

Discipline	Optional discipline № 8.2 «Reputation management in international business»
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	4 year, 7 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	Kateryna Dedeliuk
Короткий опис	
Prerequisites	Basics of economics, law, management, marketing.
What will be studied?	The company's reputation and its impact on business development; components and indicators of the company's reputation in international business. Effective reputation management: essence, tasks, strategies and tools, crisis response and information attacks; online reputation management of the company. Cases on reputation management in international business.
Why is it interesting and should be learnt?	Reputation management is actively used in international business, because maintaining reputation is the key to success and business development. Studying the course will deepen knowledge in the field of reputation management at the international level, will get acquainted with the leading technologies and trends in reputation management of international companies, as well as explore traditional channels and online tools and platforms to create a positive reputation in international business.
What can be learnt? (study results)	How to: understand the economic value of reputation for business; analyze the functions of PR, marketing, HR, production and customer service in the business reputation management; use basic channels and online tools of reputation management.
How can the acquired knowledge and skills (competences) be used?	To be competent analyzing the level and value of the company's reputation; using a set of management tools to build a positive reputation of the company; developing an effective action plan to form and maintain the company's reputation in international business
Suggested readings	The course is based on scientific works of Ukrainian and foreign scientists, reflecting the theoretical and methodological aspects of reputation management, application base of specialists and practitioners, top managers of international companies on reputation management.