Austro-Ukrainian Bachelor Degree Programme «Management, Global Sales and Marketing» with University of Applied Sciences Upper Austria (Steyr, Austria)

The programme is valid since 2010

More than 50 graduates received bachelor's degrees from both universities

The Bachelor's program provides multi-disciplinary education in the field of management and marketing, provides students with the opportunity to take a creative approach to developing projects for international cooperation in the field of global sales, management and marketing.

**Programme graduates have professional knowledge in:**
- international management;
- marketing and global sales

**Our advantages:**

- Bachelor's degrees from two universities (double degree programme):
  
  speciality «Management»
  Simon Kuznets Kharkiv National University of Economics (KNUE)
  
  speciality «Global Sales and Marketing»
  University of Applied Sciences Upper Austria

- Bachelor’s degree (student exchange program):
  
  speciality «Management»
  Simon Kuznets Kharkiv National University of Economics (KNUE)
  
  Exchange Semester in speciality «Global Sales and Marketing»
  University of Applied Sciences Upper Austria

- professional experience in two countries (Ukraine and Austria);
- possibility to obtain grants for training;
- productive combination of travelling and studying;
✓ learning experience and practice in intercultural environment by Double Degree programme of University of Applied Sciences Upper Austria;
✓ possibility of further study by Master's programme of the University of Applied Sciences Upper Austria with a diploma from three universities (Austria, USA and China).

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<th>Programme partners</th>
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<tr>
<td>Simon Kuznets Kharkiv National University of Economics (Ukraine)</td>
<td>University of Applied Sciences Upper Austria (Steyr, Austria)</td>
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<td>7 semesters</td>
<td>1 semester (autumn semester of the 4th year) for the double degree programme</td>
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<td>or</td>
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<td></td>
<td>you can choose any semester during the 3rd or 4th year for the exchange program</td>
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<td>Total 240 ECTS = 8 semesters</td>
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**Basic courses**
✓ Business Foreign Language (German)
Other courses are provided by University of Applied Sciences Upper Austria in accordance with the curriculum requirements (https://www.fh-foe.at/en/international/incomings/)

**How to become a student of the programme:**
✓ to be a student of the 2nd or 3rd year (for the double degree programme only the 3rd year) speciality 073 «Management», the educational program «Business Administration» (in English);
✓ to have desire and motivation to participate in the programme;
✓ to submit documents and pass an interview no later than 1 year before the period of study/
List of documents required for enrollment in University of Applied Sciences Upper Austria (Steyr, Austria) by the double degree program and the exchange programme:

- copy of biometric passport;
- CV (in English);
- motivation letter (in English);
- academic certificate confirming the performance (average score);
- certificate of proficiency in English at a level not lower than B2;
- financial certificate (4,000 euros in the account);
- health insurance

The first round of selection takes place in KNUE based on the interview and formal criteria

The second round of selection and enrollment takes place on the basis of correspondence selection of documents determined by the University of Applied Sciences Upper Austria (Steyr, Austria)

Requirements for candidates:

- knowledge of English at a level not lower than B2;
- average score for the previous period of study in KNEU is above 85 points in the speciality 073 «Management» by educational program «Business Administration» (in English)

Tuition fee:

free of charge

Programme manager

Tetyana Lepeyko
Doctor, professor, chief of Management and Business Department KNUE

Programme coordinator

Tetyana Blyznyuk
Ass. Professor of Management and Business Department KNUE
Tel.: +380505346813

*Submission of documents for the selection in KNUE (Management and Business Department):*
till the 1st of March of the current academic year (fall semester) for the double degree programme and the exchange programme

till the 1st of November of the current academic year (spring semester) for the exchange programme

*Contact tel.: +380505346813 Tetyana

Site: https://www.kmib-hneu.com/mizhnarodni-programi

Insta: https://www.instagram.com/mba_khneu/?utm_source=ig_profile_share&igshid=18w1k2kl1hn5

FB: https://www.facebook.com/mba.hneu/