

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
National Aviation University
Faculty of Transport, Management and Logistics
Department of Management of Foreign Economic Activity of Enterprises

Guidelines for the organization of Control Work (Homework)

Subject "Business Planning in Foreign Economic Activity"

for part-time students

Educational and Professional Program: "Management of Foreign Economic Activity"
Field of study: 07 "Management of Foreign Economic Activity"
Specialty: 073 "Management"

Scheduled Prof. O.Naumov

Reviewed and approved
Department of Management FEA

Protocol № ____ of " ____ " _____.
Head of Department _____ O.Kyrylenko

TOPICS FOR PERFORMING CONTROL WORK (HOMEWORK) ON THE SUBJECT:

1. Necessity of planning
2. External and internal use of a business plan
3. Basic types of business plans .
4. Business plan project
5. Data collection
6. Financial plan and control
7. Executive summary
8. Business idea and strategic goals
9. Management team and organization
10. Personnel planning
11. Project management team
12. Legal forms of business
13. Products and services
14. Product portfolio and product plan
15. Market and competition
16. Market segmentation
17. Competition and market position
18. Marketing and sales
19. Marketing strategy
20. Advertising and sales promotion
21. Research and development
22. Production plan
23. Procurement and logistics
24. Presentation of financial situation
25. Financial data system
26. Planning the cash flow
27. Sensitivity and risk analysis
28. Company valuation
29. Financing request
30. Planning the financial strategy
31. Assessment of the business model
32. Validation of the financial package
33. Involve the investor

- 1. The topic of the Control Work (Homework) is selected by the student, but without repetition in the group.**
- 2. You can choose your own topic related to IER problems and consult with me on it.**

The material that highlights the essence of the issues of Control Work should be logically structured, graphically illustrated, designed **according to the established requirements**. Reference to the literature sources and data used in the paper is obligatory.

The work should be performed in English.

Volume of the Control Work: 20-25 pages.

The Control Work must be made on the one side of A4 sheet through 1.5 interline interval; 14th Time New Roman font.

Dimensions of margins: top and bottom – 2 cm; left – 3 cm; right – 1 cm.

Alignment – by the width of the sheet.

Page numbering– in the upper right corner of the sheet.

Deadline for submission and defense of the Control Work – for the exam in the discipline

Required parts in the Control Work (consecutive):

Title page;

CONTENT,

INTRODUCTION,

PART 1.

1.1.

1.2.

PART 2.

2.1.

2.2.

...

CONCLUSIONS,

REFERENCES.

At the end of the HW a list of used literature (REFERENCES) is given.

The student submits the properly prepared Control Work in due time, after which it is checked by the tutor.

In case of unsatisfactory assessment, the Control Work is subject to refinement and re-examination.

The HW must include:

- analysis of statistical data (obligatory for the last 3-4 years) on the main indicators depending on the topic of the Control Work, international experience study;
- own vision of the issue proposed for consideration.

REQUIREMENTS FOR THE CONTENT OF THE HW PARTS

The HW content is defined by its topic.

Relevance and practical significance of the chosen topic, peculiarities of setting and resolving issues concerning specific research are justified in the **introduction**. Besides, it is necessary to define accurately the aim and objectives of the work, research subject and object, and also to provide the characteristic of information sources and used research methods.

The volume of introduction shouldn't exceed 3 pages (2-3 pages).

The HW should include tables and figures (diagrams, graphs, schemes) in the text.

The titles of structural parts of the HW are "**CONTENT**", "**INTRODUCTION**", "**PART**", "**REFERENCES**", "**APPENDICES**" printed in all capital letters symmetrically to the text. The titles of subdivisions are printed in small letters (except the first capital) with indentation. There is no point at the end of the title. The distance between the title (except part headings) and text should be 2 intervals of the main text.

Each main structural parts (not subdivisions) of the HW should begin from a new page.

Numbering pages is sequential. Page number is set in the upper right corner. The numbering starts with the title page. The page number is not put on the title page. For the first time the page number is put on the content.

Illustrations (schemes, graphs) and tables should be presented in the work directly after the text, where they are mentioned for the first time or on the next page.

Number of illustration must consist of part number and sequence number of illustration, among which there is a point: for instance, "Fig. 1.2" (the second

picture of the first part). Number of illustration, its title and explanatory signatures (comments) are placed consecutively under illustration.

Tables are numbered consecutively within the part. The inscription "Table" is placed in the upper right corner with indication of its number, which consists of a part number and sequence number of table, between which there is a point: for instance, "Table 2.3" (the third table of the second part), the title of the table is located below.

Conclusions are a brief form of the research results: briefly present the main theoretical positions (problem formulation), evaluation of research results and suggestions for improvement of the researched direction of activity. It is advisable to explain and argue conclusions and suggestions. Proposals must be clear. They must meet the criteria of target effectiveness, practical significance and optimality. Conclusions can not contain suggestions that have not been considered in the homework.

Overall conclusions confirm that the objectives set in the homework are performed and the goal is achieved.

The volume of conclusions shouldn't exceed 3 pages (2-3 pages).

References are submitted according to ДСТУ 8302:2015 in the alphabetical order (in the original language).

They are placed in the following order:

- a) the laws of Ukraine (in chronological order);
- b) decrees of the President, resolutions of the Government (in chronological order);
- c) directive materials of Ministries (in chronological order);
- d) monographs, textbooks, articles, abstracts of conference reports, etc. (in the alphabetical order);
- e) foreign-language sources (in the alphabetical order);
- f) e-sources (in the alphabetical order).

References – 15 relevant sources and more.

EXAMPLES OF BIBLIOGRAPHICAL DESCRIPTION IN ACCORDANCE WITH ДСТУ 8302:2015:

<http://aphd.ua/pryklady-oformlennia-bibliohrafichnoho-opysu-vidpovidno-do-dstu-83022015/>

Examples of the title and content are represented on the following pages.

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL AVIATION UNIVERSITY

Management of Foreign Economic Activity of Enterprises Department

CONTROL WORK

on the subject "Business Planning in Foreign Economic Activity"

Topic: “.....”

Performed by: _____

Group _____

Checked by: Naumov O.B.

Kyiv – 2022

Examples of the formatting

PART 1. THEORETICAL AND METHODOLOGICAL BASES OF COMPETITIVENESS AND INNOVATIVENESS OF THE COMPANY- SUBJECT OF FOREIGN ECONOMIC ACTIVITY

1.1. The essence and content of the competitiveness of enterprise as the subject of FEA

Competition is considered as an integral component mechanism of market economy. It is economic struggle, the rivalry between separate manufacturers of products and services to meet their interests related to the sale of goods, works, services to the same customers. The main task and the main function of competition – to win the market, win the fight for the consumer of their competitors, provide obtaining sustainable profits.

Competition in foreign markets is a process of conscious action of external market agents, based on the active use of technological resources in shaping their competitive advantages and aims to ensure the profitability of their business activities [63].

The emergence of competition on the foreign market leads to occurring changes in the mechanism of the market system development and, above all, its productive forces [52]. Moving from an agrarian society to an industrial and transformation of the latter in the "knowledge society" means a radical change in the sources of economic development, and thus creating competitive advantages: from those, essentially caused by objective natural economic conditions, to the source, in largely part of subjective origin – intellectual resource and its direct carrier – man.

Analysis of the enterprise competitiveness in the market admits clarification of the factors affecting the ratio of buyers to the company and its products and as a

result – a change of market share of the company. All factors of competitiveness can be divided into external and internal ones (Fig 1.1).

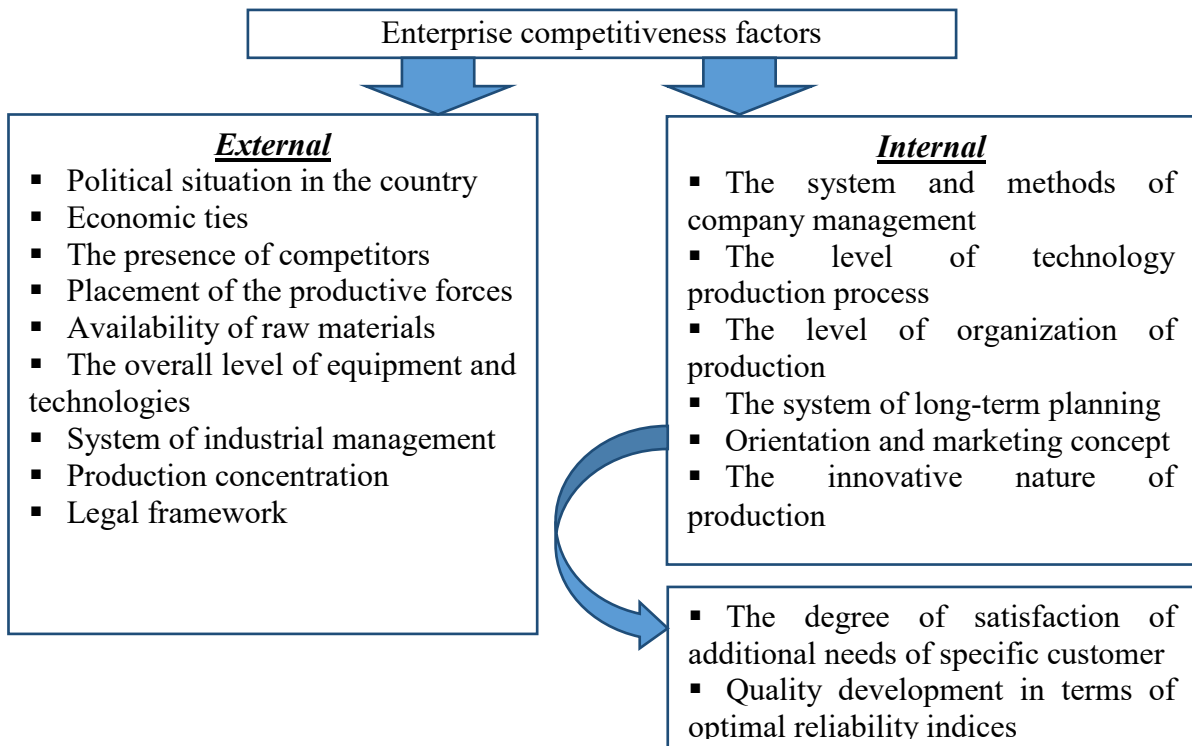


Fig. 1.1. Factors of the enterprise competitiveness [24]

Companies attach great importance to analysis of their strengths and weaknesses to evaluate the real possibilities in the competition and development of activities and means by which the company could increase competitiveness and ensure its success [81].

Analysis methods for the enterprise competitiveness assessment are characterized in Table 1.1.

Table 1.1

Methods for enterprise competitiveness assessment

Method	Benefits	Disadvantages	Feasibility of using
The method based on the comparative advantage analysis	Allows to compare the scale of enterprises	Static estimates. Makes it impossible to assess the process of enterprise adaptation to environmental conditions	It is possible to apply the method to assess the competitiveness on the macro level.
The method based on	Used at the	Takes into account mainly	Assessing

equilibrium theory of a firm and industry	sectoral level	external conditions of the company functioning, virtually excluding the impact of the internal environment factors playing a crucial role in the development of the enterprise.	competitiveness at the industry level is the most widespread use of such approach.
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Table 1.1 continuation

Method	Benefits	Disadvantages	Feasibility of using
The method based on the theory of effective competition	Comfortable and covers the main activities	Does not include dynamics indicators	It is possible to use the method to assess the competitiveness of enterprise on the whole
The method based on the theory of product quality	Evaluates competitiveness based on customer value product	Competitiveness is identified with the competitiveness of goods on competitive products, and product competitiveness – from its quality	The method is used to assess the competitiveness of enterprises, but there is a possibility to calculate the micro level.

Thus, companies attach great importance to analysis of their strengths and weaknesses to evaluate the real possibilities in the competition and development of activities and means by which the company could increase competitiveness and ensure its success.

REFERENCES

Basic literature

- 3.2.1. Зовнішньоекономічна діяльність підприємств: Навчальний посібник / за ред. Козика В.В. – К.: Центр навчальної літератури, 2006. – 792с.
- 3.2.2. Зовнішньоекономічна діяльність підприємств: підручник для вузів / І.В. Багорова, Н.І. Редіна, В.Є. Власик, О.О. Гетьман; за ред. д.е.н., проф. І.В. Багрової. – К.: Центр навчальної літератури, 2004. – 580с.
- 3.2.3. Зовнішньоторговельний режим України та перспективи його вдосконалення: Автореф. дис. канд. екон. наук: 08.05.01 [Електронний ресурс] / Н.С. Науменко / Укр. акад. зовніш. Торгівлі. – К., 2003. – 20с.
- 3.2.4. Інтеграція України у світову систему господарства через спеціальний режим інвестування: автореф. дис. канд. екон. наук: 08.05.01 / Л.М. Волошенко / Донец. нац. ун-т. – Донецьк, 2003. – 20с. – укр.
- 3.2.5. Зовнішньоекономічна діяльність підприємства: Підручник / В.О. Новак, Т.Л. Мостенська, М.Г. Луцький, Г.С. Гуріна, О.В. Ільєнко. – К.: Кондор-Видавництво, 2013, - 495с.
- 3.2.6. Ulisses Mello and Lloid Treinish, Precision Ag: riculture: Using Predictive Weather Analytics to Feed Future Generations, IBM Research, http://www.research.ibm.com/articles/precision_agriculture.html

Additional literature

- 3.2.7. Конституційна реформа та її вплив на формування зовнішньої та безпекової політики України // Український монітор. – 2004. - №3.
- 3.2.8. Крючкова І.В. Структурні зрушення у зовнішній торгівлі України: тенденції та перспективи // Вісник НБУ. – 2004. - №2 – с. 3-6.
- 3.2.9. Міжнародна конвенція про Гармонізовану систему опису та кодування товарів (1986).

Internet Information Resources

- 3.3.1. English version of OECD Principles of Corporate
<http://www.oecd.org//daf/governance/principles.htm>.
- 3.3.2. Onkvisit S. International marketing: analysis and strategy / S. Onkvisit, J.J. Shaw. – [4th ed.]. – London: Routledge, 2007. – 594 p.
<http://www.oecd.org>.