

Educational component	Selective educational component № 5.2 «Strategic Management in International Business»
Degree of higher education	First (Bachelor) level
Name of specialty / study programme	292 International Economic Relations / International Business
Mode of study	Full-time
Year of studies, semester, duration	3 rd year, 5 th semester, one-semester
Semester control	Credit
Number of hours (lectures and seminars), credits	150 (10/20), 5 credits ECTS
Language	English
Department in charge	International Economic Relations and Project Management
Author of the selective educational component	PhD in Economics, Associate Professor of the Department of International Economic Relations and Project Management Iryna Kytsyuk
Short description	
Prerequisites	Fundamentals of economic theory, international economic relations, international business, as well as management.
What will be studied?	The concept of corporate strategy of the company as well as features of the strategic management process.
Why is it interesting and should be learnt?	Strategic management of the company plays the role of its overall guidance by developing plans and policies aimed at achieving goals, and then allocating resources to realize appropriate plans. Strategic management helps decision-makers provide themselves with management tools or anticipate change and steer organizational activities in the right direction. The practice of strategic management reduces the risk of operation, helping the company to innovate in a timely manner and take early action. Ultimately, strategic management is for organizations to gain the competitive advantages over their competitors. Therefore, the study of strategic management is useful and interesting.
What can be learnt? (study results)	The essence of corporate strategy and strategic management, as well as to develop certain skills such as analytical skills, critical thinking, integration of knowledge on various topics, awareness and openness to current initiatives in the economy, understanding the interdependence of social, economic and legal systems both nationally and at the international level.
How can the acquired knowledge and skills (competences) be used?	To develop competently the strategy of the enterprise; to analyze strategic changes in the enterprise as well as ensure their implementation; to exercise strategic control and evaluation of the implementation of strategic changes.
Suggested readings	Grant R. 2010. Contemporary Strategy Analysis, Blackwell Publishing. Hitt M, Ireland R.D., Hoskisson R. 2016. Strategic Management. Globalization and Competitiveness, Cengage Learning. Johnson G., Scholes K., Whittington R. 2014. Exploring Corporate Strategy, FT Prentice Hall. Rothaemel F. 2016. Strategic Management: Concepts. McGraw Hill.