

Methodical materials for independent work

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INTERNATIONALIZATION OF BUSINESS AND ENTRY INTO EU MARKETS

CONTENT MODULE 1 INTERNATIONALIZATION: ESSENCE, OPPORTUNITIES AND THREATS

Topic 1 The concept of internationalization by the method of "essence-content-result".

Topic 2 Assessment of export readiness

CONTENT MODULE 2 SELECTION AND ANALYSIS OF FOREIGN MARKETS

Topic 3 Export strategy. Approaches to exports

Topic 4 Preliminary selection of foreign markets and their research

CONTENT MODULE 3 INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE CONDITIONS OF INTERNATIONALIZATION OF BUSINESS

Topic 5 Starting a business online

CONTENT MODULE 4 CULTURE OF BUSINESS RELATIONS IN INTERNATIONAL BUSINESS

Topic 6 Cultural factors in business and marketing

CONTENT MODULE 1 INTERNATIONALIZATION: ESSENCE, OPPORTUNITIES AND THREATS

Topic 1

The concept of internationalization by the method of "essence-content-result"

Plan

1. Types of internationalization.
2. Estimation of the level of internationalization on the basis of matrix methods.

Topic 2

Assessment of export readiness

Plan

1. Integrated assessment of export potential.
2. Export forecasting tools.
3. Scenario forecasting.

CONTENT MODULE 2 SELECTION AND ANALYSIS OF FOREIGN MARKETS

Topic 3
Export strategy. Approaches to exports
Plan

1. Types of trade intermediaries.
2. Search for a foreign intermediary.
3. The importance of visiting foreign markets.
4. The use of trade intermediaries: disadvantages and advantages.
5. Direct sales to end users.
6. Combined methods of entering the foreign market.
7. Algorithm for entering European and international markets: the experience of successful international companies.
8. Features of assessing the level of competitiveness of the enterprise in the international market.

Topic 4
Preliminary selection of foreign markets and their research
Plan

1. Algorithm for conducting research to determine target export markets.
2. Primary and secondary research of the target market.
3. Market segmentation.

CONTENT MODULE 3
INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE
CONDITIONS OF INTERNATIONALIZATION OF BUSINESS

Topic 5
Starting an online business

1. Localization and internationalization of website content.
2. Website promotion.
3. Work with social networks.
4. Work with e-commerce platforms.
5. Execution of orders and after-sales service of online sales. Disadvantages and directions of improving the sites of Ukrainian companies

CONTENT MODULE 4
CULTURE OF BUSINESS RELATIONS IN INTERNATIONAL BUSINESS

Topic 6
Cultural factors in business and marketing
Plan

1. Approach to product marketing in Europe.
2. Maintaining good business relationships.
3. Basic international business practices.
4. Improving the business culture of Ukrainian business.