

292 INTERNATIONAL ECONOMIC RELATIONS

INFORMATION TECHNOLOGY

Number of credits – 5

Content module 1. Technology of processing economic materials by means Microsoft Office.

- Topic 1. Modern information technologies and their use in international business.
- Topic 2. Creating tools for presenting economic information through text Microsoft Word 2010 processor.
- Topic 3. Technology of economic data processing using Microsoft Excel 2010.

Content module 2. Using integrated packages of mathematical calculations for solving economic problems.

- Topic 4. Features of programming in integrated packages of mathematical calculations.
- Topic 5. Solving economic problems using the package R.

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 internationally business.

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

WORLD HISTORY

Number of credits – 5

Content module 1 The emergence and development of mankind in the period between prehistoric and early modern times.

- Topic 1 Primitive history of mankind and the emergence of agriculture.
- Topic 2. Civilizations of the ancient East (3 thousand - VII centuries BC).
- Topic 3. Classical civilizations of Europe and Western Asia (VII - V centuries BC).
- Topic 4. Ancient civilizations of South and East Asia (VII - V centuries BC).
- Topic 5. Europe and the World (V - XV centuries AD).
- Topic 6. Europe and the world in the days of early colonial expansion.
- Topic 7. Europe and the world in the XVI - XVIII centuries.

Content module 2 New and modern periods (XVIII - XXI centuries).

- Topic 8. Imperialism, industrial revolution and political ideologies (XVII-mid XVIII centuries)
- Topic 9. Imperialism, industrial revolution and political ideologies in the XIX century.
- Topic 10. The First World War and the interwar period (1914-1939).
- Topic 11. World War II (1939-1945).
- Topic 12. The Cold War and regional processes in the second half of XX - early XXI century.

PHILOSOPHY

Number of credits – 5

Content module 1. Philosophy as universal knowledge. History of philosophy.

- Topic 1. Philosophy as a universal type of knowledge.
- Topic 2. Ancient philosophy.
- Topic 3. Philosophy of the Middle Ages and the Renaissance.
- Topic 4. Philosophy of the New Age.
- Topic 5. German classical philosophy.
- Topic 6. Modern world philosophy.
- Topic 7. Traditions of national philosophical thought.

Content module 2. Theoretical and practical philosophy.

- Topic 8. Philosophy of existence (metaphysics and ontology).
- Topic 9. Cognition as a subject of philosophical analysis (epistemology and epistemology).

Topic 10. Philosophical anthropology.
Topic 11. Social philosophy. Philosophy of economics.
Topic 12. Political philosophy.

MACRO- AND MICROECONOMICS

Number of credits – 5

Topic 1. Introduction. Economics in public life and international relations.
Topic 2. Fundamental problems of economics.
Topic 3. The main types of economic systems.
Topic 4. The main actors and principles of a market economy.
Topic 5. Theory of supply and demand.
Topic 6. Types of markets.
Topic 7. Forms of income in a market economy.
Topic 8. Money in a market economy.
Topic 9. Consumer behavior in market conditions.
Topic 10. The national economy and the results of its operation.
Topic 11. Economic growth and cyclical fluctuations.
Topic 12. Employment and unemployment.
Topic 13. Inflation as a macroeconomic phenomenon.
Topic 14. The regulatory role of the state in a market economy.
Topic 15. State budget and tax system.
Topic 16. Socio-economic policy of the state.

UKRAINIAN LANGUAGE (for professional purposes)

Number of credits – 3

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

Topic 1. The state language is 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.

FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)

Number of credits – 9

Content module 1. Business communication in international relations.

Topic 1. Communication in modern society.
Topic 2. Intercultural professional communication.
Topic 3. Global problems of today.

Content module 2. Moral, ethical and legal aspects of international relations.

Topic 4. Moral and ethical aspects of international relations.
Topic 5. Legal aspects of international relations.

Content module 3. Modern countries in the context of international relations

Topic 6. Political systems of English-speaking countries.
Topic 7. Political systems of the countries of the Far East Asia.
Topic 8. Political systems of the Middle East.

HIGHER MATHEMATICS IN INTERNATIONAL BUSINESS

Number of credits – 5

Content module 1. Linear algebra and functions.

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

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

Topic 3. Functions and graphics.

Content module 2. Elements of probability theory and mathematical statistics.

Topic 4. Empirical and logical foundations of probability theory.

Topic 5. Scheme of independent tests.

Topic 6. Discrete random variables and their characteristics.

Topic 7. Primary processing of statistical data.

Topic 8. Elements of regression and correlation theory.

Topic 9. Correlation of qualitative data.

INTRODUCTION TO THE SPECIALTY "INTERNATIONAL ECONOMIC RELATIONS"

Number of credits – 3

Content module 1. General scientific context of international economic relations.

Topic 1. Kharkiv National Economic University named after Simon Kuznets - leading institution of higher economic education of Ukraine. Learning technologies in Kharkiv Simon Kuznets National University of Economics.

Topic 2. International relations as a branch of science.

Topic 3. The conceptual apparatus of international economic relations.

Topic 4. Historical retrospective of world economic development.

Topic 5. Concepts of development of international economic relations.

Content module 2. System connection of forms and institutions of international economic relations.

Topic 6. The world economic system and the world economy. World economic processes.

Topic 7. Regulatory bodies of international economic relations.

Topic 8. Forms of international economic relations.

Topic 9. Regionalism and globalization as the main trends in world economic development.

Topic 10. Ukraine in the world economy.

COUNTRY STUDIES AND ORGANIZATIONAL BEHAVIOR OF A FOREIGN ENTERPRISE

Number of credits – 5

Content module 1. Fundamentals of regional studies and features of the world.

Topic 1. Methodological foundations of regional studies.

Topic 2. Geopolitics, geostrategy and international organizations.

Topic 3. European countries: economy and international partnership. Organizational behavior enterprises in European countries.

Topic 4. Asian countries: economy and international partnership. Organizational behavior enterprises in Asian countries.

Topic 5. African countries: economy and international partnership. Organizational behavior enterprises in Africa.

Topic 6. North and Latin America: economy and international partnership. Organizational behavior of enterprises in North and Latin America.

Topic 7. The Russian Federation: the economy and international partnership. Organizational behavior enterprises in the Russian Federation.

Topic 8. Australia and Oceania: economy and international partnership. organizational behavior of enterprises in Australia and Oceania.

THEORY OF INTERNATIONAL ECONOMIC RELATIONS

Number of credits – 5

Content module 1. Conceptual foundations of the theory of international economic relations.

- Topic 1. Theoretical foundations of the study of international economic relations.
- Topic 2. Theoretical approaches to the analysis of international trade.
- Topic 3. Alternative concepts of international trade.
- Topic 4. Theory of international monetary relations.
- Topic 5. Theories of international capital mobility.
- Topic 6. Theory of foreign investment.
- Topic 7. Theory of international labor migration.
- Topic 8. Economic integration and globalization of world economic processes Theories and models international economic integration.

Content module 2. Theories of international business.

- Topic 9. Theories of market power and monopolistic advantages. The theory of oligopolistic reaction. Dynamic theory of endogenous growth of the firm. The theory of "exchange of concentration for proximity".
- Topic 10. Theory of the product life cycle. Theory of competitive advantage. Transactional theory costs. The theory of "flying geese".
- Topic 11. Theory of internalization. Uppsala's model of internationalization.
- Topic 12. Macroeconomic approach to FDI analysis Theories of the relationship between FDI and development Simon Kuznets Kharkiv National University of Economics countries.

INTERNATIONAL LAW

Number of credits – 5

- Topic 1. The concept and features of international law.
- Topic 2. Norms, principles and sources of international law.
- Topic 3. Subjects of international law. International legal recognition and succession.
- Topic 4. Territory in international law.
- Topic 5. The law of international treaties.
- Topic 6. International human rights law.
- Topic 7. International economic law.
- Topic 8. International law of foreign relations.

INTERNATIONAL RELATIONS AND WORLD POLICY

Number of credits – 5

Content module 1. Conceptual approaches to the analysis of international and world relations policy.

- Topic 1. "International Relations and World Politics" as a discipline and object scientific analysis.
- Topic 2. Politics and power: the main definitions of international relations and world politics.
- Topic 3. Classical traditions and modern theoretical approaches to the study of international relations.
- Topic 4. International systems: essence and models.
- Topic 5. Participants in international relations. The state as the main subject of world politics process.

Content module 2. The main problems of international relations and current trends world politics.

- Topic 6. Current trends in world politics in the context of globalization.
- Topic 7. The phenomenon of power as the main tool in international relations.
- Topic 8. Conflicts in international relations.
- Topic 9. Political regimes as a vector of development of foreign policy. Processes democratization in the global world: theoretical concepts and results.
- Topic 10. Political ideologies as a means of motivation in international political processes.
- Topic 11. International information relations as part of the modern matrix of world politics.
- Topic 12. Ukraine in world politics.

EDUCATIONAL DISCIPLINE OF SOCIO-PSYCHOLOGICAL DIRECTION

<u>(SELECTIVE):</u>
Number of ECTS credits – 5
<u>PSYCHOLOGY</u>
<p>Content module 1. Psyche, forms of its manifestation and properties.</p> <p>Topic 1. Psychology as a science. Goals and objectives of psychological training.</p> <p>Topic 2. Psyche and its development.</p> <p>Topic 3. Forms of manifestation of the psyche: psychological processes, states and properties.</p> <p>Topic 4. Levels of expression of the psyche: conscious and unconscious.</p> <p>Content module 2. Personality, its activities and behavior.</p> <p>Topic 5. Personality, personality structure.</p> <p>Topic 6. Personality development. "I am a concept".</p> <p>Topic 7. Activity as a form of personal activity.</p> <p>Topic 8. Communication and interpersonal relationships.</p>
<u>CONFLICT MANAGEMENT</u>
<p>Content module 1 General theory of conflict.</p> <p>Topic 1. Development of the science of conflict as a science and academic discipline.</p> <p>Topic 2. The essence of the conflict and its structure.</p> <p>Topic 3. Types of conflicts and the cause of their occurrence.</p> <p>Topic 4. The dynamics of the conflict and the mechanism of its occurrence.</p> <p>Content module 2 Conflict interaction regulation.</p> <p>Topic 5. Conflict management process.</p> <p>Topic 6. Methods and forms of conflict management.</p> <p>Topic 7. Conflict prevention in the organization.</p>
<u>SOCIAL PROBLEMS OF SOCIETY</u>
<p>Content module 1. Theoretical foundations of the study of social problems of public life.</p> <p>Topic 1. Sociological sciences as a basis for the study of social problems of society.</p> <p>Topic 2. Society as a social system, its social structure.</p> <p>Topic 3. Personality in the system of social relations.</p> <p>Topic 4. Organization of sociological research.</p> <p>Content module 2 Practical features of research of social problems of separate spheres public life.</p> <p>Topic 5. Demographic problems of society.</p> <p>Topic 6. Economic problems of modern society.</p>
<u>BUSINESS PSYCHOLOGY</u>
<p>Content module 1. Theoretical aspects of business psychology.</p> <p>Topic 1. Business psychology as an interdisciplinary science.</p> <p>Topic 2. Prospects for the development of science. The problem of method and methodology.</p> <p>Topic 3. Characteristics of psychological symptoms entrepreneurship.</p> <p>Topic 4. Analysis of the property status of the enterprise.</p> <p>Topic 5. Psychology of business communication in business.</p> <p>Content module 2. Applied aspects of business psychology.</p> <p>Topic 6. Psychology of business communication in business.</p> <p>Topic 7. The specifics of doing business im business organization.</p> <p>Topic 8. Psychological essence of entrepreneurial activity.</p> <p>Topic 9. Psychological features of advertising policy.</p> <p>Topic 10. Psychological features teamwork.</p>
<u>MINOR or FREE MINOR (OPTIONAL)</u>
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
<u>ANTI-CRISIS MANAGEMENT OF THE ORGANIZATION</u>
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.
<u>BUSINESS PLANNING</u>
Number of ECTS credits – 5
Theme 1. The concept of a business plan. Theme 2. Analysis of the market. Theme 3. Marketing Plan. Theme 4. Operational Plan. Theme 5. Organizational plan. Theme 6. Financial plan. Theme 7. Risk Management. Theme 8. Registration of a business plan.
<u>CONFLICTOLOGY</u>
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 9. Potential conflicts in the non-productive sphere. Theme 10. The range of possible outcomes from the conflict. Consequences of conflicts.
<u>SOCIAL RESPONSIBILITY</u>
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.
<u>BLOCKCHAIN: BASICS AND EXAMPLES OF USE</u>

Number of ECTS credits – 5
<p>Content module 1. Basics of cryptographic methods in blockchain technology.</p> <p>Topic 1. Trust and vulnerability.</p> <p>Topic 2. Fundamentals of cryptography.</p> <p>Topic 3. Application of cryptography in the blockchain.</p> <p>Topic 4. Blockchain technology, its capabilities and limitations.</p> <p>Content module 2. Features and examples of blockchain technology.</p> <p>Topic 5. Implementation of blockchain in bitcoin.</p> <p>Topic 6. Blockchain as a platform.</p> <p>Topic 7. Smart contracts.</p> <p>Topic 8. Non-financial examples of blockchain technology.</p>
<u>FINANCIAL ASPECTS OF CREATING AN IDEA AND STARTING A BUSINESS</u>
Number of ECTS credits – 5
<p>Content module 1. Business idea. Organizing and opening your own business.</p> <p>Theme 1. Starting your own business.</p> <p>Theme 2. Which business is more profitable? Benefit assessment of business idea.</p> <p>Theme 3. Creating a new product and defining a business idea.</p> <p>Theme 4. Costs and cost of production.</p> <p>Content module 2. Starting capital and basics of financial calculations.</p> <p>Theme 5. Fundamentals of financial calculations.</p> <p>Theme 6. Forms of raising capital.</p> <p>Theme 7. Starting a business as a form of investment project realization.</p> <p>Theme 8. An innovative form of investment.</p> <p>Theme 9. Financing of the investment process.</p> <p>Theme 10. Selling property.</p>
<u>BUSINESS REGISTRATION AND FINANCIAL REPORTING</u>
Number of ECTS credits – 5
<p>Content module 1: The market analysis and business planning.</p> <p>Theme 1. Market analysis.</p> <p>Theme 2. The Methods of strategic analysis: definitions and practical use.</p> <p>Theme 3. Forms of capital raising and financial settlements.</p> <p>Theme 4. Making a business plan for the project.</p> <p>Content module 2: Register and accompany own business in tax and financial aspects.</p> <p>Theme 5. Forms of business organization.</p> <p>Theme 6. Systems of taxation for legal entities.</p> <p>Theme 7. Taxation systems for entrepreneurs.</p> <p>Theme 8. Financial Statements.</p>
<u>FINANCIAL DIAGNOSTICS AND BUSINESS VALUATION</u>
Number of ECTS credits – 4
<p>Content module 1. Theoretical and methodological foundations of cost-oriented management enterprise.</p> <p>Topic 1. The subject and content of business valuation.</p> <p>Topic 2. The system of financial diagnostics of the enterprise.</p> <p>Topic 3. Approaches to estimating the value of the enterprise.</p> <p>Content module 2. In-house organization of value management enterprises.</p> <p>Topic 4. Positioning of the enterprise in the stock market as an element of management cost.</p> <p>Topic 5. Rationalization of capital structure by the criterion of enterprise value.</p> <p>Topic 6. The relationship between investment activity and enterprise value management.</p>
<u>FUNDAMENTALS OF ENTREPRENEURSHIP</u>
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 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.
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
<p>Content module 1. Time management tools.</p> <p>Topic 1. The concept of time and its types.</p> <p>Topic 2. Internal and external obstacles or "time wasters".</p> <p>Topic 3. Inventory and time analysis.</p> <p>Topic 4. Effective methods and tools of time management.</p> <p>Topic 5. Delegation of powers as an effective time management tool.</p>
<u>IT ENTREPRENEURSHIP</u>
Number of ECTS credits – 5
<p>Content module 1. Organizational and legal aspects of entrepreneurship.</p> <p>Topic 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.</p> <p>Topic 2. Entrepreneurial ideas and methods of their implementation.</p> <p>Topic 3. Registration of enterprises of different ownership forms.</p> <p>Topic 4. Sources of financing of business activity.</p> <p>Topic 5. Business taxation, accounting and reporting.</p> <p>Content module 2. Peculiarities of doing business in IT area.</p> <p>Topic 6. Business models for IT area.</p> <p>Topic 7. General characteristics of IT business.</p> <p>Topic 8. Business-planning.</p> <p>Topic 9. Marketing of IT projects.</p>
<u>THE ART OF TRAINING</u>
Number of ECTS credits – 5
<p>Content Module 1. Schedule, lecture and the audience "touch".</p> <p>Topic 1. Forming the plan of training and making an interactive lecture.</p> <p>Topic 2. Mini-games in classroom.</p> <p>Topic 3. Debates.</p> <p>Content module 2. Big tutorials.</p> <p>Topic 4. Socratic seminar.</p> <p>Topic 5. Role-playing games.</p> <p>Topic 6. Classroom simulations.</p>
<u>PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT</u>
Number of ECTS credits – 5
<p>Content module 1. Basics of personal branding.</p> <p>Topic 1. A systemic view on a personal brand.</p> <p>Topic 2. Creating a personal brand.</p> <p>Topic 3. Promotion of a personal brand.</p> <p>Content module 2. Management of business image.</p> <p>Topic 4. Theoretical basis for a business image development.</p> <p>Topic 5. Technological bases for creating a business image.</p> <p>Topic 6. Features of business image management.</p>
<u>SMALL BUSINESS MANAGEMENT</u>
Number of ECTS credits – 5
<p>Content module 1. Organizational and legal aspects of small business.</p> <p>Topic 1. The concepts and approaches to business.</p> <p>Topic 2. Main activities in business.</p> <p>Topic 3. Entrepreneurial ideas and methods of their realization.</p> <p>Topic 4. Registration of enterprises of various forms of ownership.</p> <p>Topic 5. Licensing of entrepreneurial activity.</p> <p>Topic 6. The concept of patenting.</p> <p>Topic 7. Entrepreneurship in trading activities.</p>

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.

<p>Topic 2. Design Thinking.</p> <p>Topic 3. Contemporary business models.</p> <p>Topic 4. Business Model Canvas.</p> <p>Content module 2. Business model validation management tools.</p> <p>Topic 5. Team management tools.</p> <p>Topic 6. Minimum viable product.</p> <p>Topic 7. Management tools for the market evaluation and marketing.</p> <p>Topic 8. Basics of investment and finance in business.</p>
<p><u>HR MANAGEMENT</u></p>
<p>Number of ECTS credits – 5</p>
<p>Content module 1. Managing the Internal and External Environment.</p> <p>Topic 1. Human Resource Management: Definitions and Main Functions.</p> <p>Topic 2. The Analysis and Design of Work.</p> <p>Topic 3. Human Resource Planning and Recruitment.</p> <p>Topic 4. Selection and Placement.</p> <p>Topic 5. Training and Development.</p> <p>Topic 6. Performance Management.</p> <p>Content module 2. Acquiring, Developing and Compensating Human Resources.</p> <p>Topic 7. Employee Relations.</p> <p>Topic 8. Employee Separation and Retention.</p> <p>Topic 9. Leadership.</p> <p>Topic 10. Career Management.</p> <p>Topic 11. Pay Structure Decisions and Individual Contributions.</p> <p>Topic 12. Employee benefits.</p> <p>Topic 13. Strategic Human Resource Management.</p>
<p><u>PUBLIC RELATIONS</u></p>
<p>Number of ECTS credits – 5</p>
<p>Content module 1. Fundamentals of the theory of public relations.</p> <p>Topic 1. Public relations and social communication.</p> <p>Topic 2. History of the origin and development of public relations.</p> <p>Topic 3. Public relations in modern society.</p> <p>Topic 4. Public opinion as an object of PR activities.</p> <p>Topic 5. The media is an important tool of PR.</p> <p>Content module 2. Applied aspects of public relations.</p> <p>Topic 6. The role of public relations in shaping the image of the organization.</p> <p>Topic 7. Event communication in the public relations system.</p> <p>Topic 8. International public relations.</p> <p>Topic 9. Crisis public relations.</p> <p>Topic 10. Organization of public relations system.</p> <p>Topic 11. Legal regulation and ethical norms of public relations.</p>
<p><u>FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)</u></p>
<p>Number of ECTS credits – 9</p>
<p>Content module 1. Business communication in international relations</p> <p>Topic 1. Communication in modern society.</p> <p>Topic 2. Intercultural professional communication.</p> <p>Topic 3. Global problems of today.</p> <p>Content module 2. Moral, ethical and legal aspects of international relations.</p> <p>Topic 4. Moral and ethical aspects of international relations.</p> <p>Topic 5. Legal aspects of international relations.</p>
<p><u>MANAGEMENT</u></p>

Number of ECTS credits – 5
<p>Content module 1. Elements of organization and management process.</p> <p>Topic 1. The concept and essence of management.</p> <p>Topic 2. Theoretical foundations of management.</p> <p>Topic 3. Fundamentals of the theory of managerial decision making.</p> <p>Topic 4. Methods of substantiation of management decisions.</p> <p>Topic 5. Planning in the organization.</p> <p>Content module 2. Management functions.</p> <p>Topic 6. Organization: forms, features, structure, laws of functioning.</p> <p>Topic 7. Motivation in the organization.</p> <p>Topic 8. Creating management structures in the organization.</p> <p>Topic 9. Leadership and leadership styles.</p> <p>Topic 10. Communications in management.</p>
<u>MARKETING</u>
<p>Number of ECTS credits – 5</p> <p>Topic 1. The essence of marketing and its modern concept.</p> <p>Topic 2. Marketing and satisfaction needs.</p> <p>Topic 3. Customer behavior.</p> <p>Topic 4. Marketing research.</p> <p>Topic 5. Market segmentation and positioning.</p> <p>Topic 6. Marketing product policy.</p> <p>Topic 7. Marketing pricing policy.</p> <p>Topic 8. Marketing policy.</p> <p>Topic 9. Marketing communication policy.</p> <p>Topic 10. International marketing policy of the enterprise.</p> <p>Topic 11. Planning of marketing activities of the enterprise.</p>
<u>INTERNATIONAL ORGANIZATIONS</u>
<p>Number of ECTS credits – 5</p> <p>Content module 1. World international organizations.</p> <p>Topic 1. International organizations in the system of regulation of international economic relations.</p> <p>Topic 2. Legal personality of international organizations.</p> <p>Topic 3. Non-governmental international organizations.</p> <p>Topic 4. United Nations (UN). Topic 5. Specialized institutions and UN units.</p> <p>Topic 6. Organization of the North Atlantic Treaty Organization (NATO).</p> <p>Content module 2. Regional international organizations.</p> <p>Topic 7. The European Union.</p> <p>Topic 8. European international organizations.</p> <p>Topic 9. International organizations of Asia.</p> <p>Topic 10. International organizations in Africa.</p> <p>Topic 11. International organizations of America.</p> <p>Topic 12. European Court of Human Rights.</p> <p>Topic 13. Organization economic cooperation and development.</p> <p>Topic 14. International monetary and credit organizations.</p> <p>Topic 15. Association Agreement between Ukraine and the EU.</p> <p>Topic 16. Ukraine and international organizations.</p>
<u>WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS</u>
<p>Number of ECTS credits – 5</p> <p>Content module 1. Economics of world economic relations: patterns functioning and development.</p>

Topic 1. Characteristic features and trends of the world economy.
Topic 2. International division of labor.
Topic 3. Sectoral aspects of the modern world economy.
Topic 4. Typology of countries and the role of their groups in the world economy. Countries and regions in the modern world economy.
Topic 5. International corporations in the world economy.
Topic 6. Globalization transformations as a factor of integration processes in the world economy.
International economic cooperation.

Content module 2. Features of the implementation of forms of international economic relations on mega, macro, meso and micro levels.

Topic 7. International economic system and international economic relations.
Topic 8. The environment of international economic relations. Features of functioning subjects of international economic relations.
Topic 9. International trade relations.
Topic 10. International monetary and financial and credit relations.
Topic 11. International mobility of human resources.
Topic 12. International capital movements and technology transfer.

COURSE WORK: WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Number of ECTS credits – 2

INTERNATIONAL MOVEMENT OF CAPITAL AND LABOR

Number of ECTS credits – 5

Content module 1. International labor market, its essence, development analysis, functioning and problems of formation in modern conditions.

Topic 1. The international labor market in the economic system, its essence and functions.
Topic 2. International labor migration. The role of the state in regulating migration processes.
Topic 3. The mechanism of self-regulation of the international labor market.
Topic 4. Individual and aggregate supply, demand in the international labor market.
Topic 5. Features of the national labor market of Ukraine. Development trends international labor market.
Topic 6. Ensuring employment.
Topic 7. Unemployment, its forms and causes.
Topic 8. Legal support of the international labor market.
Topic 9. Methods of regulation and resource provision of the labor market.

Content module 2. The impact of globalization on employment and social relations.

Topic 10. International Labor Organization.
Topic 11. The essence and role of globalization in the development of the international labor market.
Topic 12. Ways of Ukraine's integration into the world labor market.

INTERNATIONAL CONTRACTS

Number of ECTS credits – 4

Content module 1. Legal and organizational principles of concluding international contracts.

Topic 1. International contracts in foreign economic activity. Topic 2. Types of international contracts.
Topic 3. Structure and content of international contracts.
Topic 4. Organization of preparation and conclusion of international contracts.
Topic 5. Organization of international contracts of sale.

Content module 2. Conditions for concluding and executing international contracts.

Topic 6. The concept of Incoterms and its application in international practice.
Topic 7. Basic conditions of supply in INCOTERMS-2020.

Topic 8. Monetary and financial terms of international contracts.
Topic 9. Transport conditions of international contracts.
Topic 10. Economic conditions of international contracts.

INTERNATIONAL TRADE IN GOODS, SERVICES, TECHNOLOGIES

Number of ECTS credits – 4

Content module 1. International trade as a leading form of international economic relations.

Topic 1. Trade in the system of international business.
Topic 2. Forms and methods of international trade.
Topic 3. Regulation of international trade: types and tools.
Topic 4. The system of international commercial contracts.

Content module 2. Features of the implementation and regulation of international trade services and technologies.

Topic 5. Organization of international trade in services.
Topic 6. International transport services.
Topic 7. International travel services.
Topic 8. International trade in services in the field of educational services.
Topic 9. International trade in services in the field of technology exchange.

COURSE WORK: INFORMATION AND ANALYTICAL TOOLS OF INTERNATIONAL BUSINESS

Number of ECTS credits – 2

FOREIGN ECONOMIC ACTIVITY

Number of ECTS credits – 4

Content module 1. Theoretical principles and principles of foreign economic activity.

Topic 1. Foreign economic activity as a system.
Topic 2. Characteristics of foreign economic activity at the level of country, region, enterprises.
Topic 3. The mechanism of regulation of foreign economic activity.

Content module 2. Foreign economic activity of regions.

Topic 4. Conceptual principles of foreign economic activity of the region.
Topic 5. Functional support of foreign economic activity of the region.
Topic 6. Analysis of foreign economic activity of the region.

Content module 3. Foreign economic activity of enterprises.

Topic 7. The main models of foreign economic activity of the enterprise.
Topic 8. Functional support of foreign economic activity of the enterprise.
Topic 9. Analysis of foreign economic activity of the enterprise.

INTERNATIONAL BUSINESS COMMUNICATION TECHNOLOGIES

Number of ECTS credits – 4

Topic 1. Communication and its role in international business. Basic principles of communication international business technologies.
Topic 2. Corporate communications.
Topic 3. PR-technologies international business.
Topic 4. Technological features of international negotiations.
Topic 5. Image and brand communications of international business.
Topic 6. Strategic communications and reputation management.
Topic 7. Information technology in international business.
Topic 8. Crisis communications.

ECONOMIC DIPLOMACY

Number of ECTS credits – 4

Content module 1. Theoretical aspects of economic diplomacy.

Topic 1. History of economic diplomacy.
Topic 2. Economic diplomacy in system of international regulation of the world economy.

Topic 3. Regulatory support economic diplomacy.
Topic 4. Objects of economic diplomacy of Ukraine.
Topic 5. Diplomatic protocol as an instrument of economic diplomacy.
Content module 2. Applied aspects of economic diplomacy.
Topic 6. Techniques of diplomatic negotiations.
Topic 7. Economic security and economic diplomacy.
Topic 8. Mechanisms of economic coordination diplomacy in Ukraine.
Topic 9. Organization of economic units of diplomatic representations.
Topic 10. Foreign missions of economic diplomacy in Ukraine.

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.
Topic 7. Risk. Risk analysis. Risk management.

FOREIGN LANGUAGE OF ACADEMIC AND PROFESSIONAL COMMUNICATION

Number of ECTS credits – 5

INTERNATIONAL FINANCE

Number of ECTS credits – 5

Content module 1. Finance, money, world financial and monetary systems.

Topic 1. The essence of finance and their role in international relations.
Topic 2. Money and financial system.
Topic 3. International finance: concepts and purposes.
Topic 4. The world financial system.

Content module 2.. World monetary system and international financial organizations.

Topic 5. World monetary system and principles of its functioning.
Topic 6. International settlements as a form of international relations.
Topic 7. Activities of international financial organizations.
Topic 8. Balance of payments of the world.

INTERNATIONAL BUSINESS AND INTERNATIONAL ENTERPRISE

Number of ECTS credits – 5

Content module 1. Theoretical foundations of international business and international entrepreneurship activities.

Topic 1. The essence of the concept of "international business" and the theoretical foundations of entrepreneurship in the international business.
Topic 2. Stages of development and organizational and legal forms of international entrepreneurship.
Topic 3. Economic, legal and intercultural aspects of international business.
Topic 4. Entrepreneurial risk; Topic 5. Pricing in international business.
Topic 6. Foreign trade contract as a basis for international business.
Topic 7. Types of strategies of international companies and ways to implement the company's entry into foreign markets.

Content module 2. Management operations of the functioning and development of international business activities.

Topic 8. Trade and intermediary operations in international business; Topic 9. Counter operations in international business.
Topic 10. Operations for the exchange of scientific and technical knowledge in the international

entrepreneurship.

Topic 11. Currency relations in international business.

Topic 12. International franchising as a form of entrepreneurial activity.

Topic 13. Factoring operations in international business.

RESEARCH PRACTICE

PRE-DIPLOMA PRACTICE

GRADUATE WORK