**SPECIALITY 281 "PUBLIC MANAGEMENT AND ADMINISTRATION"**

### UKRAINIAN LANGUAGE (FOR PROFESSIONAL PURPOSES)

| 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 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. |

### FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)

| Content module 1. Elements of business. Introduction. |
| Topic 1. Elements of administration |
| Topic 2. Forms of organization and structure of administrative activities. |

**Content module 2. Human resources of the organization. Financing of public institutions and organizations.**

| Topic 4. Administrative management and financing. |

### SOCIAL AND ECONOMIC HISTORY OF UKRAINE

| Number of ECTS credits - 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 end of the ninth century. |
| Topic 2. Socio-economic life in the Ukrainian lands at the end of IX - 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-14th - mid-17th centuries) |
| Topic 4. Socio-economic situation of Ukrainian lands in the period from the middle of the XVII - to the end XVIII century |
| Topic 5. Ukrainian lands in the Russian and Austrian empires in the late eighteenth - in the first half of the XIX century. |
| Topic 6. Ukrainian lands in the Russian and Austro-Hungarian empires in the second half XIX century |

**Content module 2. Socio-economic development of Ukrainian lands in the twentieth - at the beginning of the XXI century.**

| Topic 7. Ukraine in the early twentieth century. |
| Topic 9. Ukrainian lands in the interwar period (1921-1939) |
| Topic 10. Ukraine during the Second World War (1939-1945) |
### PHILOSOPHY
Number of ECTS credits – 5

**Content module 1. Philosophy as universal knowledge**
- Topic 1. Philosophy as a universal type of knowledge.
- Topic 3. Philosophy of the Middle Ages and the Renaissance.
- Topic 4. Philosophy of the New Age.
- Topic 5. German classical philosophy.
- Topic 7. Traditions of national philosophical thought.
- Topic 8. Philosophy of existence (metaphysics and ontology).
- Topic 12. Philosophy of culture and civilization.

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### 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 4. Elements of analytical geometry.

**Content module 2. Elements of mathematical analysis**
- Topic 7. Analysis of the functions of many variables.
- Topic 8. Indefinite integral.

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### 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.

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### ENTRY TO THE PROFESSION
Number of ECTS credits – 3
### MACRO- AND MICROECONOMICS

**Number of ECTS credits – 4**

**Content module 1. The main problems of microeconomics.**

**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.

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

**Content module 2. Mathematical statistics**
- Topic 7. Boundary theorems of probability theory. Primary processing of statistical data.
- Topic 10. Elements of correlation theory.
- Topic 12. Elements of regression theory.

### MANAGEMENT THEORY

**Number of ECTS credits – 5**

### WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

**Content module 1. Theoretical foundations of the world economy.**
- Topic 2. International economic activity.
- Topic 3. The world market for goods and services.
- Topic 4. International trade in the IEA system.
- 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 10. International labor migration.

### TRAINING COURSE “Life safety and labor protection”

**Number of ECTS credits – 2**

**Content module 1. Life safety and labor protection.**
- Topic 1. Basic concepts and basic principles of life safety and labor protection.
- Topic 2. Physiological and psychological criteria of human safety.
| Topic 3. Environmental hazards, the nature of their manifestations and impact on humans. |
| Topic 4. Physiology and occupational hygiene. |
| Topic 5. Workplace safety. |
| Topic 6. Fire safety. |

**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 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 7. Green energy. |
| **Content module 2. Modern environmental technologies.** |
| Topic 8. Modern and promising environmental technologies. |

**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. |
| **Content module 2. Environmental protection and rational use of nature.** |
| Topic 5. Economic mechanisms of environmental protection and rational nature management. |
| Topic 7. Ecological monitoring of the environment. Legal regulation of environmental relations Ukraine. |
| Topic 8. Environmental management and marketing. |

**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 8. Innovative technologies for the production of chemical products.
- 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 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 6. The role of science in the development of technological systems.
- Topic 7. Priority areas of technological development.

#### Content module 2. Modern technological systems in the world.
- Topic 10. Modern technological systems in mechanical engineering and instrument making.
- Topic 12. Modern technological systems in the chemical industry.

### 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 8. GMO – products.
### 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 5. Installing Windows.

**Content module 2. Features and examples of application of network technologies.**
- Topic 7. Application software.
- Topic 8. Laptops and mobile devices.
- Topic 9. Operating systems for mobile devices, Linux and OS X.
- Topic 11. Information security.
- Topic 12. Information technology specialist.

### 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.

### 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 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.**
<table>
<thead>
<tr>
<th>Topic 5. Conflict management process.</th>
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<tbody>
<tr>
<td>Topic 6. Methods and forms of conflict management.</td>
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<tr>
<td>Topic 7. Conflict prevention in the organization.</td>
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</tbody>
</table>

**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.

**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.

**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

- 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**

Number of ECTS credits – 5

- Theme 1. The concept of a business plan.
- Theme 2. Analysis of the market.
- Theme 4. Operational Plan.
- Theme 5. Organizational plan.
### CONFLICTOLOGY

**Number of ECTS credits** – 5

**Content module 1. Features of conflicts in different spheres**
- Theme 1. Subject, content, structure and tasks of the discipline.
- Theme 2. Conflict and its nature.
- Theme 3. Conflict situation and incident.
- Theme 4. Personality as a subject of conflict.
- Theme 5. Conflict as a form of communication. Barriers to misunderstanding and ways to overcome them.
- Theme 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.**
- Theme 7. Conflict in the "Team - Leader" system and ways of managing it.
- Theme 8. Personnel management as a source of conflicts.
- Theme 10. The range of possible outcomes from the conflict. Consequences of conflicts.

### SOCIAL RESPONSIBILITY

**Number of ECTS credits** – 5

Theme 1. Introducing corporate responsibility.
Theme 2. Issues concerning Sustainability.
Theme 3. CSR strategy and reporting.
Theme 4. Employee related CSR issues.
Theme 5. Stakeholders and the social contract.
Theme 6. Environment issues Theory of management of CSR.
Theme 7. Social partnership as an instrument for the formation of social responsibility.
Theme 8. Monitoring of Corporate Social Responsibility.
Theme 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 4. Blockchain technology, its capabilities and limitations.

**Content module 2. Features and examples of blockchain technology.**
- Topic 5. Implementation of blockchain in bitcoin.
- Topic 7. Smart contracts.

### 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.

**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 7. Taxation systems for entrepreneurs.

**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.

**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 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 2. Corporate ethics.
Topic 3. The role of image in business.

**Content module 2. Business communications.**
Topic 5. Intercultural business communications.

**FUNDAMENTALS OF LEADERSHIP AND ORGANIZATIONAL DYNAMICS**
<table>
<thead>
<tr>
<th>Course</th>
<th>Number of ECTS credits</th>
<th>Content module 1</th>
<th>Content module 2</th>
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<tbody>
<tr>
<td>Number of ECTS credits – 5</td>
<td></td>
<td>Theoretical bases of interaction of an individual (leader) and a group during managerial activity.</td>
<td>Mechanisms of organizational dynamics.</td>
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<td></td>
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<td>Topic 1 Management of human and group activities.</td>
<td>Topic The nature and essence of organizational conflict.</td>
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<td>Topic 2 The essence of leadership theories.</td>
<td>Topic 6 Resolution of internal contradictions.</td>
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<td>Topic 3 Leadership style and image of the manager.</td>
<td>Topic 7 Psychological exchange.</td>
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<td>Topic 4 Types of group dynamics. Implementation of leadership in social groups.</td>
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<tr>
<td>PROJECT MANAGEMENT</td>
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<tr>
<td>Number of ECTS credits – 5</td>
<td></td>
<td>Mechanical and methodological principles of project management.</td>
<td>Practical issues of project management.</td>
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<td>Topic 7. Project implementation control.</td>
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<td>Topic 8. Project risk management.</td>
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<tr>
<td>CONDUCTING BUSINESS NEGOTIATIONS</td>
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<tr>
<td>Number of ECTS credits – 4</td>
<td></td>
<td>Specificity and peculiarities of negotiations.</td>
<td>Practical issues of project management.</td>
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<td>Negotiation strategy.</td>
<td>Topic 5. Project planning in time.</td>
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<td></td>
<td>Psychological impact in negotiation process.</td>
<td>Topic 7. Project implementation control.</td>
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<td>Answers to questions and objections.</td>
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<td>Effective completion of negotiations.</td>
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<tr>
<td>MATHEMATICAL MODELS AND METHODS OF DECISION MAKING</td>
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<tr>
<td>Number of ECTS credits – 5</td>
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<td>Fundamentals of decision making methodology.</td>
<td>Methods of decision making.</td>
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<td>Topic 9. Problems of decision-making in conditions of certainty.</td>
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<td>Topic 10. Decision-making problems at risk.</td>
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</tbody>
</table>
**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 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 11. Etiquette at the table.
- Topic 12. Superstitions, signs, self-hypnosis and auto-training in 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 8. Organization of knowledge transfer.

**PUBLIC GOVERNANCE**

Number of ECTS credits – 5

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

**Content module 2. New public management and public governance.**
- Topic 8. Prerequisites and principles of new public management.
- Topic 11. Evaluation of territorial management on the basis of good Governance criteria.
<table>
<thead>
<tr>
<th>Topic 12. Regional governance.</th>
</tr>
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<tbody>
<tr>
<td>Topic 13. Practical application of public private partnerships technologies.</td>
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</table>

**CREATIVE MANAGEMENT**

<table>
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<th>Number of ECTS credits – 5</th>
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</table>

**Section 1. Creative economy: formation, development and initiating 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.

**BUSINESS ETHICS**

<table>
<thead>
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<th>Number of ECTS credits – 5</th>
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</table>

**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 6. Technology of business (commercial) negotiations.
Topic 7. Ethics of distance communication.

**TIME MANAGEMENT**

<table>
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<th>Number of ECTS credits – 5</th>
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</table>

**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**

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

**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.

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

Topic 7. General characteristics of IT business.
### 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.

**Content module 2. Big tutorials.
**
- Topic 5. Role-playing games.

### 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.

### 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 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 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 3. Project management.
<table>
<thead>
<tr>
<th>Topic 5. Service process selection and design.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content module 2. Supply chain design.</td>
</tr>
<tr>
<td>Topic 7. Strategic capacity management.</td>
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<tr>
<td>Topic 8. Lean production.</td>
</tr>
<tr>
<td>Topic 10. Aggregate sales and operations planning.</td>
</tr>
</tbody>
</table>

**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.

Content module 2. Marketing tools for reputation management brand / enterprise.
- Topic 5. Creating an information base of brand / enterprise reputation.

**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.

Content module 2. Valuation of business for specific purposes.

**PUBLIC SECTOR ECONOMY**

Number of ECTS credits – 5


**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 5. Social Media Marketing.
- Topic 6. Web analytics and analysis of the effectiveness of e-marketing activities.
<table>
<thead>
<tr>
<th>Topic 7. Features of mobile marketing.</th>
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</thead>
<tbody>
<tr>
<td><strong>INTERNATIONAL ADVERTISING BUSINESS</strong></td>
</tr>
<tr>
<td>Number of ECTS credits – 5</td>
</tr>
<tr>
<td><strong>Content module 1. International advertising as a process of business activity.</strong></td>
</tr>
<tr>
<td>Topic 1. The essence of international advertising. Advertising as an industry.</td>
</tr>
<tr>
<td>Topic 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.</td>
</tr>
<tr>
<td>Topic 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.</td>
</tr>
<tr>
<td>Topic 4. International advertising as a process of communication. The language of cross-cultural advertising.</td>
</tr>
<tr>
<td><strong>Content module 2. International advertising activity as the process of management.</strong></td>
</tr>
<tr>
<td>Topic 6. Organization of an advertising campaign in the foreign market.</td>
</tr>
<tr>
<td>Topic 7. The role of the Internet in promoting the company in international markets</td>
</tr>
<tr>
<td>Topic 8. Advertising tools in social media.</td>
</tr>
<tr>
<td><strong>FINANCIAL DIAGNOSTICS OF BUSINESS</strong></td>
</tr>
<tr>
<td>Content module 1: The essence and importance of financial analysis in ensuring efficiency activities of the enterprise.</td>
</tr>
<tr>
<td>Topic 1. The value and theoretical foundations of financial analysis.</td>
</tr>
<tr>
<td>Topic 2. Information support of financial analysis.</td>
</tr>
<tr>
<td><strong>Content module 2: Analysis of economic and financial resources of the enterprise.</strong></td>
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<tr>
<td>Topic 3. Analysis of enterprise property.</td>
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<tr>
<td>Topic 4. Analysis of current assets.</td>
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<tr>
<td>Topic 5. Analysis of sources of capital formation of enterprises.</td>
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<td>Topic 6. Analysis of cash flows.</td>
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<tr>
<td><strong>Content module 3. Analysis of the financial condition of the enterprise.</strong></td>
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<td>Topic 7. Analysis of liquidity and solvency of enterprises.</td>
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<tr>
<td><strong>MODERN MANAGEMENT TOOLS</strong></td>
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<td>Number of ECTS credits – 5</td>
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<tr>
<td><strong>Content module 1. Search for business model, problem-solving tools.</strong></td>
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<tr>
<td>Topic 2. Design Thinking.</td>
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<tr>
<td>Topic 3. Contemporary business models.</td>
</tr>
<tr>
<td><strong>Content module 2. Business model validation management tools.</strong></td>
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<tr>
<td>Topic 5. Team management tools.</td>
</tr>
<tr>
<td>Topic 7. Management tools for the market evaluation and marketing.</td>
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<tr>
<td><strong>HR MANAGEMENT</strong></td>
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<tr>
<td>Number of ECTS credits – 5</td>
</tr>
<tr>
<td><strong>Content module 1. Managing the Internal and External Environment.</strong></td>
</tr>
<tr>
<td>Topic 5. Training and Development.</td>
</tr>
<tr>
<td>Content module 2. Acquiring, Developing and Compensating Human Resources.</td>
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<tr>
<td>Topic 7. Employee Relations.</td>
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<tr>
<td>Topic 8. Employee Separation and Retention.</td>
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<tr>
<th>PUBLIC RELATIONS</th>
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<tbody>
<tr>
<td>Number of ECTS credits – 5</td>
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<tr>
<td>Content module 1. Fundamentals of the theory of public relations.</td>
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<tr>
<td>Topic 1. Public relations and social communication.</td>
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<tr>
<td>Topic 2. History of the origin and development of public relations.</td>
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<tr>
<td>Topic 4. Public opinion as an object of PR activities.</td>
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<td>Topic 5. The media is an important tool of PR.</td>
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<tr>
<td>Content module 2. Applied aspects of public relations.</td>
</tr>
<tr>
<td>Topic 6. The role of public relations in shaping the image of the organization.</td>
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<tr>
<td>Topic 7. Event communication in the public relations system.</td>
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<td>Topic 8. International public relations.</td>
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<tr>
<td>Topic 9. Crisis public relations.</td>
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<tr>
<td>Topic 10. Organization of public relations system.</td>
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<tr>
<td>Topic 11. Legal regulation and ethical norms of public relations.</td>
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<tr>
<th>ECONOMETRICS</th>
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<tbody>
<tr>
<td>Number of ECTS credits – 5</td>
</tr>
<tr>
<td>Content module 1. Paired and multifactor linear regression models.</td>
</tr>
<tr>
<td>Topic 1. Features of econometric models and principles of their construction Steam model regression.</td>
</tr>
<tr>
<td>Topic 2. General issues of constructing a multiple regression model.</td>
</tr>
<tr>
<td>Topic 3. Estimation of parameters of the linear equation of multiple regression and quality of the model as a whole.</td>
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<tr>
<td>Content module 2. Types of econometric models.</td>
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<td>Topic 10. Dynamic econometric models.</td>
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<tr>
<th>UKRAINE ECONOMY</th>
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<tr>
<td>Number of ECTS credits – 6</td>
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<tr>
<td>Content module 1 Structure and basic systems of Ukraine's economy.</td>
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<tr>
<td>Topic 1. Methodological foundations of the discipline &quot;Economy of Ukraine&quot;.</td>
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<tr>
<td>Topic 2. Scientific principles of state regulation of economy and economic policy.</td>
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<tr>
<td>Topic 3. The policy of economic growth in the national economy.</td>
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<tr>
<td><strong>Content module 2. The main tools of economic management of Ukraine.</strong></td>
</tr>
<tr>
<td>Topic 5. Characteristics of the economic potential of the national economy and features its use.</td>
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<td>Topic 7. Forecasting and planning of the national economy.</td>
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### FINANCES

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<tr>
<td><strong>Content module 1. Theory of finance and basics of public finance.</strong></td>
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<tr>
<td>Topic 1. The subject of financial science. The essence and functions of finance.</td>
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<tr>
<td>Topic 2. Financial system and financial policy of the state.</td>
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<tr>
<td>Topic 3. Taxes. The tax system.</td>
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<tr>
<td>Topic 5. State trust funds.</td>
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<tr>
<td><strong>Content module 2. Finance of economic entities, financial market and institutions international finance.</strong></td>
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<tr>
<td>Topic 6. Finance of economic entities.</td>
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<td>Topic 7. Financial management.</td>
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### MANAGEMENT OF PUBLIC INSTITUTIONS AND ORGANIZATIONS

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<tr>
<th>Number of ECTS credits – 9</th>
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<tr>
<td><strong>Content module 1. Theoretical principles of management of public institutions and organizations.</strong></td>
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<tr>
<td>Topic 1. Methodological foundations of organizational management.</td>
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<tr>
<td>Topic 2. Public institutions and organizations: types, characteristics, environment.</td>
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<tr>
<td>Topic 3. The essence and features of the management of public institutions and organizations.</td>
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<tr>
<td><strong>Content module 2. Goals, functions, processes, structures, strategies in public institutions and organizations.</strong></td>
</tr>
<tr>
<td>Topic 4. Goals and functions of management of public institutions and organizations.</td>
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<tr>
<td>Topic 5. Management process in public institutions and organizations.</td>
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<td>Topic 7. Strategic management in public institutions and organizations.</td>
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### ELECTRONIC GOVERNANCE

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<th>Number of ECTS credits – 9</th>
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<tr>
<td>Topic 1. Examples and goals of e-government.</td>
</tr>
<tr>
<td><strong>Content module 2. Practice and technology of e-government implementation.</strong></td>
</tr>
<tr>
<td>Topic 2. Requirements, approaches and organizational and technical concepts of e-government implementation.</td>
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<tr>
<td>Topic 3. System and technical basic e-government services.</td>
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<tr>
<td>Topic 4. Project management.</td>
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<tr>
<td><strong>Content module 3. Examples and application experience.</strong></td>
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<tr>
<td>Topic 6. Virtual city council and service portals.</td>
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<tr>
<td>Topic 7. Electronic management services.</td>
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<tr>
<td>Topic 8. Processes of forming thoughts and expressions of will.</td>
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<tr>
<td><strong>Content module 4. Electronic democracy.</strong></td>
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<tr>
<td>Topic 10. Areas of e-democracy.</td>
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</tbody>
</table>
# 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.

# COURSE WORK: MANAGEMENT OF PUBLIC INSTITUTIONS AND ORGANIZATIONS

Number of ECTS credits – 1

# PERSONNEL MANAGEMENT OF PUBLIC INSTITUTIONS

Number of ECTS credits – 4

# 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 4. States as subjects of international economic law.  
Topic 5. International economic organizations.  

**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.  

# 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 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 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 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 12. Representation.
Topic 14. Personal intangible rights that ensure the social existence of the individual.
Topic 15. General provisions on property law.
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 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 5. Institutions and bodies 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 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 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 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 7. Legal regulation of public debt and public credit.

**Content module 3. 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.

**PUBLIC ADMINISTRATION SYSTEM**

**Content module 1. Public administration as a systemic phenomenon in society.**

Topic 1. Theoretical foundations of public administration and administration. System characteristics of public administration.
Topic 2. Public administration in the system of constitutional state and political institutions of society.
Topic 3. Central bodies of public administration of Ukraine: structure,
powers and basic functions.
Topic 5. Local state administrations and local self-government in the public system administration.

**Content module 2. Staffing of the public administration system.**
Topic 8. Tools, methods and stages of public administration.

**Content module 3. Normative and organizational mechanism of the public system administration.**
Topic 11. Legality and control over the functioning of the mechanism of public administration.
Topic 12. Anti-corruption activities in the field of public administration.

**Content module 4. Public administration in the social and economic spheres.**
Topic 15. Civil society and public consultation as an object of public administration.
Topic 16. Functions of the public administration system for providing administrative services.

**Content module 5. Public administration system: organizational communicative aspect.**
Topic 17. Modern technologies of public administration: innovative tools.
Topic 18. Project activities of the public administration system.
Topic 20. The mechanism of interaction of levels of public authority on the basis of state regional policy.

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**COURSE WORK: PUBLIC ADMINISTRATION SYSTEM**

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**MARKETING**

**ADMINISTRATIVE MANAGEMENT**
Number of ECTS credits – 8
Content module 1. Theoretical principles of administrative management.
Topic 1. Administrative management: the essence and main components.
Topic 3. Processes and systems of administrative and public administration.
Content module 2. Technologies and administrative management tools management.
Topic 5. Management of administrative process.
Topic 6. Diagnosis and analysis of the administrative management system.
Topic 7. Technologies in the system of administrative management.
Topic 8. Change management in the system of administrative management.

**STRATEGIC MANAGEMENT**
Number of ECTS credits – 8
**Content module 1. Theoretical and methodological principles of strategic management.**
Topic 1. Prerequisites for the use of strategic management in public organizations.
Topic 2. The environment of public organization.
Topic 3. Determining the competitiveness of a public organization.
Topic 4. Methods of analysis and forecasting the development of the public organization.
Topic 5. Strategic management as the implementation of the target method.
Topic 6. Purpose in strategic management.
Topic 7. The essence of strategy and "strategic set".
<table>
<thead>
<tr>
<th>Topic 8. The essence of strategic planning.</th>
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<tbody>
<tr>
<td>Topic 9. Strategic plans, projects, programs.</td>
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<tr>
<td><strong>Content module 2. Ensuring strategic management of a public organization.</strong></td>
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<tr>
<td>Topic 10. Organizational support of strategic management</td>
</tr>
<tr>
<td>Topic 11. Financial and economic aspects of the implementation of strategic plans and programs</td>
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<tr>
<td>Topic 12. Socio-psychological support of strategic management.</td>
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<tr>
<td>Topic 13. Information and analytical support of strategic management.</td>
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**RESEARCH PRACTICE**
**COMPLEX TRAINING**
**PRE-DIPLOMA PRACTICE**
**GRADUATE WORK**
**QUALIFICATION EXAM IN THE SPECIALTY**