

MANAGEMENT OF FOREIGN ECONOMIC ACTIVITY

The discipline belongs to the cycle of professional disciplines and practical training.

The subject of discipline is a complex set of administrative relations arising in the sphere of foreign economic activity due to the planning, organization, direction and supervision of the implementation of specific international business operations at different levels of business management, mainly at the enterprises. It includes not only the management activities of Ukrainian companies on foreign markets, but also foreign companies in Ukraine, activities at the level of enterprises, regions, departments and agencies.

The purpose of discipline is to study the assimilation of the theoretical and practical bases of management and organization of foreign trade activities at the enterprise, the acquisition of appropriate practice skills in this area and formation of knowledge about the organizational and economic support and regulation of foreign economic activity of enterprises of different ownership forms and industries.

Studying discipline covers the following topics:

- Management of foreign economic activity of the enterprise: its essence and characteristics. The process of management of foreign trade activities in the organization. Features of Foreign Trade and management on the level of large, medium and small enterprises. Description of key features of the modern international business environment and its impact on the management of foreign economic activity of enterprises.
- Planning of foreign economic activity of enterprises. Strategic planning of foreign economic activity. The types of development strategies in the field of foreign trade. Tactical management in the sphere of foreign economic activity.
- Organization of foreign economic activity of the enterprise. The management structure of foreign trade. The organizational structure of foreign trade activities and the factors that influence it. Organizational form of management of foreign trade. Organization of cooperation with foreign intermediaries. Features personnel management in enterprises engaged in foreign trade. Personnel policy in international activities.
- The motivation of workers in the field of foreign trade. The role of ethics in the provision of foreign economic activity. The impact of corporate culture and business ethics to interact with foreign counterparties.
- Ways of seeking partners for international cooperation. Preparation of negotiations, the organization of the meeting. Accounting for cultural and national characteristics of partners. Models negotiations. The choice of tactics for international negotiations.
- Monitoring, diagnosis and control of foreign economic activity. Stages of control of foreign economic activity. Expertise in of foreign

economic activity. Control of the conclusion and execution of foreign trade agreements. Diagnosis of the implementation of foreign trade. The role of regulation in ensuring the quality of management processes in the field of foreign trade.

- Management decisions in foreign economic activity. Factors influencing the process of decision making and implementation in the field of foreign trade. Optimization of management decisions in of foreign economic activity. Risks in decision-making in foreign trade.
- Information support of management of foreign economic activity. Sources of information on foreign trade. Export and import of information products. Info sovereignty. Protecting business information organization. Construction of the systems of information support of foreign trade.
- Management of the activities of transnational companies (TNCs). Features of management of TNC, entrepreneurial forecasts, the process of decision making and implementation; feedback; management and so on. Change management in TNCs. Management of technological activities of TNCs.
- Management of the joint ventures (JV). Management bodies of joint venture. Formation of style leader. The order of decision-making. The Audit Commission as the supervisory authority, the content of its activities. The procedure for managing the joint venture subsidiaries.
- Crisis management in foreign economic activity. Cyclic and stadial crisis in the global economy and their impact on foreign economic activity of enterprises. The crises of the life cycle of the enterprise and their impact on foreign trade. Diagnosis of the crisis in the field of foreign trade. Diagnosis of the threat of bankruptcy - the subject of foreign economic activity. Tools to prevent the crisis in foreign trade.