

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
Lesya Ukrainka Volyn National University  
Faculty of International Relations  
Department of International Economic Relations

**SYLLABUS**  
**selective educational component**  
**«DOING BUSINESS IN THE EUROPEAN MARKETS»**  
preparation of bachelors

Lutsk - 2026

Syllabus of the educational component «Doing Business in the European Markets» of training bachelors

**Developer:** Maryna Luhova, Senior Lecturer of the Department of International Economic Relations, PhD in Economics.

**Agreed**

Guarantor of educational and professional program:



/ A. O. Boiar

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No.6 of February 10, 2026



Head of the Department:

(Boiar A.O.)

## I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Branch of knowledge, specialty, educational and professional program, educational level	Characteristic educational component
<b>Full-time form of education</b>	Field of knowledge C “Social Sciences, Journalism, Information and International Relations”, specialty C1 “Economics and International Economic Relations (by specializations)”, specialization “International Economic Relations”, EPP “International Business” preparation of bachelors	<b>Selective</b>
<b>Number of hours/credits 150/5</b>		<b>Year of study – 4</b>
<b>Individual Research Assignment: +</b>		<b>Semester 7-th</b>
<b>Language of instruction</b>		<b>Lectures – 10 hours</b>
		<b>Practical (seminar) – 20 hours</b>
		<b>Independent work – 110 hours.</b>
		<b>Consultations – 10 hours</b>
		<b>Form of control: credit</b>
		English

## II. INFORMATION ABOUT THE TEACHER

Name: Maryna Luhova

Scientific degree: PhD in Economics

Academic status: -

Position: Senior Lecturer of the Department of International Economic Relations

Contact information: 0951198155, luhova.maryna@vnu.edu.ua.

Class days: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

## III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

### 1. Course abstract

The course covers the structure and principles of the Single European Market, the legal and regulatory framework of the EU, the legal conditions for doing business, the specifics of export-import operations, as well as requirements for goods and services in European markets.

Special attention is paid to the practical aspects of entering EU markets, selecting appropriate forms of international business activity, developing marketing strategies with regard to consumer behavior and cultural characteristics of European countries, and analysing current trends in EU business development, including sustainability, digitalisation, and support opportunities for small and medium-sized enterprises, particularly for Ukrainian companies and citizens of Ukraine.

### 2. The purpose and objectives of the educational component

The aim of the course is to develop Bachelor's students' basic professional knowledge and practical skills related to doing business in European markets by introducing the principles of the Single European Market, the legal and regulatory requirements of the European Union, the specifics of market entry strategies, marketing and commercial activities, and contemporary trends in the European business environment, with a particular focus on opportunities for Ukrainian enterprises.

### 3. Soft skills:

- the ability to analyse the structure of the Single European Market, the EU regulatory environment, and business conditions in EU countries;
- the ability to assess opportunities and challenges in European markets, including risks and entry barriers;
- understanding cultural differences, business etiquette, and consumer behaviour in EU countries;
- decision-making skills – selecting appropriate market entry forms, marketing, and commercial strategies;
- presentation skills – presenting business ideas, marketing solutions, and analytical results;
- adaptability and flexibility – the ability to respond to changes in EU regulations, market conditions, and business trends

### 4. The structure of the educational component

Names of content modules and topics	Total	Lect.	Sem.	Ind. work	Cons.	Control method*/Points
<b>Content Module 1</b> Theoretical Foundations of Doing Business and the EU Business Environment						
Topic 1. The Single European Market: Business Opportunities	15	1	2	11	1	DS/7
Topic 2. Legal Framework for Doing Business in the European Union	15	1	2	11	1	DS/7
Topic 3. Business Environment and Regulatory Policy of the European Union	30	2	4	22	2	DS/14
Topic 4. Company Entry into European Markets	30	2	4	22	2	DS/14
Topic 5. Marketing and Commercial Activities in Europe	30	2	4	22	2	DS/14
Topic 6. Contemporary Trends in Doing Business in the European Union	30	2	4	22	2	DS/14
<b>Total Content Module 1</b>	<b>150</b>	<b>10</b>	<b>20</b>	<b>110</b>	<b>10</b>	<b>70</b>
<b>Individual Research Assignment</b>						<b>P/30</b>
<b>Total Hours/Points</b>	<b>150</b>	<b>10</b>	<b>20</b>	<b>110</b>	<b>10</b>	<b>100</b>

Control methods\*: DS – discussion, P – project

## 5. Task for Independent Work

1	Preparation for discussions (seminars) on the topics of the course
2	Completion of an Individual Research Assignment (IRA )
3	To examine the main advantages of the Single European Market for businesses from third countries.
4	To characterise the role of EU legislation in regulating entrepreneurial activity.
5	To select a Ukrainian company and propose a possible form of entry into the market of an EU country.
6	To analyse EU certification requirements for a specific type of product or service.
7	To study consumer behaviour characteristics in one of the European Union countries.
8	To examine one of the EU financial support programmes for small and medium-sized enterprises (COSME, Horizon Europe, etc.).
9	To analyse the role of small and medium-sized enterprises in the economy of the European Union.

## IV. EVALUATION POLICY

Mandatory compliance with the norms of the Code of Academic Integrity of VNU (<http://surl.li/aagxg>) in the learning process. Correspondence written working out of seminars missed for a good reason is allowed. M the maximum number of allowed passes without good reason is 2. It is possible to enroll the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulations of VNU dated 29.08.2024 (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including:

- up to 70 points for participation in discussions for seminars (7 point each);
- up to 30 points for Individual Research Assignment preparation.

The minimum required score for successful completion of the course is 60 points.

Seminars participation (max = 70 points)										IT	Total max points
Topic 1	Topic 2	Topic 3	Topic 3	Topic 4	Topic 4	Topic 5	Topic 5	Topic 6	Topic 6		
Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	Sem 9	Sem 10		
7	7	7	7	7	7	7	7	7	7	30	100

## V. FINAL CONTROL

The form of final control is a pass or fail credit. The credit is given to the applicant automatically if he/she has completed all types of work provided by the syllabus and received 60 or more points. A student can additionally do the assignments of the teacher on those topics that he/she missed during the semester (for valid reasons), thus improving his/her result by exactly the amount of points that were allocated for the missed topics. If a student scored less than 60

points, he/she passes assignments and/or tests during the liquidation of academic debt. In this case, the points earned during the current assessment will be cancelled. The maximum number of points earned during the liquidation of academic debt is 100. Re-taking of the pass or fail credit is allowed no more than twice from each educational component: first time – to the teacher, the second – to the commission, which is created by the dean of the faculty (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – <http://surl.li/ddfha>).

### **Questions for Preparation for the Final Test**

1. The concept and essence of the Single European Market.
2. The main principles of functioning of the Single European Market.
3. The four freedoms of the EU internal market.
4. The main founding treaties of the European Union.
5. The institutional structure of the EU and its role in business regulation.
6. Advantages of the Single European Market for enterprises from third countries.
7. Key challenges and risks for businesses operating in EU markets.
8. Legal forms of doing business in the countries of the European Union.
9. Tax regulation of entrepreneurial activity in the EU.
10. Labour legislation and social requirements in EU countries.
11. Protection of intellectual property in the European Union.
12. General provisions of the GDPR and their impact on business.
13. Regulation of entrepreneurial activity in the EU.
14. European standards and technical regulations.
15. Product certification on the EU market.
16. Antitrust and competition policy of the European Union.
17. Features of export–import operations with EU countries.
18. Specific features of exporting certain types of goods and services to the EU.
19. Main forms of company entry into European markets.
20. Direct and indirect export strategies.
21. Partnerships, franchising, and joint ventures in the EU.
22. Barriers and risks of entering European markets.
23. Consumer behaviour characteristics in EU markets.
24. Cultural aspects of doing business in the European Union.
25. Marketing strategies of companies in European markets.
26. Adaptation of products and brands to EU market requirements.
27. Communication channels with European consumers.
28. Digital marketing and e-commerce in the EU.
29. Sustainable development and ESG in European business.
30. EU financial support programmes for small and medium-sized enterprises and opportunities for Ukraine.

## GRADING SCALE

Grade in points	Linguistic grade
90–100	<b>Pass</b>
82–89	
75–81	
67–74	
60–66	
1-59	<b>Fail</b> (must be repassed)

## VII. RECOMMENDED LITERATURE AND ONLINE RESOURCES

1. (in Ukrainian) Vedennia staloho biznesy v Evropi: monography/ A.O. Boyar, I. S. Skorokhod, I. V. Kytsyuk, V. V. Kukharyk, O. Z. Zelinska, M. S. Luhova: ed. A. O. Boyar, V. Y. Lazhnik. – Lutsk: Vezha-druk, 2025.
2. (in Ukrainian) Evropeyskyi Soyuz: teaching manual / [A. O. Boyar (ed. author), N. P. Karpchuk, N. I. Romanyuk and others]; ed. A. O. Boyar, S. V. Fedonyuk. Kyiv: FOP Maslakov, 2020. 600 p. S. ISBN 978-617-7862-95-5
3. (in Ukrainian) Evropeyskyi Soyuz: ekonomika, polityka, parvo: teaching manual / ed. O. I. Rohacha. — Kyiv: KNEU, 2021.
4. Hill C. W. L. International Business: Competing in the Global Marketplace. — New York : McGraw-Hill Education, 2022.
5. Wild J. J., Wild K. L., Han J. C. Y. International Business: The Challenges of Globalization. — Pearson Education, 2021.
6. Treaty on European Union and Treaty on the Functioning of the European Union.
7. Association Agreement between Ukraine and the European Union.
8. EU regulations and directives in the field of entrepreneurship, competition, consumer protection.
9. Official Portal of the European Union – information on EU policies, internal market, legislation <https://european-union.europa.eu>
10. European Commission – regulation of business, trade, competition, SMEs <https://commission.europa.eu>
11. EUR-Lex – access to EU legislation <https://eur-lex.europa.eu>
12. Single Market Scoreboard – analytics on the functioning of the Single Market <https://single-market-scoreboard.ec.europa.eu>
13. Your Europe – Business – practical advice for doing business in the EU <https://europa.eu/youreurope/business>
14. European SME Portal – support for small and medium-sized businesses <https://single-market-economy.ec.europa.eu>
15. EU Funding & Tenders Portal – grants and support programs (COSME, Horizon Europe, etc.) <https://ec.europa.eu/info/funding-tenders>
16. Eurostat – official statistics of the European Union <https://ec.europa.eu/eurostat>
17. OECD – international business and economic analysis <https://www.oecd.org>