## OBLIGATORY DISCIPLINES:

### OPERATIONS RESEARCH AND OPTIMIZATION METHODS

Number of ECTS credits: 5

**Content module 1. Basic concepts of mathematical modeling of economic systems. Methods of linear programming. Integer programming.**

- Topic 1. General concepts of optimization economic and mathematical methods and models.
- Topic 2. The problem of linear programming and methods of its solution.
- Topic 3. The theory of duality and analysis of linear models of economic optimization problems in the international economy.
- Topic 5. Integer programming.

**Content module 2. Methods of nonlinear and dynamic programming. Game theories. Queuing and inventory management systems.**

- Topic 7. Game theory. Analysis and risk management in the international economy based on the concept of game theory.
- Topic 10. Methods of network planning and management.
- Topic 11. Inventory management models.

### STATISTICS

Number of ECTS credits: 5

**Content module 1. Introduction to statistics**

- Topic 1. Methodological principles of statistics.
- Topic 2. Statistical observation.
- Topic 3. Presentation of statistical data: tables, graphs, maps.

**Content module 2. Statistical indicators and distribution series**

- Topic 5. Generalized statistical indicators.
- Topic 7. Selective method.
- Topic 8. Analysis of concentration, differentiation and similarity of distributions.

**Content module 3. Methods of analysis of the relationship of phenomena and processes**

- Topic 10. Analysis of the intensity of dynamics.
- Topic 12. Index method.

### ECONOMY OF FOREIGN COUNTRIES

Number of ECTS credits: 5

**Content module 1. National economies in the world economic process**

- Topic 2. Classification of countries in the world economy.
- Topic 4. Regional integration structure of the world.
- Topic 5. Global development of the world economy.

**Content module 2. Strategies of economic development of the world**

- Topic 6. Economy of developed countries.
- Topic 7. Economy of countries with transformational economies.
- Topic 8. Economy of developing countries.
- Topic 9. Ukraine in the world economic space.
- Topic 10. Regulation of international economic activity of countries.

### BUSINESS ECONOMICS
Number of ECTS credits: 5

Content module 1. Economic principles of operation and resource provision enterprises in a market environment
Topic 1. Enterprise as a subject of market relations.
Topic 2. The structure and management of the enterprise.
Topic 3. Enterprise staff, productivity and wages.
Topic 4. Fixed assets of the enterprise.
Topic 5. Working capital of the enterprise.
Topic 6. Intangible resources and assets of the enterprise.

Content module 2. Financial and economic results and economic efficiency activities of the enterprise
Topic 7. Investment resources of the enterprise.

INTERNATIONAL TRADE
Number of ECTS credits: 5
Topic 1. Genesis of theoretical concepts of international trade
Topic 2. The current state and structure of international trade
Topic 3. The impact of international trade on the national economy
Topic 4. Trade policy of the world and its varieties
Topic 5. Tariff and non-tariff methods of regulating international trade
Topic 6. Hidden protectionism as a modern tool of international trade
Topic 7. Trade wars in international trade.
Topic 8. The formation of world market conditions depending on trade policy countries of the world.
Topic 9. The impact of the country's trade policy on trade and balance of payments.
Topic 10. Strategies of the world in the context of international trade: export orientation and import substitution. Activities of international organizations and integration associations with regulation of international trade.

ECONOMETRICS
Number of ECTS credits: 5

Content module 1. Paired and multifactor linear regression models
Topic 1. Features of econometric models and principles of their construction.
Topic 2. Steam regression and correlation in econometric studies.
Topic 4. Estimation of parameters of the linear equation of the plural regression and quality of the model as a whole.
Topic 6. Problems in construction of linear multiple regression models.

Content module 2. Types of econometric models
Topic 10. Modeling of one-dimensional time series

MANAGEMENT
### Content module 1. The essence of organizational management, its internal and external environment.
- **Topic 1.** Management: essence and basic concepts.
- **Topic 2.** The internal environment of the organization.
- **Topic 3.** The external environment in business.
- **Topic 4.** Strategic planning.
- **Topic 5.** Methods of strategy implementation.
- **Topic 6.** Organizational management structures.
- **Topic 7.** Organization in the management system.
- **Topic 8.** Theoretical foundations of motivation.
- **Topic 9.** The function of control in the management system.

### Content module 2. Connecting processes and socio-psychological aspects in the system management.
- **Topic 10.** Communication processes in the management system.
- **Topic 11.** Making management decisions.
- **Topic 12.** Modeling and application of models in management.
- **Topic 13.** Social responsibility of management and corporate culture.
- **Topic 14.** Group dynamics.
- **Topic 15.** Conflict, change and stress management.
- **Topic 16.** Leadership and power.

### INTERNATIONAL ECONOMICS

#### Content module 1. Theoretical foundations of the formation and development of international economics
- **Topic 1.** International economic system.
- **Topic 2.** International economic activity.
- **Topic 3.** World market of goods and services.
- **Topic 4.** World financial market.
- **Topic 5.** Direct investment and international cooperation.
- **Topic 6.** International credit.
- **Topic 7.** World labor market and international labor migration.
- **Topic 8.** World technology market.

#### Content module 2. World monetary system and international settlements. Current trends development of the world economy in the context of globalization and international economic integration
- **Topic 9.** World monetary system.
- **Topic 10.** International settlements.
- **Topic 11.** Balance of payments and macroeconomic balance.
- **Topic 12.** International economic integration.
- **Topic 13.** Globalization of economic development.
- **Topic 14.** Integration of Ukraine into the system of world economic relations.

### COURSE WORK: INTERNATIONAL ECONOMICS

#### Number of ECTS credits: 1

### HUMAN RESOURCES

#### Number of ECTS credits: 5
- **Topic 1.** Personnel management in the enterprise management system.
- **Topic 2.** The main characteristics of the personnel of the enterprise.
- **Topic 3.** Organization of staffing for the company.
- **Topic 4.** Evaluation and certification of personnel.
- **Topic 5.** Professional development of staff.
- **Topic 6.** Motivation and incentives for staff.
- **Topic 7.** Management of the process of staff release.
- **Topic 8.** Personnel service and personnel records management.
- **Topic 9.** Socio-psychological aspects of personnel management.
- **Topic 10.** Corporate culture and organizational behavior of staff.
- **Topic 11.** Strategy and policy of enterprise personnel management.
- **Topic 12.** Social partnership in the enterprise.
- **Topic 13.** Resource management of personnel management.
- **Topic 14.** The effectiveness of personnel management.
**EDUCATIONAL DISCIPLINE OF SOCIO-PSYCHOLOGICAL DIRECTION (SELECTIVE):**

<table>
<thead>
<tr>
<th>Number of ECTS credits: 5</th>
</tr>
</thead>
</table>

### PSYCHOLOGY

**Content module 1. Psyche, forms of its manifestation and properties**
- Topic 1. Psychology as a science. Goals and objectives of psychological training.
- Topic 3. Forms of manifestation of the psyche: psychological processes, states and properties.
- Topic 4. Levels of expression of the psyche: conscious and unconscious.

**Content module 2. Personality, its activities and behavior**
- Topic 5. Personality, personality structure.
- Topic 6. Personality development. "I am a concept".
- Topic 7. Activity as a form of personal activity.
- Topic 8. Communication and interpersonal relationships.

### CONFLICT MANAGEMENT

**Content module 1 General theory of conflict**
- Topic 1. Development of the science of conflict as a science and academic discipline.
- Topic 2. The essence of the conflict and its structure.
- Topic 3. Types of conflicts and the cause of their occurrence.

**Content module 2 Conflict interaction regulation**
- Topic 5. Conflict management process.
- Topic 7. Conflict prevention in the organization.

### SOCIAL PROBLEMS OF SOCIETY

**Content module 1. Theoretical foundations of the study of social problems of public life**
- Topic 1. Sociological sciences as a basis for the study of social problems of society.
- Topic 2. Society as a social system, its social structure.
- Topic 3. Personality in the system of social relations.
- Topic 4. Organization of sociological research.

**Content module 2 Practical features of research of social problems of separate spheres public life**
- Topic 5. Demographic problems of society.
- Topic 7. Problems and challenges of modern political processes.
- Topic 8. Social challenges of modern changes in the family, marriage and personal life.

### BUSINESS PSYCHOLOGY

**Content module 1. Theoretical aspects of business psychology**
- Topic 1. Business psychology as an interdisciplinary science.

**Content module 2. Applied aspects of business psychology**
- Topic 7. The specifics of doing business in business organization.
**INTERNATIONAL ECONOMIC LAW**

**Content module 1. General provisions of international economic law**
- Topic 1. International economic law in the system of international relations.
- Topic 2. Sources of international economic law.
- Topic 4. States as subjects of international economic law.
- Topic 5. International economic organizations.

**Content module 2. A special part of international economic law**

**LABOR LAW**

- Topic 1. Labor law as one of the branches of law of Ukraine. The source of labor law.
- Topic 2. Labor relations and their subjects.
- Topic 4-5. Employment contract.
- Topic 6-7. Legal regulation of working hours and rest time.
- Topic 11-12. Labor disputes.

**COMMERCIAL LAW**

**Content module 1. General provisions of commercial law**
- Topic 1. The concept of economic activity. The concept of economic law. Economic legal relations.
- Topic 2. General characteristics of economic entities. Legal bases of creation business entities and the procedure for their state registration
- Topic 4. Legal status of companies. Legal status of enterprises and their associations ".
- Topic 5. General characteristics of the termination of economic activity. The concept of bankruptcy and its legal significance. "

**OPTIONAL:**

- FOREIGN LANGUAGE IN PROFESSIONAL DIRECTION (English, German, French)
- SECOND FOREIGN LANGUAGE: ENTRY LEVEL (German, French, Spanish, Arabic, Russian)
- PROFESSIONAL FOREIGN LANGUAGE (Russian)
- PROFESSIONAL UKRAINIAN AS A FOREIGN LANGUAGE
- ANTI-CRISIS MANAGEMENT OF THE ORGANIZATION

Content of the educational discipline
- Theme 1. Fundamentals of crisis management
- Theme 2. Legal bases of crisis management
- Theme 3. Diagnostics of the enterprise economic condition and assessment of the insolvency prospects
- Theme 4. Mechanism and technology of crisis management
- Theme 5. Strategy and tactics of crisis management
- Theme 6. Human resources management in crisis situations
**BUSINESS PLANNING**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The concept of a business plan</td>
</tr>
<tr>
<td>2.</td>
<td>Analysis of the market</td>
</tr>
<tr>
<td>3.</td>
<td>Marketing Plan</td>
</tr>
<tr>
<td>4.</td>
<td>Operational Plan</td>
</tr>
<tr>
<td>5.</td>
<td>Organizational plan</td>
</tr>
<tr>
<td>6.</td>
<td>Financial plan</td>
</tr>
<tr>
<td>7.</td>
<td>Risk Management</td>
</tr>
<tr>
<td>8.</td>
<td>Registration of a business plan</td>
</tr>
</tbody>
</table>

**CONFLICTOLOGY**

**Content module 1. Features of conflicts in different spheres**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Subject, content, structure and tasks of the discipline.</td>
</tr>
<tr>
<td>2.</td>
<td>Conflict and its nature.</td>
</tr>
<tr>
<td>3.</td>
<td>Conflict situation and incident.</td>
</tr>
<tr>
<td>4.</td>
<td>Personality as a subject of conflict.</td>
</tr>
<tr>
<td>5.</td>
<td>Conflict as a form of communication. Barriers to misunderstanding and ways to overcome them.</td>
</tr>
<tr>
<td>6.</td>
<td>The nature of conflicts that arise as a result of working together. Objective reasons for the emergence of business conflicts.</td>
</tr>
</tbody>
</table>

**Content module 2. Conflict resolution technologies**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>Conflict in the &quot;Team - Leader&quot; system and ways of managing it.</td>
</tr>
<tr>
<td>8.</td>
<td>Personnel management as a source of conflicts.</td>
</tr>
<tr>
<td>10.</td>
<td>The range of possible outcomes from the conflict. Consequences of conflicts.</td>
</tr>
</tbody>
</table>

**SOCIAL RESPONSIBILITY**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introducing corporate responsibility</td>
</tr>
<tr>
<td>2.</td>
<td>Issues concerning Sustainability</td>
</tr>
<tr>
<td>3.</td>
<td>CSR strategy and reporting</td>
</tr>
<tr>
<td>4.</td>
<td>Employee related CSR issues</td>
</tr>
<tr>
<td>5.</td>
<td>Stakeholders and the social contract</td>
</tr>
<tr>
<td>6.</td>
<td>Environment issues Theory of management of CSR</td>
</tr>
<tr>
<td>7.</td>
<td>Social partnership as an instrument for the formation of social responsibility</td>
</tr>
<tr>
<td>8.</td>
<td>Monitoring of Corporate Social Responsibility</td>
</tr>
<tr>
<td>9.</td>
<td>Evaluating the effectiveness of social responsibility</td>
</tr>
</tbody>
</table>

**BLOCKCHAIN: BASICS AND EXAMPLES OF USE**

**Content module 1. Basics of cryptographic methods**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Trust and vulnerability.</td>
</tr>
<tr>
<td>2.</td>
<td>Fundamentals of cryptography</td>
</tr>
<tr>
<td>3.</td>
<td>Application of cryptography in the blockchain</td>
</tr>
<tr>
<td>4.</td>
<td>Blockchain technology, its capabilities and limitations</td>
</tr>
</tbody>
</table>

**Content module 2. Features and examples of blockchain technology**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>Implementation of blockchain in bitcoin</td>
</tr>
<tr>
<td>6.</td>
<td>Blockchain as a platform</td>
</tr>
<tr>
<td>7.</td>
<td>Smart contracts</td>
</tr>
<tr>
<td>8.</td>
<td>Non-financial examples of blockchain technology</td>
</tr>
</tbody>
</table>

**FINANCIAL ASPECTS OF CREATING AN IDEA AND STARTING A BUSINESS**

**Content module 1. Business idea. Organizing and opening your own business**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Starting your own business</td>
</tr>
<tr>
<td>2.</td>
<td>Which business is more profitable? Benefit assessment of business idea</td>
</tr>
<tr>
<td>3.</td>
<td>Creating a new product and defining a business idea</td>
</tr>
<tr>
<td>4.</td>
<td>Costs and cost of production</td>
</tr>
</tbody>
</table>

**Content module 2. Starting capital and basics of financial calculations**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>Fundamentals of financial calculations</td>
</tr>
<tr>
<td>6.</td>
<td>Forms of raising capital</td>
</tr>
<tr>
<td>7.</td>
<td>Starting a business as a form of investment project realization</td>
</tr>
<tr>
<td>8.</td>
<td>An innovative form of investment</td>
</tr>
<tr>
<td>9.</td>
<td>Financing of the investment process</td>
</tr>
<tr>
<td>10.</td>
<td>Selling property</td>
</tr>
</tbody>
</table>

**FINANCIAL DIAGNOSTICS AND BUSINESS VALUE ASSESSMENT**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Theoretical and methodological foundations of cost-oriented management enterprise</td>
</tr>
</tbody>
</table>
Content module 1. The subject and content of business valuation
1.1. Economic meaning of value
1.2. The essence of financial diagnostics
1.3. The value of value management in the enterprise management system

Topic 2. The system of financial diagnostics of the enterprise
2.1. Approaches to financial diagnostics of the enterprise
2.2. Methodical tools of financial diagnostics of the enterprise
2.3. Information support of financial diagnostics

Topic 3. Approaches to estimating the value of the enterprise
3.1. Profitable approach to business valuation
3.2. Cost-effective approach to estimating the value of the enterprise
3.3. A comparative approach to estimating the value of the enterprise

Content module 2. In-house organization of value management enterprises
Topic 4. Positioning of the enterprise in the stock market as an element of management cost
4.1. Forms and types of financial instruments
4.2. Factors influencing the growth of the market value of securities of the enterprise
4.3. Sources of information about the fund activity of the enterprise
4.4. Determining areas of enterprise value management by activating it activities in the stock market

Topic 5. Rationalization of capital structure by the criterion of enterprise value
5.1. Criteria selection of the optimal capital structure of the enterprise

BUSINESS REGISTRATION AND FINANCIAL REPORTING
Content module 1: The market analysis and business planning
Theme 1. Market analysis
Theme 2. The Methods of strategic analysis: definitions and practical use.
Theme 3. Forms of capital raising and financial settlements.
Theme 4. Making a business plan for the project.

Content module 2: Register and accompany own business in tax and financial aspects
Theme 5. Forms of business organization
Theme 6. Systems of taxation for legal entities
Theme 7. Taxation systems for entrepreneurs
Theme 8. Financial Statements

BASICS OF BUSINESS AND ENTREPRENEURSHIP
Content module 1. The organizational aspects of entrepreneurship.
Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.
Theme 2. Entrepreneurial ideas and methods of their implementation.
Theme 3. Registration of enterprises of different forms of ownership.
Theme 4. Sources of financing the business activity.
Theme 5. Taxation, accounting and reporting for business.
Theme 6. The risks of doing business.
Theme 7. Protection of business and entrepreneurial secrecy.

BUSINESS ETHICS AND BUSINESS COMMUNICATIONS
Content module 1. Main components of the business ethics concept formation
Topic 1. Business ethics and its features
Topic 2. Corporate ethics
Topic 3. The role of image in business

Content module 2. Business communications
Topic 4. Communication: basic concepts and methodology
Topic 5. Intercultural business communications
Topic 6. Features of negotiations in business

LEADERSHIP BASICS AND ORGANIZATIONAL DYNAMICS
Content module 1 Theoretical bases of interaction of an individual (leader) and a group during managerial activity
Theme 1 Management of human and group activities
Theme 2 The essence of leadership theories
Theme 3 Leadership style and image of the manager
Theme 4 Types of group dynamics. Implementation of leadership in social groups
Content module 2 Mechanisms of organizational dynamics
Theme 5 The nature and essence of organizational conflict
Theme 6 Resolution of internal contradictions
<table>
<thead>
<tr>
<th><strong>PROJECT MANAGEMENT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content module 1</strong> Theoretical and methodological principles of project management</td>
</tr>
<tr>
<td>Theme 1. General characteristics of project management</td>
</tr>
<tr>
<td>Theme 2. Project management organization</td>
</tr>
<tr>
<td>Theme 3. Team and key human factors in project management</td>
</tr>
<tr>
<td><strong>Content module 2</strong> Practical issues of project management</td>
</tr>
<tr>
<td>Theme 4. Project content planning. Project structuring.</td>
</tr>
<tr>
<td>Theme 5. Project planning in time.</td>
</tr>
<tr>
<td>Theme 6. Project cost management.</td>
</tr>
<tr>
<td>Theme 7. Project implementation control.</td>
</tr>
<tr>
<td>Theme 8. Project risk management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>FOREIGN LANGUAGE OF INTERNATIONAL COMMUNICATION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content module 1. Business etiquette and culture of communication with foreign partners</strong></td>
</tr>
<tr>
<td>Topic 1. Organization of business meetings.</td>
</tr>
<tr>
<td>Topic 2. Travel to the country of a business partner</td>
</tr>
<tr>
<td><strong>Content module 2. Features of communication in the field of services</strong></td>
</tr>
<tr>
<td>Topic 3. Medical care</td>
</tr>
<tr>
<td>Topic 4. Hotel service, food</td>
</tr>
<tr>
<td><strong>Content module 3. Business cooperation with business partners</strong></td>
</tr>
<tr>
<td>Topic 5. Basic concepts of economics as a science</td>
</tr>
<tr>
<td>Topic 6. Types of companies. International relations</td>
</tr>
<tr>
<td><strong>Content module 4. Features of business communication in the modern world</strong></td>
</tr>
<tr>
<td>Topic 7. Business correspondence</td>
</tr>
<tr>
<td>Topic 8. Job search</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CONDUCTING BUSINESS NEGOTIATIONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic 1. Specificity and peculiarities of negotiations</strong></td>
</tr>
<tr>
<td>1. Features, types of business negotiations</td>
</tr>
<tr>
<td>1.2. The definition of business negotiations</td>
</tr>
<tr>
<td>1.3. Structure of negotiations</td>
</tr>
<tr>
<td><strong>Topic 2. Stages of conducting business negotiations.</strong></td>
</tr>
<tr>
<td>2.1. Strategic approaches to negotiations</td>
</tr>
<tr>
<td>2.2. Principled approach</td>
</tr>
<tr>
<td>2.3. System approach in negotiations</td>
</tr>
<tr>
<td><strong>Topic 3. Negotiation strategy</strong></td>
</tr>
<tr>
<td>3.1. Control points of negotiations</td>
</tr>
<tr>
<td>3.2. 10 key points of negotiations</td>
</tr>
<tr>
<td>3.3. Arguments for successful negotiations</td>
</tr>
<tr>
<td><strong>Topic 4. Negotiation tactics.</strong></td>
</tr>
<tr>
<td>4.1. Concept of tactics.</td>
</tr>
<tr>
<td>4.2. Rhetorical methods of negotiations.</td>
</tr>
<tr>
<td>4.3. Ways to influence the partner.</td>
</tr>
<tr>
<td><strong>Topic 5. Psychological impact in negotiation process.</strong></td>
</tr>
<tr>
<td>5.1. Fundamentals of psychology.</td>
</tr>
<tr>
<td>5.2. Manipulation as a means of hidden influence</td>
</tr>
<tr>
<td>5.3. Civilized psychological influence.</td>
</tr>
<tr>
<td><strong>Topic 6. Analysis of business partner character</strong></td>
</tr>
<tr>
<td>6.1. Rules of success in negotiations</td>
</tr>
<tr>
<td>6.2. Analysis of partners nature</td>
</tr>
<tr>
<td>6.3. Types of interlocutors.</td>
</tr>
<tr>
<td><strong>Topic 7. Negotiation process. Caucus</strong></td>
</tr>
<tr>
<td>7.1. Tasks for starting negotiations</td>
</tr>
<tr>
<td>7.2. Methods of attracting attention</td>
</tr>
<tr>
<td>7.3. Concept and purpose of caucus</td>
</tr>
<tr>
<td><strong>Topic 8. Answers to questions and objections.</strong></td>
</tr>
<tr>
<td>8.1. Answers to questions.</td>
</tr>
<tr>
<td>8.2. Tricks for avoiding an answer</td>
</tr>
<tr>
<td>8.3. Algorithm for handling objections.</td>
</tr>
<tr>
<td><strong>Topic 9. Effective completion of negotiations</strong></td>
</tr>
<tr>
<td>9.1. Objectives of the final phase of negotiations</td>
</tr>
<tr>
<td>9.2. Ways to accelerate decision making</td>
</tr>
<tr>
<td>9.3. Common errors in negotiations.</td>
</tr>
<tr>
<td><strong>Mathematical Models and Methods of Decision-Making</strong></td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Content Module 1. Fundamentals of Decision Making Methodology</strong></td>
</tr>
<tr>
<td>Theme 1. Basic definitions and concepts of decision making theory</td>
</tr>
<tr>
<td>Theme 2. General formulation of problems of decision making</td>
</tr>
<tr>
<td>Theme 3. Single-criterion problems of decision making</td>
</tr>
<tr>
<td>Theme 4. Multi-criterion decision-making problems</td>
</tr>
<tr>
<td><strong>Content Module 2. Methods of Decision Making</strong></td>
</tr>
<tr>
<td>Theme 5. Methods of solving single-criterion problems</td>
</tr>
<tr>
<td>Theme 6. A statement of the multi-criteria problem of linear programming</td>
</tr>
<tr>
<td>Theme 7. Statistical methods of decision making</td>
</tr>
<tr>
<td>Theme 8. Problems of decision-making in conditions of uncertainty</td>
</tr>
<tr>
<td>Theme 9. Problems of decision-making in conditions of certainty</td>
</tr>
<tr>
<td>Theme 10. Decision-making problems at risk</td>
</tr>
<tr>
<td>Theme 11. Stochastic decision making problems</td>
</tr>
<tr>
<td>Theme 12. Game theory as a tool of decision making theory</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Ethics, Psychology and Business Communication Skills (Ethics, Neuropsychology, Skills of Business Communication)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Module 1. The Basis of Business Communication</strong></td>
</tr>
<tr>
<td>Theme 1. Ethics, neuropsychology, skills of business communication: introduction</td>
</tr>
<tr>
<td>Theme 2. Needs of a personality as a foundation of business communication</td>
</tr>
<tr>
<td>Theme 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation, humor</td>
</tr>
<tr>
<td>Theme 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxiety, love as factors of the quality of communication</td>
</tr>
<tr>
<td>Theme 5. Typology of a personality in business communication</td>
</tr>
<tr>
<td>Theme 6. Self concept of personality and image as the foundation of business communication</td>
</tr>
<tr>
<td><strong>Content Module 2. Communication Technologies and Procedures</strong></td>
</tr>
<tr>
<td>Theme 7. The art of dialogue</td>
</tr>
<tr>
<td>Theme 8. Defense mechanisms of a personality in communication</td>
</tr>
<tr>
<td>Theme 9. Interview: interviewer characteristics, documents, letters of recommendation, self-preparation for the interview</td>
</tr>
<tr>
<td>Theme 10. Business clothes, perfumery</td>
</tr>
<tr>
<td>Theme 11. Etiquette at the table</td>
</tr>
<tr>
<td>Theme 12. Superstitions, signs, self-hypnosis and auto-training in communication</td>
</tr>
<tr>
<td>Theme 13. Written agreements in business negotiations</td>
</tr>
<tr>
<td>Theme 14. Modern problems of business communication</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Economics and Knowledge Management</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Module 1. Scientific and Theoretical Foundations of Knowledge Economy</strong></td>
</tr>
<tr>
<td>Topic 1. Methodological foundations of knowledge economy</td>
</tr>
<tr>
<td>Topic 2. Knowledge as special information</td>
</tr>
<tr>
<td>Topic 3. Application of knowledge in modern organizations</td>
</tr>
<tr>
<td>Topic 4. Intellectual capital management</td>
</tr>
<tr>
<td><strong>Content Module 2. Features of Knowledge Management</strong></td>
</tr>
<tr>
<td>Topic 5. Knowledge management and its connection with innovation</td>
</tr>
<tr>
<td>Topic 6. Knowledge management in the practice of organization management</td>
</tr>
<tr>
<td>Topic 7. Knowledge economy and scientific and technological development</td>
</tr>
<tr>
<td>Topic 8. Organization of knowledge transfer</td>
</tr>
<tr>
<td>Topic 9. Formation of the system of scientific work and education in Ukraine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Public Governance</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Module 1. Models of Decentralized Management: International Experience</strong></td>
</tr>
<tr>
<td>Topic 1. Management traditions in Europe</td>
</tr>
<tr>
<td>Topic 2. Modern approaches to modernization of management</td>
</tr>
<tr>
<td>Topic 3. Analysis of global models of decentralized management</td>
</tr>
<tr>
<td>Topic 4. Criteria for comparing political and administrative systems</td>
</tr>
<tr>
<td>Topic 5. Trends in decentralization in selected countries: Italy, France, Great Britain</td>
</tr>
<tr>
<td>Topic 6. Decentralization in the United States, Canada</td>
</tr>
<tr>
<td>Topic 7. Development of models and practical experience of Eastern European countries</td>
</tr>
<tr>
<td><strong>Content Module 2. New Public Management and Public Governance</strong></td>
</tr>
<tr>
<td>Topic 8. Prerequisites and principles of new public management</td>
</tr>
<tr>
<td>Topic 9. Forms of modern administrative activity. Administrative activities competitive orientation</td>
</tr>
<tr>
<td>Topic 10. Public Governance: conceptual apparatus, essence and types</td>
</tr>
<tr>
<td>Topic 11. Evaluation of territorial management on the basis of good Governance criteria</td>
</tr>
</tbody>
</table>

### CREATIVE MANAGEMENT

#### Section 1. Creative economy: formation, development and initiating environment

- Theme 1. The conceptual principles of the creative economy
- Theme 2. The features of the formation of a creative economy in Ukraine and abroad
- Theme 3. Protection of intellectual property rights in the creative economy
- Theme 4. Creative management as a basis for building a creative economy

#### Section 2. The theoretical foundations of creative management

- Theme 5. The process and nature of human thinking. The types of thinking
- Theme 6. Formation of a creative person
- Theme 7. The creative type manager
- Theme 8. Formation of creative environment at an organization
- Theme 9. Integral intelligence as an object of management in creative management
- Theme 10. Team building in creative management
- Theme 11. Motivation of personalities of creative type

### BUSINESS ETHICS

#### Content module 1. Business ethics as a science and a discipline

- Theme 1. Business ethics as a science and discipline: object, subject and task
- Theme 2. Language culture of business conversation

#### Content module 2. Culture and ways of communication, the image of a businessman

- Theme 3. Culture and communication techniques as part of language etiquette
- Theme 4. Non-verbal ways of communication
- Theme 5. Power of image
- Theme 6. Technology of business (commercial) negotiations
- Theme 7. Ethics of distance communication

### TIME MANAGEMENT

#### Content module 1. Time management tools

- Topic 1. The concept of time and its types.
- Topic 2. Internal and external obstacles or "time wasters"
- Topic 3. Inventory and time analysis
- Topic 5. Delegation of powers as an effective time management tool

### IT ENTREPRENEURSHIP

#### Content module 1. Organizational and legal aspects of entrepreneurship

- Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.
- Theme 2. Entrepreneurial ideas and methods of their implementation.
- Theme 3. Registration of enterprises of different ownership forms.
- Theme 4. Sources of financing of business activity.

#### Content module 2. Peculiarities of doing business in IT area

- Theme 7. General characteristics of IT business.
- Theme 9. Marketing of IT projects.

### THE ART OF TRAINING

#### Content Module 1. Schedule, lecture and the audience "touch"

- Theme 1. Forming the plan of training and making an interactive lecture
- Theme 2. Mini-games in classroom
- Theme 3. Debates

#### Content module 2. Big tutorials

- Theme 4. Socratic seminar
- Theme 5. Role-playing games
- Theme 6. Classroom simulations

### PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT

#### Content module 1. Basics of personal branding

- Theme 1. A systemic view on a personal brand
- Theme 2. Creating a personal brand
- Theme 3. Promotion of a personal brand
### SMALL BUSINESS MANAGEMENT

**Content module 1. Organizational and legal aspects of small business**
- Topic 1. The concepts and approaches to business.
- Topic 3. Entrepreneurial ideas and methods of their realization.
- Topic 4. Registration of enterprises of various forms of ownership.
- Topic 5. Licensing of entrepreneurial activity.
- Topic 6. The concept of patenting.
- Topic 7. Entrepreneurship in trading activities.
- Topic 8. The order of liquidation of the enterprise and suspension of activity

**Content module 2. Small business financing, staffing and small business security**
- Topic 9. Sources of financing of small businesses.
- Topic 11. Supervisory and supervisory bodies.
- Topic 13. Business Risks

### MANAGEMENT OF PRODUCTION OF GOODS AND SERVICES

**Content module 1. Operations strategy and managing change**
- Topic 1. Introduction to the field
- Topic 3. Project management
- Topic 4. Process analysis
- Topic 5. Service process selection and design

**Content module 2. Supply chain design**
- Topic 6. Supply chain strategy
- Topic 7. Strategic capacity management
- Topic 8. Lean production
- Topic 9. Operations consulting and reengineering
- Topic 10. Aggregate sales and operations planning

### VALUATION ACTIVITY IN BUSINESS

**Content module 1. Conceptual basis for business valuation**
- Theme 1. Subject and content of business valuation
- Theme 2. Organizing the evaluation activity and its legislative support
- Theme 3. Methodical tool for valuing business value.

**Content module 2. Valuation of business for specific purposes**
- Theme 4. Approach to assessing the value of a business
- Theme 5. Comparative approach to business valuation
- Theme 6. Cost-effective approach to business valuation

### ELECTRONIC MARKETING

**Content module 1. Theoretical basics of electronic marketing**
- Theme 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing.
- Theme 2. E-marketing tools and technologies.

**Content module 2. Application of e-marketing tools in the activities of modern enterprises**
- Theme 3. Fundamentals of Content Optimization.
- Theme 4. Search Marketing.
- Theme 5. Social Media Marketing.
- Theme 6. Web analytics and analysis of the effectiveness of e-marketing activities.
- Theme 7. Features of mobile marketing.

### INTERNATIONAL ADVERTISING BUSINESS

**Content module 1. International advertising as a process of business activity**
- Theme 1. The essence of international advertising. Advertising as an industry.
- Theme 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.
- Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.
Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.

Content module 2. International advertising activity as the process of management.
Theme 5. Global brands development. Global brands management.
Topic 6. Organization of an advertising campaign in the foreign market.
Topic 8. Advertising tools in social media

MODERN MANAGEMENT TOOLS

Content module 1. Search for business model, problem-solving tools.
Theme 1. Business ecosystem.
Theme 2. Design Thinking.
Theme 3. Contemporary business models.
Theme 4. Business Model Canvas.

Content module 2. Business model validation management tools.
Theme 5. Team management tools.
Theme 6. Minimum viable product.
Theme 7. Management tools for the market evaluation and marketing.

HR MANAGEMENT

Content module 1. Managing the Internal and External Environment
Topic 1. Human Resource Management: Definitions and Main Functions
Topic 2. The Analysis and Design of Work
Topic 3. Human Resource Planning and Recruitment
Topic 4. Selection and Placement
Topic 5. Training and Development
Topic 6. Performance Management

Content module 2. Acquiring, Developing and Compensating Human Resources
Topic 7. Employee Relations
Topic 8. Employee Separation and Retention
Topic 9. Leadership
Topic 10. Career Management
Topic 11. Pay Structure Decisions and Individual Contributions
Topic 12. Employee benefits

PUBLIC RELATIONS

Content module 1. Fundamentals of the theory of public relations.
Theme 1. Public relations and social communication.
Theme 2. History of the origin and development of public relations.
Theme 3. Public relations in modern society.
Theme 4. Public opinion as an object of PR activities.
Theme 5. The media is an important tool of PR.

Content module 2. Applied aspects of public relations.
Theme 6. The role of public relations in shaping the image of the organization.
Theme 7. Event communication in the public relations system.
Theme 8. International public relations.
Theme 9. Crisis public relations.
Theme 10. Organization of public relations system.
Theme 11. Legal regulation and ethical norms of public relations.