


Educational Establishment
«Belarus State Economic University»

APPROVED

Vice-Rector for Scientific and
Methodological Work of
Educational Establishment
«Belarus State Economic University»

 T.V. Sadovskaya
21. 06. 2023 г.
Registration No. УД 5599-23 /уч.

International Business and Business Cultures

The curriculum of the establishment of higher education in the academic discipline
for the specialty 7-06-0311-02 World Economy

2023

The curriculum of the establishment of higher education is based on the educational plan for the specialty 7-06-0311-02 World Economy (29.05.2023, Registration No. 27МГР-23)

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RECOMMENDED FOR APPROVAL:

Department of International Business of the Educational Establishment «Belarus State Economic University»

(Minutes No. 8 of 27.04. 2023)

Scientific and Methodological Council of the Educational Establishment «Belarus State Economic University»

(Minutes No. 7 of 21.06. 2023)

EXPLANATORY NOTE

The purpose of the discipline

The basis of the internationalization of the modern world economy is international business. All countries benefit from participation in the international division of labor. The importance of international business is especially great for small countries, which include the Republic of Belarus.

International transactions ensure the utilization of production capacities of large enterprises, the stability of the national currency, the inflow of foreign capital into the country, the technological renewal of production, and the saturation of the market with modern high-quality goods. Therefore, the study of the conditions for doing international business is a necessary stage in the training of specialists in the world economy.

Knowledge of the peculiarities of the business culture of business partner countries plays an important role in achieving goals in the world market.

The purpose of studying the discipline is to obtain theoretical knowledge about the essence and conditions for the development of international business, taking into account the use of business cultures as a factor in its competitiveness.

Tasks of studying the discipline

The main objectives are:

- study of the conditions for accelerating the internationalization of production on the basis of the theoretical foundations of the development of international business;

- taking into account the national characteristics of the behavior of international business entities and the specifics of their behavioral reactions in the course of doing business "across borders";

- development of methods for assessing the competitiveness of the company's products, taking into account intangible factors of production;

- study of the experience of internationalization of business in the country and abroad;

- study of the conditions for the implementation of international transactions, taking into account the possibilities of introducing moral prescriptions.

- assessment of the impact of globalization on the national economy, taking into account the peculiarities of the business culture of different countries;

- study of tactics and strategies for the recognition of moral precepts in business practice;

- assessment of the effect of co-evolution of business cultures and international business in the course of business internationalization and its globalization.

As a result of studying the academic discipline "International Business and Business Cultures", the student should

know:

- trends in the development of international economic relations in the world;

- features of business cultures of different countries;

- the place and importance of business cultures in the development of

international business;
be able to:
use communication skills to develop international business;
analyze the impact of cultural characteristics in business behavior when concluding international transactions;
own:
interpersonal and team communication skills;
master the methodology and tools of interaction with participants in international business negotiations.

As a result of studying the academic discipline «International Business and Business Cultures», the following competencies are formed:

to make optimal management decisions in a changing business environment, taking into account intercultural communications/

Interdisciplinary connections

Disciplines: "International Economic Relations", "Organization and Management of Foreign Economic Activity", "Competitive Strategies", "World economy and foreign economic policy", "World commodity markets and policies".

The curriculum of specialty 7-06-0311-02 "World Economy", major "International Business" provides a total of 216 hours, including 72 hours of classroom training (36 lectures, 36 seminars). The form of current assessment for the academic discipline is credit.

CONTENT OF THE TRAINING MATERIAL

SECTION I. Business Cultures as a Motivation for Human Behavior

Topic 1. Object and subject of study, definition of concepts, tasks studying the course. Multidisciplinary approach to the study Business Conduct

International business as a product of the need of individuals to realize their potential. Evolution of formal and informal institutions of business communication. The variety of human potential and their implementation in the process of his business activity within the boundaries of the world market as a process of doing business "across borders".

Object and subject of study of the course "Business Cultures in International Business". The relationship between the concepts of "culture" and "business culture". Fundamental points in the definition of culture. Types of cultures - group, regional, national, global. Varieties of crops (subsystems) - economic (business or entrepreneurial), normative. The need to take into account aspects of psychology, sociology, anthropology in other sciences as a multidisciplinary approach to the study of business behavior.

Topic 1.2. Subjects of international business and the motivation of their behavior. Factors (set of parameters) of business cultures as behavioral reaction of international business entities

The content side of the personality of a business person. Evaluation of attempts to single out its purely rational part in business behavior - to separate the "economic person" from the "non-economic person". Elements of adjustment of rational economic behavior on the basis of an economic and psychological approach.

The evolution of the world market from the point of view of a person as a subject of international business. Business activity of international business entities as a driving force in the evolution of society.

Factors (set of parameters) of business cultures as a behavioral reaction of international business entities. The behavior of people as structural units of management (in the hierarchy "boss" - "subordinate"). The behavior of people under the influence of the organizational environment (employee of the center, branch, etc.). The behavior of people is influenced by interaction with the environment, of which each particular business organization is a part. The behavior of people under the influence of interaction with the international business environment.

The need to expand the zones of power as a prerequisite for the development of business cultures of international business. The will to power of international business entities. Elements of economic power. Expansion of power zones as evidence of successful business conduct and skillful use of business cultures based on the identification and use of an even greater variety of factors than can be assumed based on their production volumes and other economic indicators.

SECTION II. Business cultures as an intangible asset competitiveness of international business

Topic 2.1. Structure of intangible assets and sources of their development

The concept of intangible assets. Assessment of the importance of intangible assets among the assets of world market leaders. Opportunities to "reshape the market for yourself." Options for implementing efforts to develop intangible assets. Structure of intangible assets and sources of their development.

Possibilities of taking into account the qualitative parameters of the behavior of international business entities. Assessment of the possibilities of their behavior in extreme conditions, risk conditions. The degree of success in achieving economic goals and objectives, depending on the consideration of the cultural component of business behavior.

Topic 2.2. Reputational assets

Image (reputation) as an element that arises in the mind and as a quality or sign of activity. A variety of image characteristics due to differences in the information received. Customer databases as assets of companies. The practical value of a good reputation. Threats to a bad reputation. Criteria of leading economic journals in determining the rating of companies.

SECTION III. Business Cultures in International Business: Implementation Opportunities

Topic 3.1. The possibility of taking into account ethical requirements economically.

The phenomenon of loss of recognition (legitimation) of ethics in business practice

The difference of points of view in the perception of the requirements of ethics. The possibility of introducing moral precepts into the process of international business through individual ethics. Possibilities of Institutional Ethics in International Business. Comparison of the use of moral precepts, taking into account the existence of different approaches and practices to the perception of ethics.

Conditions for legitimizing ethics in economic activity (its legality and legitimacy). The phenomenon of loss of legitimation of ethics in business practice. Entrepreneurial activity in the field of tension of morality and profitability. Possible consequences of loss of legitimacy of ethics for enterprises.

Topic 3.2. Possible strategies for the implementation of moral precepts

Responsible and successful management of the enterprise in the face of a double requirement for action: following ethical and economic principles at the same time. The potential of legitimation of ethics in business practice as a prerequisite for economic success. Modern tactics and strategies for the recognition of moral precepts in international business and their significance.

SECTION VI. Business Cultures as a Behavioral Response active participants in international business

Topic 4.1. Transnational corporations (TNCs) and transnational corporations banks (TNB): zones of power and the reasons for their expansion.

Realizing the power of economic power through offshore jurisdictions.

The international status of TNCs, the zones of power and the objects of their influence. Expansion of power zones by transnational corporations. Integration of economic activities – integration of cultures within TNCs. Assessment of the contribution of different cultures and ideologies to the practical successes of individual multinational companies.

Liberalism as an offensive strategy of TNCs. The attractiveness of liberalism for TNCs. Opportunities to conceal the pragmatism of actions. Positive and negative results of the presence of TNCs in the country.

Incentives for the transnationalization of banking capital. Evolution of TNB. The largest TNBs in the world in terms of assets and spheres of influence and integration of cultures.

Degrees of freedom to conduct offshore business. Basic conditions and principles of offshore companies. The advantages of offshore business as a way of organizing entrepreneurship to expand economic power, including local advantages. The flip side of the advantages of offshore business.

Topic 4. 2. Business cultures in the process of business internationalization : Effect of coevolution.

Prerequisites for the internationalization of business cultures. Stages of internationalization of economic life - stages of internationalization of business communication. The current stage of internationalization of business cultures and its components. Positive implications of the internationalization of business cultures. Negative consequences of the internationalization of business cultures and potential dangers (threats to groups of countries). Adaptive capabilities of international business entities to the process of globalization. Motivational aspect of integration strategies and globalization.

**EDUCATIONAL-METHODICAL MAP OF THE DISCIPLINE
"INTERNATIONAL BUSINESS AND BUSINESS CULTURES"**

Specialty: 7-06 0311-02 "World Economy"

Profiling "International Business" (full-time)

Section number, Themes	Section title, topics	Number of classroom hours					Literature	Form of control Knowledge
		Lecture	Practical Classes	Seminar Classes	Laboratory Classes	Guided independent work		
1	2	3	4	5	6	7	8	9
	SECTION 1. Business Cultures as a Motivation for Human Behavior						[1,2,5]	
1	Topic 1.1 Object and subject of study, definition, concepts, tasks of studying the course. Multidisciplinary approach to the study of business behavior	4		4			[2,3]	Survey, test tasks
2	Topic 1.2. Subjects of international business and the motivation of their behavior. Factors (set of parameters) of business cultures as a behavioral reaction of subjects of international business	6		6			[1,5,12]	Survey, discussions, debates with examples of behavior
	SECTION 2. Business Cultures as an Intangible Asset of International Business Competitiveness						[10,11,12]	
3	Topic 2.1. Structure of intangible assets and sources of their development	4		4			[10,11,12]	Survey, discussions, control tasks
4	Topic 2.2. Reputational assets	6		6			[10,11,12]	Survey,

							2]	discussion with case studies and analytical debates
	SECTION 3. Business Cultures in the International Business: Implementation Opportunities							
5	Topic 3.1. The possibility of taking into account ethical requirements economically. The phenomenon of loss of recognition (legitimation) of ethics in business practice	4		4			[10,11,12]	Survey, analysis of examples of behavior, disputes
6	Topic 3.2. Possible strategies for the implementation of moral precepts	4		4			[10,11,12]	Survey, discussions
	SECTION 4. Business Cultures as a Behavioral Reaction of Active Participants in International Business						[10,11,12]	
7	Topic 4.1. Transnational corporations (TNCs) Transnational banks (TNBs): zones of power and the reasons for their expansion. Implementation opportunities for economic power through offshore jurisdictions.	4		4			[10,11,12]	Survey, examples of behavior, disputes, analytical disputes
8	Topic 4.2. Business cultures in progress Internationalization of business: the effect of co-evolution.	4		4			[6,7,8]	Discussion and argumentation of assumptions based on examples
	TOTAL AT THE EXCHANGE RATE	36		36				CREDIT

Information and methodological part

Literature

Main:

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3. Багана, Ж. Национальные особенности межкультурной коммуникации. Теория и практика : учебное пособие / Ж. Багана, Н. И. Дзенс, Ю. Н. Мельникова. - Москва : ФЛИНТА, 2020. - 381, [1] с. – (in Russian)
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Additional:

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5. Demin, D. Corporate culture: Ten most common misconceptions / D. Demin. – M.: Alpina Publisher, 2016.
6. Grant, R. Modern strategic analysis: [textbook] / R. Grant; [translated from English by S. Dmitriev]. - 9th ed. - S.-Pb. [etc.] : Peter, 2018. - 670 p.
7. Ignatyeva, E. International business etiquette on the example of 22 countries: features of mentality, dress code rules, types of greetings, tips for

successful contracts / E. Ignatyeva; [lit. ed. Y. Dorogova]. - Moscow: Eksmo, 2020. - 413, [1] p.

8. Krivokora, E. I. Business communications: a textbook / E. I. Krivokora. — M.: INFRA-M, 2022. — 190 p. — (Higher education: Bachelor's degree). — DOI 10.12737/2368. - ISBN 978-5-16-004277-0. - Text: electronic. - URL: <https://znanium.com/catalog/product/1819407> (accessed: 30.05.2023). – Access mode: by subscription.

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12. Pochebut, L. G. Cross-cultural and ethnic psychology: a textbook for bachelor's and master's degrees / L. G. Pochebut. - St. Petersburg: St. Petersburg State University, 2017. – 335 p.

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PROTOCOL FOR THE COORDINATION OF THE CURRICULUM OF
THE HEI

The name of the training Discipline with which Approval required	Name Department	Sentences about changes in the content of the curriculum institutions of higher education education in the academic discipline	The decision taken by the department that developed the curriculum (indicating the date and number of the protocol) ¹
1. World economy and foreign economic policy	<i>World economy</i>	<i>A.L. Yanchuk</i>	<i>27.04.2023</i> <i>N 8</i>
2. World commodity markets and policies		<i>A.L. Yanchuk</i>	

¹ If there are proposals for changes in the content of the HEI curriculum.

**ADDITIONS AND CHANGES TO THE CURRICULUM OF HIGHER
EDUCATION INSTITUTION**

for ____ / ____ academic year

№	Additions and changes	Reason

The curriculum is revised and approved at the meeting of the Department

_____ (protocol № ____ dated _____ 20__)
(department name)

Head of the Department

_____ (academic degree/title) _____ (signature) _____ (full name)

APPROVED BY
Dean of the Faculty

_____ (academic degree/title) _____ (signature) _____ (full name)

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на ____ / ____ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры

_____ (название кафедры) (протокол № ____ от _____ 201_ г.)

Заведующий кафедрой

_____ (ученая степень, ученое звание)

_____ (подпись)

_____ (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____ (ученая степень, ученое звание)

_____ (подпись)

_____ (И.О.Фамилия)