



КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ



70
YEARS

VIVAT ACADEMIA

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Bulletin of the Scientific Society KNUTE

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Bilobryvka Ihor

Prospective MBA

Kuzmenko Oksana

*KNUTE gives a ticket to
a successful future!*

Umantsiv Vladyslav

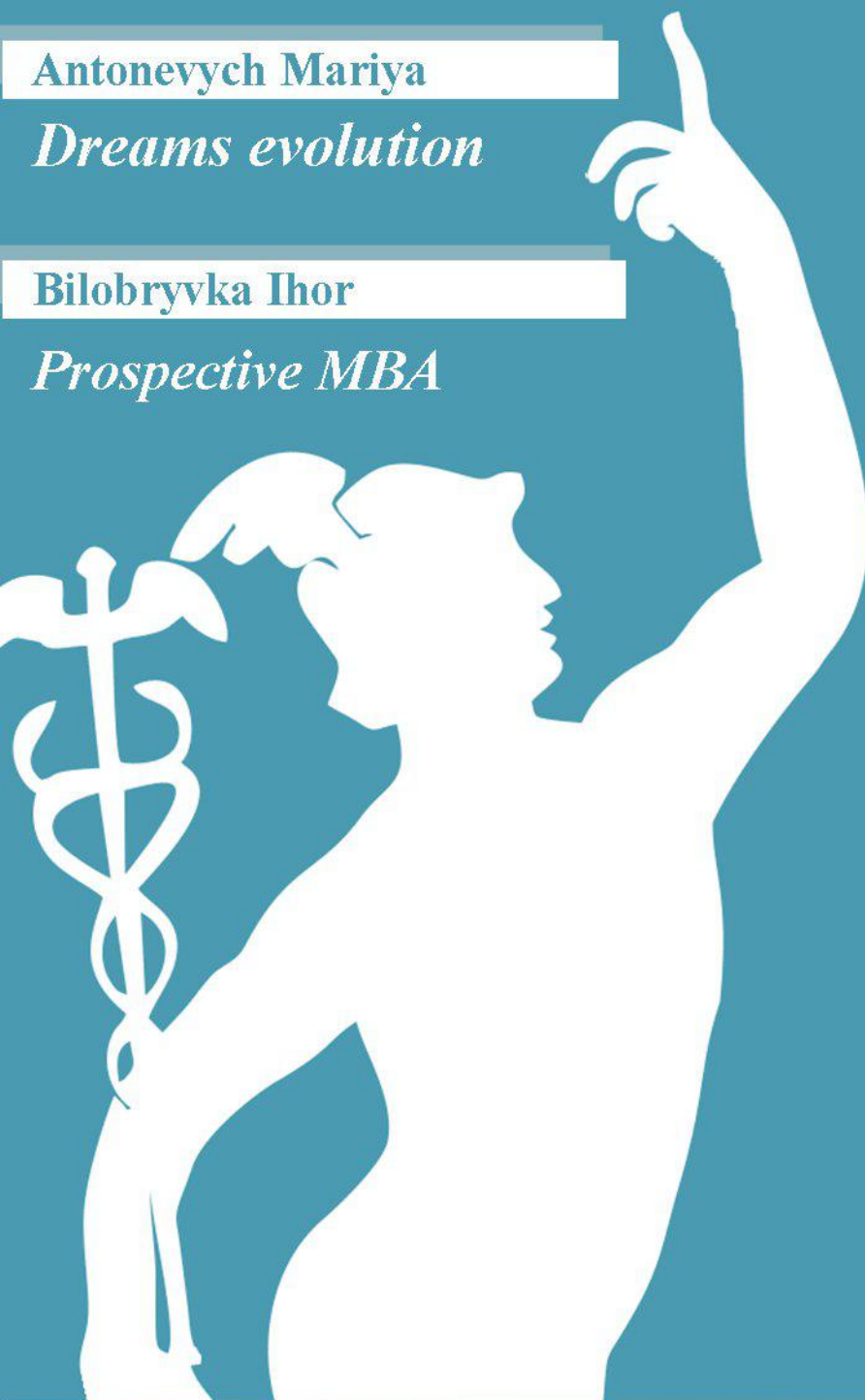
*Students of innovations
in education*

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*Top-7 interesting project of
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Science and Technology



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Journal of the Scientific
Society of students, graduate
students, doctoral students and
young scientists Kyiv National
University of Trade and
Economics



VIVAT ACADEMIA

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Creating science together

*If you have knowledge, allow others
light their lamps from him.*
T. Fulper

Gone days, weeks, months, years passed since that distant time when back in 1946 the possession of knowledge has given impetus to the establishment of the Kiev branch of the All-Union Correspondence Institute of Soviet Trade. Today, through the glorious 70 years, already Kyiv National University of Trade and Economics helps each to light lamps flame from infinite wisdom of generations.

It is this important for us all holiday and gave impetus to the creation of the anniversary issue of «Vivat Academia». On the pages of the Journal of Scientific Society KNUTE traced even the smallest particles of all the interesting and important that is today not only within the walls of our Alma Mater, but also outside: there are taking place the students' memories, and helpful tips on choosing a specialty for applicants, and innovations in education, about leadership and motivation, level of intelligence, news, science and technology, the importance of environmental awareness and other studies on topical and interesting topics for young scientists.

The authors of the papers focus on the scientific, cultural, artistic, sporting life of students, graduate students and doctoral students, share their experiences, describing the level of development and the achievement of our time. Particularly noteworthy proposals of authors, that have already formed, and consist from promotion continuous self-development and self-improvement, environmental management and healthy lifestyle.

Coverage topical issues allows to join to active discussions, both within the walls of research clubs and organizations of the Scientific Society of students, graduate students, doctoral students and young scientists Kyiv National University of Trade and Economics, and beyond. Some topics of authors of the Scientific Bulletin KNUTE «Vivat Academia» is the result of discussions of young scientists of university and, as is expected, will became a subject to be discussed at the round tables, conferences and meetings.

*The editorial board of the Bulletin of the
Scientific Society KNUTE «Vivat Academia»*

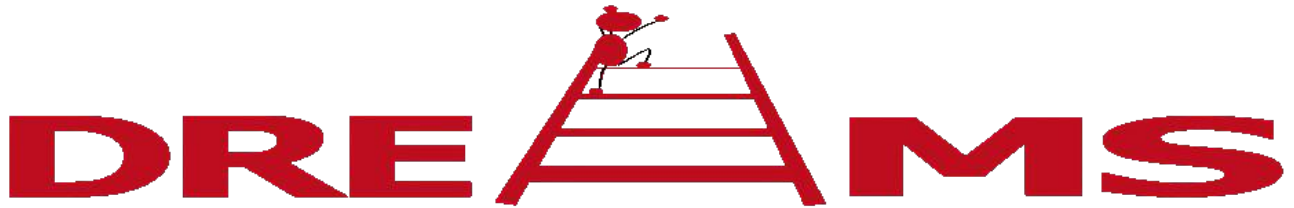
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Antonevych Mariya

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DREAMS EVOLUTION

Everyone is granted with imagination. Even from our childhood imagination captures our opinions. It appears to us in the moments of the future and the past, real and fantastic. Imagination is like a brush, through which we can draw things and facts, which we have never seen. That's why, thanks to the imagination we have a dream. They always grow together with people. They become more real and clear. The number of dreams is growing rapidly. Some of these dreams become goals that people trying to achieve in your life, others remain just dreams, because of their impossibility.

Dreams should be like tickets to our future life and each of us tends to use these tickets. There are a lot of dreams in the world, even more than people. Somebody wants to be strong and brave, other wants to be famous and beautiful, wealthy and healthy. We imagine our future love, happiness of the family or highly paid profession, which we would like to receive.

Unfortunately, nowadays most popular and interesting professions, which would give you a certain level of prosperity, can be considered as a luxury, and thousands of people forced to work on boring jobs for more or even less stable earnings. However, it is a well-known fact that we cannot be happy without revealing our potential in favorite and thoroughly studied professions.

Willing to work in your profession is a key to achieve success not only professionally, but also in life. A person who loves his work has to achieve great results in any areas. Great scientists and doctors, lawyers and writers became famous only through their loyalty and hard work. As an example of such qualities is Deputy Dean for scientific and technical work of faculty auditing and information systems - Karpenko Daria Viktorivna, in whom I

was lucky to interview. This is far from scientific topics that usually stay outside the contact "professor-student".

Could you tell the readers more about yourself? Where are you from? Whom worked your parents? Did your wishes coincide with your parents's wishes about your future profession?

I was born in Poltava, where I received higher education. I graduated from the University in 2010, which is now called Poltava University of Economics and Trade, specialization - accounting and auditing. During student's life took an active part in "KVN". I was the head of the group on the Masters at the University. Also during studying worked as an accountant-manager - the development of chain restaurants "Kozurnakarta" and "Kozachok." Interesting that the teachers, who examine us during the graduation of master degree. Even from that time I had strong willing and thoughts to come in Kyiv. After university I appealed to the head of the department of our university with the will to stay here working. So immediately after graduation I began working in his department as a trainee, then as an assistant. I began to think about thesis after two working years. Unfortunately, there was not specialization of accounting in Poltava, so I entered the graduate school to KNTEU in 2011, I had the supervisor Napadovskaya Lyubov Vasylivna. In 2014 I defended my thesis and from March 2014 began working as an assistant at the department.



My parents are also involved in the scientific field because they work at the university, where I studied. Mother was a provost, this year took over as head of the department of accounting and auditing, and my father is the deputy dean of the department of hotel and restaurant business. Accordingly, I defended thesis on "Management accounting at the restaurant business." Since my childhood I saw and clearly understood what teaching means, perhaps it was a vital factor of my motivation.

In choosing my future profession and my parents' desires coincide. Parents are my support in terms of professional growth.

What the main skills does higher education give you?

You should understand who you are as a person in general, the more you can be useful to yourselves; the more you can be useful to society. Moreover, a large role plays establishing identity during youth; it's when students study at the university. Exactly education "works" for the future,

defines in advance the personal qualities of each person, his knowledge, skills, outlook and behavioral priorities, and therefore - economic, moral, spiritual potential of society and civilization as a whole.

I assume, it is important not just to learn the subject, but also know how and where to get information if necessary. Proverb says "Who owns the information, owns the world", but I think a little differently. You do not just have to own it, but be able to choose useful information, to see the main plot and to use for certain purposes.

How often do you think about your dream job? How is your current work close to the ideal?

Of course, there are no limits to the ideal, because we are developing and growing every day. I can affirm with pride that my work brings me pleasure. Because all kinds of favorite work makes life really interesting instead becomes a burden.



Unfortunately, nowadays not many people can boast it, because of different priorities. Even from my school years, I was very impressed by the idea of Grigoriy Skovoroda "srodnapracia", which impressed me with all my heart. Philosopher introduced the concept of transformation of labor instrument to life in the very first vital need and the highest enjoyment. Only work as the realization of creative abilities and talents, can bring higher pleasure. You get satisfaction from work only when you see the result, so I can confidently say that I am happy. I think that here cannot be people who don't have a will, don't want to grow, don't see the student as his friend and don't help to realize his potential in the future and, as the result, bring benefit not only for the person but also for the country, for the nation.

What do you like the most about your profession?

Of course, communication with students. Work in education field encourages you to be in good shape and you never "be depressed" because all the time you work with a young, creative people. Probably the best part is to see the results of productive work in the form of student success graduation.

Our work combines different areas for self-realization, you can realize itself in practical work, art and science. Now I have an opportunity to realize myself, in terms of organizer, manager, as a deputy dean. My job fits my needs at this stage of development.

Do you have spare time for yourself? What is your hobbies?

Unfortunately, it becomes difficult to find spare time. Since childhood, my parents tried to promote my mental development, so I studied at the school of arts, where I graduated piano and also attended acting club. Besides, I am fond of learning foreign languages. That's why, I am good at English, which helps me in my profession as I teach two courses for English-language master's program. This summer I was lucky to visit France, I was impressed not only the beauty of this country but also its melodic language, so studying French and Italian languages are plans for future.

Sport is a vital part of my life. Thanks to yoga I always have a good mood and high vitality, so it's a great base for new achievements and useful work.

Do your children dreams come true?



I never pictured clear dreams for my future, but always had an understanding that I have to develop myself every day by overcoming all problems. It is difficult to outline a clear dream, because they are constantly changing. Accordingly, the dream grew into the target. "We are living if only we have a dream" - my life credo.

It is difficult to distinguish the most cherished one desire. You should choose your own goal and find right way in life. Because, I assume that the most important thing is not wasting your talent and life.

What does it mean to have a dream? Do you have personal "strategy" to achieve your dreams?

Dream is the most powerful force. It pushes you to develop something new. You should be able to dream correctly and to imagine clearly shape of your dreams because they may come true in future. We must have the correct positive dreams and they will be successful.

There are certain critical points that you need to pay attention about your strategy:

**Make
your
Dreams
Happen**

- *You should transform your dream into your target; if there is a dream, there is a result!*
- *It is necessary to pay attention to what you want to achieve.*
- *Do not be afraid, we often underestimate ourselves.*
- *Do not be afraid to make mistakes on your way to achieve success. Even if you do something wrong it will give you useful experience in future.*
- *You should improve your productivity to the highest level.*

What would you like to wish our readers?

Rejoice that you have already had now, and the universe will enrich you by what you dream of. Never be afraid just to give if you have something extra and, as the result, you receive what you need. Forget that something go wrong or that you fail, otherwise these words materialize.

Do not try to be someone else just be yourself at all situation. You should work in the field that you are interested. Do only those things that you enjoy. Learn how to allocate your own desire among other people's desires. Don't forget about dreams of youth, try to remember them.

Do not be afraid to make the first step to the realization of your dreams. Perhaps, you feel that this step is very difficult, and you want to throw everything at the beginning. But remember, only strong spirit individuals can achieve what they want. If you don't risk to make first step on the way to your dream, then your dream is not so important for you.



Belyakova Viktoriya

Ph.D. in economics, Chairman of the Scientific Society of KNUTE 2013-2014 biennium.

MEMORIES OF STUDENT YEARS

You appreciate more and more that has received over the years. Therefore, I would like, first of all, to thank the people who have done so much for us over the years in our study KNTEU. I thank Prof. Shulga, because you have inspired and inspiring, you have played a leading role in the development of my scientific priorities. Thank lecturers for science and rigor, sometimes for leniency. On the road of life there are many wise person (teachers, mentors, gurus) that help identify it her special gift - "spark." Therefore, I will not remain indifferent in his memoirs to the supervisor Prof. Mnich, which not only supported and encouraged to join the graduate school but also played a leading role in establishing me as a young scientist and taught to create and to love science .It is a pity that we have to continue their research path alone, without his participation. Light his memory!

Take this opportunity to congratulate the galaxy of scientists and staff KNTEU the 70 th anniversary of the university and the Day of Education! Never Cease to love science! On the one hand, you make history and science university, sometimes suffer from a lack of respect for the students in the classroom and on the other, you rejoiced when the results are the results of your creation achievements of your students, trainees, graduate colleagues. You make a contribution to the history of the country and the world. Time is constantly making adjustments to the evaluation of our creative works that do not detract made, and only enriches the perspective of historicity in the scientific heritage of generations and the world. Dear colleagues, your mind, whose best weapon - strong knowledge - is a model for today and future generations. Let continue your wisdom and endurance are highly regarded and returned achievements. Let your business be successful!

In the words of H. Skovoroda: "Who thinks about science, loves it, and he loves her, he never stops learning, even though outwardly he seemed inactive," then I wish the students to never give up and go to their goal, to create!

A costly, dear, beloved scientific societies that wish high ideological and perseverance and patience, competence and confidence in what you want to bring to science. Society, you also win my award, my pride in you!

University taught to overcome obstacles, prioritize, make it, to seek her, to be independent, patient and tolerant, to give advice to others, to plan time to make quick decisions in unusual situations.

The active social position in the life of the university is not allowed to sufficiently enjoy the serenity of life, which is often associated with student years. As a student led asset academic group - the elder; from 2006 to 2009 was head of the student government hostel №4 campus KNTEU, head of sector on work with student dormitories in the University Council, a member of the student government of the Faculty of Finance and Banking; while studying in graduate school and in June 2013 was a member of the Scientific Society of Students and Young Scientists KNTEU, led sector to work with students, graduate students and professors.



Year 2013. Scientific Society KNUTE



Year 2013. Introduction to head the Scientific Society.

In December 2013 was elected chairman of the Scientific Society of Students and Young Scientists Kyiv National University of Trade and Economics.

Home truth that opened during the years of study at the university is not always correct score reflects reality. Assessment - is subjective.

After a major life disappointment was the message that I have not entered the first year post-graduate course in 2009. Is

built life goals, intentions and desires at that time were destroyed. I had to realize that not everything is meant to reality. Instead, I formed a different vision of life teaches! Only hard work aimed at the implementation of precise and defined targets - the main tool life. Understanding that changes up the very essence of life and that nothing is permanent, everything moves and constantly changes, and in the life of every individual and in the world, I came to the conclusion that the driving source of these changes is to work, backed by clearly specified and formed goals. Childhood dream became a reality - now I PhD and lecturer at Kyiv National University of Trade and Economics.

As for the vivid memories of his student days ... not even enough for a boring script American comedy about student life. However, based melodramatic scenario shorts can put a memory. Even a responsible student I played hooky. As many as four, all in one week training in the fourth year. Two on Tuesday - filing in the registry office, two - on Friday. Friday event, I think, is clear. Moreover, I still managed a third pair, which threw a wedding bouquet. The third couple had to be modular control. However lecturer in honor of the marriage of old age group has put all five. Therefore, to get married in three days tested on their own experience.

Spending to empty my free time we spend ourselves, so you need to stop wasting time on things that do not make the man, and have nothing to do with her true interests.

Although I study I still refuse invitations that I'm not interested.



The photo also prof. Simonenko VK, prof. Mnich EV, partner at BDO Henning Drager, prof. Belukha NT



Kuzmenko Oksana

Director of a center of educational and vocational training, president of student government KNUTE for 2014-2016 years



Ripa Sergiy

Student 3rd year of the Faculty of Finance and Banking

KNUTE GIVES A TICKET TO A SUCCESSFUL FUTURE!

Kyiv National University of Trade and Economics –is a great platform for self-development, because in this crazy whirlwind of various scientific, cultural and sport events, everyone can find themselves.



Student's life has a tendency to search training, courses and other possibility from the first courses. You are in trend, if you always read information about various competitions and visit meetings, forums, public lectures.

University – is the place, where every student can get basic knowledge of all areas of human activity and choose the area, where he or she will develop themselves as a highly skilled professional.

In KNUTE, all students can try themselves at everything; you can attend meetings with business leaders of our country. In September 2016, we launched the new educational project “B2S by Arricano”, created by Kyiv National University of Trade and Economics and Arricano Real Estate Plc., Ekonomika Communication Hub.



«B2S by Arricano» is a great opportunity to take care of their future, create a base for future careers. The lectures of famous people are very useful, focused on actual economy, business development. You can learn how to become succesfull, how to be competitive on a global scale, what is the role of negotiating processes in the business. Trainings will help students to choose the correct profession, test themselves as a marketing consultant for one of the companies: “PROSPECT mall” or “RAYON mall”.



Students also have an opportunity to develop a set of ideas and proposals that could improve the atmosphere in the mall and attract more visitors. For the most rational and most original ideas, students will receive prizes in cash. Arricano team can invite several participants on training for a period of 2 month in different departments. All participants will get recommendation letters that can be used in future employment.



Details here:

Show us what you can! Good luck! Wait for you!

I ♥ KNUTE



Babych Yevheniya

A student of the 1st year Master Faculty of Trade and Marketing



Shpyta Oleksiy

A student of the 4th year Faculty of Economics, Management and Psychology

ECO-THINKING IN UKRAINE

XXI century - the time of innovation and change of outlook. From time from create the idea to its realization every day decreases, some achievements are replaced by others. Unfortunately, with the rapid development of humanity, the often forget about the respect for nature and the prudent use of resources. This leads to disastrous consequences.

Deforestation, accidents at power plants and nuclear power station, leakage of hazardous substances, pollution, whalers - a series of events, a decision of which has become of paramount importance for humanity. Greening and eco-thinking now not just a fashion trend. This is the way that society must choose to maintain a healthy life and successful activity.

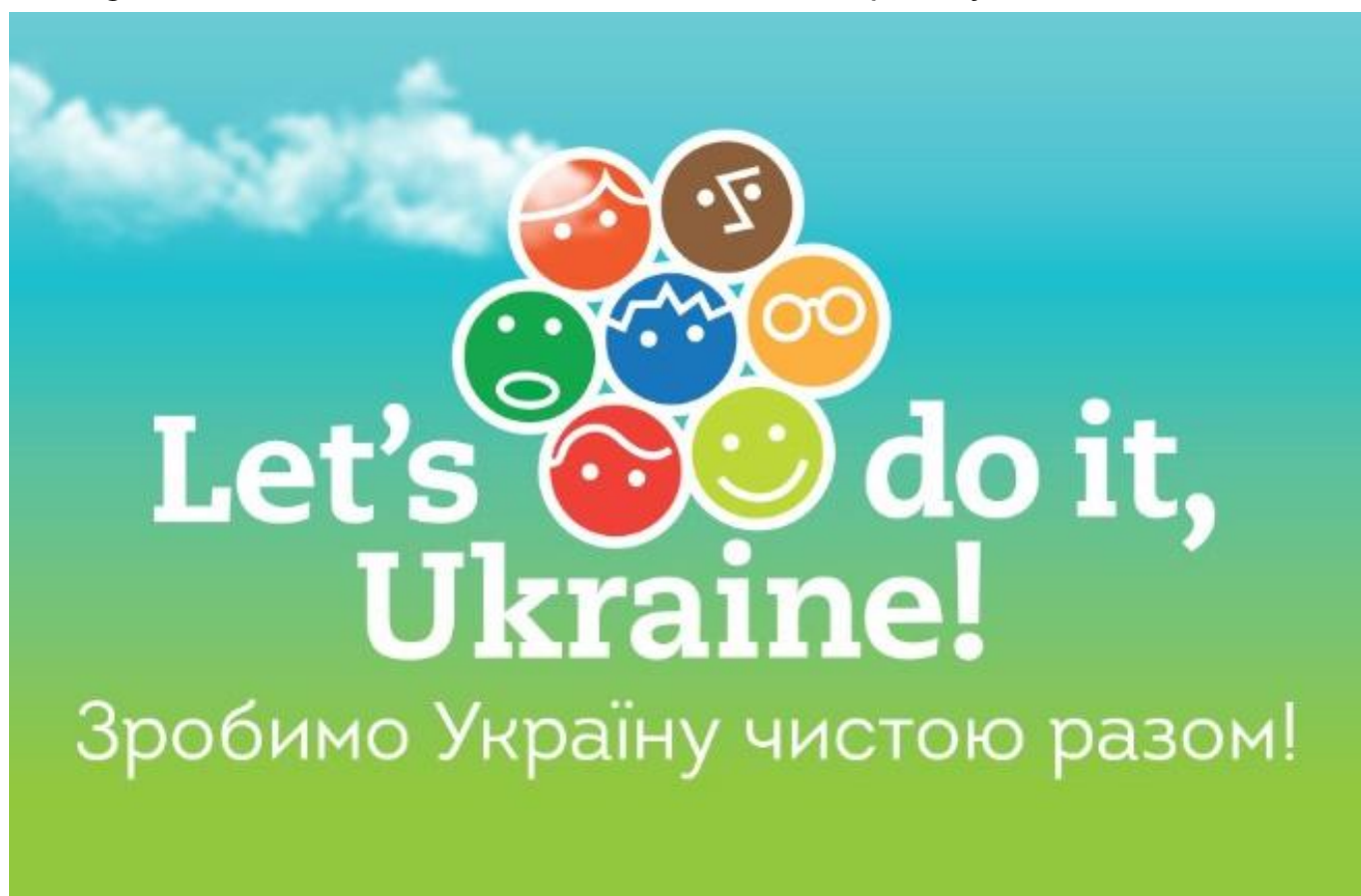


Consideration of this issue applies to any field of activity, so directions of development and research of ecology are diverse. Of course, the main object is the greening of the industrial sector as the main cause of pollution. A huge number of organizations, associations and movements are active in the promotion of eco-thinking. Among them are: Global nest, WSPA, World Wild Fond, GreenPeace, Green Front, Siera Club, Lets do it, Green Cross and others. The reason for their creation was the reaction for certain world events, man-made disasters. Organizations were built volunteering and had acted locally. But today, most of them has international importance.

Question of greening and eco - thinking in Ukraine, only gaining momentum. We are catching up other countries very slowly. While this trend in our country began to develop since 1992 with independence. Initially was approved accession to the World Convention on Climate Change, later, the Kyoto Protocol. The essence of the protocol was to create a limited number

of quotas for the emission of CO₂. At that time Ukraine had free stock quotas and successfully "selling" them to those States which have exhausted their limit. Finance received for the sale of quotas, were allocated to energy efficiency businesses and the elimination of consequences of man-made disasters. Considering the large number of disaster in Ukraine (explosion at Chernobyl, the leakage of phosphorus in the West) quotas could not cover damage... Other funds out budget also does not have a meaningful impact on improving the environment in the country. Unfortunately, all financial flows (international aid, budget allocation or obtain other funds) do not solve environmental problems and impact on the situation as a "cosmetic repair".

Problem ecological situation in Ukraine was formed not only due to lack of funding, "bloated" of bureaucratic ladder or corrupt officials. The most important thing in solving this issue is its understanding by the citizens of our country scale catastrophic situation. While we waiting that someone on somewhere will solve this problem ne - nothing will change. Eco-thinking, savings, rational use of resources should be our priority.



Many companies and organizations (factories, businesses, educational institutions) have joined the worldwide movement "greening" their operations. Among them, the famous manufacturer of soft drinks - the company Coca-Cola. Each year, the company publishes the "social responsibility report", which reveals their internal activities and environmental impact in four areas such as: workplace environment, market

and social. All manufacturing of Coca-Cola aimed not only at the maximum efficiency of production facilities, but also to preserve the environment. This happens in three areas: water conservation, recycling and energy efficiency.



For example, the company participates in social activities related to the conservation of climate and environment. Also, the group of companies Coca-Cola Hellenic is one of the founders of a unique initiative of the UN Global Compact "mandate in the water." The program aims to promote the rational use of water resources. The enterprises use energy-saving technologies in the process of production and in equipment is minimized and maximum recycling. So Coca-Cola Company is without waste now.

Among domestic manufacturers can distinguish guarantor of confectionery craft - the company Roshen. Its production is equipped with modern equipment with high energy efficiency of popular brands. Special attention during operation and construction was address for environmental security. For the treatment of wastewater used technology patented in the USA 5-step mechanical and biochemical purification, and used modern technologies for purification of air emissions. On the production are using environmentally friendly materials and making their company popular not only in Ukraine but also in Europe.

An example from the field of industry are JSC "Mittal Steel Krivoy Rog" - the mining and metallurgical industry, the largest steel producer in Ukraine. Their production is associated with a significant industrial impact on the environment. The main objectives of PJSC "ArcelorMittal Kryvyi Rih" in ecology - is implementation of environmental obligations and environmental safety. For this is used the continuous improvement of environmental management system, upgrade environmental protection facilities, development of new methods of processing and storage of waste. In effectively manage of the environment protection JSC "ArselorMittall Krivoy Rog" one of the first steel companies Ukraine that has implemented an environmental management system. Each year, the company confirms the

compliance of environmental management system international standard that shows its high reliability and performance.

During the years 2014-2015 the volume of wastewater decreased by 3.4%, the amount of general waste decreased by 13%, waste disposal in the environment decreased by 9.6%. This is the real proof of the effectiveness greening enterprises that did not affect the quality of the production process.



Kyiv National University of Trade and Economics has successfully developed its own environmental policy. What it is ecological policy? We have several areas: Environmental Management (compliance with current environmental legislation and national standards when implementing the principles of the environmental policy of the University, the introduction of the principles of "green office", the implementation of awareness-raising activities aimed at promoting environmental awareness and culture of consumption).

- *Resource efficiency (reduction of energy and other resources; introduction of comprehensive technology utilization and recycling, shift to using energy efficient products and services).*

- *Environment (implementation of internal and external landscaping university, participation in projects of environmental protection and biodiversity conservation)*

- *Not all to know, that the main purpose of repairs was greening the environment. Were used materials that meet environmental requirements.*

In addition, the university is constantly concerned about the purity of their own and adjacent areas, conducts activities for planting trees and greening. At the university installed special bins for recycling batteries. Also, several times a year university compile wastepaper and transfer the proceeds to children's homes.



A University-wide waste paper collection

Since 2014 in the University operates EcoClub that is the main element of the environmental policy. Every year, increase number of activities and be improving them quality. A variety of workshops, lectures, seminars and promotions. There is collaboration with other organizations, both within the University and across Ukraine. Every year representatives Ecoclub involved in a great number of conferences and events related to the environment. This meetings are enable to exchange of experience and new knowledge in this field. An example of this is the international conference "Let's do it Ukraine" and "Green Mind".



Despite all the advances, there is still a lot of work. Ecoclub activities will focus on improving existing projects. And also to expand the boundaries of their work. Among the planned projects opening on campus ekokafe, systematization of activities and their quality, attracting more of other environmental organizations, and work with them under environmental policy university. And most importantly, the involvement of students KNTEU. It is not only improving the university, but also the opportunity to become part of its history and Ecoclub team. The first thing you need, it desire and understanding of the subject. Alone we can do locally, but together we are force, that will greatly expand many limits.

But no matter how much money spent, spent the measures would establish of the urns, everything depends on us. Our attitude to the environment - an important element, because without our actions, conditions created for this, does not matter. So, university ecological policy aimed for creating a comfortable and appropriate conditions that will be familiar for students. And they, in turn, will keep that in their successfull future.

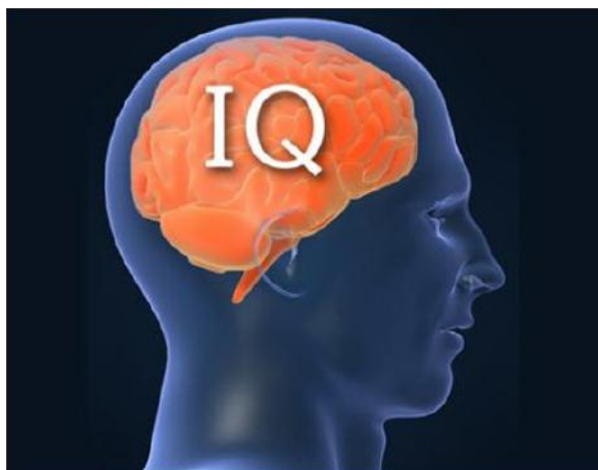


Bilenko Yana

A student of the 2nd year Faculty of Economics, Management and Psychology

DOES IQ-TEST SHOW THE LEVEL OF INTELLIGENCE?

Over the past 50 years, the average IQ of the inhabitants of the Earth increased by 12 points. It has been proved that every next generation of faster solve problems have better-developed logical thinking and, consequently, receive a higher score when testing IQ.



The history of the IQ tests began in 1904. That year, British psychologist Charles Spearman found that the ability to solve the whole spectrum of tasks of different types correlates with each other. Therefore suggested that for the implementation of all types of intellectual tasks answers one common factor identified by the letter g (from the "general" – General). Later began to appear different tests – Eysenck, Wechsler, Ketela, Ravena. The most popular, perhaps, is considered the test

Eysenck. But even in the Preface to one of the editions of IQ test Eysenck wrote that to achieve success in life to high levels of intelligence must be accompanied by perseverance and high motivation.

Do IQ tests reflect the level of intelligence? World practice knows many geniuses of mathematics, physics, painting, whose IQ was below average.

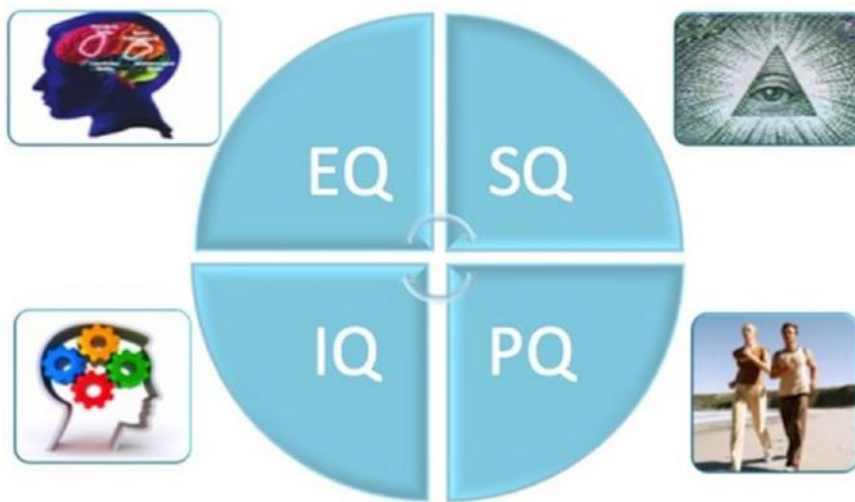
Recently, a group of British and Canadian scientists came to the conclusion that the popular IQ tests do not reflect the real level of intellectual abilities because they depend on a number of different subsystems of the brain.

Adrian Owen and Adam Hampshire from the Canadian University of Western Ontario and Roger Highfield from the London science Museum in November 2010 launched the site 12 Pillars of Wisdom. Here it is possible to pass a set of 12 tests of different types of cognitive abilities – the ability to analyze, to think logically, attention, working memory, etc. 100 thousand

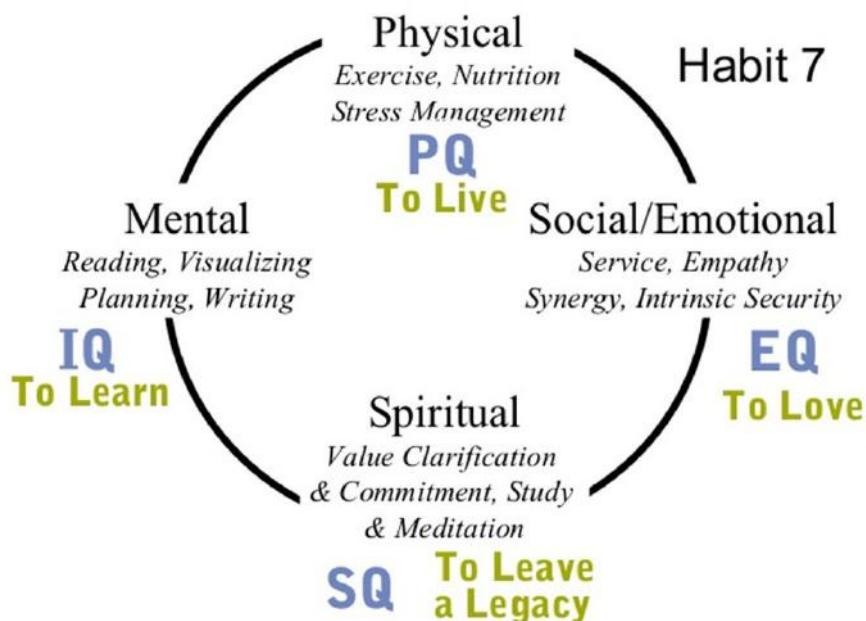
people were involved to the experiment. Some volunteers also solved the problem and MRI machine fixed the level of activity in various brain regions. m "The results confirm the theory that human intelligence is not a single entity, but rather is formed of many components," the scientists write in an article published in the journal Neuron.

Intelligence consists of several facets, which together form a powerful analytical center

- VQ – physical intelligence (the life force)
- IQ – is analytical intelligence (intellectual power)
- EQ – emotional intelligence (emotional strength)
- SQ – social intelligence (moral force)



Each person is dominated by mostly one of the types of intelligence, while others remain underdeveloped. Leader’s concordant development is to expand and maintain the balance between all intelligence edges.



Physical intelligence (VQ)

Physical intelligence (Vital quotient - the ratio of vitality is our life force, vitality, the ability to control your body.



Methods for developing physical intelligence:

- Yoga
- Any physical activity (walking, running, swimming)
- Different sports

Analytical intelligence (IQ)

Analytical intelligence (intelligence quotient - the ratio of rationality) is our intellectual power, intelligence, ability to analyze information, to think and to draw conclusions.



Methods the development of analytical intelligence:

- Books
- The development of new fields of knowledge
- Logic
- Reflections

Emotional intelligence (EQ)

Emotional intelligence (emotional quotient - the ratio of emotion is our emotional power, the ability to understand and control their emotions, and to discern and adapt to other people's emotions. Developed emotional intelligence is very important for a leader as it allows to understand the motives of other people and because of this, it is easy to find the right people to negotiate with them effectively and to interact with them.



Methods of development of emotional intelligence:

- Monitoring your emotions
- Tracking emotions in others
- Parenting

Social intelligence (SQ)

SQ

Social intelligence (social quotient - the ratio of communication) is our moral strength, honesty, and integrity ability to interact with people, to communicate with them and lead them.

Methods of development of social intelligence:

- Development of speech
- Public speaking
- Foreign languages

So, IQ tests are not a realistic assessment of human intelligence, in contrast to the physical, emotional, analytical and social intelligence.





Bilobryvka Ihor

A student of 4th year Faculty of accounting, auditing and information systems

PROSPECTIVE MBA

Master of Business Administration (MBA) - provides entry-level professionalism in business management.

MBA degree requires those plans to get new skills and knowledge in business management, and it helps to get promotion or to increase salary. In short, to increase their value in the labor market.

Often employers indicate an MBA mandatory item in the requirements for applicants for executive positions or write about "prefer candidates with a degree in MBA». And for those who wants to do business, an MBA is a pass into the world of business.

The main feature of the MBA program is its clear practical focus: to 2/3 of the training time takes analysis of business situations (method of case study). In case study method of teaching necessarily includes lectures, seminars, group and individual projects and so on.

According to polls, most graduates of business schools in the US, Europe and Asia agree that during the training they received:

- whole range of necessary knowledge for business;
- complete picture of the pattern of interaction of key business processes;
- useful business contacts (networking).

Graduate of MBA program gets specific skills that can be applied in very different areas of business and industry. MBA degree is a kind of core management, which makes the manager to be able to manage any type of business.

The effect of education will be noticeable throughout career, and received applications management skills, systematic approach to identify and solve problems, as well as in-depth knowledge will help in further success.

MBA programs originated and evolved in the mid XIX century in the United States. After World War the second they had been interested in Europe. In Ukraine, the first MBA program appeared only about 25 years ago.



Institute of Higher Education KNTEU was one of the first in Ukraine among academic universities, that introduced the MBA in 2005 led by Rector prof. Mazaraki A. A., director and program administrator Ph.D. Shklyaruk says KS, supervisors prof. Baia SI, Professor. Ortynsky VV, involving teaching staff KNTEU who realized the Centre for Business Education (Bidyuk AM).

The history of the MBA began with IEC KNTEU program "Financial Management", "Marketing Management", "Trade Management" and Ukraine-German program "European Management - SeMVA" jointly with ESCP-EAP (Germany). Then – package of programmers was added with a range of specialized programs, MBA-General management, International MBA - double degree program, together with the University. G. Marconi (Italy), corporate MBA program for managers of McDonald's.



MBAs CPI KNTEU work on leading positions in Naftogaz of Ukraine, Obolon, Epicenter, New Mail, Kviza trade, SWC Obolon, Interbud Ukraine, Galicia New European insurance alliance, SK New, Delta Sport, Tex, Vetropack Leman-Ukraine, Vektorbud, Medprominvest, Biopharma, Nycomed, Schering-Plough, Sona-farm, Hyundai electronics, McKinsey & Company and others.

VIVAT ACADEMIA

Today the Institute of Higher Education – is a reliable partner for business (TOP-100. Business Leaders of Ukraine);
Best University Business School (Magazine "Business", 2015);
Best specialized MBA program (Magazine "Business", 2016).





Dolya Viktoriya

A student of the 3rd year Faculty of restaurant and hotel and tourism business

CULINARY UNITES: HOW STUDENTS OF FRHTB HAVE ESTABLISHED THE CLUB

A new college year is gathering speed, lectures, professors, seminars and underslept nights are returning... However, student life has already become not only boring classes, or students do not bitterly grind away at one's studies anymore, but also thousand opportunities, which are opened only for us, students. Moreover - a student life in KNUTE, given that our university gives everyone without exceptions a chance for self-realization. One of such chances for those, who don't imagine their life without a culinary and are willing to become a real master of it, is a Culinary club of KNUTE.

This community is set up by activists from Faculty of Restaurant, Hotel and Tourism Business and exists for not only those students, who want to connect their life with cooking, but also for those people, who regard it as a hobby and relaxation. Our university club is a brilliant alternative to courses and schools, which not everyone can afford and to «self-education» with culinary books – we couldn't agree more, that it is more pleasant to improve the culinary skills in the circle of like-minded people, than alone.

Activities of culinary specialists aren't limited by the walls of our club. They organize free workshops for those who wish and are active participants of different events in our university – from the Tourism Day to the visits to orphanages. Club members take part in competitions and festivals, often returning with not only a lot of experience, but also with awards. Among their last achievements – participation in an international festival BestCookFest 2016, which brought the culinary specialists 1 gold, 2 silver and 6 bronze medals, and audition of «Master chef 6», which was successful for 30 our students.

While our future Jamie Olivers make a way to the high cuisine, every student of KNUTE has a chance to become one of them. If you don't imagine your life without a culinary, if you want to build a career in this sphere or just love cooking (or trying :)), the doors of KNUTE are always opened for you. Bon appetit!



Karpenko Oksana

A student of the 3th year Faculty of Trade and Marketing

START SCIENCE

Everything we use in our world anyhow was established science. It began with the discovery of something new; then the study of how many methods you can explore with searching where this new information is based and how it can be applied. Science used to create something new and surprising at the same time.

The more we know the mysteries of nature, the more we realize how much remains unknown.

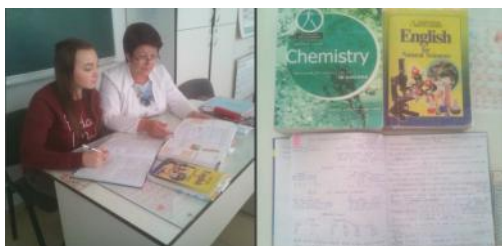
Awareness infinity world and his knowledge of methods FTM students encouraged a scientific club "Chemists KNTEU."



Students FTM consider urgent problem of quality and food safety. Methods for objective assessment of foods they learn and improve, united in student scientific society "Chemists KNTEU." To promote awareness of the Company and students and schools, created the site Chemists KNTEU - <https://vk.com/chemistsknteu>. We strive to bring about meaningful, interesting, multi-faceted training in KNTEU FTM to all concerned!

The purpose of student scientific societies have in-depth study of the structure, properties and improvement of research methods of food ingredients (raw materials, semi-finished and finished food products), focuses on improving rapid methods. Experimental studies students perform in modern laboratories of the department of commodity safety management and quality.





The work includes the company actively studying chemical terminology in English, using English textbooks number of foreign publications in preparation for seminars, conferences.

Implementation of interactive teaching methods, including training, help increase the motivation of participants in training; setting the target audience for productive work; the inclusion of new approaches to create "a situation of success" (targeted combination of conditions under which created the opportunity to achieve significant results as individual and collective), due to potential of each participant.

Students from Science Club "Chemists KNTEU" operates under the guidance of senior lecturer commodity research, management of safety and quality Chykun N.Y. associate professor and scientific advisor Pasalskyi B.K.



We invite the participation of all who are interested in the activities of student scientific club "Chemists KNTEU"!



**Lebed Oleksandra**

A student of the 3rd year Faculty of Finance and Banking

THE ART OF BUDGETING, OR HOW TO SPEND THE MINIMUM OF RESOURCE WITH ITS MAXIMUM EFFICIENCY

October of 2016, that is exactly the time to drink some coffee, read interesting books, and also introduce the budget of Ukraine for 2017. Since the efficient use of public funds is an issue, the most painful problem was a proper allocation of financial resources, especially in the context of limited budget resources. In these circumstances, prioritizing the allocation of budgetary resources, identification of sources of financing costs and control over the targeted and efficient use of funds are crucial. It is possible to achieve this goal using the budgeting program-target method.

Who could give a thought to that the correct algorithm, which is also known as the method of effective budgeting, decides the future of the country not only for one year? It is not a big surprise that this indisputable method was provided in the United States in the middle of 60's of the last century. The public administration immediately adopted the acquired knowledge and developed this particular program-target method of budgeting that holds the economic giant afloat for decades.

Spread quickly through Europe, it came up to Ukraine in 2002 as a lifeboat in the ocean of constant debates to which areas of industry are needed to be full-funded and to which ones partial funds are required.

In short, the essence of the program-target method is mainly about four things. The first one is that emphasis shifted from the actual needs for funds that are expected to the purposes of these funds.

Secondly, it is that attention shifted from monitoring the implementation of obligations to ensure effectiveness. When developing a budget policy considers what society receives for the money it spends, the question is how the money will be spent achieving public policy objectives. Also, evaluation and examination programs have to be required components of program-target method. Finally, analytically thinking, the program-target method introduces the elements of analysis where the costs and results are compared in the budgetary process.

In 2016 KNUTE also became a part of the program-target method, what is the evidence of its prestige among educational institutions of Ukraine. Moreover, The National Bank of Ukraine released silver coins with the image of our Alma Mater pictured on them. These coins are continuing the 'Higher education institutions of Ukraine' series and devoted to Kyiv National University of Trade and Economics.



In conclusion, most important thing you should remember is that your personal budget is not a mirror of all your expenses. It is more about achieving the goals and objectives with the appropriate amount of scarce resources.





Melnyk Sofiya

A student of the 4th year Faculty of Trade and Marketing

LIFEHACK: HOW TO SURVIVE IN A DORMITORY

Sitting on suitcases you are ready to enter new world of the student life. At home you had your own room, but now you ought to share the room meters with unknown guys. Having watched American films about students, having listened stories from elder friends you are worried about surviving in dormitory. How to make friends with your roommates? How to adapt to cheerful student life? Being behind the threshold you turned out to be in unfamiliar territory, where everything runs with unknown rules.



My personal expectations were exaggerated. Moved to the room 3x3 meters, seen scared student girls, with whom I had to share “unlimited” room, I realized – we “came up”.

At first, we had a lot of misunderstanding: somebody didn't wash up in time or you found various things in unexpected places, even your own ones; the half went to bed at 10, and the second part – deeply after midnight; someone preferred loud music, and someone liked watching movies alone.

Therefore first to do is to set up warm contacts. Don't shy away from telling what you are worried about as to sort out a problem together is easier than on your own. We used to have a custom to tell about everything you don't agree with.

Another important thing – don't be greedy. Don't let somebody impudent take your things, but be generous when you are asked for. And the dormitory returns in the same way. By the way, cooking together is a good reason to make friends: you may be amusing and fun over first burnt burgers, and then enjoy eating together.

One more interesting point is bloc. You are not alone on the floor! So don't be shy to come up and smile. By this manner I found two best friends.



Getting through the years of living in the dormitory you will become expertized man in:

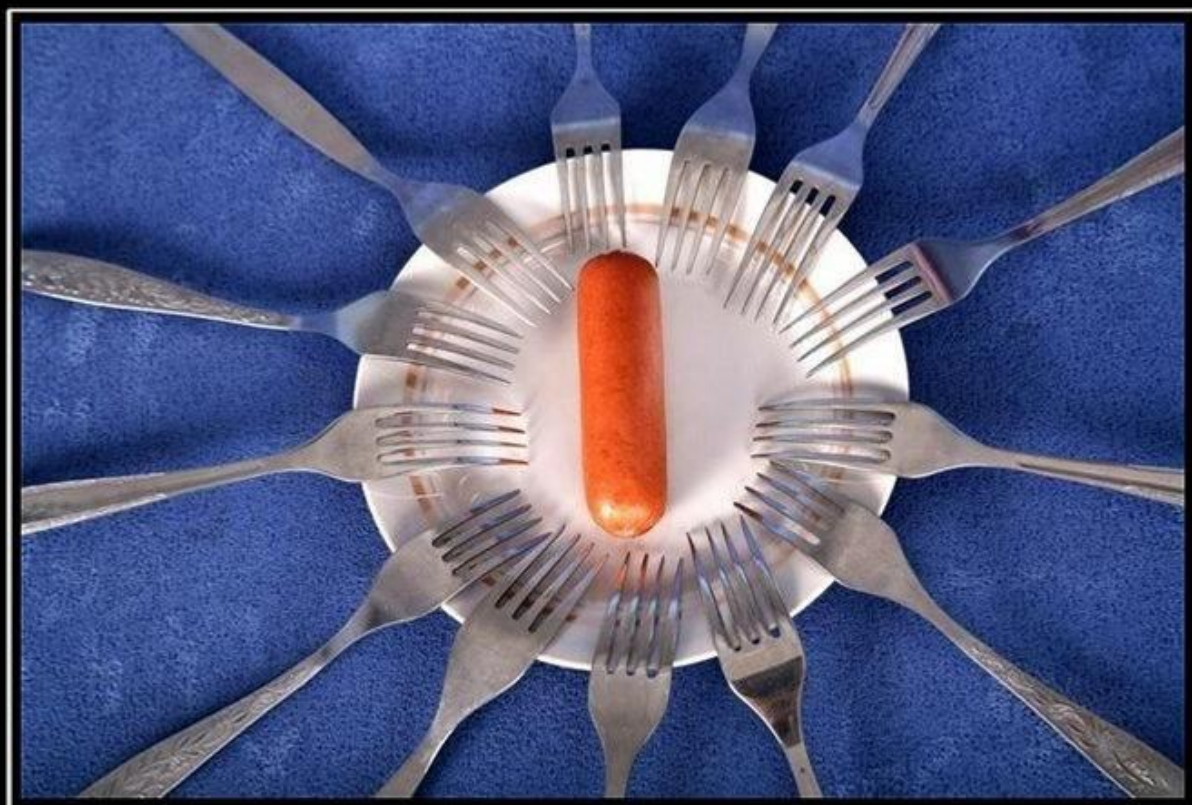
- cooking potatoes fried, egg boiled and staffed cabbage rolled (brought from home);
- washing (crucial is not how you wash, but where you dry);
- repairing: wallpaper sticking, screwing into/screwing up lamps, mounting bookshelves;
- being able to learn despite of music volume level at any time of day at night.

For years living in the dormitory you are so incorporated with it, that it becomes your second home, and neighbors whom you lived with become your family.

Not to be oversentimental here you have some life-hacks from senior student:

- 1) If you are not prone to cook – you always have a chance to be invited to your friends;
- 2) In your set of tools slippers with thick sole to press cockroaches, earplugs and sleeping mask are quite essential;
- 3) Alarm ring should be quite not to disturb respective environment;
- 4) To wash up plates after porridge to avoid getting nervous;
- 5) Mason jar may be open with lucky elbow strike;
- 6) If you have no efforts to withstand long queue to shower, you may always find a free bloc;
- 7) Do you want to set up business? Buy a printer.

“No matter how to survive, dormitory prompts.”



Morning in the dormitory



Menaylova Anastasiya

A student of the 4th year Faculty of Trade and Marketing



Morhoslip Anastasiya

A student of the 4th year Faculty of Trade and Marketing

ANOTHER SIDE OF MERCURY

Football is one of the most popular sports, that brings together millions of fans around the world at the stadiums, around TV screens and computer monitors. Football becomes as not a simple game a lot years ago, for many people it is an integral part of life. Also football has captured such young players as students.

On the green sports fields of Kyiv National University of Trade and Economics many years ago began the history of star team "Mercury". And to our days the most talented players defending the honor students of the University on the city and even the all-Ukrainian scene.

The achievement of this "Mercury" truly deserve recognition and respect. Young players took the cup of Kyiv twice and become the flagship national competitions.

Undoubtedly, these successes and championship is the result of hard and persistent work. And not only the players but their coach, Aleksey Yatsenko, who also serves as muse, guardian, mentor and even a psychologist for the friendly team.

Aleksey has coached "Mercury" nearly 15 years, and several generations of the team rose to his eyes. Despite this, the coach admits that the current level of the team is the result of years of continuous striving for better results.



So what is most important for success on the field? Talent or experience? According to words of Aleksey, talent is just 10% success rate, and most importantly is a hard work. As the theater begins with a hanger, football begins with discipline and team spirit. "We're starting to think about the game long before they go out on the field", said the coach.

Of course, in addition to coach in "Mercury" is another leader, a true captain who leads the team on the field. In this role has recently joined Artem Marchenko or Mara, as called his players jokingly. Artem playing in yellow-green team already 5 years, but only this year he won the captain's armband.

He believes that his most important captain's duty is to be support for the team. "I want to be a man, who feels confident team and will only move forward both on the field and beyond," says Artem.

The captain, as coach, sure that only work will lead team to new successes. Artem also noted that "there are always exist tournaments and cups that Mercury is not won yet." This is pretty self-confident statement (someone may seem, but captain and coach are sure that it is not . And this is difficult to judge, because the boys try to realize their ambitions in victories!

Another integral part of the unforgettable football match is, of course, the audience. Football fans have been formed the culture of «faning» for long time!

At the stadium we can meet anyone from student to the president. No one is surprised by how serious the representative office plankton in a neck buttoned shirt and tie is transformed into enthusiastic, excited, screaming and waving hard football fun.



To learn how students root for "Mercury", we talked with one of the leaders of the fan movement Jaroslav Gerasimenko. As it turned out, those who are a fan of a student team, not much different from the fans, for example, "Dinamo" (Jaroslav's favorite team). The guys just worry about the players and the results of the match, frustrating voice motivating chants and songs, clutching their heads when ball is in goal nets, and embrace the joys when "Mercury" scores goals.

This Jaroslav stresses that the student "ultras" does not allow itself to widespread "nearfootball" fights and vandalism, as well as the participants in the first place, are representatives of the university and behave lawfully. The coach and captain support such peaceful behavior model fans as believe that the fans, above all, must come support and positive emotions to adjust the player to the correct way.

Also from Jaroslav we learned that the head of the fan club Philip Fyodor collecting tickets of the matches "Mercury", which is the best demonstrates reverent attitude to fans of the team.

We are proud of "Mercury" and wish the team does not lose momentum, delighting us with new victories. We believe that the guys who have chosen the thorny path of the great sport must reach heights and one Ukrainian anthem will sound in the final of the world championship, merging with stunning roar of the stands!





Mysnyk Halyna

A student of the 2th year Faculty of Trade and Marketing

HOW TO CHOOSE A SPECIALTY IN UNIVERSITY?

Once Neo from "The Matrix" who could not make a choice of two pills and two roads: to forget or learn anything but we seemed to be like unhappy pioneer who is forced to make their own choices and be responsible for it. But what, then, do today's entrants who can't choose from a stunning variety of occupations, professions and specializations in university.



Moreover, if just 7-8 years ago chosen profession could change at the last moment and even during the time of submission choose a completely different profile (after entrance examination seemed directly for admission to universities), today every profession have a definite list of items that must pass during IEA, registration for which is almost at the beginning of 11th grade, so the choice must be done in advance.

Some rely (or forced to rely on) on the choice and wishes of their parents. "I wanted to become a choreographer and become an accountant so I want my child has made my dream!" - Confidently states concerned have a future applicant. But maybe she (he) is the propensity and desire to accountancy or even to space, a forced choice only break your child life. So, dear parents, now you can flip to the next page (not less interesting) article, we want to talk to your children who can (if they send a little) alone make the choice.



So, dear graduates, now think for a moment: what you do best? Singing, friends advise on legal matters, count money or write an article? What are your hidden desires? Maybe all your life you went to art school, but after graduation as the artist realized that

want to work therapist? What school subjects do you like most? These questions will be your starting point in choosing a future profession. Try in your choice combine two components: practical and self-interest. In today's world work should bring a stable and sufficient income for a decent and comfortable life, but at the same time it should not be a burden to you, but also fun. After all, it will motivate the further development and achieve new goals.



Choosing a profession guided as to its relevance. For example, specialists in recruitment found that as of 2016 the least popular professions which is related to mining and processing of raw materials (due to the difficult situation in the Donbass). So before you finally decide on a specialty market trends inquire: what will be in demand in 5-7 years (medium term completion university)

But what if you even after the answer to these questions can not exactly say what exactly do you want to do? Especially for such cases social scientists have developed a set of test questions to determine your professional inclination. There was even a practice that graduates of schools at the end of the school year make it possible to pass these tests in order to enable them to determine for themselves what profession suits them most.



Choosing a profession can change your whole life, send it in an entirely different direction. So make your choice responsibly, and we will help you with that!



Umantsiv Vladyslav

A student of the 2th year Faculty of International Trade and Law



Kutsa Kateryna

A student of 4th year Faculty of accounting, auditing and information systems



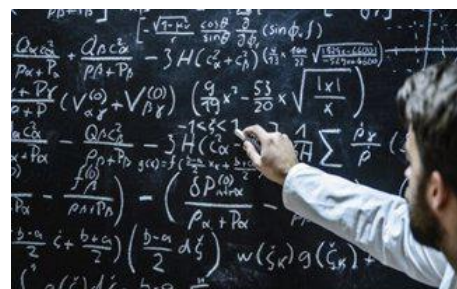
Rudenko Ihor

A student of the 2th year Faculty of International Trade and Law

STUDENTS OF INNOVATIONS IN EDUCATION

The main goal of the state policy in education is to create conditions for personal development and creative self-realization of every citizen of Ukraine, updating educational content and organization of educational process in accordance with democratic values and the principles of market economy, modern science and technology.

Priority directions of the state policy on development of higher education embodied in adopted in 2014 the Law of Ukraine "On Higher Education" (the Higher Education Act), which establishes the basic legal, organizational and financial foundations of the system of higher education, creating conditions for strengthening cooperation between state bodies and businesses with higher education institutions on the principles of autonomy of institutions of higher education, combining education with science and industry to prepare competitive human capital for high-tech innovation and development, personal fulfillment, the needs of society and the state of the labor market for qualified specialists.



Thus, the Law of Ukraine "On education", the prospect of establishing a system of quality assurance and opened for Ukraine. The law provides for the establishment of the National Agency for Quality Assurance in Higher Education, in fact, students and employers first are entitled to be involved in quality assurance procedures. However, how many students have information about innovations in higher education? Here are the major changes envisaged by the Law on Higher Education.¹

¹ <http://osvita.ua/vnz/reform/42795/>

1. Providing university academic autonomy. This means that each university has received the right to impose its own educational and research programs.

Also, education is now finally have to award degrees. Universities alone decide whether to recognize foreign degrees and diplomas while receiving training and work.



2. Financial and economic autonomy. Universities can open their own accounts, obtain loans, dispose of property and land, establish science parks, and companies engaged in science or innovation. Universities freely administer their own revenues, including tuition fees, which can not be extracted in the state or local budgets. Each university will establish and

fund sustainable use passive income from it, to transfer funds abroad to participate in scientific and educational associations.

3. Increased student government.

Essentially, the role of the student government, freely formed by students. These authorities defend the rights and interests of students make a proposal to the curriculum, receive significant influence (15% votes) in the election of rectors and deans, right on ads protests. The law states that the student government can receive 0.5% of revenues from financial university.



4. The requirements for transparency. Each university shall publish on its website documents about their finances, property, including estimates, reports on their implementation, distribution of salaries, etc., to publish on the Internet the results of annual internal monitoring of the quality of education. With the unified state register can get information

about the list of specialties, specialists of which has the right to prepare the institution issued diplomas by scientific work or testing certificates.

5. Changes to award higher education degrees. Ukraine has introduced five qualification levels of higher education: elementary level (short cycle) higher education first (bachelor) level, the second (master) level; third (education and research) level; scientific level of the award in accordance with the following degrees of higher education: Bachelor younger; bachelor; MA; PhD; PHD.

Getting a bachelor's degree would mean obtaining complete higher education.

Applicants who will learn under the educational and scientific program and public defense of the thesis, receiving his Ph.D. (PhD).

Bachelor's degree, master's and Ph.D. conform to the classification of most European countries, which will facilitate academic mobility Ukrainian students and scholars.

6. The introduction of the new classification Universities, including four types: universities (universal education); institutes and academies (education sector) and college (where to train specialists of junior or bachelor's degree).

7. The requirements for publication of scientific works and the fight against plagiarism. Scientific papers and reviews opponents the defense placed on the websites of universities. Protection is open, with everyone present can make free audio or video. Penalties for plagiarism tough: scientist loses extent of his scientific adviser, opponents and chairman of specialized council - the right to participate in such councils for two years, and school - for two years to create such councils.

8. Reducing the burden on teachers and students. From 2015 on teacher workload for one rate decreased from 900 to 600 hours. Thus the teaching staff changes. This will give teachers more time to spend on research. And decreasing the burden on students, one credit equals 30 hours instead of 36.

9. Academic mobility. The Diploma Supplement European model will include data evaluation and number of credits in each subject.



This will harmonize Ukrainian universities not only between themselves but also with foreign universities. Students and teachers will be able to defend themselves, to study or work in any Universities not only Ukraine but the whole of Europe. Students will be able to choose their own discretion significant portion (at least 25%) courses and teachers. Thus the applicants a certain level of higher education have the right to choose subjects offered by other levels of higher education, in consultation with the head of the relevant faculty or department.

Bachelors when entering the master can freely choose the profession, whereas before they could only continue their education in the same field.

10. Competitive public procurement system. From 2016 started working mechanism of electronic admissions and automatic placement of state orders.

Applicants have to pass testing stage chosen specialty and the university, which wants to join. Following the testing will be compiled ranking students, the best of them have the right to study free of charge. If they enter the selected em, you will study for free and em, respectively, will receive the state order for training of students.

11. Scholarships. Size of academic and social grants, the procedure for their appointment and payment determined by the Cabinet of Ministers of Ukraine. The minimum academic and social education scholarships for applicants degrees of higher education can not be less than the subsistence minimum per person per month. The minimum academic and social scholarships for applicants younger bachelor degree can not be less than two-thirds of the subsistence minimum per person per month.

12. Language teaching. Higher Education Act stipulates that the language of instruction is the State language. To enhance international academic mobility em has the right of courses taught in English or other foreign languages, but ensuring the applicants knowledge of the discipline and Ukrainian. The list of foreign languages, which are allowed to teach, approve school.

Thus, the innovations introduced by the Law on higher education aimed at making higher education was fundamental, based on modern achievements of science, carried out the latest educational technology with the aim of training professionals, as individuals, citizens with a high level of cultural, moral and spiritual values.





Sydorenko Roman

A student of the 1st year Master Faculty of International Trade and Law

INTERNATIONAL EXPERIENCE OF LEGAL CLINICS WORK

Nowadays legal clinics exist all over the world. Very often they carry out different tasks and have essential differences and specialties.

Their activity completely justifies itself, as a lot of lower-income people ask for free legal aid, and the graduates of legal clinics, who got the high education, get the significant experience of professional practice, which allows them to be competitive at the labour market.

Some clinics are also engaged in legislative activity - they are the part of working groups of discussing the bills.

The Chicago Legal Clinic was established as one of the first clinics in the United States by the lawyers and partners of law firms in Chicago, it had the motto "Make the dream of justice a reality".



It's interesting to know: in the universities of the USA legal clinics also operate, they specialize only in certain defined types of legal aid for definite contingent of clients. For example, American Indian legal clinic, which was established at the University of Colorado in 1982, was one of the first under the university, which provided professional legal assistance for low-income citizens, mostly of Indian origin in Indian law.

Ukraine has been experiencing the legal clinics since 1993. Clinics were established at the initiative of lawyers, who had the opportunity to learn the teaching model of jurisprudence in foreign countries. It is important for the development of national legal clinics to take into account international experience.

Dynamic and progressive development of legal clinics in foreign countries depended on the following factors:

- Cooperation with international and national foundations and associations;
- Realization of the principle of specialization that has transformed them into structures similar to non-governmental organizations;
- Support of clinical legal education by universities;
- The establishment of clinical legal education as an integral practice of university exchanges and training programs.

Thusly Ukrainian legal clinics also need to follow this way.



Here are a few examples of effective legal clinics in foreign countries. So that, in Scotland in October 2003 a legal clinic of Strathclyde law school was established in order to provide free legal assistance to the population of Glasgow and the closest administrative units.

Clinical legal education in Poland was developing rapidly, however the United States of America became the model country for local legal clinics. From the three legal clinics established in the late 1990s (Krakow, Warsaw, Bialystok), legal clinics movement spread to twenty-five clinics. Nowadays legal clinics operate in all public and leading private law schools of the country.

In each country clinical legal education has specialties due to: first, the specific demands of society; Secondly, traditions created by high school; Thirdly, available resources (financial and human) spent on promotion and implementation of legal clinics at schools and to the system of legal aid.

But at this stage we can say that the Ukrainian chain of legal clinics can compete with legal clinics of foreign countries thanks to the nationwide dissemination and experience, accurate developing of the scientific study and practical implementation, ideological unity and the absence of major differences.

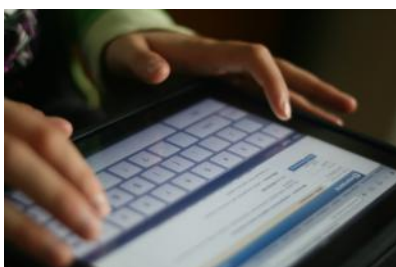


Tarasyuk Vladyslav

A student of the 4th year Faculty of Trade and Marketing

INFORMATION MANAGEMENT KNTEU

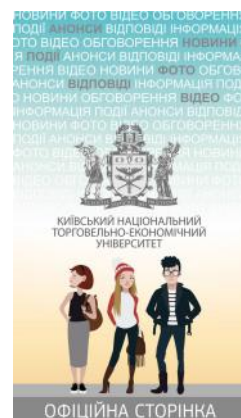
Kyiv National University of Trade - Economic, offers you the TOP best information servers for the student KNTEU.



It is not a shame to admit it, but each of us is a user network, so happens that today we ask the rhythm of life, and life sets the pace for us to stay on our toes, we need to follow certain rules, meet certain standards and be aware of the news. That news will be discussed, namely the information and its security.

I as an ordinary student was interested to know that as of today, there are about fifty KNTEU servers providing information, given the sites and pages on social networks of various associations. Of the 49 total actual information servers (the number may vary) select 34, those that operate on a permanent basis. So, offer the offensive classification of information provision servers:

Official. Related to official sources, which are directly or partially subject to management bodies of the University. It is on these platforms publishes general and organizational changes, news and statements. These servers include **KNTEU official website** and **official KNTEU pages on social networks** such pages audience students, teachers and all care about. Also refer to the **official page University Faculties** such as **FempNewsLine**, **FTMKNTEU** and others. According to the survey only 31% of respondents regularly visit data servers. The sample comprised 100 people, students of 1-4 courses.



By interests. Today, based on the order KNTEU operates 17 clubs in different kinds of persuasion, such as **Eco Club**, **English speaking club**, **Tourist Club** and others. Each club is a micro organization with strictly spelled out regulations and statutes. Almost every club has info pages in social networks, some of them create their own websites. Most clubs have a

scientific perspective, because the attachment to the **Scientific Society of students graduate students and young scientists (SSSGSYS)** that because all the necessary information about clubs can be found at **Scientific Society website**. According to the survey 17% of respondents use the servers of a club.

Social. At the University there are 4 dormitories and hostel (or chummary) if we're known - is a big family, so every hostel has a community (own website) where actively discussed all domestic and pressing problems. Of course, the student - a man confused, so often loses concentration and personal items, resulting in an information server "**Poteryashky KNTEU**" where anyone can put information about finding or that the lost. It should be noted that very popular nowadays, are servers using the proposed news, so everyone can express their opinion, usually anonymously. An example of such information provision is "**Podslushano KNTEU**", it is worth noting the effectiveness of this "word of mouth", because sometimes the posts anonymous authors pick really concerned. According to the survey, 76% of respondents regularly use social information provision servers, from which we can conclude, that the need for information depends on its intended direction. Everyone is looking for that information provision that requires.



The article is informative.



**Tyazhyna Valentyna**

A student of the 4th year Faculty of International Trade and Law

28 RIGHTS AND 3 RESPONSIBILITIES, WHAT ELSE HAVE UKRAINIAN STUDENTS?

The student is not only the person who is studying at the University, but also a full member of society, who must learn to defend their rights in full. But in order to be able to defend their rights, they need to know.

The first major piece of legislation that will help to understand their rights is the Law of Ukraine “Higher education” of 01.07.2014 № 1556-VII. Another important document is the Charter of your institutions of Higher education that contains specific instructions for the administration of the University in a variety of occasions, including for violation of student rights.

Despite the fact that Ukrainian legislation has secured a large list of rights and responsibilities of the student, it is necessary to pay attention to the fact that, as in the case of rights, obligations designated as requirements are quite General nature, that is, they may arise in the interpretation of significant differences, if these are student and teacher.

In the law on universities in Spain, training is the sole responsibility of the students, which is also right. Other responsibilities defined by the Charter of the University. The responsibilities of **Chinese** students educated in the spirit of patriotism, collectivism and socialism. There are a number of ideological imperatives: to learn Marxism-Leninism, the ideas of Mao Zedong and theory of Deng Xiaoping. The law on higher education and scientific research of the **Netherlands** there is no special section about the responsibilities. Responsibilities of students arising from the context, lie in the plane of the educational process. And the framework law on higher education of **Germany** right and duty of all members of the universities, including students who are enrolled in training is defined by the cooperation of the government. As we can see, a lot depends on the mentality and history of the student movement.

Turning to domestic law, namely article 62 of the law of Ukraine “On higher education”, Ukrainian students have 28 important rights:

- 1) the choice of learning when entering higher educational institution;
- 2) safe and harmless conditions of study, work and life;

- 3) work activity in extracurricular time;
- 4) additional paid leave in connection with training in basic work place, shorter working hours and other benefits provided by law for persons combining work with training;
- 5) free use of libraries, information funds, educational, scientific and sports facilities of higher educational establishment;
- 6) free provision of information for learning in accessible formats and technologies appropriate to the disability caused by the condition (for persons with special educational needs);
- 7) use of production, cultural, household, health-improving base of a higher educational institution in accordance with the Charter of a higher educational institution;
- 8) provision of hostel for the training period in the order established by the legislation;
- 9) participation in scientific research, development works, conferences, symposiums, exhibitions, competitions, presenting their works for publication;
- 10) participation in activities of educational, scientific, research, athletic, artistic, community activities that are held in Ukraine and abroad in accordance with legislation;
- 11) participation in the discussion and solution of questions of improvement of educational process, research work, purpose of grants, organizations of leisure, life, healing;
- 12) make proposals concerning conditions and fees;
- 13) participation in public associations;
- 14) participation in the activities of public authorities educational institutions, institutes, faculties, departments, academic Council of a higher educational institution of the student government;
- 15) choice of disciplines to the extent provided appropriate educational program and curriculum, in the amount of not less than 25 percent of the total number of ECTS credits envisaged for this level of higher education. Thus, the applicants have a certain level of higher education have the right to choose the academic discipline that is offered to other levels of higher education, in consultation with the head of the respective faculty or division;
- 16) training in multiple educational programs, as well as in several institutions of higher education, subject to receipt of only one higher education at every degree for the state (local) budget;
- 17) academic mobility, including international;
- 18) social assistance in the cases established by the legislation;
- 19) enroll in the insurance period in accordance with the Law of Ukraine "On compulsory state pension insurance" the periods of apprenticeship training in higher educational institutions, post-graduate, clinical residency, internship, residency, in the case of voluntary payment of insurance premiums;
- 20) academic leave or a break in studies with the preservation of the individual rights of the applicant higher education and restore education in the procedure established by the Central Executive authority in the sphere of education and science;

- 21) participate in the formation of the individual curriculum;
- 22) moral and/or material encouragement for successes in study, scientific research and community service, creative and sporting achievements and the like;
- 23) protection from all forms of exploitation, physical and mental violence;
- 24) a free internship at the enterprises, in establishments, institutions and organizations, as well as labor during the execution of the production functions in accordance with legislation;
- 25) vacation holiday lasting not less than eight calendar weeks in an academic year;
- 26) getting targeted preferential government loans for higher education in the procedure established by the Cabinet of Ministers of Ukraine;
- 27) the appeal of actions of the management bodies of higher education institutions and their officials, pedagogical and scientific-pedagogical employees;
- 28) special education and rehabilitation support, and free access to the infrastructure of educational institutions in accordance with the medical and social indications in the presence of a disability caused by the condition.

Concerning the responsibilities that the students there are only three, according to article 63 of the law of Ukraine “On higher education”:

- 1) comply with the requirements of the legislation, the Charter and internal regulations of higher schools;
- 2) comply with the requirements on labor protection, safety engineering, industrial hygiene, fire safety pursuant to the relevant rules and regulations;
- 3) comply with the requirements of the educational (academic) programs.

Considering all the above we must remember that only by knowing their rights and responsibilities, you will be able to protect them. Success in the protection of your rights.





Churkina Tetyana

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LEADERSHIP AND MOTIVATION

At the present stage of the new social environment attempt to consider the phenomenon of leadership seems necessary and timely. Leadership exists and is in all areas of public life, however, approach to understanding this phenomenon is very different. The phenomenon of leadership is the subject of scientific and practical interest for a long time. His study, sociologists, psychologists, political scientists and managers. In particular, the matter was investigated by such famous authors as E. Belinska, Weber, B. Karlof, G. Krichevsky, A. Meneghetti, K. Nair, A. Naumov, B. Paryhin.

With leadership we face to face throughout our lives. Headman at school school and university, the captain of the football team, head to work. However, the question of what a leader or leadership style would be most effective, remains open.

As a general sense of leadership - the process of working in a group where the leader stands a man, which listened to trust.

The theory of leadership has its roots in the 20-ies, when he first began to appear interested in management as a science. The first thing that drew the attention of researchers is the possible presence of similar traits in various famous leaders. So a theory of rice, or "theory of great men." Unfortunately, the theory was not successful. Turned out to identify common features very difficult. Of course, it happened a lot in common. Such features as high intelligence, great knowledge, bright appearance, self-confidence and more. But a general portrait of the leader did not work. People who do not possess the above qualities, too, were outstanding leaders.



The next step was the research theory of situational leadership. According to her, the leader generated by the situation. Depending on the task leader may vary. The head can focus on solving the problem or the relations in the team. F.Fidder conducted several studies on the subject and found dependence leadership style to the situation in the team. If the collective good situation, friendly relations and employees perceive the leader, respected and listened to it, will be an effective leader, focused on the task. He can put the exact problem and be demanding. Coordinated collective works faster. The same scheme works in unfavorable situation where the leader is not perceived or not respected. In this case the leader focuses on solving the problem, will also be effective. On average degree of ease, where there are problems in the team and the staff did not know how to accept a leader successful will be the leader that focuses on relationships. Create a favorable situation, to improve relations in the team - the primary task leader.

Step three researchers - systematic theory of leadership. This leadership and considered a leader in terms of group dynamics. Group is a system, leadership - organization relations group leader - the subject of managing this process.

The types and styles of leadership

The authoritarian leadership style.

A person in authority, he makes all the decisions, gives instructions. This head - "despot". Problems of staff it was exciting, it is important workflow solutions tasks. He is the sole ruler.



The democratic leadership style.

Chief works closely with subordinates. Thought team considered when making rishen.Takyy style simplifies the tasks maintains a warm relationship in the team. But the task is not performed as fast as authoritarian style of leadership.



Style conniving leadership.

The leader is, but its presence is invisible. The group works independently, discuss problems and make decisions. The leader virtually no effect on the group. With this style of leadership team though and can work effectively, but spends a lot of time organizing workflow.



Analyzing the above, I want to emphasize that the choice of a leader to take into account the huge number of factors, such as group size, the degree of confidence in the group as a whole, and of group to the head, communication in group tasks, deadlines, the nature of the head and more.

In each situation needs a leader, but just to say that a group without a leader does not exist. The leader organizes, directs, motivates the group.

But what's better: Knut or carrots? Award or praise? Can creativity? As we know from practice, not the fact that that "tested for years," absolutely work in a particular situation, because in modern conditions the successful leader must be able to lead and be able to resort to unusual methods of motivation. In this case, the finished universal recipe exists, TJ with non-standard motivation is important not only personal approach to each of the employees, but also taking into account the characteristics of the established group.

Walt Disney in the middle of the last century understood the importance of non-standard approach to motivation. His office was a hotel at amusement parks, where, in addition to the prestigious office managers were technical departments, including laundry, which was a great routine personnel due to low prestige and difficult work conditions. But the founder of the Walt Disney Company was famous for his ingenuity in the field of motivation and found a way out. Washing called "textile services". Thus, they have a whole division of the company, resulting in employees felt their importance, and all negative on the backburner.

Another interesting example of "power words" empire was Steve Jobs. Consultants his company, that is creative and smart people, took office with a modest title "genius." From this idea was a double benefit: the head did focus on the fact that his staff are just brilliant people who, in turn, were very proud of their status, work well to justify the trust.



But the company producing software Asana has developed a culinary approach to motivating employees. The owners have hired skilled chefs who prepared such food for employees that develops their creativity. The menu should be not only delicious, but also useful to stimulate brain activity, eliminate sleepiness. Also in the office is always available in chocolate, which is known to be a good antidepressant and helps creative thinking.

As you know, the warm climate of relations between employees - the success of the team. Realizing this, dig Japan General Estate Co has offered a cash reward of \$ 3 thousand. For the manager, who will establish warm relations with the team. Conflicts - usunulysya, the general atmosphere - improved, and the cost of the climate is quite democratic and fair.

Ukrainian experience not as interesting and diverse as the world, but in our country there is creativity in terms of motivation. A striking example - domestic company BBH. There, in addition to traditional methods of

increasing capacity and desire to contribute to the cause, introduced an interesting rule called "Turtle forever". Regional manager wards which for the month showed the worst result of publicly awarded live turtle with instructions on reptile care. During the next month, the employee should, in parallel with the main objectives, monitor its non-transferable duties to someone else. Maybe this job is not so difficult, but the fact that she got for you, make improvements to reflect on personal and collective results of work.

Of course, motivation and creative frames to be reasonable, but that nowadays it will act better than traditional methods - brings international experience. The main thing - to find their own approach to their team. And, perhaps, you will inspire his colleagues and friends to new heights!





Tselovanska Anastasiya

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TOP-7 INTERESTING PROJECT OF RESTAURANT ON THE WORLD

Any business activity requires a huge amount of skill and knowledge. Experience of successful entrepreneurs showed that to achieve the aims of significant wealth of knowledge is not enough. Steve Jobs, Mark Zuckerberg, Richard Branson – they created what has made them the best: the unique idea they went beyond and changed the world.

Creating of something unique not always associated with the invention. It is enough to see in the existing objects that all not see, make for product or service to an incredible upgrade, look at it from another angle.



In what area is best create something new? Of course, the most pressing areas of life consumer. Like it or not, people always will want to eat and buy something because trade and food will always be in demand.

This year, specialty "Hotel and restaurant business" in KNUTE had the greatest demand among the students, so you should pay tribute to it.

Consider the 7 unique restaurants in the world that hit its unique and original approach to restaurant food and organisation. We hope to inspire future restaurateurs enrolled in the walls of our university.

So the most interesting projects in the world of catering according KNUTE for students that like to eat:

1. Dinner in the Sky (Belgium)

At a height of 55 meters above the ground, visitors can taste the dishes that will be created directly in the air. It can accommodate only 22 people, and three cooks, waiters and entertainers. Guests holding special safety straps in place, which deployed 180 degrees. Besides delicious with notes of adrenalin, visitors can enjoy the beauty of the city, because the air institution holds the rope using a huge crane.



2. Bangalore Express Restaurant (London, UK)

Opposite of Waterloo Station, that located in the south of London, got popular Indian restaurant Bangalore Express. Group architects from London developed a unique idea for this institution - train reserved seat. This idea quickly found its supporters and gave Bangalore Express Restaurant fame.



3. Ithaa Hilton Maldives Resort & Spa (Maldives)

Ithaa Hilton Maldives Resort & Spa – unique dining, which is designed as a aquarium. The restaurant is located 5 meters below the Indian Ocean. With its glass walls and ceilings, Visitors plunge into the atmosphere of marine life. It accommodates only 14 people, creating the effect of full immersion and isolation from real life.



4. Logomo Café (Turku, Finland)

German artist Tobias Rehberher in a joint project with the furniture company Artekom dared to break the verge of decoration of rooms and furniture. Futuristic combining and interweaving lines with striking patches of "orange spots" have become the hallmark of this cafe. In addition to delicious food and quality service, visitors can enjoy the atmosphere of avant-garde and see what can not be seen.



5. Sounds of Silence Ayers Rock (Australia)

Restaurant Sounds of Silence Ayers Rock is in the open in the National Park Uluru-Kata Tjuta, which was included in the list of World Heritage Site. The park is located in the center of Australia, separated from the urban infrastructure. Aborigines living in the surrounding area Anago. In addition to delicious food, visitors will see the incredible beauty of the starry sky and be able to look at the details Milky way.

6. "s Baggers "(Nyrberh, Germany)

In this place the waiter will not spill coffee on yet because they are lacking in principle. "S Baggers – the world's first automated restaurant, serving dishes which is the principle roller coasters. Using special cards visitor chooses your meal without spending time communicating with the staff and tip.



7. Terra Bite Lounge

The owner of the coffee shop Terra Bite Lounge applied a radically new approach to the prices of food and beverages, the prices were not available. Guests paid as much as they felt necessary. "Pay-as-you wish» – the only thing that distinguishes this café among others. But its innovative approach to service this institution gained worldwide fame.



Each of the above-named facility - a something unique and inimitable. But they have something in common: a love of their craft and the desire to create something unusual to restaurateurs. Only the fire of the heart can be achieved real success. A necessary knowledge and skills you gain in KNUTE ;).



Shvaytser Veronika

A student of the 1st year Faculty of restaurant and hotel and tourism business

SERVICE CLUB OF FRHTB

All of us are students, and although, in a dance of student life many young people forget about it, our main goal is studying. Not only studying for getting a diploma and honorable bachelor degree, but from year to year in university become real professionals in our business. On the lectures and seminars we get a theoretical knowledge, we learn examination cards, write module tests and rollouts and get points for this job, but a theory is only a basis, foundation, which is useless without a superstructure on it- the practice. It is extremely important to graduate from university people who have a clue about circumstances of selected way.

Luckily, the Faculty of Restaurant, Hotel and Tourism Business cares about self-improvement of students in their future profession, and cooking club is not only one possibility to implement oneself as a professional already while studying in university. If uniform suits you more, than a field jacket and you feel more comfortable in the Restaurant Hall, than on its kitchen, we invite you to the Service club of FRHTB. Club, where those who wish have an opportunity to get a real experience of solving of complicated situations on public dinners, table setting on both for formal dinner and for cocktails, communication with guests and many other interesting things. These skills will be useful not only in the far future, but also in university period while getting a job placement as a waiter or barman, when whichever practical experience makes a difference.

Activities in club will definitely be useful for all students, whose specialty is connected with service, and even for those ambitious people, who are sure, that they will never work as waiters – every restaurant manager must understand the structure of his institution on all levels, deal with staff members, which becomes possible only providing own work experience on such position.

Service Club of FRHTB invites everybody to become a part of its friendly family!



Yaremych Valentyn

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SCIENCE AND TECHNOLOGY

SanDisk Unveils the World's First-Ever 1TB SD Card

The company SanDisk in Cologne presented the world's first memory card format capacity of 1 terabyte at the largest exhibition between photo and video industries Photokina 2016.

SanDisk SD card Prototype volume 1TB - is another important achievement, especially given the rapid growth of content resolution and incredibly fast development of computing power demanding applications, technology, virtual reality, video surveillance system and a panoramic 360 ° video.



The developer has not given information about other details of this new product, including its speed characteristics, price and terms of early deliveries. Instead, the company paid attention to the evolutionary way traversed accumulation size Secure Digital. They mentioned that only 16 years ago SanDisk SD-Card was produced with funny today the volume of 64 MB that 16,384 times smaller than the prototype is submitted.



China earned the highest radio telescope

The world's largest radio telescope FAST (Five hundred Metre Aperture Spherical Telescope) officially started its work on September 25th this year.

Telescope is located in karst valley, province of Guangzhou. The task of the new telescope is to search for signals of extraterrestrial life and the study of pulsars.

The telescope has been built for five years and this the people who lived in the 5-km zone around had been resettled for it.

Such measures were needed because the telescope is very sensitive and can break it work even because of microwave radiation, if it is too close.

In a recent test FAST was able to get a radio signal from cosmic radiation sources (Pulsar), located on a 1.351 light years from the Earth. The telescope is called "eye of heaven." It is in twice more sensitive than Puerto Rico "colleague"s - Arecibo telescope. He has a diameter of 305 meters to 500 meters newcomer.

At the same time it is reported that, except astronomical from FAST forward, telescope also benefits tourism. Visitors build special viewing facility.



The date of starting sales of sneakers Nike Hyperadapt 1.0 with automatic lacing became known. In the US sales will begin from November 28th this year. The price of the product has not named yet, but given the technological component of the history and development of the product is expected that it will not be small.

It is noted that "the shoes of the future" will be lacing system based on fishing line and a special sensor in the sole. Also, the shoes will automatically adjust to the user, which should make them ideal for athletes, sure Nike. Although this technology may be useful for people with disabilities.



At the base of the same will also be LED-inserts for information on the battery charge. As promised, the charge will last for several weeks, the charging time will be about 3 hours. In addition, the expected work shoes with special applications for smartphones.

When they will appear in other countries - not reported.



Quantum teleportation

Recently two teams have set new distance records for quantum teleportation: using the weirdness of quantum mechanics to instantly transfer the condition or “state” of one quantum particle to another one in a different location. One group used the trick to send the state of a quantum particle of light, or photon, 6.2 kilometers across Calgary, Canada, using an optical fiber, while the other teleported the states of photons over 14.7 kilometers across Shanghai, China.

Both advances, could eventually lead to an unhackable quantum internet. This would be like today’s internet, but would enable users to transfer quantum states and the information they contain instead of classical information, which is essentially strings of 0s and 1s. But what else is quantum teleportation good for? And will we ever be able to use it to zip painlessly to work on a frigid January morning?

When will this stuff enable us to travel by teleportation?

Sorry to disappoint, but the answer is never. In spite of its name, quantum teleportation has nothing to do with the type of teleportation depicted in the television show *Star Trek* and other science fiction stories. Such teleportation generally involves disintegrating a material object, somehow beaming the contents through space, and instantly and perfectly reassembling the object in some distant location. In quantum teleportation, nothing is disintegrated and reassembled and no matter travels anywhere. What’s more, the process works only at the level of individual quantum particles: photons, electrons, atoms, etc. Quantum teleportation and “real” teleportation have nothing in common but the name.

The magazine "Science"

Notes
