

Specialty 292 “International Economic Relations”, study program **“International Business”**. Academic qualification: **Bachelor** in International Economic Relations. Professional qualification: Specialist in International Business with fluency in foreign language (specified). Duration of study – 3 years and 10 months.

Specialty 292 “International Economic Relations” is a complex specialty that allows the specialist to perform analytical and managerial functions of the appropriate level in the activities of central and local executive bodies in the field of international business cooperation; to make independent, honest and responsible decisions in the field of international business process management in the activities of Ukrainian and foreign companies; to be engaged in research and consulting activities in the field of international business.

Training of specialists in international business involves the study of such professional direction majors: theory of international economic relations, economy and foreign economic relations of Ukraine, world economy and world markets, international economic integration, regulation and security of international business, international monetary and financial relations, mathematics and statistics for economists, management and marketing in international business, business-analytics, first and second foreign languages, business-translation and others.

For the study program “International Business” the subject area of teaching is the micro (corporate) level of factors and phenomena, which are external for the national economy and defined by such basic concepts as: foreign economic activity of the enterprise, organization and technology of foreign trade operations, marketing and competitive strategy of corporations on the foreign market, corporate management in international companies: strategic, financial, risk management, personnel, cross-cultural, creative management, etc.; business planning of an international investment project, sector features of international business projects, etc.

Thus, the educational-professional program provides for the study of the following elective disciplines: international insurance and taxation, standardization and certification in international business, risk management in international business, business communication and etiquette in international business, intellectual property in international business, business organization and competitive intelligence, modern e-business strategies, global marketing strategies in international business, strategic management in international business, ethics and social responsibility in international business, international business administration, business models of international companies, development of international business in a circular economy, global dimension development of circular economy, pricing in international operations, startup entrepreneurship, reputation management in international business, commercial mediation, management of international competitiveness, doing business in European markets.

Training by the study program “International Business” involves the acquisition of relevant knowledge and applied skills in the field of international business processes at the corporate level. The particular characteristics of our Program is the training of international business specialists for the needs of enterprises in the region (Volyn, Rivne, Lviv regions, etc.) that work or are strategically focused on doing business in Europe. Another peculiarity of the Program is its strong emphasis on developing analytical and communicational skills of future international businessmen. While studying students focus their course and diploma projects on the study of business conducting conditions in the EU, tactical and strategic interests of regional enterprises, do practical training and / or study with elements of dual education at the enterprises and institutions with a strong component of foreign economic activity, namely: SKF Ukraine, “Modern Expo”, Volyn Chamber of Commerce and Industry, “Volynholding” (TM “Torchyn”), “Lutsk Foods”, LLC “Tigres-Lux”, LLC “Kromberg and Schubert Ukraine” and others.

Graduates of the “International Business” study program can hold primary positions: merchandiser, merchant, trade inspector, supply organizer, sales organizer, dealer (business and advertising services), assistant to the head of the enterprise (institution, organization), assistant head of the production unit, international business specialist, export inspector, etc.