

Name of the discipline	STRATEGIC DIGITIZATION OF INTERNATIONAL BUSINESS
Information about the faculties (educational and scientific institutes) and courses of study, students of which are invited to study this discipline	ERI "Karazin Institute of International Relations and Tourism Business", Target audience - 2nd year (3rd semester) students of the third (educational and scientific) level of higher education
Contact details of the developers of the work program of the educational discipline, scientific and pedagogical workers involved in teaching	SHKODINA Iryna Vitaliivna Doctor of Economics, Professor, Professor of the Department of International Economic Relations and Logistics, iryna.shkodina@karazin.ua
Prerequisites for studying the discipline	Not required
Description	The purpose of teaching the academic discipline is to form in postgraduate students a systematic understanding of strategic approaches to the digitalization of international business, to develop competencies for analyzing the economic consequences of the implementation of key digital technologies (AI, IoT, Big Data) on the operational efficiency, cost structure and revenues of international companies. Expected learning outcomes. know: - basic concepts and frameworks of digital transformation of international business; - modern models and strategies of digital development of global companies; - digital technology tools (AI, Big Data, IoT, blockchain, cloud, digital twins) in international operations; - the impact of digitalization on global value chains, international trade and investment; - regulatory frameworks, standards of the digital economy and international policies (EU Digital Strategy, GDPR, Digital Services Act, etc.); - risks, barriers and ethical aspects of digital transformation; - trends of global digital markets and their impact on competitiveness. be able to: - conduct an audit of the company's digital maturity and develop comprehensive digital transformation strategies to enter new international markets; - assess the effectiveness of digital tools in marketing, logistics, operations management and customer ecosystems; - apply digital analytical tools for decision-making; - form a roadmap for the company's digital transformation; - justify investments in digital technologies and assess their impact on the business model; - predict global digital trends and their impact on international markets.

	Topics of classroom lessons and independent work Topic 1. Conceptual foundations and strategic models of digital transformation of international business. Topic 2. Economics of global digital platforms and ecosystems. Topic 3. Digital technologies in international business (AI, IoT, Big Data, Blockchain, XR) Topic 4. Strategic planning and management of digital transformation of global companies (digital maturity, roadmaps) Topic 5. Digital innovations as drivers of international competitiveness (the role of R&D, open innovation and startup ecosystems) Topic 6. Management of global value chains in Industry 4.0 (reshoring/neoshoring, use of digital twins and optimization) Topic 7. Digital marketing in international business Topic 8. Institutional and legal foundations of the digital economy and regulation of international digital activities Topic 9. Management of digital risks and cybersecurity in international business Topic 10. Assessment of the effectiveness of digital investments and capital management. Topic 11. Organizational transformation and change management in global digital business Methods for monitoring learning outcomes. Control methods are aimed at assessing analytical depth, research independence and possession of empirical tools corresponding to the PhD level. Entrance – in the form of an interview, ongoing – in the form of a survey, testing, analytical essays and presentations; semester – in the form of a test.
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