

Educational component (EC)	Optional EC № 1.2 «International Business Partnership: Strategies and Models of Cooperation»
Degree of higher education	Master
Study program (specialty)	Economy and International Economic Relations / International Economic Relations
Form of study	Full-time
Year, semester, term of study	1 year, 1 semester, one-semester
Semester control	Credit
Total hours (including lectures/practical)	120 (10/14), 4 credits
Study language	English
Department responsible for teaching	Department of International Economic Relations and Project Management
Course author	Luhova Maryna Serhiivna, PhD in Economics, Senior Lecturer at the Department of International Economic Relations and Project Management
Brief description	
Required knowledge	Basic knowledge in International Economic Relations, Economics, and International Business. General understanding of foreign economic activity. Academic writing and analytical thinking skills.
What will be studied	Types of international business partnerships (strategic alliances, franchising, licensing, joint ventures, consortia). Business internationalization strategies through partnerships. Legal regulation of partnership relations. Management of partnership projects. Intercultural aspects of cooperation. Risks, conflicts, and mechanisms of resolution.
Why is it interesting/need to be studied	Effective international partnerships are key to market expansion, enhanced competitiveness, and innovative development. Business rarely operates in isolation — most successful international projects are implemented through partnerships. The course is designed to develop knowledge and practical skills in organizing, managing, and developing international business partnerships. It explores modern models of cooperation between companies and organizations from different countries — from strategic alliances to franchising, joint ventures, and consortia.
What you can learn (learning outcomes)	<ul style="list-style-type: none"> – Classify and compare different models of international partnership – Analyze the benefits and risks of cooperation with foreign companies – Develop a basic international partnership strategy for a company – Consider intercultural factors in negotiations and communication – Apply legal approaches to formalizing partnership relations
How the acquired knowledge and skills (competences) can be used	<ul style="list-style-type: none"> – Develop a strategic vision for business entry into international markets – Participate in the creation, development, and support of international business partnerships – Conduct negotiations and conclude partnership agreements – Advise enterprises on forms of cooperation – Apply intercultural competences in a global business environment