

<b>Discipline</b>	<b>Optional discipline № 4.1 «Modern e-business strategies»</b>
Degree of higher education	Bachelor
Name of specialty / study programme	International Economic Relations / International Business
Mode of study	Full-time
Year of studies, semester, duration	3d year, 5th semester, one semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	150 (10/14), 5 credits
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Iryna Skorokhod
<b>Short description</b>	
Prerequisites	World economy and world markets, basics of intellectual property, international business.
What will be studied?	Types and models of e-business, marketing and advertising in e-business, social, mobile, local marketing, online media, online communities, business models of e-commerce.
Why is it interesting and should be learnt?	The discipline addresses key issues in the field of modern e-business: protection of privacy, piracy, government surveillance, cyber warfare, sales taxes on the Internet, protection of intellectual property and more. The specialist will gain knowledge of the basics of e-business, social and mobile marketing, the ability to provide the company with an Internet presence.
What can be learnt? (study results)	Know the essence and stages of strategic planning in e-business, the mechanism of e-business management; modern approaches to managing the international competitiveness of the firm, to understand modern communication technologies and the formation of the image of the firm in the electronic market.
How can the acquired knowledge and skills (competences) be used?	Apply the acquired knowledge in solving practical issues of the company in the field of e-business, apply the basic technological tools of e-business, analyze the external environment and determine strategies for e-business development.
Suggested readings	1. Skorokhod IS International Business: method. recommend. for discipline. Lutsk: Vezha-Druk, 2020. 52 p. (in Ukrainian). 2. Zaitseva O. O. Bolotinyuk I. M. Electronic Business. Ivano-Frankivsk: Lileya-NV, 2015. 264 p. (in Ukrainian).