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ФИО: Силин Яков Петрович  
Должность: Ректор  
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**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION**

**Ural State University of Economics**

**APPROVED**

at the meeting of the Department of World Economy  
and Foreign Economic Activity

**APPROVED**

Council on Educational and Methodological  
Issues and the Quality of Education

8 December 2020

protocol № 3

Acting Department Head Falchenko O.D.  
(signature)

20 January 2021

protocol № 6

Chairman \_\_\_\_\_ Karkh D.A.  
(signature)

**MODULE PROGRAMME**

Module title International business: evaluation of the effectiveness of foreign economic

Field of study 38.04.02 MANAGEMENT

Profile International Business (in the English language)

Mode of study mixed

Enrollment year 2021

Developed by:  
Cand.Sc (Economics), Associate Professor  
\_\_\_\_\_ Falchenko O.D.  
(signature)

Yekaterinburg  
2021

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## INTRODUCTION

The module program is part of the university curriculum - the master's program, developed in accordance with the Federal State Educational Standard of Higher Education

FSES HE	Federal State Educational Standard of Higher Education - Master's degree in the direction of preparation 04/38/02 Management (order of the Ministry of Education and Science of Russia No. 952 dated 08/12/2020)

### 1. MODULE PURPOSE

The module aims to acquire competencies related to the students' knowledge about the main tools for evaluating the effectiveness of foreign economic transactions and international projects involving various forms of investment, and skills in preparing a feasibility study for projects with international participation.

### 2. PROGRAMME MAPPING

The module refers to the variable part of the curriculum.

### 3. MODULE SCOPE

Summative assessment	Hours					Credits
	Total Semester	Contact hours			Self-study, including preparation of interim assessment and coursework	
		Total	Lectures	Tutorials, incl. course design		
Semester 2						
Credit with grade	144	16	8	8	128	4

### 4. EXPECTED LEARNING OUTCOMES

The graduate should have the competencies established in accordance with the Federal State Educational Standard of Higher Education.

Competence code and name	Competence indicators
UC-5 Ability to analyze and take into account the diversity of cultures in the process of intercultural interaction	ID-3.UC-5 Have practical experience in organizing interaction in a professional environment taking into account national and ethno-cultural characteristics; skills of intercultural interaction taking into account the diversity of cultures
	ID-2.UC-5 Be able to: present professional information in the process of intercultural interaction; analyze the features of social interaction taking into account national, ethno-cultural characteristics

	ID-1.UC-5 To know: the basics of social interaction aimed at solving professional tasks; mechanisms of intercultural interaction in society
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Professional competences (PC)

Competence code and name	Competence indicators
<b>Organisational and managerial</b>	
PC-2 Evaluation of the effectiveness of foreign economic transactions	<p>ID-3.PC-2 Have practical experience in :</p> <p>Assessing the possibility of an organization receiving state support for foreign economic activity.</p> <p>Preparing proposals on the feasibility of obtaining state support for foreign economic activity</p> <p>Assessing the organisation's export potential, the organisation's needs for the import</p> <p>Preparing proposals on the priorities of the organization's foreign economic activity</p> <p>Evaluating the effectiveness of the organization's foreign economic activity</p> <p>Analysing the results of the organization's foreign economic activity</p> <p>Preparing proposals for the development of the organization's foreign economic activity</p>
	<p>ID-2.PC-2 Be able to:</p> <p>Interact with organizational units to identify the organisation's overall development strategy</p> <p>Work with information databases on foreign economic activity</p> <p>Assess the organisation's export potential, the organisation's needs for the import</p> <p>Prepare proposals on the priorities of the organization's foreign economic activity</p> <p>Calculate financial performance indicators of the organization's foreign economic activity</p> <p>Prepare proposals (reports) on the development of the organization's foreign economic activity</p>
	<p>ID-1.PC-2 To know:</p> <p>Methods and fundamentals of system analysis of foreign economic information</p> <p>Fundamentals of risk management in foreign economic activity</p> <p>Basics of business planning</p> <p>Terms of the foreign trade contract</p> <p>Marketing and pricing features</p> <p>English (threshold advanced level B2)</p> <p>Fundamentals of economic theory</p> <p>The procedure for drawing up the established reporting</p>

**5. SYLLABUS**

Theme	Hours						
	Title	Total, hours	Contact hours			Self-study	Self-study assessment
			Lectures	Laboratory works	Tutorials		

Semester 2		144					
Theme 1.	International business: analysis of the environment and business operations of international companies. Methods and fundamentals of system analysis of foreign economic information	28	2		2	24	
Theme 2.	Fundamentals of analysis and evaluation of the effectiveness of foreign economic operations. Assessment of the organisation's export potential, the organisation needs for the import.	30	2		2	26	
Theme 3.	Evaluation of the international investment projects effectiveness. Business planning.	30	2		2	26	
Theme 4.	Economic efficiency of the enterprise with foreign investments. Business plan and the project feasibility study.	28	1		1	26	
Theme 5.	The use of investment analysis and approaches to assessing efficiency in foreign economic calculations	28	1		1	26	

## 6. ASSESSMENT METHODS GRADING

Unit/Theme	Assessment method	Assessment method description	Assessment criteria
Formative assessment (Appendix 4)			

Theme 1-2	Interim assessment № 1 (Appendix 4)	Interim assessment consists of the test and two assignments	<p>Point for each correct answer of the test;  5 points - for each assignment  Criteria:  up to 49% of the total number of points scored - "unsatisfactory";  from 50% to 69% of the total number of points scored - "satisfactory";  from 70% to 84% of the total number of points scored - "good";  from 85% to 100% - "excellent".</p>
Theme 2-4	Interim assessment № 2 (Appendix 4)	Interim assessment consists of the test and three assignments	<p>point for each correct answer of the test;  5 points - for each assignment  Criteria:  up to 49% of the total number of points scored - "unsatisfactory";  from 50% to 69% of the total number of points scored - "satisfactory";  from 70% to 84% of the total number of points scored - "good";  from 85% to 100% - "excellent".</p>

Theme 1-5	Interim assessment № 3 (project presentation) (Appendix 4)	Project presentation on justification of the effectiveness of foreign trade operations	Maximum - 10 points for the project preparation and presentation. Criteria: up to 49% of the total number of points scored - "unsatisfactory"; from 50% to 69% of the total number of points scored - "satisfactory"; from 70% to 84% of the total number of points scored - "good"; from 85% to 100% - "excellent"
Summative assessment (Appendix 5)			
2 semester (Credit with	Tickets (Appendix 5)	The ticket consists of 2 theoretical questions and the assignment (themes 1-4)	50-100% - pass; 0-49% - fail.

### GRADING

The assessment is cumulative and combines formative and summative assessment of the student.

The rating indicator for each module is expressed as a percentage, which shows the student's level of preparation.

Formative assessment. A 100-point grading system is used. The student's work during the semester is assessed by the teacher in accordance with the system of learning outcomes assessment.

The module programs specify the types of formative assessment, the expected learning outcomes and criteria for evaluating academic achievements.

During the semester, the teacher uses at least 3 assessments to evaluate the student's activity. If class attendance is included in the rating, then this indicator is no more than 20% of the maximum number of points in this module.

Summative assessment. A 5-point grading system is used. The student's work at the end of the module (part of the module) is evaluated by the teacher in accordance with the system developed for evaluating the student's learning outcomes in the process of studying in this discipline. Summative assessment is also carried out once competencies are acquired.

The procedure for transferring the rating to a five-point system.

High level - 100% - 70% - excellent, good.

The average level is 69% - 50% - satisfactory.

Assessment indicator	5-point grading system	Indicator characteristics
100% - 85%	excellent	Have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	good	Have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results.  There may be shortcomings corrected by the student independently in the process of work (answer, etc.)
69% - 50%	satisfactory	Have general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at an average level. Mistakes are made that the student finds it difficult to correct on their own.
49 % and less	unsatisfactory	Have an incomplete amount of general theoretical knowledge, do not know how to independently apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities to solve professional tasks have not been acquired.
100% - 50%	pass	The indicator characteristic corresponds to "excellent", "good", "satisfactory"
49 % and less	fail	The indicator characteristic corresponds to "unsatisfactory"

## 7. MODULE CONTENT

### 7.1. Lecture content



Theme 1. International business: analysis of the environment and business operations of international companies. Methods and fundamentals of system analysis of foreign economic information  
The module objectives and structure. Methods and fundamentals of system analysis of foreign economic information. International business. Ways of entering foreign markets. Principles and methods used to analyze international commercial transactions.

Theme 2. Fundamentals of analysis and evaluation of the effectiveness of foreign economic operations. Assessment of the organisation's export potential, the organisation's needs for the import. Review of methods, methodological recommendations and studies of foreign and domestic economists on the problems of economic efficiency. Principles and indicators for evaluating the effectiveness of foreign economic operations. Absolute and relative indicators. The concept of results and costs. The effect and efficiency of foreign economic operations. Effect and efficiency of export operations. The effect and efficiency of import operations (for own consumption; for sale on the domestic market). Regulatory legal acts regulating foreign economic activity. International agreements in the field of standards and product requirements. Regulatory legal acts regulating state support of foreign economic activity. Types, forms and instruments of state support for foreign economic activity. Rules for the preparation of documentation for a foreign trade contract. Terms of the foreign trade contract. Marketing and pricing features.

Theme 3. Evaluation of the effectiveness of international investment projects. Business planning. Review of methods, methodological recommendations and studies of foreign and domestic economists on the problems of economic efficiency of investment projects. Investment projects in international business. Dynamism of project parameters (evaluation). The uncertainty of achieving the final goals of the project (assessment). Subjectivity of the interests of the project participants (assessment). Investment projects in international business. Investment projects in international business. Evaluation of the effectiveness of a typical investment project. Static methods for evaluating investment decisions. Dynamic methods for evaluating investment decisions. Static methods for evaluating investment decisions. Dynamic methods for evaluating investment decisions. Fundamentals of business planning. Fundamentals of risk management in foreign economic activity.

Theme 4. Economic efficiency of the enterprise with foreign investments. Business plan and feasibility study of the project. Efficiency of enterprises with foreign investments. Financial and economic assessment of the joint venture project. Calculation of economic efficiency indicators of the enterprise with foreign investments.

Theme 5. The use of investment analysis and approaches to assessing efficiency in foreign economic calculations  
Sources of financing for international projects. Financial and economic assessment of an international leasing operation. The coefficient of credit influence and its accounting in the calculations of the effectiveness of foreign economic operations. Analysis of the effectiveness of leasing operations. Projects combining foreign trade and investment operations. Financial and economic assessment of the project of organizing export production using imported equipment and technology, production cooperation.

## 7.2 Content of tutorials and laboratory works

Theme 1. International business: analysis of the environment and business operations of international companies. Methods and fundamentals of system analysis of foreign economic information  
Questions:  
-Methods and tools used to analyze foreign economic activity  
-Varieties of international commercial transactions  
-Features of the analysis of foreign economic information  
The form of tutorial- discussion.

<p>Theme 2. Fundamentals of analysis and evaluation of the effectiveness of foreign economic operations. Assessment of the export potential of the organization, the needs of the organization in the import.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> <li>- Calculation of export economic efficiency indicators;</li> <li>- Calculation of indicators of imports economic efficiency;</li> <li>- Calculation of efficiency indicators of export-import operations.</li> </ul> <p>The form of tutorial - problem solving (case study).</p>
<p>Theme 3. Evaluation of the effectiveness of international investment projects. Business planning.</p> <p>Questions:</p> <ul style="list-style-type: none"> <li>- Static methods for evaluating investment decisions;</li> <li>- Dynamic methods for evaluating investment decisions;</li> <li>- Dynamism of project parameters (evaluation);</li> <li>- Uncertainty of achieving the project final goals (assessment);</li> <li>- Subjectivity of the project participants' interests (assessment).</li> </ul> <p>The form of tutorial - problem solving (case study).</p>
<p>Theme 4. Economic efficiency of the enterprise with foreign investments. Business plan and feasibility study of the project.</p> <p>Questions:</p> <ul style="list-style-type: none"> <li>- Calculation of indicators of economic efficiency of the enterprise with foreign investments.</li> </ul> <p>The form of tutorial - problem solving (case study).</p>
<p>Theme 5. The use of individual elements of investment analysis and approaches to assessing efficiency in foreign economic calculations</p> <p>Questions:</p> <ul style="list-style-type: none"> <li>- The coefficient of credit influence and its accounting in the calculations of the effectiveness of foreign economic operations;</li> <li>- Analysis of the effectiveness of leasing operations.</li> </ul> <p>The form of tutorial - problem solving (case study).</p>

### 7.3. Self-Study Content

<p>Theme 1. International business: analysis of the environment and business operations of international companies. Methods and fundamentals of system analysis of foreign economic information</p> <p>The aim is to study the basic concepts of the theme.</p> <p>The task is to identify the essence and specifics of international business</p> <p>Methodological recommendations: study lectures on the theme and the key (additional) literature.</p> <p>Basic concepts: analysis, foreign economic information, international business, international commercial transactions</p>
<p>Topic 2. Fundamentals of analysis and evaluation of the effectiveness of foreign economic operations. Assessment of the organisation's export potential, the organisation's needs for the import.</p> <p>The aim is to study the methodology for evaluating the effectiveness of export and import operations.</p> <p>The task is to identify the essence and specifics of assessing the effectiveness of export and import operations.</p> <p>Methodological recommendations: study lectures on the theme and the key (additional) literature.</p>
<p>Theme 3. Evaluation of the effectiveness of international investment projects. Business planning.</p> <p>The aim is to study the methodology for evaluating the effectiveness of the creation of joint ventures (enterprises with foreign investments).</p> <p>The task is to identify the essence, specifics of evaluating the effectiveness of the creation of joint ventures (enterprises with foreign investments).</p> <p>Methodological recommendations: study lectures on the theme and the key (additional) literature.</p> <p>Basic concepts: the effect and effectiveness of creating a joint venture.</p>

Theme 4. Economic efficiency of the enterprise with foreign investments. Business plan and feasibility study of the project.

The purpose is to study the methodology for evaluating the effectiveness of joint ventures (enterprises with foreign investments).

The task is to identify the concept, specifics of joint venture effectiveness evaluation (enterprises with foreign investments).

Methodological recommendations: study lectures on the theme and the key (additional) literature.

**Basic concepts: the effect and effectiveness of creating a joint venture.**

Theme 5. The use of individual elements of investment analysis and approaches to assessing efficiency in foreign economic calculations

The aim is to study the methodology for evaluating the effectiveness of leasing operations, to learn how to apply elements of investment analysis in justifying the effectiveness of international operations and projects.

The task is to identify the concept, specifics of evaluating the effectiveness of leasing operations, etc.

Methodological recommendations: study lectures on the theme and the key (additional) literature.

**Basic concepts: leasing transactions, credit transactions, credit impact coefficient.**

7.3.1. Sample questions for the test / exam self-preparation

Appendix 1

7.3.2. Practical tasks for the test / exam self-preparation

Appendix 2.

7.3.3. List of coursepapers

Not provided

7.4. Student's electronic portfolio

Not provided

7.5. Methodological recommendations for the interim assessment

Not provided

7.6 Methodological recommendations for the course paper

Not provided

## **8. TEACHING AND LEARNING FOR DISABLED PEOPLE**

Based on the student's application

In order to make the program accessible to people with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline adapted to the limitations of their health;
- study of the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in the forms available to them.
- access (remote access) to modern professional databases and information reference systems, specified in the Programme.

## **9. READING LIST**

**USUE Library website**

<http://lib.usue.ru/>

**Key literature:**

1. Алексеев В.Н., Шарков Н.Н.. Формирование инвестиционного проекта и оценка его эффективности [Электронный ресурс]: Учебно-практическое пособие. - Москва: Издательско-торговая корпорация "Дашков и К", 2017. - 176 с. – Режим доступа: <https://new.znaniium.com/catalog/product/937233>
2. Шарп У.Ф., Александер Г. Д.. Инвестиции. [Электронный ресурс]: Учебник. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2018. - 1040 с. – Режим доступа: <https://znaniium.com/catalog/product/939546>
3. Борисова Е. Н., Вязовская В. В., Ковалев В. Е., Линецкий А. Ф., Майданик В. И., Плюснина О. М., Савельева И. Н., Фальченко О. Д.. Организация и управление внешнеэкономической деятельностью предприятия. Ч. 1 [Электронный ресурс]: учебное пособие. - Екатеринбург: [Издательство УрГЭУ], 2014. - 215 с. – Режим доступа: <http://lib.usue.ru/resource/limit/ump/15/p483355.pdf>
4. Борисова Е. Н., Вязовская В. В., Ковалев В. Е., Линецкий А. Ф., Майданик В. И., Плюснина О. М., Савельева И. Н., Тарасов А. И., Фальченко О. Д.. Организация и управление внешнеэкономической деятельностью предприятия. Ч. 2 [Электронный ресурс]: учебное пособие. - Екатеринбург: [Издательство УрГЭУ], 2015. - 208 с. – Режим доступа: <http://lib.usue.ru/resource/limit/ump/16/p486387.pdf>
5. Вязовская В. В., Ковалев В. Е., Линецкий А. Ф., Майданик В. И., Плюснина О. М., Савельева И. Н., Семин А. Н., Фальченко О. Д., Юрченко К. П.. Международные коммерческие операции: теория и практика [Электронный ресурс]: учебное пособие. - Екатеринбург: [Издательство УрГЭУ], 2019. - 244 с. – Режим доступа: <http://lib.usue.ru/resource/limit/ump/19/p492230.pdf>
6. Алексеев В.Н., Шарков Н.Н.. Формирование инвестиционного проекта и оценка его эффективности. [Электронный ресурс]: Учебно-методическая литература. - Москва: Издательско-торговая корпорация "Дашков и К", 2020. - 176 – Режим доступа: <https://znaniium.com/catalog/product/1091143>
7. Организация и управление внешнеэкономической деятельностью предприятия. Учебное пособие : [в 2 ч.]. Ч. 1. [Электронный ресурс]:. - Екатеринбург: [Издательство УрГЭУ], 2014. - 215 – Режим доступа: <http://lib.usue.ru/resource/limit/ump/15/p483355.pdf>
8. Организация и управление внешнеэкономической деятельностью предприятия. Учебное пособие : [в 2 ч.]. Ч. 2. [Электронный ресурс]:. - Екатеринбург: [Издательство УрГЭУ], 2015. - 208 – Режим доступа: <http://lib.usue.ru/resource/limit/ump/16/p486387.pdf>
9. Вязовская В. В., Ковалев В. Е., Линецкий А. Ф., Майданик В. И., Плюснина О. М., Савельева И. Н., Семин А. Н., Фальченко О. Д., Юрченко К. П.. Международные коммерческие операции: теория и практика. [Электронный ресурс]: учебное пособие. - Екатеринбург: [Издательство УрГЭУ], 2019. - 244 – Режим доступа: <http://lib.usue.ru/resource/limit/ump/19/p492230.pdf>

#### **Additional literature:**

1. Волков А. С., Марченко А. А.. Оценка эффективности инвестиционных проектов. [Электронный ресурс]: учебное пособие. - Москва: РИОР: ИНФРА-М, 2011. - 111 – Режим доступа: <https://znaniium.com/catalog/product/308418>
2. Складенко В.К., Прудников В.М.. Экономика предприятия. [Электронный ресурс]: Учебник. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2014. - 346 с. – Режим доступа: <https://znaniium.com/catalog/product/405630>
3. Чурсин А.А., Муртузалиева С.Ю.. Внешнеэкономическая деятельность организации. [Электронный ресурс]: Учебник. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2018. - 332 с. – Режим доступа: <https://znaniium.com/catalog/product/922659>

4. Волков А.С., Марченко А.А.. Оценка эффективности инвестиционных проектов. [Электронный ресурс]: Учебное пособие. - Москва: Издательский Центр РИО, 2019. - 111 с. – Режим доступа: <https://znanium.com/catalog/product/1021888>

5. Шарп У.Ф., Александер Г. Д.. Инвестиции. [Электронный ресурс]: Учебник. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2021. - 1040 – Режим доступа: <https://znanium.com/catalog/product/1149645>

6. Скляренко В.К., Прудников В.М.. Экономика предприятия. [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2019. - 192 с. – Режим доступа: <https://znanium.com/catalog/product/987782>

## **10. LIST OF LEARNING RESOURCES, INCLUDING LICENSED SOFTWARE AND INFORMATION REFERENCE DATA BASE, AND ONLINE COURSES.**

### **List of licensed software:**

Astra Linux Common Edition. Contract No. 1 dated June 13, 2018, act dated December 17, 2018. The license is valid for an unlimited period.

My Office standard. Agreement No. SK-281 dated June 7, 2017. The date of conclusion is 07.06.2017. The license is valid for an unlimited period.

Microsoft Windows 10 .Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020. The license is valid until 30.09.2023.

Microsoft Office 2016.Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020 License is valid until 30.09.2023.

### **List of information reference data base, Internet resources:**

Reference and legal system Garant. Contract No. 58419 dated December 22, 2015. The license is valid for an unlimited period of time

Legal reference system Consultant +. Contract No. 163/223-U/2020 dated 12/14/2020. The license is valid until 31.12.2021

## **11. LEARNING RESOURCES**

The module is delivered based on the USUE learning resources, which ensures the conduct of all types of training sessions and students' research and self-study:

Special rooms are classrooms designed for all types of classes, group and individual consultations, ongoing monitoring and interim assessment.

The premises for students' self-study are equipped with computers connected to the Internet and provide access to the USUE electronic information and educational environment.

All rooms are equipped with specialized furniture and multimedia, special equipment (information and telecommunications, other computer equipment), access to information retrieval, legal reference systems, electronic library systems, current legislation databases, other information resources designed to deliver educational information to a large audience.

For conducting lecture-type classes, presentations and other educational and visual aids that provide thematic illustrations.