

СЕКЦІЯ «МІЖКУЛЬТУРНА ТА ПРОФЕСІЙНА КОМУНІКАЦІЯ ІНОЗЕМНИМИ МОВАМИ»

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TOPICAL ISSUES OF TEACHING THEORY OF FOREIGN ECONOMIC ACTIVITY IN TRAINING STUDENTS OF THE FACULTY OF INTERNATIONAL ECONOMY AND TOURISM

Amid the ever-deepening globalization process of the world economy and Ukraine's accession to the WTO, the competitive environment for the functioning of almost all Ukrainian enterprises is undergoing significant changes. This is due to the fact that, even without being participants in for-еign economic activity, domestic enterprises in an open econ-omy are forced to compete in the domestic market with for-еign enterprises or resellers that sell the products of foreign companies in Ukraine.

Considering predicted growth of participants in foreign economic activity, the ever-wider involvement in the process of international competition of enterprises operating in the domestic market, the need for international economists in such conditions increases and the requirements for their train-ing change significantly.

Thus, specialists in the field of international economic relations should have the following system of knowledge. First of all:

(1) economic and legal foundations for the implementation of foreign economic activity, including the rules of international trade;

(2) international institutions that regulate the rules and pro-cesses of foreign economic activity;

(3) management in an open economy, which involves moni-toring and systematic analysis of the external economic envi-ronment for the functioning of enterprises, strategic and tacti-cal planning of their activities in the field of logistics, produc-tion and marketing, as well as investment and innovation ac-tivities in the international markets of raw materials, finished products, capital and investment resources;

(4) standardization in the field of accounting and analysis of economic activities (including accounting and auditing); standardization (certification) of enterprises and products;

(5) forms and methods of business support at the level of re-gional and central legislative and executive authorities in an open economy.

Taking into account the above in the field of interna-tional competition and competitive relations, a specialist in the field of foreign economic relations should

have both a set of theoretical knowledge and skills in the practical application of modern methods for solving a wide range of urgent problems of economic practice.

The most important theoretical and methodological issues include such issues of competition theory as:

- economic essence of competition - the content of the concept of competition, evolution of ideas and modern concepts;
- international competition and its specific features;
- role of international competition in the development of the world economy;
- competitive environment, methods of analyzing competitors and the competitive environment in general;
- concept of competitiveness of the firm, industry and national economy; international competitiveness of economic enterprises, methods for assessing the competitiveness of economic entities of various hierarchical levels;
- information resources on international competition issues; legal support and statistics of enterprises' foreign economic activity.