

| Educational component | Selective course Business Organization and Competitive Intelligence |
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| Level of higher education | Bachelor |
| Name of the specialty/educational and professional program | International Economic Relations / International Business |
| Form of study | Full time |
| Course, semester, length | 4th year, 7th semester, one semester |
| Semester control | Pass/fail credit |
| Hours (total: of which lectures/practical) | 150 (10/20), 5 credits |
| Language of instruction | Ukrainian or English |
| Department that provides teaching | International Economic Relations |
| Author of the discipline | Doctor of Economics, Professor Andrii Oleksiyovych Boiar |
| Short description | |
| Requirements to start learning | Fundamentals of Law, Fundamentals of Economic Theory |
| What will be studied | Main characteristics of the business environment. Financial characteristics of business activities. Theoretical models of business organization in different types of market structures. Prerequisites for organizing business in Ukraine. Startup industry and business incubation in Ukraine. Business planning. Organizational and legal forms and registration of enterprises. Goals of competitive intelligence. Classification of methods of competitive intelligence. Range of tasks and spheres of interests of competitive intelligence. |
| Why it is interesting/should be studied | The course is aimed at those who would like or intend to create or develop their own business. Course participants will receive systematic knowledge of the theoretical foundations of the functioning of a microeconomic entity, legal and practical foundations of business organization in Ukraine, methods and means of conducting competition and its information support. They will get acquainted with the experience of organizing and running a business of practicing entrepreneurs (invited speakers). |
| What can be learned (learning outcomes) | Understand the essence, principles and mechanisms of functioning of market systems; to know the peculiarities of the functioning of the enterprise in different types of market structures (competition, monopoly, oligopoly), the legal basis for organizing and doing business in Ukraine, methods and means of conducting competition; to be able to analyze the market environment of an enterprise; freely operate with the categories of “revenue”, “costs”, “profit”, “price”, “production volume”, etc., and use them in business modeling. |
| How to use the acquired knowledge and skills (competencies) | Identify the type of market structure in a specific market segment (industry) and develop appropriate tactical and strategic schemes of enterprise behavior; carry out business planning and registration of the enterprise; conduct market research. |