BUSINESS-ENVIRONMENT OF GLOBAL COMPANIES

Syllabus for Master’s program
Specialization 1-25 80 02 «World Economy»
The authors: Pranevich A. A., Dr. Hab., professor, Dean of the faculty of international economic relations; Petrushkevich A. N., Ph. D., associate professor, Department of World Economy, Belarus State Economic University; Vashkevich J.B., Garashenko E.A., Martinovich E.A., Muradian K.B., assistant professors, Department of World Economy, Belarus State Economic University.

Readers:

Levkovich A.P. – Ph. D., associate professor, Department of International Business, Belarus State Economic University

Malashenkov O.F. – Ph. D., associate professor, Deputy Dean, Belarus State University.

Recommended for approval:

by the Department of Word Economy, Belarus State Economic University
(minutes № 8 from 19.03.2019)

by the Scientific and Methodological Council, Belarus State Economic University
(minutes № 6 from 25.06.2019)

Responsible for editorship: Petrushkevich A.N.

Responsible for issue: Petrushkevich A.N.
Explanatory note

1. The purpose of teaching the discipline (the subject of study and its place in the system of training a specialist in this profile)

The discipline "Business environment of global companies" is the main course in training international economists with master's qualifications, as it reflects the most important manifestations of the modern stage of development of the world economy, which are associated with the peculiarities of the process of internationalization of capital and production under globalization.

The subject of the discipline "Business environment of global companies" is the definition of the content and diversity of forms of global companies and international business, features of the investment expansion of global companies; supranational regulation of foreign direct investment and bilateral investment agreements; industry and operational features of the global business environment; foreign trade environment of global companies; creating own startup in the international market, internationalizing companies.

The purpose of the discipline is to develop systematized knowledge and skills in the field of global companies functioning, as well as the creation and internationalization of their own business, taking into account features of the countries with different levels of socio-economic development.

Targets of the course (implementation of requirements to qualification):

The tasks of studying an academic discipline include:
- clarification of the theoretical foundations of international business, the forms of global companies and the specifics of the business environment of their functioning;
- the study of the structure and content of the business environment of the functioning and international expansion of national business and global companies;
- study of the existing practice of national and supranational regulation of international expansion and the functioning of global companies.

After learning of the course master must:

have known:
1. features of local and global business environment of companies;
2. the structure and content of the industry and operational environment of global companies;
3. modern factors of transformation of the world economy;
4. features of the formation and functioning of the foreign trade environment in the global economy;
5. the determinants and strategies of investment expansion of global companies and the export of direct investment;
6. features of the assessment of the investment climate of the recipient country and its components;
7. theory and practice of supranational regulation of international investments;
8. international experience in concluding bilateral agreements on mutual protection and investment promotion;
9. the foundations of the start-up institution and its international expansion;
10. features of regulation of start-up business;
11. options for the internationalization of business for companies from developing countries and countries with transition economies;

**be good in:**
- distinguish the forms of global companies;
- apply methods for assessing the investment climate of countries;
- identify the components of the industry and operational environment of global companies;
- distinguish between tools and forms of direct investment abroad;
- determine the structure and content of the foreign trade environment for the functioning of global companies;
- choose the form of business internationalization for companies from developing countries and countries with transitional economies;

**have skills in:**
- determine the types and organizational forms of international business expansion;
- identify the advantages and disadvantages of the external and local business environment of the functioning of global companies;
- recognize real investment and foreign trade regimes in the policies of states;
- determine the factors and driving forces of the internationalization of start-ups.

Total academic hours for the course – 108, including total academic hours in auditorium – 36/10, including 20/6 h – lectures, 16/4 h – seminars. Form of control – an exam.

The academic discipline “Business environment of global companies” is based on the knowledge gained at the first stage of higher education in the study of the academic discipline “International Economic Relations”.

CONTENT OF TEACHING MATERIALS

Theme 1. The global companies environment.

Theme 2. Industry and operating business environment of global companies.

Theme 3. Foreign trade environment of the functioning of global companies.
Theory of foreign trade. The main stages of the formation of foreign trade regulation of commodity flows: features, prerequisites, the impact on the economies of countries, on international trade.
Modern factors of transformation of the world economy (international economic integration, asymmetry, competition, regional agreements, etc.) affecting the functioning of foreign trade regulation of goods.
Methods of foreign trade regulation (tariff, non-tariff). Modern tools for the regulation of commodity flows in the conditions of economic integration.
Features of the formation and functioning of the foreign trade environment in the global economy (for example, countries, integration associations). Quantitative and qualitative analysis of the effectiveness of foreign trade regulation. Country features, features of integration associations. Features of the EEU foreign trade environment.

Theme 4. Determinants of global company’s investment expansion.
FDI determinants and ODI determinants. Dependency of the determinants on the industry, strategies of investment, economic development of home and host countries.

- ODI-policy: its structure, institutional promotion of ODI. Forms, methods and instruments of ODI governance in home country.
- FDI-policy. Investment regimes: definitions, absolute and relative types of the regime. Structure of FDI national regulations measures. Structure of FDI promotion measures.

**Theme 5. International regulatory framework of international investment of global companies.**

Bilateral investment treaties: structure, content, advantages of bilateral regulation. Peculiarities in IIA provisions in international practice of different groups of countries.

Regulations of transnational investment by regional and international agreements. International investment provisions in economic integration agreements.

Interregional investment agreements. OECD regulatory framework. IMF and World Bank regulation of transnational investment. International investment agreements within WTO.

**Theme 6. Own startup in the international market.**


Legal aspects of startups. Regulatory documents of the largest international business incubators and accelerators. Features of business start-up regulation.

Financing and attraction of investments. Mechanisms for attracting project financing at all levels of its development (international lending, investment). IPO.

Scale project. Changing the internal structure of the company. Strategies for entering international markets. Unification and specification of the project. Franchising.

Promotion of a start-up project in the global market using social and search networks. SEO, SMM (including remarketing, retargeting). Effective channels to attract the target audience of international projects.

Development of international partnership agreements. Traffic generation through international partner networks.

**Theme 7. Business internationalization opportunities for companies from developing countries and countries with transition economies.**

# TEACHING AND METHODICAL CARD OF THE COURSE

"Business-environment of global companies"

Specialization 1-25 80 02 «World Economy»

*(Full-time master programme)*

<table>
<thead>
<tr>
<th>Theme number</th>
<th>Theme</th>
<th>Lectures</th>
<th>Practical classes</th>
<th>Seminars</th>
<th>Laboratory work</th>
<th>Self-studies (Lectures)</th>
<th>Self-studies (Seminars)</th>
<th>Other</th>
<th>Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The global companies environment</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>0,5</td>
<td>Power Point Presentation, handouts, reading [1, 2, 3, 7, 8, 9]</td>
<td>Oral test</td>
</tr>
<tr>
<td>2</td>
<td>Industry and operating business environment of global companies</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>Power Point Presentation, handouts, reading [1, 2, 3, 24]</td>
<td>Oral test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>0,5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------------------------------</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>-----</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Foreign trade environment of the functioning of global companies</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>0,5</td>
<td>Power Point Presentation, handouts, reading [1, 18-21]</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Determinants of global company’s investment expansion</td>
<td>1</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>0,5</td>
<td>Power Point Presentation, handouts, reading [4, 10, 13, 24]</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>International regulatory framework of international investment of global companies</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>0,5</td>
<td>Power Point Presentation, handouts, reading [4, 7, 11-17, 22-25]</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Own startup in the international market</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>0,5</td>
<td>Power Point Presentation, handouts, reading [2, 5, 6, 8, 9]</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Business internationalization opportunities for companies from developing countries and countries with transition economies</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>0,5</td>
<td>Power Point Presentation, handouts, reading [1, 2, 3, 13, 24]</td>
<td></td>
</tr>
</tbody>
</table>

**Total**

| 12 | 12 | 8  | 4  | Final test |
### TEACHING AND METHODICAL CARD OF THE COURSE

«Business-environment of global companies»
Specialization 1-25 80 02 «World Economy»

*(Part-time master programme)*

<table>
<thead>
<tr>
<th>Theme number</th>
<th>Theme</th>
<th>Quantity of Academic Hours in auditorium</th>
<th>Other</th>
<th>Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 The global companies environment</td>
<td>Lectures 3</td>
<td>Practical classes 4</td>
<td>Seminars 5</td>
</tr>
<tr>
<td>2</td>
<td>Industry and operating business environment of global companies</td>
<td>1 Lectures</td>
<td>-</td>
<td>Seminars 0,5</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>1</td>
<td>0.5</td>
<td>1</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------------</td>
<td>----</td>
<td>-----</td>
<td>---</td>
</tr>
<tr>
<td>3</td>
<td>Foreign trade environment of the functioning of global companies</td>
<td>1</td>
<td>-</td>
<td>0.5</td>
</tr>
<tr>
<td>4</td>
<td>Determinants of global company’s investment expansion</td>
<td>0.5</td>
<td>-</td>
<td>0.5</td>
</tr>
<tr>
<td>5</td>
<td>International regulatory framework of international investment of global companies</td>
<td>1</td>
<td>-</td>
<td>0.5</td>
</tr>
<tr>
<td>6</td>
<td>Own startup in the international market</td>
<td>1</td>
<td>-</td>
<td>0.5</td>
</tr>
<tr>
<td>7</td>
<td>Business internationalization opportunities for companies from developing countries and countries with transition economies</td>
<td>0.5</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6</td>
<td>4</td>
<td>-</td>
</tr>
</tbody>
</table>
Informational and methodical chapter

Methodical recommendations for self-studies of master students on the course of Business-environment of global companies

Self-studies of master students are very important stage in obtaining the knowledge on the course. In average 2-2.5 h is recommendable for the self-studies in proportion for each 2 h of classes.

Main components of self-studies for master students are the following:

• detailed review of the course syllabus;
• examining the reading list of the course, obtaining it in the library and in different other available sources, studies of the literature on the theme and additional literature selection;
• studies on the bases of expansion the lectures’ materials at expense of the special literature and consultations;
• preparations for seminars which are based on elaborated outlines with references on obligatory and additional literature;
• current testing;
• preparations for final exam.
Reading:

**Obligatory**


**Additional**

## Протокол согласования учебной программы

<table>
<thead>
<tr>
<th>Название учебной дисциплины, с которой требуется согласование</th>
<th>Название кафедры</th>
<th>Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине</th>
<th>Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Кафедра экономической теории</td>
<td></td>
<td></td>
<td>Протокол №__ от _<strong>.</strong>.2019 г.</td>
</tr>
</tbody>
</table>

Воробьев В.А.
ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на _____/____ учебный год

<table>
<thead>
<tr>
<th>№ п/п</th>
<th>Дополнения и изменения</th>
<th>Основание</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Учебная программа пересмотрена и одобрена на заседании кафедры
______________ (протокол № ____ от ________ 20____ г.)

(название кафедры)

Заведующий кафедрой
________ к.э.н., доцент
(ученая степень, ученое звание) ____________________________ Оживина В.А.
(подпись) (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета
________ д.э.н., профессор
(ученая степень, ученое звание) ____________________________ Праневич А.А.
(подпись) (И.О.Фамилия)