

SPECIALITY 073 «BUSINESS ADMINISTRATION»

SOCIAL AND ECONOMIC HISTORY OF UKRAINE

Number of credits ECTS - 4

Content module 1. Socio-economic development of Ukrainian lands in the period from ancient times to the end of the XIX century.

Topic 1. Economy and society of Ukrainian lands in the period from ancient times to the end of the ninth century.

Topic 2. Socio-economic life in the Ukrainian lands in the late ninth - in the first half of the fourteenth century.

Topic 3. Socio-economic situation of Ukrainian lands in the Grand Duchy of Lithuania, the Kingdom of Poland and other states (mid-fourteenth - mid-seventeenth century.).

Topic 4. Socio-economic situation of Ukrainian lands in the period from mid-seventeenth to late eighteenth century.

Topic 5. Ukrainian lands in the Russian and Austrian empires in the late eighteenth - in the first half of the nineteenth century.

Topic 6. Ukrainian lands in the Russian and Austro-Hungarian empires in the second half of the nineteenth century.

Content module 2. Socio-economic development of Ukrainian lands in the XX - early XXI century.

Topic 7. Ukraine in the early twentieth century.

Topic 8. Ukrainian lands during the National Democratic Revolution of 1917-1921.

Topic 9. Ukrainian lands in the interwar period (1921-1939).

Topic 10. Ukraine during the Second World War (1939-1945).

Topic 11. USSR in 1945-1991. Topic 12. Ukraine in 1991 - 2020s.

FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)

Number of credits ECTS – 9

Content module 1. Elements of business. Introduction.

Topic 1. Elements of business.

Topic 2. Forms of organization and structure of business activities

Content module 2. Human resources of the enterprise. Financing the activities of the organization.

Topic 3. Personnel management.

Topic 4. Management and financing, control and accounting of the organization's finances.

PHILOSOPHY

Number of credits ECTS – 5

Content module 1.

Topic 1. Philosophy, its Subject, Structure and Functions.

Topic 2. Indian Philosophy.

Topic 3. Chinese Philosophy.

Topic 4. Antique Philosophy.

Topic 5. Medieval Philosophy.

Topic 6. New Time Philosophy.

Content module 2.

Topic 7. German Classical Philosophy.

Topic 8. Positivist Philosophy and Epistemology.

Topic 9. Irrational Philosophy.

Topic 10. Philosophic Anthropology and Psychoanalysis.

Topic 11. Social Philosophy and Philosophy of Culture.

Topic 12. Philosophy of History. Ukrainian Philosophy.

TRAINING COURSE «LIFE SAFETY AND LABOUR PROTECTION»

Number of credits ECTS – 2

Content module 1. Life safety and labour protection.

- Topic 1. Basic concepts and principles of life safety and labour protection.
- Topic 2. Physiological and psychological criteria of human safety.
- Topic 3. Environmental dangers, the character of their manifestations and effect on human.
- Topic 4. Physiology and occupational hygiene.
- Topic 5. Workplace safety.
- Topic 6. Fire security.
- Topic 7. Risk. Risk analysis. Risk management.

EDUCATIONAL DISCIPLINE OF TECHNOLOGICAL DIRECTION (SELECTIVE):

Number of ECTS credits – 5

RESOURCE-SAVING AND ENVIRONMENTAL TECHNOLOGIES

Content module 1. Low-waste and resource-saving technologies.

- Topic 1. General anthropogenic impact of technology on the environment. The oldest history of agricultural development.
- Topic 2. Low-waste and resource-saving technologies. Basic concepts.
- Topic 3. State acts aimed at resource conservation and implementation of environmental technologies.
- Topic 4. Development of "green business" in the context of energy and environmental security of the state.
- Topic 5. The role of energy processes in environmental pollution.
- Topic 6. Modern and promising energy technologies.
- Topic 7. Green energy.

Content module 2. Modern environmental technologies.

- Topic 8. Modern and promising environmental technologies.
- Topic 9. Biotechnology.
- Topic 10. Nanotechnology.
- Topic 11. Science-intensive technologies. Material and technical.

ECOLOGY

Content module 1. Ecosystem level of organization of matter and anthropogenic impact on the environment.

- Topic 1. Subject, method, essence and objectives of ecology.
- Topic 2. Ecosystem level of organization of matter.
- Topic 3. The biosphere is a global ecosystem of the Earth. Global environmental problems.
- Topic 4. Anthropogenic impact on the environment.

Content module 2. Environmental protection and rational use of nature.

- Topic 5. Economic mechanisms of environmental protection and rational nature management.
- Topic 6. Environmental safety and environmental risks.
- Topic 7. Ecological monitoring of the environment. Legal regulation of environmental relations Ukraine.
- Topic 8. Environmental management and marketing.
- Topic 9. World environmental policy. International integration in the field of ecology.

INNOVATIVE TECHNOLOGIES OF PRODUCTION AND PROVISION OF SERVICES

Content module 1. Theoretical and methodological principles of innovative production technologies products and services.

- Topic 1. Scientific and technological progress and prospects for the development of innovative technologies for production and provision of services

Topic 2. Criteria for assessing the production activities of enterprises from the standpoint of innovation priorities production development.

Topic 3. Directions of innovative updating of technology systems

Topic 4. Quality as a criterion for the competitiveness of enterprises and the assessment of innovative novelty of goods and services

Topic 5. On the basis of FabLab KhNEU. S. Kuznets combination of innovative modeling methods on examples of 3D printer, milling and engraving and laser machine.

Content module 2. General characteristics and features of innovative technologies of production and provision of services in the industries of Ukraine.

Topic 6. Fuel and energy complex (FEC) and its innovative development.

Topic 7. Innovative technologies of materials science and production of metal products.

Topic 8. Innovative technologies for the production of chemical products.

Topic 9. Innovative technological processes of the food industry.

Topic 10. Innovative technological processes in trade and services.

HUMAN ECOLOGY

Content module 1. Theoretical foundations of human ecology as a science.

Topic 1. Subject, method, essence and objectives of human ecology.

Topic 2. The impact of natural factors on humans.

Topic 3. The impact of man-made factors on humans.

Topic 4. The influence of social factors on man.

Content module 2. Preservation of human integrity in modern socio-economic conditions.

Topic 5. Environmental factors of human health.

Topic 6. Principles of ensuring the rational use of nature.

Topic 7. Environmental safety of consumer goods.

Topic 8. Economic mechanisms for environmental safety.

MODERN TECHNOLOGICAL SYSTEMS

Content module 1. Fundamentals of modern technological systems.

Topic 1. Basic concepts and definitions in technology.

Topic 2. Properties of technological systems.

Topic 3. Phenomena on which the functioning of technological systems is based.

Topic 4. Patterns of development of technological systems.

Topic 5. Basics of creating resource-saving and waste-free technologies.

Topic 6. The role of science in the development of technological systems.

Topic 7. Priority areas of technological development.

Topic 8. Product quality in mechanical engineering.

Topic 9. Feasibility study of the efficiency of technological functioning systems.

Content module 2. Modern technological systems in the world.

Topic 10. Modern technological systems in mechanical engineering and instrument making.

Topic 11. Modern technological systems in the production of building materials and housing construction.

Topic 12. Modern technological systems in the chemical industry.

Topic 13. Modern technological systems in light industry and everyday life.

Topic 14. Modern technological systems in the agro-industrial complex and in the banking sector.

Topic 15. Modern technological systems in health care.

ENVIRONMENTAL TECHNOLOGIES IN AGROBUSINESS

Content module 1. Ecological and economic problems of agricultural production.

Topic 1. The ancient history of agriculture

Topic 2. The state of agriculture in Ukraine

Topic 3. Ecological features of agroecosystems

Topic 4. Ecological and economic problems of land use

Topic 5. Ecological and economic problems of the use of chemicals in crop production and animal husbandry

Topic 6. Food security in today's globalization

Content module 2. Resource-saving technologies as a basis for improving the economy of agricultural producers.

Topic 7. Environmentally friendly technologies of modern agriculture.

Topic 8. GMO – products.

Topic 9. Principles of environmental management in agribusiness.

BASICS OF IT

Content module 1. Fundamentals of modern computer systems.

Topic 1. Familiarity with a personal computer.

Topic 2. Familiarity with laboratory procedures and the use of tools.

Topic 3. Building a computer.

Topic 4. General information about preventive care.

Topic 5. Installing Windows.

Content module 2. Features and examples of application of network technologies.

Topic 6. Principles of network organization.

Topic 7. Application software.

Topic 8. Laptops and mobile devices.

Topic 9. Operating systems for mobile devices, Linux and OS X.

Topic 10. Printers.

Topic 11. Information security.

Topic 12. Information technology specialist.

Topic 13. Advanced troubleshooting.

MS EXCEL SPREADSHEET: ADVANCED LEVEL

Topic 1. Working with financial functions and building a data table in MS Excel.

Topic 2. Complex formulas in MS Excel.

Topic 3. Data analysis and forecasting.

Topic 4. Spreadsheets in MS Excel.

Topic 5. Working with arrays in MS Excel.

Topic 6. Working with charts.

Topic 7. Basics of working with macros.

Topic 8. Collaboration with data and use of links.

Topic 9. Solving optimization problems.

Topic 10. Basics of programming in VBA (Visual Basic For Applications).

HIGHER MATHEMATICS

Number of ECTS credits – 5

Content module 1. Linear algebra, analytical geometry.

Topic 1. Elements of the theory of matrices and determinants.

Topic 2. General theory of systems of linear algebraic equations.

Topic 3. Elements vector algebra.

Topic 4. Elements of analytical geometry.

Content module 2. Elements of mathematical analysis.

Topic 5. Boundaries of functions and continuity.

Topic 6. Differential calculus of functions of one variable.

Topic 7. Analysis of the functions of many variables.

Topic 8. Indefinite integral.

Topic 9. Defined integral and its application.

Topic 10. Differential equations.

Topic 11. Series.

COMPUTER SCIENCE

Number of ECTS credits – 5

Content module 1. Using MS Office to solve economic problems.

Topic 1. Theoretical foundations of economic informatics.

Topic 2. Technologies for creating and editing text documents.

Topic 3. Using a spreadsheet to solve economic problems.

Content module 2. Algorithmization of economic information processing tasks.

Basics of office programming.

Topic 4. Algorithmization of economic information processing tasks.

Topic 5. Fundamentals of office programming.

Content module 3. Basics of Web-design.

Topic 6. Network technologies.

Topic 7. Organization of computer security and information protection.

Topic 8. Basics of Web-design.

Content module 4. Design and use of databases and data warehouses in the economy.

Topic 9. Software tools for working with databases and data warehouses.

Topic 10. Prospects for the development of information technology.

MACRO AND MICROECONOMICS

Number of ECTS credits – 5

Content module 1. The main problems of microeconomics.

Topic 1. The usefulness of economic benefits. Economic choice. Analysis of consumer behavior.

Topic 2. Laws of supply and demand in a market economy. Topic 3. Boundary theory products and microeconomic model of the enterprise. Production costs and profit.

Topic 4. Theory of market structures.

Content module 2. The main problems of macroeconomics.

Topic 5. Macroeconomic indicators in the system of national accounts.

Topic 6. Household consumption and private investment Macroeconomic equilibrium.

Topic 7. Macroeconomic instability. Banking system.

Topic 8. Public policy economic regulation and foreign economic policy.

INTRODUCTION TO THE SPECIALTY

Content module 1. Fundamentals of the educational process in higher education.

Topic 1. University education in the context of creating a single European educational space.

Topic 2. University education in an international context.

Topic 3. Legal and organizational foundations of the organization of higher education in Ukraine.

Topic 4. Organization of research work of students.

Topic 5. Academic integrity as a basis for quality higher education.

Content module 2. Organization of the educational process for EP "Business Administration".

Topic 4. Acquaintance with the curriculum of EP "Business Administration".

Topic 5. The role and composition of the graduating department.

Topic 6. The role and features of communication with the curators of academic groups.

Content module 3. Basics of business administration.

Topic 7. Basic concepts and principles of modern business management.

Topic 8. A new paradigm of management.

Content module 4. Information support of the educational process in higher education.

Topic 9. University information system. Personal educational system of the university.

THEORY OF ORGANIZATION

Number of ECTS credits – 5

Content module 1. General theory of organization.

Topic 1. Methodological principles of organization theory.

Topic 2. Major organizational theories and models.

Topic 3. The essence of the organizational process.

Content module 2. Functioning and development of the organization.

Topic 4. Functioning of the organization as a system.

Topic 5. Functioning of the organization as a society.

Topic 6. External and internal environment of the organization.

PROBABILITY THEORY AND MATHEMATICAL STATISTICS

Number of ECTS credits – 5

Content module 1. Probability theory.

Topic 1. Empirical and logical foundations of probability theory.

Topic 2. Basic theorems of the theory probabilities, their economic interpretation.

Topic 3. Scheme of independent tests.

Topic 4. Random variables and their economic interpretation.

Topic 5. Laws of distribution and numbers characteristics of a random variable.

Topic 6. Multidimensional random variables.

Content module 2. Mathematical statistics.

Topic 7. Boundary theorems of probability theory. Primary processing of statistical data.

Topic 8. Statistical estimates of distribution parameters.

Topic 9. Testing statistical hypotheses.

Topic 10. Elements of correlation theory.

Topic 11. Elements of analysis of variance.

Topic 12. Elements of regression theory.

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Number of ECTS credits – 4

Content module 1. Theoretical foundations of the world economy.

Topic 1. The world economy and international economic relations.

Topic 2. International economic activity.

Topic 3. The world market of goods and services.

Topic 4. International trade in the system of international economic relations.

Topic 5. Pricing in international trade.

Topic 6. International scientific and technical relations.

Content module 2. Current state, problems and prospects of the world economy.

Topic 7. World financial market.

Topic 8. International credit.

Topic 9. World labor market.

Topic 10. International labor migration.

Topic 11. World monetary system.

Topic 12. International payments.

ETHICS OF BUSINESS

Number of ECTS credits – 4

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

Topic 1. Business ethics as a science and discipline: object, subject and task.

Topic 2. Language culture of business conversation.

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

Topic 3. Culture and communication techniques as part of language etiquette.

Topic 4. Non-verbal power of image ways of communication.

Topic 5. Power of image.

Topic 6. Technology of business (commercial) negotiations.

Topic 7. Ethics of distance communication.

UKRAINIAN LANGUAGE (FOR PROFESSIONAL PURPOSES)

Number of ECTS credits – 5

Content module 1. Normative and stylistic bases of professional communication.

Topic 1. The state language - the language of professional communication.

Topic 2. Normativity as an important feature of professional language.

Topic 3. Grammatical and orthographic norms as a factor in the proper level of language culture and their implementation in professional speech.

Topic 4. Styles of modern Ukrainian literary language in professional communication. Scientific language style.

Topic 5. Scientific work as a genre of scientific communication.

Content module 2. Professional language and communication competence.

Topic 6. Ukrainian terminology in professional communication.

Topic 7. Ukrainian terminology in professional communication.

Topic 8. Business papers as a means of written professional communication.

Topic 9. The culture of oral professional communication.

Topic 10. Rhetoric and the art of presentation.

**EDUCATIONAL DISCIPLINE OF SOCIO-PSYCHOLOGICAL DIRECTION
(SELECTIVE):**

Number of ECTS credits – 5

PSYCHOLOGY

Content module 1. Psyche, forms of its manifestation and properties.

Topic 1. Psychology as a science. Goals and objectives of psychological training.

Topic 2. Psyche and its development.

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.

Topic 4. The dynamics of the conflict and the mechanism of its occurrence.

Content module 2 Conflict interaction regulation.

Topic 5. Conflict management process.

Topic 6. Methods and forms of conflict management.

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 6. Economic problems of modern society.

BUSINESS PSYCHOLOGY

Content module 1. Theoretical aspects of business psychology.

Topic 1. Business psychology as an interdisciplinary science.

Topic 2. Prospects for the development of science. The problem of method and methodology.

Topic 3. Characteristics of psychological symptoms entrepreneurship.

Topic 4. Analysis of the property status of the enterprise.

Topic 5. Psychology of business communication in business.

Content module 2. Applied aspects of business psychology.

Topic 6. Psychology of business communication in business.

Topic 7. The specifics of doing business in business organization.

Topic 8. Psychological essence of entrepreneurial activity.

Topic 9. Psychological features of advertising policy.

Topic 10. Psychological features teamwork.

MINOR or FREE MINOR (OPTIONAL)

FOREIGN LANGUAGE FOR PROFESSIONAL PURPOSES (English, German, French)

SECOND FOREIGN LANGUAGE: BEGINNER LEVEL (German, French, Spanish, Arabic, Russian)

PROFESSIONAL FOREIGN LANGUAGE (Russian)

PROFESSIONAL UKRAINIAN AS A FOREIGN LANGUAGE

ANTI-CRISIS MANAGEMENT OF THE ORGANIZATION

Number of ECTS credits – 5

Topic 1. Fundamentals of crisis management.

Topic 2. Legal bases of crisis management.

Topic 3. Diagnostics of the enterprise economic condition and assessment of the insolvency prospects.

Topic 4. Mechanism and technology of crisis management.

Topic 5. Strategy and tactics of crisis management.

Topic 6. Human resources management in crisis situations.

BUSINESS PLANNING

Number of ECTS credits – 5

Topic 1. The concept of a business plan.

Topic 2. Analysis of the market.

Topic 3. Marketing Plan.

Topic 4. Operational Plan.

Topic 5. Organizational plan.

Topic 6. Financial plan.

Topic 7. Risk Management.

Topic 8. Registration of a business plan.

CONFLICTOLOGY

Number of ECTS credits – 5

Content module 1. Features of conflicts in different spheres.

Topic 1. Subject, content, structure and tasks of the discipline.

Topic 2. Conflict and its nature.

Topic 3. Conflict situation and incident.

Topic 4. Personality as a subject of conflict.

Topic 5. Conflict as a form of communication. Barriers to misunderstanding and ways to overcome them.

Topic 6. The nature of conflicts that arise as a result of working together. Objective reasons for the emergence of business conflicts.

Content module 2. Conflict resolution technologies.

Topic 7. Conflict in the "Team - Leader" system and ways of managing it.

Topic 8. Personnel management as a source of conflicts.

Topic 9. Potential conflicts in the non-productive sphere.

Topic 10. The range of possible outcomes from the conflict. Consequences of conflicts.

SOCIAL RESPONSIBILITY

Number of ECTS credits – 5

Topic 1. Introducing corporate responsibility.

Topic 2. Issues concerning Sustainability.

Topic 3. CSR strategy and reporting.

Topic 4. Employee related CSR issues.

Topic 5. Stakeholders and the social contract.

Topic 6. Environment issues Theory of management of CSR.

Topic 7. Social partnership as an instrument for the formation of social responsibility.

Topic 8. Monitoring of Corporate Social Responsibility.

Topic 9. Evaluating the effectiveness of social responsibility.

BLOCKCHAIN: BASICS AND EXAMPLES OF USE

Number of ECTS credits – 5

Content module 1. Basics of cryptographic methods in blockchain technology.

Topic 1. Trust and vulnerability.

Topic 2. Fundamentals of cryptography.

Topic 3. Application of cryptography in the blockchain.

Topic 4. Blockchain technology, its capabilities and limitations.

Content module 2. Features and examples of blockchain technology.

Topic 5. Implementation of blockchain in bitcoin.

Topic 6. Blockchain as a platform.

Topic 7. Smart contracts.

Topic 8. Non-financial examples of blockchain technology.

FINANCIAL ASPECTS OF CREATING AN IDEA AND STARTING A BUSINESS

Number of ECTS credits – 5

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

Theme 1. Starting your own business.

Theme 2. Which business is more profitable? Benefit assessment of business idea.

Theme 3. Creating a new product and defining a business idea.

Theme 4. Costs and cost of production.

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

Theme 5. Fundamentals of financial calculations.

Theme 6. Forms of raising capital.

Theme 7. Starting a business as a form of investment project realization.

Theme 8. An innovative form of investment.

Theme 9. Financing of the investment process.

Theme 10. Selling property.

BUSINESS REGISTRATION AND FINANCIAL REPORTING

Number of ECTS credits – 5

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.

FINANCIAL DIAGNOSTICS AND BUSINESS VALUATION

Number of ECTS credits – 4

Content module 1. Theoretical and methodological foundations of cost-oriented management enterprise.

Topic 1. The subject and content of business valuation.
Topic 2. The system of financial diagnostics of the enterprise.
Topic 3. Approaches 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.
Topic 5. Rationalization of capital structure by the criterion of enterprise value.
Topic 6. The relationship between investment activity and enterprise value management.

FUNDAMENTALS OF ENTREPRENEURSHIP

Number of ECTS credits – 5

Content module 1. The organizational aspects of entrepreneurship.

Topic 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.
Topic 2. Entrepreneurial ideas and methods of their implementation.
Topic 3. Registration of enterprises of different forms of ownership.
Topic 4. Sources of financing the business activity.
Topic 5. Taxation, accounting and reporting for business.
Topic 6. The risks of doing business.
Topic 7. Protection of business and entrepreneurial secrecy.

BUSINESS ETHICS AND BUSINESS COMMUNICATIONS

Number of ECTS credits – 5

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.

FUNDAMENTALS OF LEADERSHIP AND ORGANIZATIONAL DYNAMICS

Number of ECTS credits – 5

Content module 1 Theoretical bases of interaction of an individual (leader) and a group during managerial activity.

Topic 1 Management of human and group activities.
Topic 2 The essence of leadership theories.
Topic 3 Leadership style and image of the manager.
Topic 4 Types of group dynamics. Implementation of leadership in social groups.

Content module 2 Mechanisms of organizational dynamics.

Topic The nature and essence of organizational conflict.
Topic 6 Resolution of internal contradictions.
Topic 7 Psychological exchange.

PROJECT MANAGEMENT

Number of ECTS credits – 5

Content module 1 Theoretical and methodological principles of project management.

- Topic 1. General characteristics of project management.
- Topic 2. Project management organization.
- Topic 3. Team and key human factors in project management.
- Content module 2 Practical issues of project management.**
- Topic 4. Project content planning. Project structuring.
- Topic 5. Project planning in time.
- Topic 6. Project cost management.
- Topic 7. Project implementation control.
- Topic 8. Project risk management.

CONDUCTING BUSINESS NEGOTIATIONS

Number of ECTS credits – 4

- Topic 1. Specificity and peculiarities of negotiations.
- Topic 2. Stages of conducting business negotiations.
- Topic 3. Negotiation strategy.
- Topic 4. Negotiation tactics.
- Topic 5. Psychological impact in negotiation process.
- Topic 6. Analysis of business partner character.
- Topic 7. Negotiation process. Caucus.
- Topic 8. Answers to questions and objections.
- Topic 9. Effective completion of negotiations.

MATHEMATICAL MODELS AND METHODS OF DECISION MAKING

Number of ECTS credits – 5

Content module 1. Fundamentals of decision making methodology.

- Topic 1. Basic definitions and concepts of decision making theory.
- Topic 2. General formulation of problems of decision-making.
- Topic 3. Single-criterion problems of decision-making.
- Topic 4. Multi-criterion decision-making problems.

Content module 2. Methods of decision making.

- Topic 5. Methods of solving single-criterion problems.
- Topic 6. A statement of the multi-criteria problem of linear programming.
- Topic 7. Statistical methods of decision making.
- Topic 8. Problems of decision-making in conditions of uncertainty.
- Topic 9. Problems of decision-making in conditions of certainty.
- Topic 10. Decision-making problems at risk.
- Topic 11. Stochastic decision making problems.
- Topic 12. Game theory as a tool of decision making theory.

ETHICS, NEUROPSYCHOLOGY, SKILLS OF BUSINESS COMMUNICATION

Number of ECTS credits – 5

Content module 1. The basis of business communication.

- Topic 1. Ethics, neuropsychology, skills of business communication: introduction.
- Topic 2. Needs of a personality as a foundation of business communication.
- Topic 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation, humor.
- Topic 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxiety, love as factors of the quality of communication.
- Topic 5. Typology of a personality in business communication.
- Topic 6. Self concept of personality and image as the foundation of business communication.

Content module 2. Communication technologies and procedures.

- Topic 7. The art of dialogue.
- Topic 8. Defense mechanisms of a personality in communication.

- Topic 9. Interview: interviewer characteristics, documents, letters of recommendation, self-preparation for the interview.
- Topic 10. Business clothes, perfumery.
- Topic 11. Etiquette at the table.
- Topic 12. Superstitions, signs, self-hypnosis and auto-training in communication.
- Topic 13. Written agreements in business negotiations.
- Topic 14. Modern problems of business communication.

ECONOMICS AND KNOWLEDGE MANAGEMENT

Number of ECTS credits – 5

Content module 1. Scientific and theoretical foundations of knowledge economy.

- Topic 1. Methodological foundations of knowledge economy.
- Topic 2. Knowledge as special information.
- Topic 3. Application of knowledge in modern organizations.
- Topic 4. Intellectual capital management.

Content module 2. Features of knowledge management.

- Topic 5. Knowledge management and its connection with innovation.
- Topic 6. Knowledge management in the practice of organization management.
- Topic 7. Knowledge economy and scientific and technological development.
- Topic 8. Organization of knowledge transfer.
- Topic 9. Formation of the system of scientific work and education in Ukraine.

PUBLIC GOVERNANCE

Number of ECTS credits – 5

Content module 1. Models of decentralized management: international experience.

- Topic 1. Management traditions in Europe.
- Topic 2. Modern approaches to modernization of management.
- Topic 3. Analysis of global models of decentralized management.
- Topic 4. Criteria for comparing political and administrative systems.
- Topic 5. Trends of decentralization in selected countries: Italy, France, Great Britain.
- Topic 6. Decentralization in the United States, Canada.
- Topic 7. Development of models and practical experience of Eastern European countries.

Content module 2. New public management and public governance.

- Topic 8. Prerequisites and principles of new public management.
- Topic 9. Forms of modern administrative activity. Administrative activities competitive orientation.
- Topic 10. Public Governance: conceptual apparatus, essence and types.
- Topic 11. Evaluation of territorial management on the basis of good Governance criteria.
- Topic 12. Regional governance.
- Topic 13. Practical application of public private partnerships technologies.
- Topic 14. Possibilities of application of elements of the concept of new public management i public governance in the cities of Ukraine.

CREATIVE MANAGEMENT

Number of ECTS credits – 5

Section 1. Creative economy: formation, development and initating environment.

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

Section 2. The theoretical foundations of creative management.

- Topic 5. The process and nature of human thinking. The types of thinking.
- Topic 6. Formation of a creative person.
- Topic 7. The creative type manager.

Topic 8. Formation of creative environment at an organization.
Topic 9. Integral intelligence as an object of management in creative management.
Topic 10. Team building in creative management.
Topic 11. Motivation of personalities of creative type.

BUSINESS ETHICS

Number of ECTS credits – 5

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

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

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

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

TIME MANAGEMENT

Number of ECTS credits – 5

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 4. Effective methods and tools of time management.
Topic 5. Delegation of powers as an effective time management tool.

IT ENTREPRENEURSHIP

Number of ECTS credits – 5

Content module 1. Organizational and legal aspects of entrepreneurship.

Topic 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.
Topic 2. Entrepreneurial ideas and methods of their implementation.
Topic 3. Registration of enterprises of different ownership forms.
Topic 4. Sources of financing of business activity.
Topic 5. Business taxation, accounting and reporting.

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

Topic 6. Business models for IT area.
Topic 7. General characteristics of IT business.
Topic 8. Business-planning.
Topic 9. Marketing of IT projects.

THE ART OF TRAINING

Number of ECTS credits – 5

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

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

Content module 2. Big tutorials.

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

PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT

Number of ECTS credits – 5

Content module 1. Basics of personal branding.

Topic 1. A systemic view on a personal brand.

Topic 2. Creating a personal brand.
Topic 3. Promotion of a personal brand.
Content module 2. Management of business image.
Topic 4. Theoretical basis for a business image development.
Topic 5. Technological bases for creating a business image.
Topic 6. Features of business image management.

SMALL BUSINESS MANAGEMENT

Number of ECTS credits – 5

Content module 1. Organizational and legal aspects of small business.
Topic 1. The concepts and approaches to business.
Topic 2. Main activities in 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 10. Taxation, accounting and reporting in small business enterprises.
Topic 11. Supervisory and supervisory bodies.
Topic 12. Franchising. The concept of franchising.
Topic 14. Business protection and business secrets.
Topic 15. Business ethics and culture in business.
Topic 16. Formation of the team, personnel policy of the enterprise.
Topic 17. PR and small business promotion.

MANAGEMENT OF PRODUCTION OF GOODS AND SERVICES

Number of ECTS credits – 5

Content module 1. Operations strategy and managing change.
Topic 1. Introduction to the field.
Topic 2. Operations Strategy and Competitiveness.
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.

REPUTATIONAL MARKETING

Number of ECTS credits – 5

Content module 1. Business reputation and marketing activities.
Topic 1. Internet advertising as a business process.
Topic 2. Advertising as a process of marketing activities.
Topic 3. Fundamentals of brand management and brand management.
Topic 4. Business reputation. Brand / enterprise reputation analysis.
Content module 2. Marketing tools for reputation management brand / enterprise.
Topic 5. Creating an information base of brand / enterprise reputation.
Topic 6. Reputation management in search engines.

Topic 7. Brand / enterprise reputation management technologies.
Topic 8. Development of marketing strategy for brand / enterprise reputation management.

VALUATION ACTIVITIES IN BUSINESS

Number of ECTS credits – 5

Content module 1. Conceptual basis for business valuation.

Topic 1. Subject and content of business valuation.
Topic 2. Organizing the evaluation activity and its legislative support.
Topic 3. Methodical tool for valuing business value.

Content module 2. Valuation of business for specific purposes.

Topic 4. Approach to assessing the value of a business.
Topic 5. Comparative approach to business valuation.
Topic 6. Cost-effective approach to business valuation.

PUBLIC SECTOR ECONOMY

Number of ECTS credits – 5

Topic 1. Public welfare. The basic concepts of well-being. The function of public welfare. Aggregation of goods and individuals.
Topic 2. Optimal taxation. Indirect Taxation. Direct taxation. Tax evasion Evasion and avoidance.
Topic 3. Market failures and the need for public spending. Asymmetry of information. The expediency of public expenditure.
Topic 4. Evaluation of the effectiveness of public spending. The concept of efficiency of public spending. Macroeconomic approach. Sectoral approach.

E-MARKETING

Number of ECTS credits – 5

Content module 1. Theoretical basics of electronic marketing.

Topic 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing.
Topic 2. E-marketing tools and technologies.

Content module 2. Application of e-marketing tools in the activities of modern enterprises.

Topic 3. Fundamentals of Content Optimization.
Topic 4. Search Marketing.
Topic 5. Social Media Marketing.
Topic 6. Web analytics and analysis of the effectiveness of e-marketing activities.
Topic 7. Features of mobile marketing.

INTERNATIONAL ADVERTISING BUSINESS

Number of ECTS credits – 5

Content module 1. International advertising as a process of business activity.

Topic 1. The essence of international advertising. Advertising as an industry.
Topic 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.
Topic 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.
Topic 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.

Topic 5. Global brands development. Global brands management.
Topic 6. Organization of an advertising campaign in the foreign market.
Topic 7. The role of the Internet in promoting the company in international markets
Topic 8. Advertising tools in social media.

FINANCIAL DIAGNOSTICS OF BUSINESS

Content module 1: The essence and importance of financial analysis in ensuring efficiency

activities of the enterprise.

Topic 1. The value and theoretical foundations of financial analysis.

Topic 2. Information support of financial analysis.

Content module 2: Analysis of economic and financial resources of the enterprise.

Topic 3. Analysis of enterprise property.

Topic 4. Analysis of current assets.

Topic 5. Analysis of sources of capital formation of enterprises.

Topic 6. Analysis of cash flows.

Content module 3. Analysis of the financial condition of the enterprise.

Topic 7. Analysis of liquidity and solvency of enterprises.

Topic 8. Analysis of financial stability of enterprises.

Topic 9. Analysis of creditworthiness of enterprises.

MODERN MANAGEMENT TOOLS

Number of ECTS credits – 5

Content module 1. Search for business model, problem-solving tools.

Topic 1. Business ecosystem.

Topic 2. Design Thinking.

Topic 3. Contemporary business models.

Topic 4. Business Model Canvas.

Content module 2. Business model validation management tools.

Topic 5. Team management tools.

Topic 6. Minimum viable product.

Topic 7. Management tools for the market evaluation and marketing.

Topic 8. Basics of investment and finance in business.

HR MANAGEMENT

Number of ECTS credits – 5

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.

Topic 13. Strategic Human Resource Management.

PUBLIC RELATIONS

Number of ECTS credits – 5

Content module 1. Fundamentals of the theory of public relations.

Topic 1. Public relations and social communication.

Topic 2. History of the origin and development of public relations.

Topic 3. Public relations in modern society.

Topic 4. Public opinion as an object of PR activities.

Topic 5. The media is an important tool of PR.

Content module 2. Applied aspects of public relations.

Topic 6. The role of public relations in shaping the image of the organization.

Topic 7. Event communication in the public relations system.

Topic 8. International public relations.

Topic 9. Crisis public relations.

Topic 10. Organization of public relations system.

Topic 11. Legal regulation and ethical norms of public relations.

ECONOMY OF ENTERPRISE

Number of ECTS credits – 5

Content module 1. Enterprise. Concept of functioning.

Topic 1. Theories and models of enterprises.

Topic 2. Entrepreneurship: essence, types, principals.

Topic 3. Types of enterprises, their institutional-legal forms.

Topic 4. External environment of enterprises.

Topic 5. Organization structure and enterprise management.

Topic 6. Market and products.

Content module 2. Resource provision and financial results of enterprise.

Topic 7. Forecasting and planning of an enterprise activity.

Topic 8. Personnel of an enterprise and remuneration.

Topic 9. Intellectual capital.

Topic 10. Production and sales cost of an enterprise.

Topic 11. Investment.

Topic 12. Financial results of an enterprise activity.

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.

Topic 4. Compilation and grouping of statistics.

Content module 2. Statistical indicators and distribution series.

Topic 5. Generalized statistical indicators.

Topic 6. Analysis of distribution series.

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 9. Statistical methods for measuring relationships.

Topic 10. Analysis of the intensity of dynamics.

Topic 11. Analysis of development trends and fluctuations.

Topic 12. Index method.

MANAGEMENT

Number of ECTS credits – 6

Content module 1. Management as a science.

Topic 1. The concept and essence of management.

Topic 2. Evolution of management.

Content module 2. Functions of management.

Topic 3. Planning in organizations.

Topic 4. Organization as a function of management.

Topic 5. Motivation.

Topic 6. Management control.

COMMUNICATIONS AND SOCIAL RESPONSIBILITY

Number of ECTS credits – 4

Content module 1. The essence and objectives of corporate social responsibility.

Topic 1. Social responsibility as a factor of sustainable development.

Topic 2. External communication on the basis of SR.

Topic 3. Internal community at the ambushes of social communication.

Topic 4. Formation of the relationship between employer and employee on the basis of social responsibility.

Topic 5. Ecological component of social responsibility.

Topic 6. Strategic directions of development of social responsibility.

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. Simple regression model.

Topic 2. General issues of constructing a multiple regression model.

Topic 3. Estimation of parameters of the linear equation of multiple regression and quality of the model as a whole.

Topic 4. Partial regression equations. Forecasting by regression models.

Topic 5. Problems in the construction of linear multiple regression models: multicollinearity.

Topic 6. Problems in constructing linear multiple regression models: heteroskedasticity.

Topic 7. Problems in the construction of linear multiple regression models: autocorrelation model residues.

Content module 2. Types of econometric models.

Topic 8. Generalized regression analysis schemes.

Topic 9. Systems of econometric equations.

Topic 10. Dynamic econometric models.

Topic 11. Modeling of one-dimensional time series.

Topic 12. Study of relationships in time series and forecasting.

MANAGEMENT 2

Number of ECTS credits – 5

Content module 3. General principles of practical application of techniques and methods of management.

Topic 7. Fundamentals of management decision theory.

Topic 8. Methods for substantiating managerial decisions.

Topic 9. Leadership.

Topic 10. Communications in management.

Topic 11. The effectiveness of management.

COURSE WORK: MANAGEMENT

FINANCE

Number of ECTS credits – 5

Content module 1. The theory of finance at the macrolevel.

Topic 1. The essence and purpose of finances.

Topic 2. The financial system of Ukraine.

Topic 3. The essence of credit. The banking system.

Topic 4. State budget.

Content module 2. The basics of finances of an enterprise.

Topic 5. Finances of an enterprise.

Topic 6. The fundamentals of finance at an enterprise.

Topic 7. Financial resources (capital) of an enterprise.

Topic 8. Financial analysis and planning of an enterprise's activity.

LOGISTICS

Content module 1. Conceptual foundations of logistics.

Topic 1. Logistics – an instrument of the market economy.

Topic 2. The concept and methodology of the integrated logistics.

Topic 3. The objects of the logistics management and logistics operations.

Topic 4. Logistics activity and logistics functions.

Topic 5. Logistics management in the general management.

Content module 2. Functional and basic logistics sharing.

Topic 6. Logistics approach to management of material flows in manufacturing.

Topic 7. Logistics approach to management of material flows in circulation.

Topic 8. Logistics approach to customer service.

Topic 9. Warehouse and transportation in logistics.

Topic 10. Economic support of logistics.

EDUCATIONAL DISCIPLINES IN LEGAL DIRECTIONS (SELECTIVE):

Number of ECTS credits: 5

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 3. Principles of international economic law.

Topic 4. States as subjects of international economic law.

Topic 5. International economic organizations.

Topic 6. International economic agreements.

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

Topic 7. Legal regulation of foreign economic activity in Ukraine.

Topic 8. International trade law.

Topic 9. International monetary law.

Topic 10. International transport law.

Topic 11. International customs law.

Topic 12. International investment law.

LABOR LAW

Topic 1. Labor law as one of the branches of Ukrainian law. The source of labor law.

Topic 2. Labor relations and their subjects.

Topic 3. Collective agreements and collective agreements. Legal provision of employment.

Topic 4-5. Employment contract.

Topic 6-7. Legal regulation of working hours and rest time.

Topic 8. Remuneration.

Topic 9. Discipline of work.

Topic 10. Liability of the parties employment contract.

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 3. Legal regulation of business licensing. Legal regulation of standardization and certification. "

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. "

CIVIL LAW

Content module 1. General part of civil law.

Topic 1. The concept of civil law and its system.

Topic 2. Civil law Of Ukraine.

Topic 3. Civil relations.

Topic 4. Grounds for occurrence, change and termination civil rights and obligations.

Topic 5. Exercise of civil rights and performance of duties. Protection of civil rights and interests.

Topic 6. Individual.

Topic 7. Guardianship and care.

Topic 8. Legal entities.

Topic 9. Participation of the state, the Autonomous Republic of Crimea, territorial communities in civil relations.

Topic 10. Objects of civil rights.

Topic 11. Deeds.

Topic 12. Representation.

Topic 13. General provisions on personal intangible rights of an individual.

Topic 14. Personal intangible rights that ensure the social existence of the individual.

Topic 15. General provisions on property law.

Topic 16. Property rights.

Topic 17. The right of joint ownership.

Topic 18. Protection of property rights.

Topic 19. Real rights to another's property.

Topic 20. General provisions on intellectual property rights.

Topic 21. Copyright and related rights.

Topic 22. Industrial property law.

INTELLECTUAL PROPERTY

Content module 1. General provisions of intellectual property law and its institutions.

Topic 1. General provisions on intellectual property.

Topic 2. Copyright.

Topic 3. Characteristics of related rights.

Topic 4. Patent law.

Topic 5. State system of protection of intellectual property rights.

Content module 2. Means of individualization of participants in civil turnover, goods and services.

Topic 6. Intellectual property rights to a trademark.

Topic 7. Intellectual property rights to commercial names.

Topic 8. Intellectual property rights to geographical indications.

Topic 9. Legal basis for concluding certain types of contracts in the field of intellectual property.

Topic 10. Legal liability for infringement of intellectual property rights.

EUROPEAN UNION LAW

Topic 1. European law: principles sources, system, traditions.

Topic 2. Legal nature and characteristics European Union law.

Topic 3. The European Union is new organization of political power in Europe.

Topic 4. Competence of the European Union.

Topic 5. Institutions and bodies of the European Union.

Topic 6. Fundamentals of the legal status of man and a citizen of the European Union.

Topic 7. Legal basis of the economic system of the European Union.

Topic 8. Legal regulation of certain species economic activity within the European Union.

Topic 9. Legal regulation of social areas within the European Union.
Topic 10. Fundamentals of Schengen law.
Topic 11. European legislation Union in the fight against crime and international terrorism.
Topic 12. Legal regulation cooperation of Ukraine with the European Union.

CONTRACT LAW

Content module 1. General theoretical provisions of the contract law of Ukraine.

Topic 1. General provisions of the contract.
Topic 2. General procedure for concluding a contract. Change, termination of the contract.
Topic 3. Special procedures for concluding contracts.
Topic 4. The procedure for ensuring the fulfillment of the contractual obligation.
Topic 5. Agreements on the transfer of ownership.
Topic 6. Agreements on the transfer of property in temporary possession and use.
Topic 7. Contracts for the performance of works.
Topic 8. Service contracts.
Topic 9. Agreements on the disposal of intellectual property rights. Commercial concession agreement.
Topic 10. Agreement on joint activities.

FINANCE LAW

Content module 1. Financial law in the legal system of Ukraine.

Topic 1. Financial activities of the state. Subject, method, system and sources of financial rights.
Topic 2. Financial and legal norms and financial relations.
Topic 3. Legal regulation of financial control.

Content module 2. Budget law.

Topic 4. Budget law and process.
Topic 5. Budget system and legal principles of the budget system, legal regulation of intergovernmental relations.
Topic 6. Legal regulation of budget revenues and expenditures.
Topic 7. Legal regulation of public debt and public credit.

Content module 3. Tax law.

Topic 8. Fiscal policy and tax law.
Topic 9. Legal regulation of the tax system.
Topic 10. Legal regulation of tax control.

Content module 4. Legal regulation of the financial services market.

Topic 11. Legal regulation of the single social contribution to the mandatory state insurance.
Topic 12. Legal basis of banking.

MARKETING

Number of ECTS credits – 5

Content module 1. Theoretical foundations of the marketing and its modern concepts.

Topic 1. The essence of the marketing and its modern concept.
Topic 2. Marketing as an open mobile system.
Topic 3. Marketing characteristics.
Topic 4. Marketing research.

Content module 2. Development and realization of operational marketing complex.

Marketing management.

Topic 5. Marketing product policy.
Topic 6. Marketing pricing policy.
Topic 7. Marketing distribution policy.
Topic 8. Marketing policy of communications.
Topic 9. Organization of marketing.
Topic 10. Control in marketing.

Topic 11. Marketing plan of an enterprise.
<u>BASIS OF SCIENTIFIC-ANALYTICAL RESEARCH</u>
Number of ECTS credits – 5
<p>Content module 1. Theoretical fundamentals of science and scientific activity.</p> <p>Topic 1. Science and scientific thinking. Research technology.</p> <p>Topic 2. Methods of working with concepts.</p> <p>Topic 3. The technology of working with literature.</p> <p>Content module 2. Technology of scientific and analytical research.</p> <p>Topic 4. Presentation of research result.</p> <p>Topic 5. Research methods and models.</p> <p>Topic 6. Formulation of conclusions and recommendations of the research. Presentation of research results.</p>
<u>COURSE WORK: FUNDAMENTALS OF SCIENTIFIC AND ANALYTICAL RESEARCH</u>
<u>FUNDAMENTALS OF LEADERSHIP AND ORGANIZATIONAL DYNAMICS</u>
Number of ECTS credits – 4
<p>Content module 1 Theoretical bases of interaction of an individual (leader) and a group during managerial activity.</p> <p>Topic 1 Management of human and group activities.</p> <p>Topic 2 The essence of leadership theories.</p> <p>Topic 3 Leadership style and image of the manager.</p> <p>Topic 4 Types of group dynamics. Implementation of leadership in social groups.</p> <p>Content module 2 Mechanisms of organizational dynamics.</p> <p>Topic 5 The nature and essence of organizational conflict.</p> <p>Topic 6 Resolution of internal contradictions.</p> <p>Topic 7 Psychological exchange.</p>
<u>CROSS-CULTURAL MANAGEMENT</u>
Number of ECTS credits – 4
<p>Content module 1. Conceptual approaches to cross-cultural management.</p> <p>Topic 1. Evolution and main concepts of cross-cultural management.</p> <p>Topic 2. The role of the phenomenon of "culture" in management.</p> <p>Topic 3. National culture in the conditions of globalization.</p> <p>Content module 2. National business cultures: the practice of cultural interaction.</p> <p>Topic 4. Classification of national culture.</p> <p>Topic 5. Organizational culture of a multinational organization.</p> <p>Topic 6. Motivation and leadership styles in different countries.</p>
<u>ANALYTICAL SUPPORT OF BUSINESS MANAGEMENT</u>
<p>Content module 1. Theoretical basis of analysis economic activity of enterprise.</p> <p>Topic 1. Scientific fundamentals of economic analysis.</p> <p>Topic 2. Subject and method of economic analysis.</p> <p>Topic 3. Analysis of production and sales.</p> <p>Content module 2. Method of comprehensive analysis of an enterprise's activity.</p> <p>Topic 4. Analysis of human resources.</p> <p>Topic 5. Analysis of material resources.</p> <p>Topic 6. Analysis of fixed assets.</p> <p>Topic 7. Analysis of costs, profit and profitability.</p>
<u>TECHNOLOGIES OF DECISION MAKING IN BUSINESS</u>
Number of ECTS credits – 6
<p>Content module 1. Basic principles and tools of decision making in business.</p> <p>Topic 1. Fundamentals of decision making and decision support systems in business.</p>

Topic 2. Basic decision making techniques.
Topic 3. Project evaluation and review technique.
Topic 4. Multicriterial decision making techniques.
Content module 2. Computer-aided decision support systems in business.
Topic 5. Multicriteria decision-making tasks in progress performing management functions.
Topic 6. Expert decision-making methods.
Topic 7. Methods of the theory of statistical decisions in business.

TRAINING COURSE «INTERNATIONAL ACCOUNTING STANDARDS»

Content module 1 The Fundamentals of Accounting and Reporting.

Topic 1. The Role of Accounting as an Information System.
Topic 2. Measurement and Disclosure of Assets.
Topic 3. Measurement and Disclosure of Liabilities.
Topic 4. Accounting for Liabilities and Equity.
Topic 5. Accounting for income and financial results.
Topic 6. Financial statements and its analysis.

BUSINESS PERFORMANCE EVALUATION

Number of ECTS credits – 5

Content module 1. Theoretical foundations of business performance evaluation.

Topic 1. The essential characteristics of business performance.
Topic 2. Fundamentals of business performance evaluation.
Topic 3. Information support of business performance evaluation.

Content module 2. Methods of business performance evaluation.

Topic 4. General indicators of business performance.
Topic 5. Indicators of efficiency of use of certain types of resources.
Topic 6. Social and environmental efficiency of business.

STRATEGIC MANAGEMENT

Number of ECTS credits – 5

Content module 1. Conceptual foundations of strategic management.

Topic 1. Strategic Management: nature and characteristics.
Topic 2. The role of business vision and mission in the strategic management.
Topic 3. The external environment analysis.
Topic 4. The Internal environment analysis.

Content module 2. Development of the strategy and its implementation.

Topic 5. Strategy in action.
Topic 6. The Competitive Strategy.
Topic 7. Portfolio strategies and management of the strategic position of the enterprise.
Topic 8. Generation of strategies and conditions for their implementation.
Topic 9. The organization of strategic management at an enterprise.

COURSE WORK: STRATEGIC MANAGEMENT

TRAINING COURSE "BUSINESS PLANNING"

Number of ECTS credits – 3

Topic 1. The basics of business planning.
Topic 2. Business model canvas.
Topic 3. Customer development and market analysis.
Topic 4. Key chapters of a business plan.
Topic 5. Business plan presentation.

COMPLEX TRAINING

Number of ECTS credits – 3

PRE-DIPLOMA PRACTICE

Number of ECTS credits – 9

<u>GRADUATE WORK</u>

Number of ECTS credits – 15
