innovative activity activities in international companies. Innovative environment of international business. Factors impact on innovative development.	problem-based presentation method; partially searchable; research;
Topic 3.	Features of innovation activity in international companies. Innovative projects in MNCs. Characteristics of the stages of creation and implementation of modern innovative projects in international business. Life cycle of innovation projects.	interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models);
Topic 4.	Modern methods of financing international innovation activities. Sources Financing of innovative activities in international business. Specific financing entities innovative activity. Innovative investment projects.	modeling of professional activities (building economic models,

	Modern approaches to assessment the effectiveness of innovation activities in international business.	forecasting, scenario modeling).
Topic 5.	Risks of innovation in international business. Classifications innovation risks. Approaches to reducing the risk level of innovation projects in the international business.	Assessment methods: oral control (oral questioning, evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).
CONTENT MODULE 2. INSTRUMENTS OF INNOVATIVE ACTIVITY IN INTERNATIONAL BUSINESS		
Topic 6.	Management of units for the creation of innovative and high-tech products products in international companies. Management and development of units for the creation of innovative Innovative activities in international business products in international companies. Determining the effectiveness of development departments innovative solution	
Topic 7.	Forecasting the innovative development of international companies. Modern methods forecasting directions of innovative activity in international business. Potential assessment international company based on an innovative profile.	
Topic 8.	Innovative activity in international business as a manifestation of globalization processes. Commercialization in innovation activities.	
Topic 9.	International transfer of scientific and technical knowledge Innovations. Donors and recipients of scientific and technical innovations in international business.	
Topic 10.	The impact of innovative solutions in international business on the development of society. The role of participants in international business processes in global social changes. Innovative - technological activity and the environment	
Modular test		
Form of control: credit		

Technical facilities and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.
- **Forms of student participation in the educational process, which are subject to current control:**

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.

Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		Total points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for the module test in the academic discipline "Innovative Activities in International Business":

When assessing a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "Innovative Activities in International Business" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied

topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the course "Innovative Activities in International Business", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Innovative Activities in International Business" involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotes, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

1. Lundvall BA, National Systems of Innovation. Towards a Theory of Innovation and Interactive Learning. London: Pinter Publishers, 1992. 266 p.
2. Global dimensions of the innovative power of the European Union: monograph / T. V. Yarema, O. I. Zayats, M. M. Palinchak. – Odesa: Helvetica Publishing House, 2023. 232 p. Innovative activities in international business
3. Yurinetz Z. V., Hnylyanska L. Y., Yurinetz R. V. Management of innovative development: a manual. Lviv: SPOLOM, 2021. 132 p.
4. Ivakhnenko A.V., Gorovyi D. A. Assessment of the risk of innovativeness of an enterprise. Bulletin of the National

Technical University "KhPI" (economic sciences). – Kharkiv: NTU "KhPI". 2023. No. 6. P. 38-44. doi: 10.20998/2519-4461.2023.6.38

5. Ivakhnenko, A., Gorovyi, D., Ivanov, V., Basova, Y., Pavlenko, I., Trojanowska, J. (2024). Management of Innovations Investment at the Industrial Enterprises. In: Machado, J., et al. Innovations in Industrial Engineering III. *icieng* 2024. Lecture Notes in Mechanical Engineering. Springer, Cham. https://doi.org/10.1007/978-3-031-61582-5_35

6. Paik Y., Woo Y. The effects of corporate venture capital, founder incumbency, and their interaction on entrepreneurial firms' R&D investment strategies, *Organization Science*, June 2017. URL: <https://doi.org/10.1287/orsc.2017.1133>

7. Hill, CWL *International Business: Competing in the Global Marketplace*: McGraw-Hill Education, 2021. 688p.

8. Foss, NJ and Saebi. *Business Models and Business Model Innovation: Bringing Organization into the Discussion*. 2020. Chapter 1. 119

9. Gorovyi D. A., Ivakhnenko A. V., Manoilenko O. V. Investment support for the implementation Innovations in an industrial enterprise taking into account risks: monograph / D. A. Gorovyi, A. V. Ivakhnenko, O. V. Manoilenko; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv: Publisher Ivanchenko I. S., 2023. – 242 p.