

**Ministry of Education and Science of Ukraine  
Kyiv National University of Trade and Economics  
Faculty of Economics, Management and Psychology**

# **PROSPECTUS**

## **European Credit and Transfer System (ECTS)**

<b>Field of Science</b>	<b>07 «Management and Administration»</b>
<b>Field of Specialty</b>	<b>073 «Management»</b>
<b>Specialization</b>	<b>«Trade Management»</b>
<b>Academic Degree</b>	<b>«Master»</b>

**Kyiv 2019**

## INTRODUCTION

### **1.1. Name and address.**

Kyiv National University of Trade and Economics.

Address: 19, Kyoto St., Kyiv, 02156;

Telephone: (044) 513-33-48, (044) 531-47-41;

Fax: (044) 544-39-74.

E-mail: [knteu@knteu.kiev.ua](mailto:knteu@knteu.kiev.ua)

Official website: <http://www.knteu.kiev.ua>

### **1.2. Institution description (type and status in particular).**

Kyiv National University of Trade and Economics is one of the most prestigious educational institutions of Ukraine. Its history dates back to 1946. By the Decree of the President of Ukraine the University was given a national status in 2000. In 2006 KNUTE joined the Magna Charta of Universities.

The University takes the dominant position in the system of national higher education. In 2018, it took leadership in the number of applications submitted by the entrants. According to the results of the admission campaign 2018, 28 126 applications were submitted. In popularity among entrants, the university takes: the first place - among the country's economic institutions of higher education, the third place - among the metropolitan higher education institutions. KNUTE is one of the top five most prominent institutions of higher education in the country, confirming the position of a leader of national education, recognition and loyalty of future students.

KNUTE consists of 6 academic institutes, 9 colleges and 2 higher business schools in 10 cities of the country located in Kyiv, Kharkiv, Vinnytsa, Chernivtsi, Khmelnytsky, Uzhgorod, Colomyja, Burshtyn, Zhytomyr and Odesa.

There are 6 faculties in the basic institution in Kyiv: Faculty of International Trade and Law; Faculty of Economics, Management and Psychology; Faculty of Finance and Banking; Faculty of Accounting, Auditing and Informational Systems; Faculty of Restaurant, Hotel and Tourism Business; Faculty of Trade and Marketing.

There are about 35 thousand students studying in the University in 21 bachelor and 17 master specialties, 51 bachelor (including 2 in English) and 50 master (including 10 in English) educational professional programs.

KNUTE carries out the training, retraining and advanced training of specialists in foreign and domestic trade, international economic relations, public management and administration, finance and banking, insurance, entrepreneurship, trading and exchange activities, accounting and taxation, financial control and audit, management, marketing, journalism, law,

international law, tourism, hotel and restaurant business, food technology, psychology, philology, sociology and IT industry: cybersecurity, software engineering, computer science and system analysis.

In the university there was established a modern base for scientific research, developed a unique method for the preparation of scientific and pedagogical staff: there are 15 educational and research Ph.D. programs, 7 specialized scientific councils for doctoral thesis and master dissertations in 12 specialties operate.

KNUTE has a strong research and teaching staff able to solve tasks as well as actual scientific problems creatively and successfully. Research results are published in the scientific journals “Visnyk of KNUTE”, “Foreign trade: economics, finance, law” and in the International scientific journal “Products and Markets”.

The proportion of lecturers with academic degrees of doctor of sciences and PhD is more than 81 percent. Experts of KNUTE are actively involved in developing strategic directions of quality education assurance, they take part in a number of commissions of the Ministry of Education and Science of Ukraine as well as other ministries and departments.

The structure of KNUTE includes: Institute of Higher Qualification, Center for European Education, Distance Learning Laboratory, Career Development Center, Center for technology transfer, Center of pedagogical and psychological studies, High School of Teacher Excellence, Center of formation of contracts, Training and Production Association, Business training center, Scientific and Technical Center for certification of products, services and quality systems. At the university there is also a Law Clinic “Center for Legal Protection”, which provides free legal assistance. Institute of Higher Qualification (IHQ) ensures the implementation of the concept of lifelong learning, training, providing educational services, including ones of international level, to prepare highly qualified professionals willing to work in modern economic conditions and compete successfully both on the domestic and international labor markets (MBA programs, second higher education, retraining and further training of staff).

KNUTE has the system of quality management which for the first time has been certified in accordance with the requirements of the international standard ISO 9001:2015 for institutions of higher education of Ukraine. Its harmonious component is the internal system of ensuring the quality of educational activities and the quality of higher education.

The standards of higher education in KNUTE function as a set of requirements for the content and results of educational activities for each level of higher education within each specialty and specialization.

One of the significant advantages of KNUTE is the material and technical base of European level. Classrooms and laboratories are equipped

with modern demonstration equipment and inventory. In general, the university has 50 computer rooms. Library complex with electronic service of readers functions. Favorable social and living conditions have been created for students: 6 hostels, 7 cafeterias and 5 dining rooms, a medical center, laundry and other household units. The university has a sports complex for the students, which includes a football field with artificial cover, basketball and volleyball playgrounds, table tennis, gyms etc. Students and the staff have the opportunity to relax at University recreation bases on the Black Sea coast.

KNUTE concluded numerous agreements on creative scientific and technical commonwealth and cooperation in training specialists in all fields, including the Ministry of Economic Development and Trade of Ukraine, the Ministry of Finance of Ukraine, Ministry of Foreign Affairs of Ukraine, the State Fiscal Service of Ukraine, the State Treasury Service of Ukraine, Anti-Monopoly Committee of Ukraine, the State Finance Inspection of Ukraine, the Pension Fund of Ukraine, Ukrainian Audit Chamber, the National bank of Ukraine as well as other executive bodies, the leading commercial banks, trade, hotel and restaurant chains, advertising agencies, logistics and distribution centers and other organizations and institutions.

Creative contacts are established and maintained with more than 100 institutions of higher education, international centers and institutions from 30 countries of the world. An exchange of teachers and students is carried out, the improvement of educational programs at different levels of training and retraining of specialists as well as international projects on the integration of higher education are implemented, students undertake an internship in six foreign countries.

University is a member of the prestigious international organizations: International Association of Universities, University Agency of Francophonie, International Association of Commodity Science, Innovation and Sustainable Development, Association of Leading University Higher Business Schools, International Association of higher and secondary specialized educational institutions of trade and consumer cooperation, World Leisure and Recreation Association.

There are well-known public figures, heads of state and government authorities, organizations and businesses, diplomatic officials and scientists, entrepreneurs among the graduates of the university.

### **1.3. Academic bodies.**

<b>Mazaraki Anatoliy</b>	Rector, Doctor of Sciences (Economics), Professor, Academician of the National Academy of Educational Sciences of Ukraine, Honored Worker of Science and
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Technology of Ukraine, Laureate of State Prize of Ukraine in Science and Technology and Laureate of Premium of Cabinet of Ministers of Ukraine for the development and implementation of innovative technologies.

**Prytul'ska  
Natalia**

First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor

**Shapoval  
Svitlana**

Vice-Rector for Scientific-Pedagogical Work, PhD in Technical Sciences, Associate Professor

**Melnichenko  
Svitlana**

Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor

**Sai  
Valeriy**

Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank

**Vovk  
Halyna**

Vice-Rector for Administrative and Economic Work

#### **1.4. Academic calendar.**

Start of academic classes – 1 September.

End of classes – 30 June.

Educational process is carried out by semesters.

Duration of semesters, practical training, examination sessions, certification and vacation is determined by the schedule of educational process for each year.

#### **1.5. The list of available academic programs.**

<b>Key and Title of Knowledge Area</b>	<b>Academic Degree «Bachelor»</b>		<b>Academic Degree «Master»</b>	
	<b>Major</b>	<b>Specialization</b>	<b>Major</b>	<b>Specialization</b>
<b>03 The Humanities</b>	035 Philology	Germanic languages and literature (including translation), first - English	–	–
<b>05 Social and</b>	051 Economics	Digital Economics	051 Economics	Digital Economics
		International		International

<b>Key and Title of Knowledge Area</b>	<b>Academic Degree «Bachelor»</b>		<b>Academic Degree «Master»</b>	
	<b>Major</b>	<b>Specialization</b>	<b>Major</b>	<b>Specialization</b>
<b>behavioural sciences</b>		Economics		Economics
		Business Economics		Enterprise Economic security
		Corporate finance		Financial management
		Branch markets Economics		
	053 Psychology	Practical psychology	053 Psychology	Psychology
	054 Sociology	Sociology of economic activity	-	-
<b>06 Journalism</b>	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising
<b>07 Management and Administration</b>	071 Accounting and taxation	Accounting and taxation	071 Accounting and taxation	Accounting and taxation in international business
		Financial control and audit		Accounting and tax consulting
				Financial analysis and audit
				Financial analytics
	072 Finance, banking and insurance	State and municipal finance	072 Finance, banking and insurance	State and municipal finance
		Taxation		International finance
		Banking		Banking
		Management of public financial resources		State Audit
		Financial intermediation		Financial intermediation
		Insurance		Insurance
Corporate finance		Financial brokerage		
073 Management	Management of foreign economic activity	073 Management	Management of foreign economic activity	
	Management of organizations		Management of organizations	
	Trade management		Trade management	
	HR management		HR management	
	Industrial		Hotel and	

Key and Title of Knowledge Area	Academic Degree «Bachelor»		Academic Degree «Master»		
	Major	Specialization	Major	Specialization	
		management		restaurant management	
		Hotel and restaurant management		Tourist and resort and recreational management	
		Tourism management			
		Economic competition management		Economic competition management	
	075 Marketing		Marketing	075 Marketing	Marketing management
			Advertising business		Advertising business
					Brand Management
					Digital marketing
	076 Entrepreneurship, trade and exchange activities		Wholesale and retail trade	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade
			Merchandising and commercial logistics		Merchandising and commercial logistics
			Merchandising and organization of external trade		Merchandising and organization of external trade
			Customs		Customs
			Logistic activity		Logistics and supply chain management
			Cat. Management in retail		Cat. Management in retail
	08 Law	081 Law	Commercial law	081 Law	Commercial law
Financial law			Financial law		
Legal security support of entrepreneurial activity			Legal security support of entrepreneurial activity		
Civil law and trial			Civil law and trial		
12 Information technologies	121 Software engineering	Software engineering	121 Software engineering	Software engineering	
	122 Computer sciences	Computer sciences	122 Computer sciences	Computer sciences	
	124	Data Science	-	-	

Key and Title of Knowledge Area	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
	System analysis			
125 Cybersecurity	Security of information and communication systems in the economy	-	-	
18 Manufacturing and technologies	181 Food technology	Technology and organization of restaurant business	181 Food technology	Restaurant Technology and Business
				Innovative technology in restaurant business
				Craft technology
24 Service sector	241 Hotel and restaurant business	Hotel and restaurant business	241 Hotel and restaurant business	Hotel development
				International hotel business
	242 Tourism	International Tourism	242 Tourism	International Tourist business
		Economy and organization of tourism		International event management in tourism
28 Public management and administration	281 Public management and administration	Public management and administration	281 Public management and administration	Public management and administration
29 International relations	292 International economic relations	International business	292 International economic relations	International business
		International trade		
		International marketing		
	293 International law	International law	293 International law	International law

### 1.6. Admission requirements, including language policy and registration procedure.

Information on the conditions of admission to study for educational degrees of “Bachelor” and “Master” is available on the website of Kyiv National



### **1.7. Mechanisms for credit mobility and prior learning recognition (non-formal and informal).**

Definition of credit mobility and prior learning is conducted under the Law of Ukraine “On Education”, the Law of Ukraine “On Higher Education”, Regulations on the procedure of realizing the right for academic mobility at KNUTE and agreements on education in terms of academic mobility.

The regulation of credit mobility is based on the following documents:

- course catalogue;
- learning agreement;
- academic transcript;
- certificate of educational practice.

Under the terms of credit mobility a student gets transfer of all credits he/she obtained outside the main educational institution and which are the components of the educational program.

### **1.8. Policy of ECTS credits distribution (institutional credit framework).**

Distribution of ECTS credits is based on the official length of training program cycle and is defined by the curriculum.

KNUTE distributes credits among academic disciplines independently. Credits are distributed to all the disciplines covered by the student, practical training, completion of final qualifying projects (assignments), certification. Credits are awarded only after completion of the discipline and on condition of successful completion of one of the final control, passing of the practical training and attestation.

### **1.9. Mechanisms of academic management.**

Mechanisms of academic management at KNUTE are defined by the provisions:

- on the organization of the educational process of students;
- on distance learning at KNUTE;
- on the procedure for realizing the right for academic mobility at KNUTE;
- on individual student curriculum at KNUTE;
- on independent work of students and post-graduate students at KNUTE;
- on the organization of completion and public presentation of term papers (projects) at KNUTE;
- on conducting student practical training at KNUTE;

- on assessment of learning outcomes of students and post-graduate students;
- on the appeal of the results of the final knowledge control of the students of KNUTE;
- on graduation qualification project (work);
- on the certification of higher education applicants and the examination commission for certification at KNUTE;
- on the procedure and grounds for the issuance of documents on higher education of the state standard at KNUTE;
- on the system of rating assessment of the students of KNUTE;
- on the observance of academic integrity by the pedagogical, scientific and pedagogical, scientific workers as well as students of KNUTE.

## **2. Resources and facilities.**

### **2.1. Student Registration department.**

In the Department of Student Registration identification records, education documents, work record books of students studying at KNUTE are kept. The main tasks of the Department are:

- timely introduction of current changes in identification records;
- keeping documents in proper condition;
- providing information upon written requests of any institutions;
- providing information to students;
- maintenance of military records of persons subjected to military service as well as conscripts;
- issuance of certificates of form f.17 for regional draft boards;
- acceptance of students of preferential category.

### **2.2 Accommodation/housing conditions.**

On the territory of the campus there are four dormitories, situated 5 minutes' walk from the main academic building and 15 minutes' walk from metro stations "Lisova" and "Chernihivska". The city center (Khreschatyk Str.) can be reached in 30 minutes. There's a forest park zone and Kyoto Park near the university. Another dormitory is located at 23 Lobachevskogo Street (within 20 minutes' walk from the main academic building).

In the hostel there are rooms for 3, 4, 5, 6 beds, kitchens on each floor, bathrooms as well as centralized laundry.

Students from other cities get housing in dormitories according to the list formed by the admissions committee and transferred to the directorate of the campus. Between the university and the student a contract for the right of hostel student residence is concluded, in which the rights and duties of the residents as well as the responsibility of both parties are established.

### *Hostels addresses:*

- № 1 – 8 Miliutenko st., Kyiv, 02156;  
Tel. (044) 531-49-05, (044) 531-49-67;
- № 2 – 6 Miliutenko st., Kyiv, 02156;  
Tel. (044) 531-48-91, (044) 519-37-41, (044) 513-11-82;
- № 3 – 2 Mateiuka st., Kyiv, 02156;  
Tel. (044) 531-49-28, (044) 513-13-32;
- № 4 – 2-a Mateiuka st., Kyiv, 02156;  
Tel. (044) 531-47-62, (044) 531-47-99.
- № 6 – 23 Lobachevskogo st., Kyiv, 02090;  
Tel. (044) 574-15-46, 574-16-83

### **2.3. Catering.**

The University has five modern canteens in buildings “B”, “D”, “E”, “L” and “H” (57-a Chigorin st.), where there is an opportunity to take quality and balanced dishes at a reasonable price. In particular, cafeteria "Venice" (building B) serves Italian cuisine.

The average cost of breakfast in the canteen of the university is from 25 to 35 UAH; lunch is from 35 to 45 UAH; dinner is from 25 to 35 UAH.

Cafes work every day in all academic buildings, where it is possible to buy own-produced foods: main dishes (over 60 types), side dishes (over 40 types), cold dishes (over 50 types), cold and hot drinks, fresh pastries and desserts, produced in own confectionery shop (over 90 types). Vending machines with hot and cold drinks as well as confectionery operate in all academic buildings and dormitories.

### **2.4. The cost of accommodation.**

The cost of living in the KNUTE dormitories is set at 40 percent of the size of the minimum academic scholarship.

### **2.5. Financial support of students.**

#### **2.Scholarship provision of students.**

Full-time students, studying at the expense of the state budget, according to the semester control based on the rating, are assigned an academic achievement scholarship.

First-year students receive academic scholarship in the first semester according to the results of competition points on admission to the university.

For excellence in studying, taking part in scientific and public work university students may be allocated personalised academic scholarships of The President of Ukraine, Verkhovna Rada (Supreme Council) of Ukraine, Cabinet of Ministers of Ukraine, Kyiv City Head etc.

For success in studying, participation in scientific, public and sport activity students may be encouraged with valuable presents and monetary rewards as well.

Allocation and payment of scholarship to students, who are foreign citizens and people without citizenship, is done according to Ukraine's international agreements, resolutions and orders of the Cabinet of Ministers of Ukraine. For foreign students, who entered KNUTE for studying in accordance with international agreements, the academic scholarship is assigned to the first semester control at a minimum.

To students, studying on contracts signed between university and physical or legal entity, scholarship can be paid at the expense of these persons, if it is foreseen in contract.

To students of privileged categories defined by the law of Ukraine and the Cabinet of Ministers of Ukraine (students from orphans and children deprived of parental care, students with disabilities, students from low-income families, suffered from Chernobyl Disaster, ATO members and their children, internally displaced persons, etc.) social grants are assigned.

Size of academic and social scholarships is established according to the Resolutions of the Cabinet of Ministers of Ukraine "About the size of scholarships in state and communal educational establishments, academic institutions" (28 of December 2016, № 1047).

### **2.Privilege payment for accommodation in hostels.**

To students of privileged categories, defined by the laws of Ukraine and the resolutions of the Cabinet of Ministers of Ukraine (students from orphan children and children deprived of parental care, ATO participants, children of ATO participants, internally displaced persons) privileges are granted from payment for living in hostels.

### **2.Financial provision of orphaned students and children deprived of parental care.**

Individuals from orphans and children deprived of parental care as well as persons who were left without parents during their studies aged 18 to 23 are enrolled in full state maintenance and receive food compensation and other payments provided by the current legislation.

### **2.6. Medical services.**

On the territory of the university there are medical points where a general practitioner together with a nurse and 2 nurse practitioners work, receiving students, performing immunizations, handling procedures, conducting health education work.

Medical treatment of foreign citizens temporarily residing on the territory of Ukraine is carried out in public and municipal health facilities at their own expense including health insurance contracts with Ukrainian insurers.

### **2.7. Insurance.**

Medical assistance is given to foreigners or persons without citizenship according to the rules, written in the Legislation of Ukraine.

Provision of medical assistance to foreign citizens is carried out according to the Order of providing medical assistance to foreigners and people without citizenship, who temporarily live on the territory of Ukraine, approved by the Cabinet of Ministers of Ukraine Act from the 22<sup>nd</sup> of June 2011 № 667 and Article 44 of the Law of Ukraine “On insurance”.

Foreigners and persons without citizenship can apply for medical assistance, including emergency, to any state or municipal medical care establishment.

Payment of medical assistance cost, including emergency, is carried out by foreigners or persons without citizenship in case of deficiency of insurance contracts and insurer, if a foreigner has a proper insurance contract.

If necessary, the university helps to obtain medical insurance card for providing medical assistance.

## **2.8. Opportunities for students with disabilities and special needs.**

KNUTE has created favorable conditions for studying, comfortable stay and accommodation of students with special needs.

Access for students with special needs, including those in wheelchairs to areas of higher education, dormitories has been provided:

- Building A is equipped with ramps, a lifting platform and an elevator for people with special needs;
- Building D, E, L, the Congress-hall (building B), dormitories № 2, 4 have ramps for wheelchairs;
- in dormitories № 2, 4 there are specially equipped rooms for people with handcuffed physical capacities (toilet and bathroom with special handholds);
- staircase flights are equipped with handholds;
- lift call-button, light switchers in the university are placed on accessible for seated man level.

Students with special needs regularly receive welfare assistance. In order to ensure their social adaptation, psychological support of practical psychologists is provided.

The University provides social benefits which are guaranteed by the state to certain categories of students.

## **2.9. Learning facilities.**

Library of KNUTE is a research, information, educational, cultural and educational structural unit with comprehensive funds of documents. The main purpose of library's activity is to actively promote the development and implementation of advanced learning technologies, creating conditions for effective scientific and educational process. The administration of the university assists in broadening the informational resources in the library, creation availability and convenience in using the book funds. Library funds are a universal basis for the educational process and research in the field of

economics, trade, finance, management, business and so on. This is one of the main information resources of KNUTE Library, which has more than 1 million and 244 thousand copies of books, periodicals, dissertations and abstracts, and publications on electronic media. Annual increase of library's documents fund makes up nearly 6,000 exemplars, purchasing of periodicals forms of Ukraine and foreign countries makes up 100 items.

Library has modern technical facilities and resources. There were installed 90 computers and 3 powerful servers, were created necessary conditions for effective readers service, arrangement of documents funds, electronic catalogues, document exhibitions. There is free Wi-Fi connection to educational resources in the Internet.

To library users' service there are 6 reading-halls, 7 lending libraries, SMART library, "KNUTEHUB" coworking center, multimedia library, foreign literature hall, cards and electronic catalogues hall, new literature hall, MBA, special sectors such as methodological sector of KNUTE, dissertation and dissertation abstracts sector.

All work processes in the library are computerised: documents' funds compilation, scientific elaboration of documents, outgiving of the documents to users, search for the documents in electronic catalogues ("Ukrainian Stock House" – ALIS "UFD/Library") etc. For signing up and using the library there is an electronic signature (PIN-CODE) in reader's electronic form.

University has opened SMART library. It is an open space, zoned for reading, lecturing, master classes, presentations and convenient work of visitors with computers, virtual reality helmets and their own gadgets as well as for leisure and intellectual board games.

SMART library offers a variety of training activities and has all technical possibilities for creative youth pastime. Here you can come to read a book, work on your computer or with your gadget, hold a conference or lecture using a SMART-WALL or plasma panel, plunge into the virtual reality with the help of special VR-glasses. The use of virtual reality technologies will help students to adapt to constantly growing complexity of processes, models and theories as well as to operate with a large amount of information and new ways of presenting it. Actually, the very concept of *smart* implies a faster response to the demands of the economy and the world.

SMART library is a space for communication where you can share ideas, acquire and disseminate new knowledge. The new hall of the library with its comfortable zones for individual and collaborative work, with access to various sources of information is equipped with the latest equipment and will be included in the active life of the university.

A coworking center "KNUTEHUB" has been opened in KNUTE. Students and teachers will be able to take lectures or practical classes as well as to relax in their free time. The use of the resources of the center is free for students and employees of higher education institution.

The newly created coworking center combines 6 different zones - 3 work areas, a lounge, a conference room and a negotiating area. For example, the location for meetings allows to conduct presentations, lectures and master classes for 70 participants. It is equipped with a projector, audio system and a flipchart. The eco-zone is designed for rest, reading books, working with tablets and laptops.

A coworking center has everything you need for comfortable work as well as informal communication and relaxation.

Multimedia library provides information services in all areas of learning and research work of the university and promotes the use of Internet resources as educational potential. For the users is available fund of multimedia documents of educational and cognitive importance on different media (CD and DVD-discs, video-cassettes, etc.). It is being formed a full-text database of electronic textbooks and programs, methodical recommendations and works of KNUTE teachers. Also in the multimedia library was offered free access to the websites of national and foreign libraries, electronic information resources of Ukraine and foreign countries, international projects. Media library is equipped with modern computers connected to the Internet.

Multimedia library allows reviewing and copying documents in electronic full-text form (if necessary). Equipped with 20 computers, devices for reading CD- and DVD-ROMs, and contains a database of electronic textbooks, curricula and other information sources.

Multimedia library, in addition to full-text databases on the Internet, is supplied with collections of documents in electronic form. Network local resources (learning-methodical editions) make up 4,695 copies. Documents on removable media make up 6,166 copies. Media library conducts monthly electronic informing of KNUTE structural units on new receipts and text databases. The university library has access to such electronic databases as:

- ALIS (UFD/Library).
- SCOPUS abstract and citation database.
- Full text base of information resource of the company “EBSCO PUBLISHING”.
- Russian Scientific Electronic Library (e-library.ru).
- Database of economics and law (Polpred.com).
- Regulatory acts of Ukraine – base of legislative and regulatory acts of Ukraine.
- Open archives of Ukraine (oai.org.ua).
- “Commodity monitor” – an analytical weekly publication (publishing house “Derzhzovnishinform”).
- Countries of the world (Ukrainian National Information Agency “Ukrinform”).
- KNUTE packages of studying-methodical support.
- KNUTE publishing (archives): “KNUTE Bulletin”, “Goods and Markets”,

“Foreign Trade: Economics, Finance, Law”.

- KNUTE fund of audio-, video-and photo materials.

The website of KNUTE Library ([www.lib.knteu.kiev.ua](http://www.lib.knteu.kiev.ua)) provides complete information about the library, its funds and services, the electronic catalogue and other electronic resources (scientometric, bibliographic, fulltext database), designed to meet the needs of users. The reader can also get instructions on how to search, promotional and cognitive information for users, virtual book exhibitions, 3D tours, reports on events held in the library. The following factors were taken into account for the creation of the new website of KNUTE Library: design, structure, convention, navigation and ways of presenting the material. You can search documents, create lists of documents as well as send them to your own email address from *mobile devices* (smartphones and tablets with Android operating system) via mobile app using QR code. The website provides the library with an opportunity to reach a large number of users, effectively communicating with them and creating a positive image.

Formation of information culture of library users (researchers, teachers, students, etc.) is an important part of the library’s work. The library activities are aimed at ensuring the availability and efficiency of obtaining information. There are practical classes for the first-year students on librarian-bibliographical knowledge in form of lectures, practical work and excursions to the library. Great attention is paid to achieving knowledge of conducting document search in electronic catalogue of the library.

The introduction of new technologies gives an opportunity to broaden informational supplement of library users, what influences the quality of educational process. Cooperation with KNUTE structural units (faculties, departments, research and service departments) with the aim of improving the use of library collections and information resources, multi aspect book fund, computer network of libraries, reference information apparatus, library innovation, introduction of advanced technologies, experienced professional staff, improving the organization and regulation of labour, modern design, modern technical equipment and maximum computerisation of manufacturing processes contribute to the success of the library and a quality user’s service.

Conditions of using library services:

- scientific literature lending library:  
professors and lecturers, scientists – one studying year;  
students – a month;
- study literature lending library:  
professors and lecturers, scientists – one studying year;  
students – a term;
- foreign literature lending library: all readers – one month (with possibility of extension of the use);



- fiction literature lending library: all readers – 21 days.
- Timetable of library work: Monday – Friday – 09:00 – 17:45.  
Head of the library of KNUTE – L.S. Shestopalova  
Deputy Head of the Library of KNUTE - V.G. Zubareva

**Material-technical base.** For the needs of the educational process, all departments are equipped with the necessary computer equipment, which has more than 2000 PCs; 44 computer classes, 10 interactive complexes, 45 multimedia projectors, 6 multimedia platforms, 45 personal multimedia kits and 6 mobile multimedia devices (PC with a projector on a mobile carriage), 40 lecture rooms have presentation equipment, 10 auditoriums are equipped with LED screens. Software was updated in several computer classes, which is 60 computers: “Samotour”, “3D Studio max”, “Fidelio”.

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### **2.10. Organization of student mobility by mobility programs.**

According to the international collaboration programs the best students of Kyiv National University of Trade and Economic with foreign language knowledge and according to KNUTE top list are able to get an education abroad according to the indication and conditions, shown in the table.

### 3. 3.2. Educational and professional program of specialization "Trade management".

*The Head of the project group (the guarantor of the educational program - Prof., Doctor of Economic Sciences, Pyatnitskaya G.T.*

#### 1. Profile of the educational program of specialty 073 "Management" (specialization "Trade Management")

<b>1 – General information</b>	
<b>Full name of the institution of higher education and structural department</b>	Kyiv National University of Trade and Economics, Faculty of Economics, Management and Psychology, Department of Management
<b>The degree of higher education and the name of the qualification in the language of the original</b>	Degree in Higher Education - "Master" («магістр») specialty - «Management» ( «МЕНЕДЖМЕНТ») Specialization - «Trade Management» («Торговельний МЕНЕДЖМЕНТ»)
<b>The official name of the educational program</b>	"Trade Management"
<b>Type of the diploma and the volume of the educational program</b>	Master's degree, unitary, 90 ECTS credits, term of study - 1 year 4 months
<b>Presence of accreditation</b>	Certificate of Accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2024, on the basis of the order of the Ministry of Education and Science of Ukraine dated December 19, 2016, No. 1565
<b>Cycle / Level</b>	NFQ of Ukraine - level 8, FQ-EHEA - the second cycle, EQF-LLL - 7 level
<b>Prerequisites</b>	- Educational Degree in Higher Education - Bachelor; - the conditions for admission to the program are regulated by the Rules of Admission to KNTEU.
<b>Language (s) of teaching</b>	Ukrainian
<b>The term of the educational program</b>	. until July 1, 2024
<b>Internet address of the permanent description of the educational program</b>	<a href="https://www.knteu.kiev.ua">https://www.knteu.kiev.ua</a>
<b>2 - The purpose of the educational program</b>	
Formation at future specialists of thinking of contemporary management and system of special knowledge in management, understanding the conceptual foundations of system management by trade organizations, acquiring skills in the adoption and implementation of reasonable management decisions in the dynamic external environment of their functioning.	

<b>3 – Characteristics of the educational program</b>	
<b>Subject area (field of knowledge, specialty, specialization)</b>	Field of Knowledge 07 «Management and Administration», Specialty 073 "Management", Specialization "Trade Management" Disciplines that form basic competencies - 52,5% practical training -4,0%. Disciplines at the choice of higher education applicant - 43,5%.
<b>Orientation of the educational program</b>	Fundamental general economic preparation and practical aspect orientation on using of the modern tools of effective trade management (academic, professional, research) by future specialists.
<b>Educational focus of educational program and specialization</b>	Formation of professional competence for the effective application of the principles of business administration, public and general organization management in order to ensure the effective functioning and development of trade organizations of different formats, establishing constructive interaction between the participants of the enterprise. Key words: efficiency of functioning and development, performance of activity, commercial activity, business processes in trade, development of trade networks.
<b>Features of the program</b>	Combination of theoretical training of students, practice at leading enterprises of trade with research work (including writing articles). It is taught also by English.
<b>4 - Eligibility of graduates to employment and further training</b>	
<b>Eligibility for employment</b>	Under conditions of receiving corresponding experience graduates can adapt to such areas of related professional activities: economic, marketing, foreign economic, educational, research. The graduate is capable of holding the following positions: Commercial Director; Director (supervisor) of a small trading company; shop manager; the head of a small business without a management apparatus in the wholesale and retail trade; Head of Commercial Department
	Possibility of training in the program of the third cycle in the field knowledge of FQ-EHEA that will be coordinated with the gained diploma of Master or adjacent - in the postgraduate study (educational and scientific) higher education program 8 of the EQF-LLL level and level 9 of <b>NFQ</b> of Ukraine
<b>5 –Teaching and assessment</b>	
<b>Teaching and learning</b>	Student-centered training with use of thematic, problem, review, binary, dual lectures, lecture conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, modeling of situations, application of the case-case method from real task solving, students' project execution on request of enterprises, work in small groups, independent work of students, preparation of graduation work

<b>Assessment</b>	Current control, credits, written examinations, practice, presentations, design work, defense of graduation qualifying work. The assessment is carried out in accordance with the Regulations on the control system of knowledge of students and postgraduate students, based on the credit-module system of educational process organization
<b>6 - Program competencies</b>	
<b>Integral competence</b>	The ability to solve difficult specialized tasks and practical problems from trade management or in the course of training provides application of certain theories and methods of the corresponding science and is characterized by complexity and uncertainty of conditions.
<b>General Competence (GC)</b>	<p><b>GC 1</b> the ability to solve complex problems and problems while preserving a critical attitude towards sustainable scientific concepts, qualitative fulfillment of duties, in accordance with the norms of the law, protection of the interests of the state, human rights, a combination of social, collective and individual interests</p> <p><b>GC 2</b> the ability to solve the new management problems under the influence of changes in the changing and complex environment of functioning of enterprises.</p> <p><b>GC 3</b> the ability to solve managerial tasks in the team and identify leadership qualities, maintain a balanced relationship with various representatives of contact audiences.</p> <p><b>GC 4</b> the ability to estimate and analyze socio-economic processes and phenomena at the global (mega-), macro, meso- and micro levels</p> <p><b>GC 5</b> the ability to initiate and conduct research that promotes new knowledge.</p> <p><b>GC 6</b> the ability to create and organize effective communication in the management process on the basis of synthesis and analysis of complex information</p> <p><b>GC 7</b> the ability to verbal and written communication in the state and foreign languages, adherence to generally accepted norms of behavior and morals in interpersonal relations.</p> <p><b>GC 8</b> the ability to prevent and emergency planning, management of professional safety measures, ability to make decisions in complex and unpredictable situations, use knowledge of international norms and legislation of Ukraine in the field of life safety of the population, the system of management of labor protection and civil protection.</p>
<b>Professional competence of the specialty (PC)</b>	PC 1 the ability to choose according to the situation and use the concepts, methods and tools of trade management in practice, including in accordance with international standards.

	<p>PC 2 the ability to diagnose the influence of political economic social and cultural processes in society on the development of enterprises of trade.</p> <p><b>PC 3 the ability to formulate alternative strategic directions for the development of trade enterprises, to make the decisions independently and be responsible for their realization.</b></p> <p><b>PC 4 the ability to use laws, regulations and principles of management in the functioning of trade organizations.</b></p> <p><b>PC 5 the ability to ensure the implementation of a quality management system and its components in trade organizations.</b></p> <p>PC 6 the ability to increase the success and competitiveness of trade organizations as socio-economic systems.</p> <p>PC 7 the ability to use the methodology of scientific research in trade management.</p> <p>PC 8 the ability to develop the optimal model of management of trade organizations.</p> <p>PC 9 the ability to form the alternative directions for the development of trade organizations and introduce innovative technology for managing the trade process.</p> <p>PC 10 the ability to diagnose crisis phenomena in the activities of trade organizations and develop programs to improve the quality of trade and technology processes.</p> <p>PC 11 knowledge of the basic modern provisions of fundamental sciences concerning the cross-cultural peculiarities of the development of organizations, their development and structure, their ability to apply for the formation of a world-view position.</p> <p>PC 12 the ability to plan and to implement changes, modern management technologies in the trade organizations, to develop innovative projects, and to organize the system for monitoring their effectiveness.</p> <p>PC 13 the ability to develop strategies for the balanced development of trade organizations.</p> <p>PC 14 the ability to create their own image, to plan their own career and life goals, and to manage the reputation of the organization in the business environment.</p> <p>FC 15 the ability to find and to use information from different sources for making decisions, to build communication networks for exchanging the information in trade</p>
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	organizations based on the studying of the needs of society.
<b>7 - Program results of training</b>	
	<p>PRT 1. To form an effective system of management at trade enterprises taking into consideration the specifics of the organizational and legal form, the size of the enterprise and internal organization potential of the business organization.</p> <p>PRT 2. To identify potential risks in the activity and development of the trading company, to analyze the causes and consequences of trade risks, to develop and implement management measures to prevent crisis phenomena in the activities of the trading company.</p> <p>PRT 3. To form and to develop the competitive advantages of a trading company, to assess its strategic potential, to select and to implement effective competition and development strategies.</p> <p>PRT 4. To use the principles of corporate management, to form the dividend policy of the trading company, to resolve corporate conflicts, to make managerial decisions for the development of socially responsible business, to prevent or to counteract raider hijacking.</p> <p>PRT 5. To develop and to implement the financial policy of the trading company, to compile and to analyze the financial statements, to form the investment portfolio</p> <p>PRT 6. To conduct analytical and research work, to monitor the innovations, to assess the innovative potential and preconditions for introduction of innovative changes at the trade enterprise.</p> <p>PRT 7. To evaluate the resource support of a trading company, to determine its resource need for ongoing activities and / or to achieve medium or long-term development goals, to compare and to select sources of resource replenishment using regulatory and technical documentation and market action plan (s).</p> <p>PRT 8. To initiate, to develop, to evaluate and to implement projects and to development programs, to calculate the efficiency of investment and innovation projects in trade organizations.</p> <p>PRT 9. To provide high quality goods and services, to cooperate with state and public institutions for the protection of consumer rights.</p> <p>PRT 10. To conduct segmentation and market research, to study the demand of the population for various goods and services, to influence it, to be able to form and develop interrelations with suppliers and other contact audiences, to plan and to organize commodities, distribution, before and after sales service at trade enterprises and trade networks.</p> <p>PRT 11. To project business processes at the trade enterprise, to form consumers' buying impulse and image of the trademark in the minds of the buyer through merchandising.</p> <p>PRT 12. To establish the process of efficient functioning of logistics systems and methods of managing of material flows at the trade enterprise using the methods of forecasting demand and developing the stock management system.</p> <p>PRT 13. To collect and to process the necessary information, to identify the general tendencies of the development of domestic</p>

	<p>trade, internalization of trade networks, to use the historical experience in solving urgent problems of the development of wholesale and retail trade and individual trade enterprises.</p> <p>PRT 14. To prepare business meetings, to carry out other types of administrative activity at trade enterprises of different sizes, organizational and legal forms of management.</p> <p>PRT 15. To maintain business contacts with partners, to organize, to conduct or to participate in the business negotiations in the state language and in one of the foreign languages, to resolve disputed problems in the negotiation process.</p> <p>PRT 16. To develop the measures to prevent the dysfunctional behavior of personnel, occupational diseases, injuries, interpersonal conflicts, to receive and to implement solutions to improve working conditions and reduce staff turnover in trade.</p> <p>PRT 17. To demonstrate the ability to adaption and flexibility in various situations related to professional work, to generate new ideas and management decisions.</p> <p>PRT 18. To use modern information and communication technologies in management and trade.</p> <p>PRT 19. To organize and to communicate with representatives of various professional groups, including in the international context, to demonstrate the ability to interact with people and to influence their behavior.</p> <p>PRT 20. To work in international teams using the elements of psychology and cross-cultural interaction</p> <p>PRT 21 To apply the progressive methods of managing foreign trade activities of trade enterprises and their competitiveness in the international market.</p> <p>PRT 22. To use the brand-management technologies which promote the creation and consolidation in the consumers` minds of long-term commitment to a product or a commodity group and the formation of skills to assess the value of brands.</p> <p>PRT 23.To use the mechanisms of management changes on the basis of the complex system analysis of the activities of trade organizations and to assess their effectiveness.</p> <p>PRT 24. To form and implement programs of anti-crisis management of trade enterprises</p> <p>PRT 25.To identify the actions that harm the information security of an enterprise, be able to apply the methods of its provision; to identify and to implement a set of actions for the organization of e-commerce and the promotion of goods and services through Internet marketing.</p>
<b>8 - Resource support for the implementation of the program</b>	
<b>Personnel support</b>	<p>The Department of Management of KNTEU is the graduate and responsible for the training of specialists. The head of the department has Doctor's degree and Professor's Academic degree.</p> <p>96% of the teachers providing the educational process have a</p>

	degree and / or an academic status. The labor contracts have been sighted the all scientific and pedagogical workers
<b>Material and technical support</b>	The provision of premises for training and control activities is 4 sq. meters per a person. 40% of the classrooms are supplied with multimedia equipment. The infrastructure of KNTEU: libraries, including reading room, catering facilities, assembly halls, gymnasiums, stadium, medical center, dormitories.
<b>Information, teaching and methodological support</b>	There is access to databases of the periodical scientific publications in English of the corresponding or related profile (it is possible to share the bases of several educational institutions). There is an official website of KNTEU, which contains the basic information about its activities (structure, licenses and certificates of accreditation, educational / educational scientific / publishing / attestation activities of scientific personnel, educational and scientific structural divisions and their composition, the list of educational disciplines, admission rules, contact information): <a href="https://www.knteu.kiev.ua">https://www.knteu.kiev.ua</a> . In the Distance Learning Laboratory of KNTEU there are educational and teaching materials on the educational disciplines of the curriculum: <a href="http://dist.knteu.kiev.ua">http://dist.knteu.kiev.ua</a> .
<b>9 - Academic mobility</b>	
<b>National Credit Mobility</b>	The short-term training for students of all educational levels (excluding undergraduates in the first year of study) at pre-determined courses for obtaining credits at the universities of the member countries of the Erasmus + program with the obligatory recognition of the results of training (re-crediting) in the period from 3 months (minimum) to 12 months (maximum). For internships / internships - from 2 to 12 months
<b>International Credit Mobility</b>	The mobility for studying at full course of the curriculum, for obtaining a joint, double, and multilateral Master's Degree in Existing Student Mobility Programs: 1. Business School "Audensia" (Nantes, France). 2. University of the Grenoble Alps (Grenoble, France). 3. University of Economics and Management (Szczecin, Poland).
<b>Studies of foreign applicants for higher education</b>	Foreign citizens are able to study at KNTEU: - at the Preparatory Department for foreigners and stateless persons - 1 year; - in full-time and part-time studies - 1 year 5 months.



## 1 1. List of components of the educational program and their logical consistency

### 2.1. List of components of EP

Code N / A	Components of the educational program (academic disciplines, course projects (work), practice, qualifying examination, graduation work)	Amount of credits	Form of summary control
<b>Required components of EP</b>			
RC 1	Information systems and technologies in management	6	E/π
RC 2	Commercial logistics	6	E/π
RC 3	Cross-cultural management	6	E/π
RC 4	Corporative management	6	E/π
RC 5	Project management	7,5	E/π
RC 6	Trade management	6	E/π
	<b>The general summary of Required components</b>	<b>37,5</b>	
<b>Selective components of OP</b>			
SC 1.1	Administrative services	6	E/π
SC 1.2	Contract Law	6	E/π
SC 1.3	Consumer Law	6	E/π
SC 2.1	Management of foreign economic activity	6	E/π
SC 2.2	International trade	6	E/π
SC 2.3	International Technical Regulation		
SC 2.4	Management of the international competitiveness of the enterprise	6	E/π
SC 2.5	Financial management	6	E/π
SC 3.1	Anticrisis management of the enterprise	7,5	E/π
SC 3.2	Investment Management	7,5	E/π
SC 3.3	Tax management	7,5	E/π
SC 3.4	Management of commercial activities	7,5	E/π

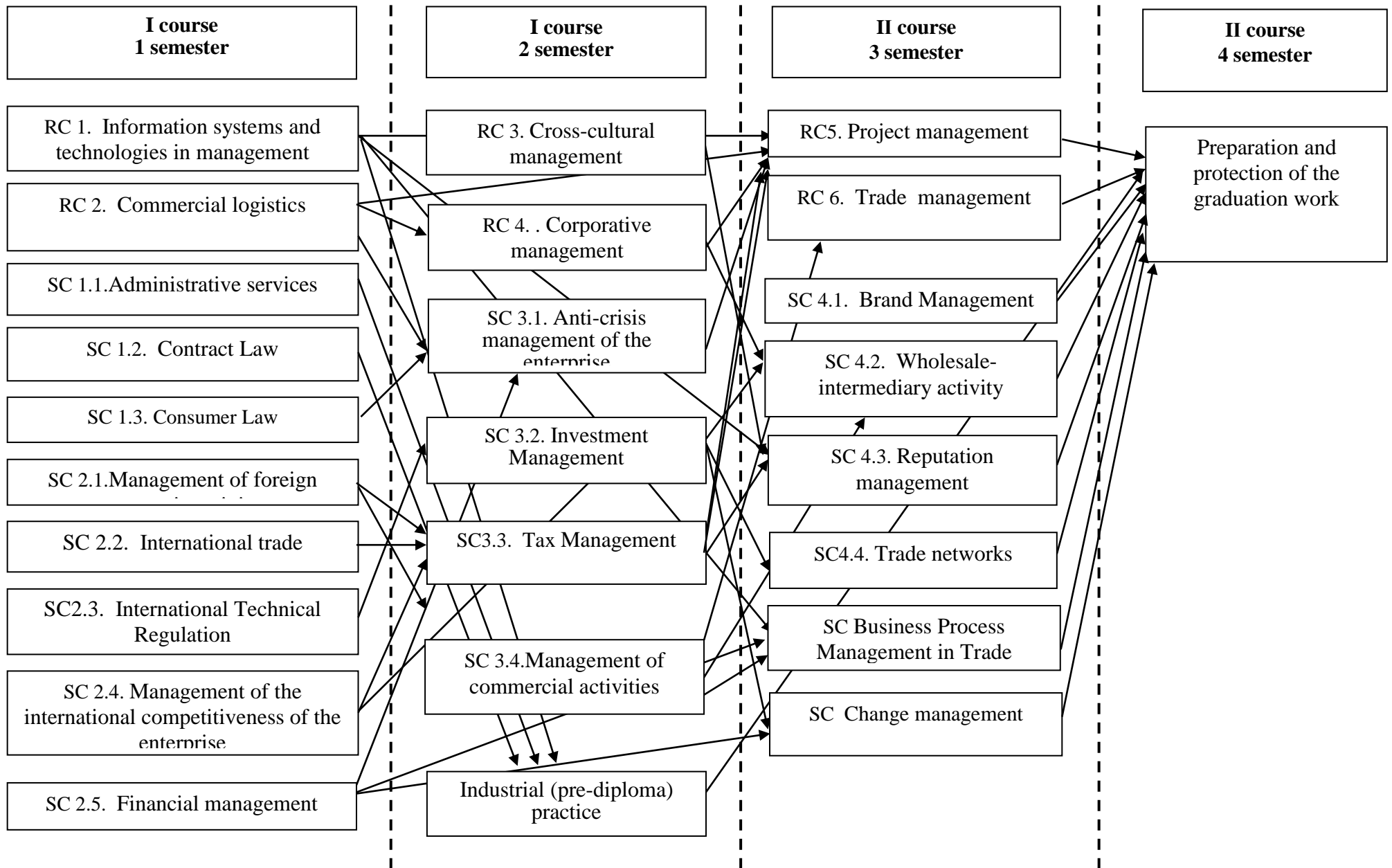
SC 4.1	Brand Management	6	E/π
SC 4.2	Wholesale-intermediary activity	6	E/π
SC 4.3	Reputation management	6	E/π
SC 4.4	Trade networks	6	E/π
SC 5.1	Business Process Management in Trade	6	E/π
SC 5.2	Change management	6	E/π
	<b>The general summary of Selective components</b>	<b>31,5</b>	
<b>Practical training</b>			
	Industrial (pre-diploma) practice	<b>9</b>	Credit
<b>Attestation</b>			
	Preparation and protection of the graduation work	<b>12</b>	
<b>GENERAL SUMMARY OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>	-

### 3. Forms of certification of higher education applicants

Certification of graduates of the specialty educational program 073 "Management" in the specialty "Trade Management" is carried out in the form of the protection of the final qualification work and is completed with issuing the document of the standard sample on awarding Master's degree with the qualification: the degree of higher education "Master" specialty "Management" specialization "Trade Management".

The certification is carried out openly and publicly.

## 2.2. Structural logical scheme of the educational program



## **4. Information on academic components (disciplines).**

**4.1. Title.** Information Systems and Technologies in Management.

**Type.** Compulsory.

**Academic year.** 2019/20.

**Semester.** I.

**Lecturer, academic degree, position.** Ivanova O.M., Candidates of Sciences (Economics), Associate Professor

**Learning outcomes.** Study of basic and advanced knowledge of modern technologies and systems used for automation of managerial processes at an enterprise; studying the possibilities of modern information technologies. Mastering the practical skills of using business process management software and information processes.

**Compulsory disciplines studied before.** «Management», «Computer Science».

**Course outline.** Information system and its role in management. Technologies for collecting, processing and analyzing information. Methods and models of information management systems design. Structural analysis and development of information management systems. Electronic document management systems. Safety of informational control systems. Corporate systems and portals.

**Recommended sources and other educational resources / means.**

1. Галич. О. А. Управління інформаційними зв'язками та бізнес-процесами : [Навч. посіб.] / О. А. Галич, О. П. Копішинська, Ю. В. Уткін. – Харків: Фінарт, 2016. – 244 с.

2. Новак В.О., Матвеев В.В., Бондар В.П., Карпенко М.О. Інформаційні системи в менеджменті: Підручник. 2-е вид.— К.: Каравела, 2010. – 536 с.

3. Сазонець О. М. Інформаційні системи і технології в управлінні зовнішньоекономічною діяльністю: навч. посіб. / О. М. Сазонець. – К. : «Центр учбової літератури», 2014. – 256 с.

4. Chaffey D., White G. Business information management: Improving performance using information systems. – Pearson Education, 2010.

5. Galliers R. D., Leidner D. E. (ed.). Strategic information management: challenges and strategies in managing information systems. – Routledge, 2014.

**Planned learning activities and methods of education.** Combination of traditional and non-traditional teaching methods using innovative and informational technologies:

– lectures (thematic, problem);

– practical classes (tasks using computer technologies, work in small groups, cases).

**Methods of assessment:**

- formative assessment (situational tasks, analytical and creative tasks, defending individual and group projects);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.2. Title.** Commercial Logistics.

**Type.** Compulsory.

**Academic year.** 2019/20.

**Semester.** I.

**Lecturer, academic degree, position.** Kavun-Moshkovska, Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes:** to gain theoretical knowledge which consist of: the general principles of commercial logistics; patterns of integrated management of material, information, financial and other specific logistic flows of trade enterprises; mechanism of creation and functioning of logistics systems; optimal methods of logistics processes. Possession of practical skills which related to: the use of logistics concepts; effective management of material, information, financial flows; determination of total costs in the logistics chain; modeling optimal logistics system; determining the optimal level of logistics services.

**Compulsory disciplines studied before.** "Management", "Marketing", "Business Economics", "Operations Management", "Logistics".

**Course outline.** Commercial Logistics as a factor of competitiveness. Logistics in the enterprise. Types of logistics strategy. The experience of foreign countries in the application of commercial logistics. Logistics solutions serving customers. Characteristics costs of logistics customer service. Elements and criteria of customer service. Outsourcing in commercial logistics. Modern logistics service providers. Optimization of purchasing decisions in the logistics system. Procurement logistics strategy and methodological approaches to its development. High-tech methods of management organization purchases and placing orders. The problem of creating supply chains. Information support procurement of goods. Organization of procurement logistics system timeliness («just-in-time»). Managing inventory in the logistics system. Major logistics inventory

management. Key indicators of stocks in the company. Modern computer technology inventory management in logistics systems. Organization of transportation in commercial logistics. Documentary support cargo commercial enterprises. Planning the consignment. Logistics solutions for storage of goods in warehouses. Key figures of the trade of the company. Principles and technology of storage of goods. Logistics distribution of goods. Coordination and integration of logistics operations mediators. Objects logistics solutions in the distribution of goods. Logistic information systems.

**Recommended sources and other educational resources / means.**

1. Christopher M. Logistics and Supply Chain Management, 4th Edition. - Financial Times Series. - NY, USA, 2011. - 664 p.

2. Cohen Sh., Roussel J. Strategic Supply Chain Management: The Five Core Disciplines for Top Performance, Second Edition. - McGraw-Hill. - NY, USA, 2013. - 298 p.

3. Coyle J.J., Novack R.A., Gibson B. Transportation: A Global Supply Chain Perspective, 8th Edition. - Kogan Limited. - London, UK, 2011. - 420 p.

4. Crandall R.E., Crandall W.R., Chenn C.C. Supply Chain Management. - CRC Press, NY, USA. - 2010. - 704 p.

5. Monczka R.M., Hanfield R.B., Giunipero L.C., Patterson J.L. Purchasing and Supply Chain Management, 6th Edition. - South-Western. - Boston, USA, 2011. - 888 p.

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

– formative assessment (oral and written surveys, testing, verification of situational and creative tasks, presentations, tests, defending individual and group projects);

– summative assessment (written exam).

**Learning and teaching language.** English.

**4.3. Title.** Cross-cultural management

**Type.** Compulsory (for specialization «Management of Personnel» and «Business Management» – Optional).

**Academic year.** 2019/20.

**Semester.** I.

**Lecturer, academic degree, position.** Deieva N. E., Professor, Doctor of Economic Sciences, Professor of the Department of Management, Kandahyra K. S., Candidate of Sciences in Public Administration, Associate Professor of the Department of Management.

**Learning outcomes.** The formation of systemic theoretical knowledge and gaining practical experience and prompting an effective cross-cultural management system on enterprises in the conditions of globalized processes and their development functions for future specialists.

**Compulsory disciplines studied before.** «Management».

**Course outline.** Culture in international business pronouncements. Concept of culture. Classification of cultural models. Definition and subject of cross-cultural management. History of cross-cultural management. Methods of research. Symptoms and causes of cross-cultural shock. Phases and overcoming of cross-cultural shock. Values, behavior, attitude: inter-cultural variety. Problems of intercultural communication. understanding messaging in different cultures. Cultural diversity in the management style. Cultural parameters of industrial relations. Promotion of national culture in the field of public relations. Cultural parameters of the behavior of organization. Cultural archetypes of organization. Strategies for the recognition of organizational culture. Strategies of management of cultural diversity. Motivation theories and their cross-cultural aspect. Work attitude in different cultures. Theory of motivations in multicultural environment.

**Recommended sources and other educational resources / means.**

1. Тодорова Н. Ю. Кроскультурний менеджмент : навч. посіб. [Електронний ресурс]. / Н. Ю. Тодорова. – Донецьк : ДонНТУ– Режим доступу: [http://ea.donntu.edu.ua/bitstream/123456789/2021/1/CCM\\_Todorova.pdf](http://ea.donntu.edu.ua/bitstream/123456789/2021/1/CCM_Todorova.pdf)
2. Cross-Cultural Management in Practice : Culture and Negotiated Meanings / Henriett Primecz, Laurence Romani, S. Sackmann. / Edward Elgar Publishing, 2011. – 192 p.
3. The Routledge Companion to Cross-Cultural Management / Nigel Holden, Snejina Michailova, Susanne Tietze / Routledge, 2015. – 457p.
4. Critical Issues in Cross Cultural Management / Jessica L. Wildman, Richard L. Griffith, Brigitte K. Armon / Springer, 2016. – 190 p.

**Planned learning activities and methods of education.** Combination of traditional and non-traditional teaching methods using innovative and informational technologies:

- lectures (thematic, problem);
- practical classes (tasks using computer technologies, work in small groups, cases).

**Methods of assessment:**

- formative assessment (situational tasks, analytical and creative tasks, defending individual and group projects);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.4. Title.** Corporate Governance.

**Type.** Compulsory.

**Academic year.** 2019/20.

**Semester.** II.

**Lecturer, academic degree, position.** Piatnytska G.T., Doctor of Sciences (Economics), Professor (has passed Internship at the University of Grenoble Alpes within the EU Erasmus+ Program «Academic Mobility»); Yatsyshyna K.V., Candidate of Sciences (Economics), Senior Lecturer (has passed Internship at the University of Central Lancashire, Preston, within the EU Erasmus+ Program «Academic Mobility»)

**Learning outcomes.** The mastery of theoretical knowledge complex and practical skills concerning corporate governance basics. Development of the abilities and skills to use specific tools for corporate strategy formation and management of corporate associations.

**Compulsory disciplines studied before.** «Management», «Law».

**Course outline.** Theoretical basics of corporate governance. Infrastructure of corporate environment. Participants of corporate relations and corporate governance authorities. Models and international standards of corporate governance. Organizational mechanism of corporate governance. Tactical and strategic management of corporations. Management of corporate costs. Economic mechanism of corporate governance. Reporting and control in the corporate management system. Management of state corporate rights. Efficiency and quality of corporate governance.

**Recommended sources and other educational resources / means.**

1. Ігнат'єва І. А. Корпоративне управління [текст]: підручник / І. А. Ігнат'єва, О. І. Гарафонова. – К. : «Центр учбової літератури», 2013. – 600 с.



2. Мостенська Т. Л. Корпоративне управління: підручник / Т.Л. Мостенська, В. О. Новак, М. Г. Луцький, Ю. Г. Симоненко. – К. : Каравела, 2015. – 400 с.

3. Поважний О.С. Корпоративне управління: підручник / О. С. Поважний, Н. С. Орлова, А. О. Харламова. – К. : Кондор, 2013. – 244 с.

4. Mallin C.A. Corporate governance / Chris A. Mallin; 5<sup>th</sup> ed. – United Kingdom; New York, NY: Oxford University Press, 2016. – XXII, 417 p.

5. Tricker R. I. (Bob) Corporate Governance: Principles, Policies, and Practices / R.I. (Bob) Tricker; 3rd ed. – Oxford University Press, 2015. – 584 p.

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

- formative assessment (testing, checking compendiums, situational tasks, analytical and creative tasks, defending individual and group projects);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.5. Title.** Project Management.

**Type.** Optional.

**Academic year.** 2019/20.

**Semester.** II.

**Lecturer, academic degree, position.** A.Y. Prisyazhnyuk, Candidate of Sciences (Economics), Associate Professor

**Learning outcomes.** Formation practical skills with application of specific methods and tools in project management, as well as the acquisition of professional skills of projects planning, organization and control, for increasing efficiency organization activity and creating preconditions for its development.

**Compulsory disciplines studied before.** “Management”, “Marketing”, “Economics and Finance of enterprises”, “Strategic Management”, “Financial Management”.

**Course outline.** Overview of Project Management in the Organizations. Project Background and Evaluation of Its Effectiveness. Project Planning. Time Planning of the Project.

Planning of Resource Support of the Project. The Project Control. Project Risk Management. Project Quality Management. Managing Project Team.

**Recommended sources and other educational resources / means.**

1. A Guide to the Project Management Body of Knowledge ( PMBOK® Guide ) – Fifth Edition (ENGLISH) / Project Management Institute. – 2013. – p.589

2. Serra, C. E. M.; Kunc, M. (2014). "Benefits Realisation Management and its influence on project success and on the execution of business strategies". International Journal of Project Management. pp. 53–66.

3. Bjarne Kousholt (2007). Project Management –. Theory and practice.. Nyt Teknisk Forlag.. p.59.

4. Jones, Norman L. (2013). "Chapter Two: Of Poetry and Politics: The Managerial Culture of Sixteenth-Century England". In Kaufman, Peter Iver. Leadership and Elizabethan Culture. Jepson Studies in Leadership. Palgrave Macmillan. p. 18.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

– lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).

– seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**

– formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

– summative assessment (written exam)

**Learning and teaching language.** English.

**4.6. Title.** Trade Management.

**Type.** Compulsory.

**Academic year.** 2020/21.

**Semester.** III.

**Lecturer, academic degree, position.** Pyatnitska G.T., Doctor of Economics, Professor.

**Learning outcomes.** Formation of the future professionals

competency on basic principles, main categories, modern concepts of theoretical and practical management items on the retail trade.

**Compulsory disciplines studied before.** "Management", "Economics of Enterprise Trade" Commercial Logistics. "

**Course outline.** Essence, aims and objectives of trade management. Basic concepts of trade management as a system. Trade infrastructure management. Legal, regulatory, market and regulation of internal trade of the company. Function and mechanism of trade management. Trade management strategy, its content and sequence of development. Organizational principles of trade management. Selection the most effective organizational form of the enterprise trade and its business units. Procedures of selection the most effective methods of selling goods and organizing additional services for customers. Human Resources management enterprise. Management of commercial and technological processes. The economic principles of trade management. Management turnover, income, expenses and profits of trade. Source of trade activity management. Organization of communication processes in trade management. Trade Culture of enterprise.

**Recommended sources and other educational resources / means**

Бланк И. А. Торговый менеджмент : Учебник. / И. А. Бланк. – К.: УФИМБ, 2007. – 405 с.

Павлова В.А. Управління торгівлею: регіональний аспект: монографія / В. А. Павлова, Л. Д. Гармидер, Л. А. Гончар, В. М. Орлова, О. Р. Сергєєва. – Д.: Вид-во Дніпропетровський університет імені Альфреда Нобеля, 2012. – 220 с.

Чурсіна, Л. А. Менеджмент в торгівлі [Текст] : навч. посіб. / Л. А. Чурсіна, Г. А. Тіхосова, О. М. Літвінова ; Херсон. нац. техн. ун-т. – Херсон : Вишемирський В. С., 2013. – 109 с.

Bernstein, William (2008). A Splendid Exchange: How Trade Shaped the World. New York: Grove Press

Paine, Lincoln (2013). The Sea and Civilisation: a Maritime History of the World. Atlantic. (Covers sea-trading over the whole world from ancient times.)

**Planned learning activities and methods of education.** A combination of traditional and non-traditional teaching methods using innovative technologies: problem lectures, case-study method, practical problems using information technology, presentations, solving calculation and analytical tasks and situational exercises, visiting classes, independent work of students.

**Methods of assessment:**

formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

summative assessment (written exam)

**Learning and teaching language.** English.

**4.7. Title.** Corporate Crisis Management.

**Type.** Optional.

**Academic year.** 2019/20.

**Semester.** II.

**Last name, first name and patronymic of the lecturer, academic degree, position.** Kasianova A.O., Candidate of Sciences (Economics), Associate Professor of the Economics and Finance of Enterprise Department.

**Learning outcomes.** Studying discipline involves acquiring competence for individual fulfilling the tasks of crisis management in a company, diagnosing crisis situation and bankruptcy risk probability, assessing the consequences of a bankruptcy situation emergence, preparing and carrying over a liquidation procedure, reasoning the program for a company withdrawal from a crisis state and ensuring control over its implementation.

**Compulsory disciplines studied before.**

«Enterprise Economy», «Enterprise Finance», «Management», «Accounting», «Financial Management».

**Course outline.** Crises in development of social and economic systems. Methods of investigation of crisis phenomena in company activity. Corporate crisis management: essence and methodology. Methodological base and practical tool of diagnosis of corporate crisis condition and bankruptcy risk. Diagnosis of corporate survival potential. Organizational and legal mechanism of bankruptcy process. Economic, organizational and legal base of bankruptcy and financial sanitation (rehabilitation) of a company. Corporate restructuring in the system of crisis management. Development of a counter-crisis program and a counter-crisis strategy in a company.

**Recommended sources and other educational resources / means.**

1. Антикризвий менеджмент: навч.посіб. / Л.І.Скібіцька, В.В.Матвеев, В.І.Щелкунов, С.М.Подреза .- К.: Центр учбової літератури, 2014 . – 588с.

2. Shemetev A.A. Complex financial analysis, bankruptcy prognosis and financial management-marketing manual for self tuition

book. – A.A. Shemetev. – Co.LTD Zodchiy, St.-Petersburg. – 2012. – 750 p.

3. Bernstein J.L. Manager's Guide to Crisis Management. – J. Bernstein, B. Bonafede. – McGraw Hill. – NY, 2012. – 172 p.

4. Devlin E.S. Crisis Management Planning and Execution. – E.S. Devlin. – Auerbach Publications. – NY, 2006. – 504 p.

5. Altman, Edward I., Corporate Distress Prediction Models in a Turbulent Economic and Basel II Environment (September 2002). NYU Working Paper No. FIN-02-052. Available at SSRN : <http://ssrn.com/abstract=1294424>.

**Educational events and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

– lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).

– seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**

– formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

– summative assessment (written exam).

**Language of teaching.** English.

**4.8. Title.** Brand Management.

**Type.** Optional.

**Academic year.** 2020/21.

**Semester.** III.

**Lecturer, academic degree, position.** Chykusova M.U., Candidate of Sciences (Economics), Associate Professor

**Learning outcomes.**

Formation students' knowledge of applications in the field of brand management, understanding the conceptual foundations of activities system management in the field of branding, acquisition of practical training and decision-making skills in this area.

**Compulsory disciplines studied before.** «Marketing», «Management», «Strategic Marketing», «Psychology», «Marketing Communications».

**Course outline.** The essence and the basic concepts of brand management. The essence, basic structure and function of the brand. Main characteristics of the brand. Model of the brand as a tool of its formation and development. Architecture and brand portfolio. The control system of brand development and its basic elements. The information support subsystem. Subsystem of brand management planning. Subsystem of Brand Management. Subsystem of brand management control. Internal (corporate) brand management. Basic tools of marketing communications in brand management. Synthetic tools of marketing communication in brand management. Marketing techniques to brand management (positioning, cobranding, re-branding, trade marketing, franchising).

**Recommended sources and other educational resources / means.**

1. Chevalier M. *Luxury brand management: a world of privilege.* – Hoboken: John Wiley & Sons Pte. Ltd., 2008. – 424 p.

2. Konstanty, W. *Relations in between country of origin and brand. Part I : Contemporary tendencies and problems of the world economy / W. Konstanty // Developmental challenges of contemporary economies: management - finance - restructuring / edited by Ryszard Borowiecki, Tomasz Rojek; Cracow University of Economics, Department of Economics and Organization of Enterprises. — Cracow : Foundation of the Cracow University of Economics, 2011. — 577 p.*

3. Wolny, J.; Mueller, C. (2013). "Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms". *Journal Of Marketing Management.* – pp. 562–583.

4. Bampo, M.; Ewing, M. T.; Mather, D. R.; Stewart, D.; Wallace, M. (2008). "The effect of the social structure of digital networks on viral marketing performance". *Information Systems Research.* – pp. 273–290.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

-lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / press conference lectures / interactive lectures / lectures with prearranged errors).

-seminars (presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups, etc.).

**Methods of assessment:**

- formative assessment (testing / oral / written interrogation; / presentations / projects / exercises / situational tasks, etc.);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.9. Title.** Financial management.

**Type.** Optional.

**Academic year.** 2019/20.

**Semester.** I.

**Lecturer, academic degree, position.** Andreieva V. H., Associate Professor, Candidate of Economic Sciences, Associate Professor of the Department of Economics and Business Finance.

**Learning outcomes.** Forming knowledge and practical skills of enterprise financial management for future specialists.

**Compulsory disciplines studied before.** «Economics and Finance of Enterprise».

**Course outline.** Essence, purpose and tasks of financial management. Methodical principles of construction of financial management systems. Asset management of the enterprise. Capital management of the enterprise. Fundamentals of enterprise investment management. Management of cash flows of the enterprise. Financial risk management. Fundamentals of Crisis Financial Management.

**Рекомендовані джерела та інші навчальні ресурси/засоби.**

1. Диба М.І., Бегун А.В., Білошицький О.В., Поліщук Є.А. Управління безпекою фінансових установ: колективна монографія / . – К.: КНЕУ, 2015. – 486 с.
2. Лачкова В.М., Лачкова Л.І., Шевчук І. Л. Фінансовий менеджмент у банку: навч. посібник.– Харків: Видавець. Іванченко І. С., 2017. – 180с.
3. Примостка Л.О. Фінансовий менеджмент у банку: підручник. – 3-тє вид., доповн. і переробл. – К. : КНЕУ, 2012. – 338 с.
4. Фінансовий менеджмент: навч. посіб. / за заг. ред. І. О. Школьник, В. М. Кремень – К.: «Центр учбової літератури», 2014. – 488 с
5. Фінансовий менеджмент у банку. Навчальний посібник/ за ред. І.Г. Сокиринської, Т.О. Журавльової – Дніпропетровськ: Пороги, 2016. – 192 с.

**Planned learning activities and methods of education.**

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / / conference lectures / lectures with prearranged errors).
- seminars (presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups).

**Methods of assessment:**

- formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment (written exam)

**Program language.** English.

**4.10. Title.** Management of foreign economic activity

**Type.** Compulsory

**Academic year.** 2017-2018.

**Semester.** I.

**Lecturer, academic degree, position.** Iksarova N.O., Candidate of Sciences (Economics), Associate Professor

**Learning outcomes.** Systematic acquisition of knowledge of theoretical concepts and methodological approaches to the management of foreign economic activity; understanding of the nature of "Management of foreign economic activity" concept, of its role and place in the actual system of management; study of organization forms, principles and development trends of management of foreign economic activity; study of the functional mechanism of foreign economic activity.

**Compulsory disciplines studied before.** "Management", "The organization of foreign trade operations", "Marketing", "International trade"

**Course outline.** The object and purpose of discipline "Management of Foreign Economic Activity". Theoretical and methodological bases of "Management of Foreign Economic Activity". Motivation of employees in foreign economic activity. The process of management of foreign economic activity. Methods of management and management decisions in the foreign economic activity. Crisis management in foreign economic activity. Analyze of foreign economic activity. Organization of foreign economic activity. Prognostication of foreign economic activity. Planning of foreign economic activity. Control, diagnostics and regulation of foreign economic activity.

**Recommended sources and other educational resources / means.**

1. Management of foreign economic activity [Text]: lecture notes; academic degree "Master"; field of science 0306 "Management and Administration"; field of study 030601 "Management"; field of specialism 03060104 "Management of Foreign Economic Activity" /



authors: N. Grynyuk, N. Iksarova; International Economy Department. — Kyiv : KNUTE, 2012. — 105 p.

2. Business Management 2007. — United Kingdom : Palgrave Macmillan Limited, 2007. — 72 p.

3. [James, Paul; with Magee, Liam; Scerri, Andy; Steger, Manfred B. \(2015\). Urban Sustainability in Theory and Practice: Circles of Sustainability. London: Routledge. p. 53.](#)

4. Blaug, Mark (2007). "The Social Sciences: Economics" ( Methods of inference and Testing theories), The New Encyclopædia Britannica, v. 27, p. 347.

**Planned learning activities and methods of education.** Lectures, seminars in the form of presentations and discussions.

**Methods of assessment:**

Formative assessment (surveys, tests, test projects);

Summative assessment (written exam).

**Learning and teaching language.** English.

**4.11. Title.** Trade networks.

**Type.** Optional.

**Academic year.** 2020/21.

**Semester.** III.

**Lecturer, academic degree, position.** Kavun-Moshkovska O.A., Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes.** Formation of systematic knowledge and understanding of aspects of the theory and practice of the various types entrepreneurial networks and prerequisites of their development in modern conditions; types of the strategies of forming of trade networks; forms of franchised trade networks and voluntary associations in the trade, peculiarities of their formation and effective functioning in a competitive environment.

**Compulsory disciplines studied before.** «Marketing», «Organization of the trade», «Economy of a Trading Enterprise», «Commercial activity», «Logistics».

**Course outline.** The globalization of world economy: current trends and prospects. Prerequisites of the development of entrepreneurial networks in Ukraine. Essence and classification of entrepreneurial networks in the trade. Essence and types of the strategies of forming of trade networks. Methodical bases of development the strategies of forming trade networks. Organization of functioning of trade networks. Management of supply of goods in trade networks. Essence and classification of franchised trade networks. The main stages of formation of the franchised network in the trade. Management of relations between subjects in the franchised trade network. Types of

voluntary associations in retail trade and principles of their formation.

**Recommended sources and other educational resources / means.**

1. Berman B., Evans Joel R. Retail Management: A Strategic Approach. - Prentice Hall. - GB, US. - 2012. - 624 p.

2. Diamond J., Litt S. Retailing in the Twenty-First Century 2nd Edition. - Fairchild Books. - US, 2009. - 512 p.

3. Fishman C. The Wal-Mart Effect: How the World's Most Powerful Company Really Works - and How It's Transforming the American Economy. - Penguin Books. - US, 2006. - 352 p.

4. Lewis R., Dart M. The New Rules of Retail: Competing in the World's Toughest Marketplace. - St. Martin's Press. - US, 2010. - 256 p.

5. Siebert M., Leonesio J. Franchise Your Business: The Guide to Employing the Greatest Growth. - Entrepreneur Press. - US, 2015. - 362 p.

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

– formative assessment (written survey, testing, verification of situational and creative tasks, presentations, tests, defending individual and group projects);

– summative assessment (written exam).

**Learning and teaching language.** English.

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