

**ALFRED NOBEL UNIVERSITY, DNIPRO**

**STUDY PROGRAMME  
INTERNATIONAL ECONOMIC RELATIONS  
(Master's degree)**

**COURSE CATALOGUE**

**2020-2021 academic year**

**Dnipro 2020**

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## MANDATORY COURSES

<b>INNOVATIVE DEVELOPMENT OF ENTERPRISE</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	1/14 weeks, 42 hours in class	6/ Mandatory	Oksana Koshulko, Ph.D. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 14 h. seminars/practical, 138 h. self-study time)
<p><b>Course aims:</b>            Students educated in mechanisms of innovative development of economic systems management, securing high result of shaping and usage of enterprises` potential, efficiency of investments into innovations; acquiring skills in giving prove to directions of foreground innovative development and alternative variants executive decisions.</p>				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>	
On completion of the course, students will be able to:				
1) apply fundamental categories and methods, which innovations and cycle of economy development;		Lectures, practical classes, self-study activities, workshop	Participation in the workshop, presentation (CAS)	
2) use modern methodological approaches to give prove to the directions of foreground innovative development taking into account the needs and specific characteristics of national economy;		Lectures, practical classes, self-study activities, case study in small groups	Presentation, case study (CAS)	
3) collect and systematize marketing data for selecting target markets, measuring and predicting of demand, positioning of innovative items;		Lectures, practical classes, self-study activities, workshop	Participation in the workshop, presentation (CAS)	
4) identify and assess risks of innovative activity, and also to control their level by means of tools of risk-management;		Practical classes, self-study activities, supervised project	Project (CAS)	
5) assess state, dynamics, efficiency of usage of innovative potential by an enterprise and ground foreground directions of its aggregation.		Practical classes, case study in small groups, workshop	Participation in the workshop, case study (CAS)	
Learning outcomes 1-5			Mid-term control (CAS)	
<b>Assessment</b>				

<p><b>Final grade (final assessment) as a result of 100% continuous assessment:</b>  30% Participation in the discussion  20% Participation in the business play  20% Case study presentation  10% Essay (written)  20% Mid-term control (oral, multimedia)</p>
<p><b>Contents</b></p>
<p><b>Thematic structure of the course:</b>  <b>Module 1. Conceptual basics of innovative economy development</b>  Innovations and cycle of economy development  Key concepts of innovative development  Measurement of level innovative development and factors of its formation  Modern organizational forms of innovative development  Infrastructure of market innovation  State support of innovation enterprise  National innovation systems  <b>Module 2. Practical aspects of innovative economy development</b>  Strategy and business model of innovative economy development  Innovation potential of enterprise  Investment provision of innovative economy development  Risks in innovation and management</p>
<p><b>Literature</b></p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;"><b>Compulsory reading</b></p> <p>1. Мойсеєнко І.П. Інституційні основи регулювання інноваційного розвитку [Електронний ресурс] / І. П. Мойсеєнко // Інноваційна економіка. - 2019. - № 1-2. - С. 25-32. - Режим доступу: <a href="http://nbuv.gov.ua/UJRN/inek_2019_1-2_4">http://nbuv.gov.ua/UJRN/inek_2019_1-2_4</a></p> <p>2. Свидрук І.І. Психологічні передумови формування інноваційного стилю управління розвитком персоналу [Електронний ресурс] / І. І. Свидрук // Вісник Одеського національного університету. Серія: Економіка. - 2019. - Т. 24, Вип. 6. - С. 105-109</p> <p style="text-align: center;"><b>Recommended reading</b></p> <p>1. Психологічні передумови формування інноваційного стилю управління розвитком персоналу [Електронний ресурс] / І.І. Свидрук // Вісник Одеського національного університету. Серія : Економіка. - 2019. - Т. 24, Вип. 6. - С. 105-109.</p> <p>2. Основи підприємництва: теорія і практика: Навч. посіб / В.Г.Воронкова, А.Г. Беліченко, В.О. Желябін та ін. – Л.: Магнолія, 2009. – 454 с.</p> <p>3. Шушкова Ю.В. Узагальнення інструментів світового досвіду державної політики інноваційного та технологічного розвитку економіки [Електронний ресурс] / Ю. В. Шушкова // Економіка та держава. - 2019. - № 11. - С. 20-24.</p> <p>4. Laixiang Sun Ownership and Governance of Enterprises. Recent Innovative Developments, New York: Palgrave Macmillan, 2003, Available at: <a href="http://web.a.ebscohost.com.ezproxy.wales.ac.uk:2048/ehost/pdfviewer/pdfviewer?vid=3&amp;sid=9fe0219b-a90e-49d5-82db-b731d8d7b9b0%40sessionmgr4010&amp;hid=4212">http://web.a.ebscohost.com.ezproxy.wales.ac.uk:2048/ehost/pdfviewer/pdfviewer?vid=3&amp;sid=9fe0219b-a90e-49d5-82db-b731d8d7b9b0%40sessionmgr4010&amp;hid=4212</a></p> <p>5. Mykoliuk O., Prylepa N. Management of innovative development of enterprises in the context of a choice of energy security strategy. Innovative technologies and scientific solutions for industries. 2018. No. 3 (5). P. 114-121.</p>

**Compulsory reading**

1. Rodriguez Edgard R. (2002). Small-Scale Enterprises in Developing and Transitional Economies New York and London, 319 p.

2. Lukianchuk, O., Tkachuk, T. (2019). Innovative development of enterprise: essence, factors, element of economic security. Organizational-economic mechanism of management innovative development of economic entities: collective monograph, Higher School of Social and Economic, Vol. 3, p. 31-39.

**Recommended reading**

1. Laixiang Sun (2003). Ownership and Governance of Enterprises. Recent Innovative Developments, New York: Palgrave Macmillan, Available at: <http://web.a.ebscohost.com.ezproxy.wales.ac.uk:2048/ehost/pdfviewer/pdfviewer?vid=3&sid=9fe0219b-a90e-49d5-82db-b731d8d7b9b0%40sessionmgr4010&hid=4212>

2. Kukaj Halil (2017). The importance of enterprise value assessment in transition economies. // Academic Journal of Business, Administration, Law & Social Sciences. Mar, Vol. 3 Issue 1, p. 300-308.

3. Technology and innovation report (2018). Available at: <https://aechile.cl/wp-content/uploads/2018/05/Technology-and-Innovation-Report-2018-UNCTAD.pdf>

<b>INTERNATIONAL MACROECONOMICS</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	1/14 weeks, 42 hours in class	6/ Mandatory	Sergii Kuzminov, Doctor of Science, Professor	180 hours (28 h. lectures, 14 h. seminars/practical, 138 h. self-study time)
<b>Course aims:</b> International macroeconomics as a science examines: <ul style="list-style-type: none"> <li>• International Monetary and Financial System</li> <li>• Foreign exchange rate and balance of payments</li> <li>• An analysis of international financial markets</li> <li>• Regulation of national economy by international financial organizations</li> </ul>				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>	
On completion of the course, students will be able to:				
1) define the main principles of macroeconomic regulation in the global environment;		Lecture, tutorials, discussion	Participation in the discussion, essay (CAS)	
2) explain the relationship between macroeconomic policy and changes in key indicators of the national economy;		Lecture, tutorials, individual research	Participation in the discussion, essay, test (CAS)	
3) examine the main problems of the national economy related to financial markets, taxation of enterprises engaged in international economic activities, "money laundering".		Lecture, tutorials, self-study activity, Internet search	Presentation, essay, test (CAS)	
4) analyze and summarize the scientific results obtained by domestic and foreign researchers on international macroeconomics, identify promising areas of development of theory and practice of macroeconomic regulation in the global environment, to compile a program of their own research.		Problem lecture, discussion, Internet search, self-study activities	Participation in the discussion, test (CAS)	
5) develop strategies for the behavior of macroeconomic agents in various international markets.		Problem lecture, case study in small groups	Peer small group presentation (CAS)	
6) analyze and use various sources of information for economic calculations		Discussion, individual research	Participation in the discussion, essay (CAS)	
Learning outcomes 1-3			Mid-term control, essay, presentation,	

Learning outcomes 1-6		test (CAS) Final exam (FAS)
<b>Assessment</b> <b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b> <b>40% Final exam (4 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests)</b> <b>60% Continuous assessment:</b> 15% Test (multiple choice, computer) 20% Essay (written) 10% Presentation (oral, multimedia) 15% Mid-term control (computer multiple choice tests, mini case)		
<b>Contents</b>		
<b>Thematic structure of the course:</b> Currency and exchange rates Currency relations and balance of payments Characteristics of the world financial system World financial centers International currency market International credit market International securities market Features of international taxation Offshore centers in the system of international taxation Regulation of monetary policy of countries		
<b>Literature</b>		
<i>Language of teaching Ukrainian</i>		
<b>Compulsory reading</b>		
1. Міжнародна макроекономіка: навч. посібник [Текст] / Ю.Г.Козак, Ю.М. Пахомов, Н.С. Логвінова та ін.; за ред. Ю. Г. Козака, Ю. М. Пахомова, Н. С. Логвінової.- вид. 3-тє, перероб. та доп. [Текст] – Київ: Центр учбової літератури, 2017. – 410 с. 2. Делен С.А. Мировая экономика: консп. лекцій [Текст] / С.А. Делен. – М.: А-Приор, 2010. – 141 с. 3. Патики Н.І. Міжнародні валютно-кредитні відносини: навч. посібник: рек. МОНУ [Текст] / Н.І. Патики. – Київ.: Знання, 2012. – 566 с.		
<b>Recommended reading</b>		
1. Бестужева С.В. Міжнародні економічні відносини: навч. посіб. [Текст] / С.В. Бестужева; Харк. нац. екон. ун-т. – Х., 2009. – 384 с. 2. Боринець С.Я. Міжнародні валютно-фінансові відносини: підручник [Текст] / С.Я. Боринець. – 5-те вид., переробл. і доповн. – К.: Знання, 2008. – 582 с. 3. Світова економіка. Загальна характеристика світового співтовариства: [закономірності соціально-економічного розвитку людського суспільства як результат взаємодії ряду факторів, що утворюють матеріальну основу для економічного зростання].- Електронні дані // Навчальні матеріали онлайн : [електронна бібліотека книг та періодики на різноманітну тематику]. – [Б.м.], 2010-2017.- (Навчальні матеріали онлайн).- Режим доступу: <a href="http://pidruchniki.com/1728092438102/politekonomiya/svitova_ekonomika_zagalna_harakteristika/">http://pidruchniki.com/1728092438102/politekonomiya/svitova_ekonomika_zagalna_harakteristika/</a> 4. Maurice Obstfeld, Kenneth Rogoff (1998), Foundations of International Macroeconomics (The MIT Press), Available at: <a href="http://www.gdsnet.org/ObstfeldRogoffChapter1A.pdf">http://www.gdsnet.org/ObstfeldRogoffChapter1A.pdf</a>		

*Language of teaching English*

**Compulsory reading**

1. Maurice Obstfeld, Kenneth Rogoff (1998), Foundations of International Macroeconomics (The MIT Press), Available at: <http://www.gdsnet.org/ObstfeldRogoffChapter1A.pdf>
2. Jordi Galí (2015), Monetary Policy, Inflation, and the Business Cycle: An Introduction to the New Keynesian Framework and its Applications, Second Edition, 296p.

**Recommended reading**

1. Mark Aguiar and Gita Gopinath. Emerging Market Business Cycles: The Cycle Is the Trend, Journal of Political Economy, Vol. 115, No. 1 (February 2007), pp. 69-102, Available at: <https://www.jstor.org/stable/10.1086/511283?seq=1>
2. Coeurdacier N., S. Guibaud and K. Jin, "Credit Constraints and Growth in a Global Economy (Links to an external site.)," forth. American Economic Review, 2015, Available at: [http://econ.sciences-po.fr/sites/default/files/file/CGJ\\_AER\\_final\\_01042015.pdf](http://econ.sciences-po.fr/sites/default/files/file/CGJ_AER_final_01042015.pdf)



<b>STRATEGIC MANAGEMENT</b>				
<b>Language of teaching</b>	<b>Trimester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	1 / 14 weeks, 56 hours in class	6 / Mandatory	Volodymyr Momot, Doctor of Science, Professor	180 hours (28 h. lectures, 28 h. tutorials, 124 h. self-study time)
The aim of the course is to master acquire knowledge of strategic management fundamentals necessary for professional work in the field of business management, to ensure the effective operation while interacting with the business environment, development of managerial competencies of an expert by comprehensive analysis of business situations and effective influence on them in the information society.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, the students should be able to:				
1) acquire theoretical knowledge and some practical skill in developing a reliable business strategy in turbulent environment		Lecture, tutorials, discussion, Internet search, self-study activities		Participation in the discussion, essay, test (CAS)
2) use the most appreciated tools of business strategy development		Problem lecture, case study in small groups		Participation in the discussion, peer small group presentation (CAS)
3) formulate a reliable strategy		Discussion, case study in small groups		Participation in the discussion, peer small group presentation (CAS)
4) implement the developed strategy		Role play		Participation in the role play (CAS)
5) understand and control the strategic development of the organization		Problem lecture, discussion, case study in small groups		Peer small group presentation (CAS)
Learning outcomes 1-5				Final exam (FAS)
<b>Contents</b>				
<b>Thematic structure of the course:</b> Genesis, definition and principles of strategic management Organization and environments. Hierarchy and organizational goals. The market of producer – the market of consumer Mission, vision and strategy. Strategy types. The process of strategy formulation Creation of strategic plan. Integrated process of strategic management. Strategic alliances Strategic management instruments: SWOT and PEST analysis, Ansoff Matrix, BCG Matrix, McKinsey/GE Matrix, Shell/DPM Matrix, ADL/LC Matrix, MCC Matrix, Hofer/Schendel				

Matrix  
 Strategy implementation – strategic scorecards and resistance overcoming  
 Strategy effectiveness  
 Organization’s strategic development management  
 Factors influencing the process of changes in an enterprise. Change management in an enterprise.  
 Strategic development of the organization.

### Assessment

#### Assessment

- **100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)**
- **40% Final exam (4 sets of written assignments, each assignment includes 1 essay and 1 mini case)**
- **60% Continuous assessment:**
  - 10% Participation in the discussion
  - 10% Participation in the role play
  - 10% Test (multiple choice, computer)
  - 20% Essay (written)
  - 10% Presentation (oral, multimedia)

### Literature

*Language of teaching Ukrainian*

#### Compulsory reading

1. Ансофф И. Стратегическое управление: пер. с англ. / Науч. ред. и авт. предисл. Л. И. Евенко. - М.: Экономика, 2016.
2. Виханский О. С. Стратегическое управление. – М., Экономист 2015.
3. Портер М. Е. Международная конкуренция. Пер. с англ. – М.: Альпина Паблишер., 2018.
4. Томпсон А. А., Стрикленд А. Дж. Стратегический менеджмент. Учебник для вузов. - М.: Вильям и Коллинз, 2015.
5. Тертичка В.В. Стратегічне управління [Текст]: підручник / Валерій Тертичка. - Київ: К.І.С., 2017. - 931 с.
6. Кушлик О.Ю. Стратегічне управління [Текст]: навч. посіб. / О. Ю. Кушлик, Г. С. Степанюк; Івано-Франків. нац. техн. ун-т нафти і газу, Каф. менеджменту і адміністрування. - Івано-Франківськ : ІФНТУНГ, 2018. - 235 с.

#### Recommended reading

1. Стратегічний менеджмент [Текст]: навч. посіб. / А. Д. Діброва, Л. В. Діброва, Л. В. Богач; Нац. ун-т біоресурсів і природокористування України. - Ніжин: Лисенко М. М., 2014. - 207 с.
2. Подольчак Н.Ю. Стратегічний менеджмент [Текст] : навч. посіб. / Н. Ю. Подольчак; Нац. ун-т "Львів. політехніка". - 2-ге вид., зі змін. та допов. - Львів: Вид-во Львів. політехніки, 2016. - 422 с.
3. Стратегічний фінансовий менеджмент [Текст] : навч. посіб. / Костирко Л. А. [та ін.] ; Східноукр. нац. ун-т ім. Володимира Даля. - 2-ге вид., перероб. та допов. - Северодонецьк: Вид-во СНУ ім. В. Даля, 2017. - 464 с.
4. Балан В.Г. Стратегічне управління. Методи портфельного аналізу [Текст] : [навч. посіб.] / В. Г. Балан. - Київ : Наукова столиця, 2018. - 199 с.
5. Балан В.Г. Стратегічне управління. Практикум [Текст]: [навч. посіб.] / В. Г. Балан. - 2-ге вид., перероб. і допов. - Київ: Наукова столиця, 2018. - 523 с.
6. Wunder, T. (2015). *Fundamentals of Strategic Management*. Stuttgart: Schäffer-

Poeschel.

*Language of teaching English*

**Compulsory reading**

1. Mintzberg, H. (2011). Strategy Safari. Free Press.
2. Mintzberg, H. (2003). The strategy process. Harlow: Financial Times Prentice Hall.
3. Wunder, T. (2015). Fundamentals of Strategic Management. Stuttgart: Schäffer-Poeschel.
4. Emilio Navas López José, Ángel Guerras Martín Luis, & Macnair, I. (2018). Fundamentals of strategic management. Cizur Menor (Navarra): Civitas.
5. Mintzberg, H., Ahlstrand, B., & Lampel, J. (2008). Strategy safari: a guided tour through the wilds of strategic management. Hemel Hempstead: Prentice Hall.

**Recommended reading**

1. Mintzberg, H. (2000). The rise and fall of strategic planning. Harlow: Pearson Education.
2. Rothaermel, F. T. (2018). Strategic management: Concepts. Dubuque: McGraw-Hill Education.
3. Lynch, R. L. (2018). Strategic management. Harlow, United Kingdom: Pearson Education Limited.
4. Ansoff, H. I. (2014). Strategic management. Place of publication not identified: Palgrave Macmillan.

<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	1/14 weeks, 56 hours in class	6 / Mandatory	Oksana Koshulko, Ph.D. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practical, 124 h. self-study time)
<b>Course aims:</b> Students will gain the ability to analyse complex data about the peculiarities of international competitive advantages of different countries, regions and companies that have achieved success in the global markets.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
1) analyse the factors and characteristics of international competitive advantage; 2) understand and research international competitiveness at the national, regional, industry and company levels, and identify ways to enhance it; 3) make recommendations on the development of the country's policies and company strategies and take practical decisions on international specialization and selecting the most favourable trading and investment partners; 4) identify and evaluate performance and factors of international competitiveness of companies, products and services to develop programs to improve it.		Lectures, seminars, brainstorming Lectures, seminars, case study, discussion  Lectures, seminars, students' reports on their individual research tasks.		Participation in the discussion (CAS) Participation in the discussion and case study (CAS)  Reports on self-study activities, presentation assessment (CAS)
Learning outcomes 1-4				Presentation assessment, reports on self-study activities (CAS)
Learning outcomes 1-4				Mid-term control: tests, mini case (CAS) Final exam (FAS)
<b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b> <b>40% Final exam (a set of written assignments, each assignment includes tasks with open questions and an essay)</b> <b>60% Continuous assessment:</b> 10% Participation in the discussions 20% Essay/ report (written) 10% Presentation (oral, multimedia) 20% Mid-term control (multiple choice tests, calculation tasks, mini case)				
<b>Contents</b>				
Competition and competitiveness in the market economy. Regulation of competition at the national and international levels.				

Current models of competitiveness of national economies.  
International competitiveness of regions.  
Competitiveness of industries in the world economy.  
Factors of competitiveness of companies and ways of enhancing it.  
Competitiveness of goods and services in the global markets.

### **Literature**

#### *Language of teaching Ukrainian*

#### **Compulsory reading**

1. Маслак О. І., Квятковська Л. А., Кулінічев П. К. Конкуренція: її сутність та особливості в умовах глобалізації// Технологический аудит и резервы производства. – № 3/3(17), 2014. – С. 57-61.
2. Борисова Т. Феномен міжнародної конкуренції в сучасній економіці / Т. Борисова // Галицький економічний вісник. – 2010. – №2 (27). – С. 34-40.
3. Безпека та конкурентоспроможність економіки України в умовах глобалізації: монографія [О.С. Власюк, А.І. Мокій, О.І. Іляш, В.І. Волошин, М.І. Флейчук, Т.О. Власюк та ін.] / за заг. ред. О.С. Власюка. – К.: НІСД, 2017. – 384 с.
4. Сіваченко І. Ю., Козак Ю. Г., Логвінова Н. С. та ін. Управління міжнародною конкурентоспроможністю підприємств: Кредитно-модульний курс: Навч. посіб. 3-тє вид. – К.: Центр учбової літератури, 2010. – 312 с.
5. Пономаренко В.С., Піддубна Л.І. Управління міжнародною конкурентоспроможністю підприємства: Підручник. – Х.: ВД «ІНЖЕК», 2008. – 328с.

#### **Recommended reading**

1. Градобитова Л.Д. Теория международной конкурентоспособности государств М. Портера. Учебное пособие. – М.: МГИМО, 1996.
2. Девяткин Е.А. Теория и практика конкуренции: Учебно-методический комплекс. – М.: ЕАОИ, 2008. – 232 с.
3. Портер М. Конкурентная стратегия: Методика анализа отраслей и конкурентов. – М.: Альпина Бизнес Букс, 2005. – 454 с.
4. Портер М. Международная конкуренция. – М.: МО, 1993.
5. Юданов А. Ю. Конкуренция: теория и практика. Учебно-практическое пособие. М.: Изд-во ГНОМ и Д, 2001. – 304 с.
6. Miller T., Kim A., Roberts J. (2019). 2019 Index of Economic Freedom. The Heritage Foundation, 496 p.
7. Doing Business 2019. Training for Reform. World Bank Group, 2019, 311 p.

#### *Language of teaching English*

#### **Compulsory reading**

1. Council of the European Union. (2010). Competitiveness (Internal Market, Industry and Research). 6983/1/10 REV 1, press release, Brussels, 1-2 March 2010.
2. Doing Business 2019. Training for Reform. World Bank Group, 2019, 311 p.
3. Miller T., Kim A., Roberts J. (2019). 2019 Index of Economic Freedom. The Heritage Foundation, 496 p.
4. Porter, M. E. (1990). The Competitive Advantage of Nations. Harvard Business Review, 68(2), 73-93.
5. Porter, M. E. (2008). The Five Competitive Forces that Shape Strategy. Harvard Business Review, 86(1), 79-93.
6. Schwab, K. (2018). The Global Competitiveness Report 2018. Geneva: World Economic Forum.
7. World Competitiveness Ranking 2018. Country Profile, 2018.

### **Recommended reading**

1. Alvarez, I., Marin, R., Fonfria, A. (2009). The role of networking in the competitiveness of firms. *Technological Forecasting & Social Change*, 76, 410–421.
2. *Doing Business 2018. Reforming to Create Jobs*. World Bank Group, 2018, 312 p.
3. Ma, H. (2000). Of Competitive Advantage: Kinetic and Positional, *Business Horizons*, 43(1), 53-64.
4. Porter, M.E. (1998). *Competitive Strategy. Techniques for Analyzing Industries and Competitors*, New York: The Free Press.
5. Schwab, K. (2018) *The Global Competitiveness Report 2017–2018*. Geneva: World Economic Forum. 393 p.
6. Terziovski, M. (2010). Innovation practice and its performance implications in small and medium enterprises (SMEs) in the manufacturing sector: a resource-based view. *Strategic Management Journal*, 31, 892–902.

<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	1/14 weeks, 56 hours in class	5.5 / Mandatory	Sergii Kuzminov, Doctor of Science, Professor	165 hours (28 h. lectures, 28 h. seminars/practical, 109 h. self-study time)
<b>Course aim:</b> is to form the theoretical basis and practical skills in analyzing prerequisites, peculiarities, macrostrategies and methods of encouraging economic development in different countries.				
<b>Learning outcomes</b>  On completion of the course, students will be able to:		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
1) systematise conditions, limitations and opportunities of development model for a country; 2) analyse and evaluate the current international economic development strategy of the leading countries; 3) assess the impact of integrative strategy on economic agents and make economically sound decisions that take into account this effect; 4) use the acquired knowledge to the analysis of economic development strategies at national and global levels.		Lecture, tutorials, discussion  Lecture, dispute  Lecture, debates  Internet search, self-study activities, essay		Participation in the discussion, test (CAS) Participation in the dispute, test (CAS) Participation in debates, test (CAS)  Presentation, essay (CAS)
<b>Assessment</b> <b>Final grade (final assessment) as a result of 100% continuous assessment:</b> 30% Participation in the discussion 20% Participation in debates 30% Essay (written) 20% Presentation (oral, multimedia)				
<b>Contents</b>				
<b>Thematic structure of the course:</b> Environment of macroeconomic strategy Variability of modern macroeconomic policies Features of national strategies of leading countries Strategy of transition economies International coordination of economic policies International integration strategy Globalization and development strategy Civilization dimensions of economic development				

## Literature

### *Language of teaching Ukrainian*

#### **Compulsory reading**

1. Міжнародні стратегії економічного розвитку: навчальний посібник / Ред. Ю.Г. Козак; В.В. Ковалевський; О.В. Захарченко, Лебедева, С.М. – Київ: Аврор, Освіта України, 2011. – 256 с.
2. Чернега, О.Б. Міжнародні стратегії економічного розвитку: конспект лекцій / О.Б. Чернега, В.О. Козуб; Харк. держ. ун-т харч. та торгівлі. – Харків: ХДУХТ, 2011. – 260 с.

#### **Recommended reading**

1. Жук, М. В., and Т. В. Бауліна. Міжнародні стратегії економічного розвитку: Навч. посіб." К.: Вид. ПАЛИВОДА АВ, 2006.
2. Ринейська Л. С. Міжнародні стратегії економічного розвитку: аналіз особливостей економічних стратегій Індії // Ефективна економіка. - 2018. - № 4.
3. Hendrik van den Berg (2017), *Economic Growth and Development: Third Edition 3rd Revised edition*.
4. Leigh, Nancey Green, and Edward J. Blakely (2013). *Planning local economic development: Theory and practice*. SAGE Publications, Incorporated.

### *Language of teaching English*

#### **Compulsory reading**

1. Hendrik van den Berg (2017), *Economic Growth and Development: Third Edition 3rd Revised edition*.
2. Leigh, Nancey Green, and Edward J. Blakely (2013). *Planning local economic development: Theory and practice*. SAGE Publications, Incorporated.

#### **Recommended reading**

1. Peng, Mike W., Denis YL Wang, and Yi Jiang. (2008). An institution-based view of international business strategy: A focus on emerging economies. *Journal of international business studies* 39.5, 920-936.
2. Amin, Ash, and Nigel Thrift (1995). *Globalization, institutions, and regional development in Europe*. Oxford university press.



<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class/ Course paper	5.5 / Mandatory	Iryna Shkura, Ph.D. (Candidate of Science), Associate Professor	135 hours (22 h. lectures, 22 h. tutorials, 91 h. self-study time), 30 Course paper
<b>Course aims:</b> providing theoretical-methodological and regulatory provisions on the basics of managing international projects, forming practical skills of searching information about international programs and grants, preparation and submission of applications to international programs, manage projects using international standards				
<b>Learning outcomes</b> On completion of the course, students will be able to:		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
1) to develop and substantiate of the concept of the project;		Lecture, tutorials, discussion		Participation in the discussion, oral answers to questions (CAS)
2) to assess the effectiveness and risks of the project;		Student reports, presentations		Student reports and presentations assessment (CAS)
3) to make planning of all phases of the project life cycle;		Practical skills assessment, exercise, self-study activities		Solving problems, explanation solving problems, Case study presentation (CAS)
4) to develop cost estimates and project budget;		Tutorials, case study		Practical skills assessment (CAS)
5) to apply the tools of quality management system product design;		Guided self-study activities		Participation in the discussion (CAS)
6) to use the information and communications technologies for the management of the project, search for information on international programs and grants;		Internet search Roundtable		Student reports (CES)
Learning outcomes 1-6 Learning outcomes 1-6				Final exam (FAS) Course paper (FAS)
<b>Assessment</b> <b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b> <b>40% Final exam (written assignments: complex analytical calculative assignment)</b> <b>60% Continuous assessment:</b> 10% Participation in the discussion 20% Solving calculative assignments				

10% Round table  
10% Report  
10% Presentation (oral, multimedia)

### Contents

#### **Thematic structure of the course:**

1. International project management: the essence and basic concepts.
2. Management of international project elaboration.
3. Time management of international projects.
4. Value management of international projects.
5. Project procurement management.
6. Project quality management.
7. Risk management of international projects.
8. International project management distinctive features.

### Literature

#### *Language of teaching Ukrainian*

#### **Compulsory reading**

1. Управління міжнародними проектами: навчальний посібник [Електронний ресурс] / І.С. Шкура, Е.М. Лимонова, Г.Я. Глуха, А.С. Магдич. – Дніпро: Університет імені Альфреда Нобеля, 2019. – 124 с.
2. «Управління проектами»: навчальний посібник / Уклад.: Л.Є. Довгань, Г.А.Мохонько, І.П.Малик. – К.: КПІ ім. Ігоря Сікорського, 2017. – 420 с.
3. Бардиш Г.О. Проектне фінансування: Підручник. – Львів: ЛБІ НБУ, 2006. – 463 с.
4. Бланк І. О., Гуляева Н. М Інвестиційний менеджмент: Підручник / А.А. Мазаракі (заг.ред.). — К., 2003. — 397с.
- 5.Валірунова Л.С. Інвестування: підручник для ВУЗів / Л.С. Валірунова, О.Б. Казакова. - М. : Волтерс Клівер, 2010. - 448 с.

#### **Recommended reading**

1. Кон М. Agile. Оценка и планирование проектов / М. Кон. – М.: Альпина Паблшер", 2018. - 512 с.
2. Стеллман Э., Дж. Грин. Постигая Agile. Ценности, принципы, методологии / Э. Стеллман, Дж. Грин. - М.: Манн, Иванов и Фербер, 2017. - 491 с. Коллинз Д. Великие по собственному выбору, пер. с англ. Л. Сумм. / Д. Коллинз, М. Хансен. — М.: Манн, Иванов и Фербер, 2013. — 448 с
3. Колмыкова Т.С. Инвестиционный анализ: учебное пособие / Колмыкова Т. С. - М.: ИНФРА-М, 2009. - 204 с.
4. Ноздріна Л. В. Управління проектами: підручник / Л. В. Ноздріна, В. І. Ящук, О. І. Полотай. - К.: Центр учбової літератури, 2010. - 432 с.
5. A guide to the project management body of knowledge, (2017). Project Management Institute, Inc.

#### *Language of teaching English*

#### **Compulsory reading**

1. A guide to the project management body of knowledge, (2017). Project Management Institute, Inc.
2. U. Gotze. Investment appraisal. Methods and Models, (2008), Springer
3. A guide to the project management body of knowledge (2004), Project Management Institute, Inc.

**Recommended reading**

1. Larson, E.W. and Gray, C.F. (2018), Project management the managerial process, Seventh Edition, McGraw-Hill
2. David I. Cleland, Roland Gareis, (2006). Global Project Management Handbook: Planning, Organizing, and Controlling International Projects, Second Edition, The McGraw-Hill Companies, Inc.

## ELECTIVE COURSES

<b>GLOBAL PROBLEMS OF WORLD ECONOMY</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class	5 / Elective	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
<b>Course aims:</b> The course's aim is to develop a system of knowledge about main factors and trends of international economic life in the modern world including political, ecological, social and other problems.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>	
On completion of the course, students will be able to:				
1) highlight political, economic and cultural peculiarities of the modern world.		Lecture, tutorials, discussion	Participation in the discussion (CAS)	
2) point out the influence of unemployment on the world economy		Tutorials, self-study activity	Participation in the role play (CAS)	
3) analyse the role of transnational corporations in modern economy		Lecture, tutorials	Essay, test (CAS)	
4) evaluate the influence of International Monetary Fund on economy		Internet search, self-study activities	Essay, test (CAS)	
5) highlight the modern ecological problems		Problem lecture, discussion	Presentation (CAS)	
6) consider the global economic situation after COVID-19		Problem lecture, case study in small groups	Participation in the discussion, test (CAS)	
<b>Assessment</b> <b>Final grade (final assessment) as a result of 100% continuous assessment:</b> 30% Participation in the discussion 20% Participation in the business play 20% Case study presentation 10% Essay (written) 20% Presentation (oral, multimedia)				
<b>Contents</b>				
<b>Thematic structure of the course:</b> 1) Political, economic and cultural peculiarities of the modern world. 2) Demography and overpopulation. 3) Unemployment in the world economy. 4) Migration and restrictions on it. 5) Modern ecological problems. Global warming.				

6) The global economic situation after COVID-19. New normality.

### Literature

*Language of teaching Ukrainian*

#### Compulsory reading

1. Економічна динаміка в нових геостратегічних реаліях: монографія [Електронне видання] / за ред. доктора економічних наук, професора А.О. Задої. – Дніпро: Університет імені Альфреда Нобеля, 2020. – 235 с.
2. Ключник Р.М. Міграційна політика Великої Британії: основні тенденції / Р.М. Ключник // Соціально-політичні проблеми сучасності: V Всеукраїнська наукова конференція студентів і молодих вчених: тези доповідей, Дніпро, 20 березня 2020 р. – Дніпро: Університет імені Альфреда Нобеля, 2020. – С. 81-83.
3. Ключник Р.М. Глобальні проблеми сучасності: економічний вимір / Р.М. Ключник // Академічний огляд. – 2020. – № 1 (52). – С. 5-12.
4. Global Multidimensional Poverty Index 2018: The Most Detailed Picture To Date of the World's Poorest People [Електронний ресурс] / Oxford Poverty and Human Development Initiative (2018), University of Oxford, UK. – Режим доступу: [https://ophi.org.uk/wp-content/uploads/G-MPI\\_2018\\_2ed\\_web.pdf](https://ophi.org.uk/wp-content/uploads/G-MPI_2018_2ed_web.pdf)

#### Recommended reading

1. Харун О.А. Економічна глобалізація як інструмент вирішення глобальних проблем людства / О.А. Харун, М.В. Кошівська // Східна Європа: економіка, бізнес та управління. – 2017. – Вип. 6 (11). – С. 25–29.
2. Смоленцева Е.В. Бедность как мировая проблема: оценка современного состояния / Е.В. Смоленцева // Московский экономический журнал. – 2019. – № 6. – С. 87–102.
3. Трифонов Д.С. Глобализация: сущность и современные тенденции развития / Д.С. Трифонов // Вестник Московского университета. Серия 6. «Экономика». – 2016. – № 5. – С. 26–38.
4. Ключник Р.М. Глобалізація, світова економіка та політичний популізм / Р.М. Ключник // Євроінтеграційний вибір України та проблеми макроекономіки: XXVI Міжнародна науково-практична конференція молодих вчених і студентів: тези доповідей, Дніпро, 19 квітня 2019 р. [Електронний ресурс]. – Дніпро: Університет імені Альфреда Нобеля, 2019. – С. 129–131.
5. Gunarathne A.D.N. Assessing the impact of eco-innovations through sustainability indicators: the case of the commercial tea plantation industry in Sri Lanka / A.D. Gunarathne, H.M. Peiris // Asian Journal of Sustainability and Social Responsibility. – 2017. – Т. 2, № 1. – С. 41–58.
6. The UK in the global economy. Available at: <https://www.ippr.org/files/2019-05/uk-in-the-global-economy.pdf>

*Language of teaching English*

#### Compulsory reading

1. Andrée B.P.J. (2019) Revisiting the relation between economic growth and the environment; a global assessment of deforestation, pollution and carbon emission / B.P.J. Andrée, A. Chamorro, Ph. Spencer, E. Koomen, H. Dogo // Renewable and Sustainable Energy Reviews. Vol. 114. – P. 1–16
2. Horbach J. (2016) Empirical determinants of eco-innovation in European countries using the community innovation survey / J. Horbach // Environmental Innovation and Societal Transitions, T. 19. – С. 1–14.

3. Gunarathne A.D.N.(2017) Assessing the impact of eco-innovations through sustainability indicators: the case of the commercial tea plantation industry in Sri Lanka / A.D. Gunarathne, H.M. Peiris // Asian Journal of Sustainability and Social Responsibility. T. 2, № 1. – С. 41–58.

4. Zadoia A. (2015) Economies of the Visegrad countries: Comparative analysis / A. Zadoia // Академічний огляд. № 1 (42). – С. 153–159

#### **Recommended reading**

1. The World Cities in 2018. Data Booklet / The United Nations. Available at: [https://www.un.org/en/events/citiesday/assets/pdf/the\\_worlds\\_cities\\_in\\_2018\\_data\\_booklet.pdf](https://www.un.org/en/events/citiesday/assets/pdf/the_worlds_cities_in_2018_data_booklet.pdf)

2. The world's top innovators. Available at: <https://www.globalinnovationindex.org/userfiles/file/GII-2007-Report.pdf>.

3. Quak E.-J. The effects economic integration of migrants have on the economy of host countries / E.-J. Quak // K4D Helpdesk Report. Brighton, UK: Institute of Development Studies. Available at: [https://assets.publishing.service.gov.uk/media/5d41b51e40f0b60a85e75468/571\\_Economic\\_Impacts\\_International\\_Migration\\_Host\\_Countries.pdf](https://assets.publishing.service.gov.uk/media/5d41b51e40f0b60a85e75468/571_Economic_Impacts_International_Migration_Host_Countries.pdf)

4. Coronavirus part of new normality, says German agency as briefings cease / The Guardian. Available at: <https://www.theguardian.com/world/2020/may/07/coronavirus-part-of-new-normality-says-german-agency-as-briefings-cease>

5. Woolley S.C. (2016) Political Communication, Computational Propaganda, and Autonomous Agents / S.C. Woolley, Ph.N. Howard // International Journal of Communication. Vol. 10. – P. 4882–4890.

<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class	5/ Elective	Iryna Shkura, Ph.D. (Candidate of Science), Associate Professor	150 hours (22 h. lectures, 22 h. tutorials, 106 h. self-study time)
<b>Course aims:</b> The objective of the course is to form in students a system of knowledge on the basic concept of CSR, main methods integration of CSR in business strategic planning				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
<ul style="list-style-type: none"> <li>- examine the scope and complexity of CSR;</li> <li>- demonstrate a multi stakeholder perspective in viewing CSR issues;</li> <li>- explain the vision and mission of corporate to society at large</li> <li>- evaluate the level of commitment to CSR of different organizations and show its competitive advantage.</li> <li>- analyses the impact of CSR on corporate culture.</li> </ul>		<ul style="list-style-type: none"> <li>Lectures, seminars, and essay based on lectures material and students' reading.</li> <li>Interactive lectures, case-study, business play</li> <li>Discussions, brainstorming</li> <li>student reports on their individual and group assignments</li> <li>Discussions, case-study</li> </ul>		<ul style="list-style-type: none"> <li>Participation in the discussion, oral answers to questions, essay (CAS)</li> <li>Participation in the discussion, case study presentation, business play (CAS)</li> <li>Participation in the discussion</li> <li>Presentations of reports (CAS)</li> <li>Participation in the discussion, case study (CAS)</li> <li>Mid-term control: essay (CAS)</li> </ul>
Learning outcomes (1-5)				
<b>Assessment</b>				
<b>Final grade (final assessment) as a result of 100% continuous assessment:</b>				
30% Participation in the discussion				
20% Participation in the business play				
20% Case study presentation				
10% Essay (written)				
20% Presentation (oral, multimedia)				
<b>Contents</b>				
Topic 1. The history of the CSR theory				
Topic 2. The strategic importance of CSR managing and implementation				

Topic 3. The challenge of the measurement: metrics and indicators

Topic 4. The stakeholder theory: mapping and managing

Topic 5. The new role of the sustainable Universities: entrepreneurship and Third Mission

Topic 6. Impact, criticism and future of CSR

### Literature

*Language of teaching Ukrainian*

#### Compulsory reading

1. Корпоративна соціальна відповідальність бізнесу: монографія / за загальною редакцією М.П. Буковинської. – К.: ЦП «Компринт», 2015. – С. 297.

2. Корпоративна соціальна відповідальність: моделі та управлінська практика: [підручник] / [М. Саприкіна, О. Ляшенко, М. Саєнсус, Г. Місько та ін.]; за наук. ред. О. Редькіна. – К. : ТОВ «Фарбований лист», 2011. – 480 с

3. Міжнародний стандарт ISO/FDIS 26000 «Керівництво з соціальної відповідальності» [Електронний ресурс]. – Режим доступу : [http://www.ksovok.com/doc/iso\\_fdis\\_26000\\_rus.pdf](http://www.ksovok.com/doc/iso_fdis_26000_rus.pdf)

4. Охріменко О. О. Соціальна відповідальність. – Навч. посіб. / О. О. Охріменко, Т. В. Іванова. – К. : Національний технічний університет України «Київський політехнічний інститут». – 2015. –180 с.

5. Шкура І. С. Роль соціально відповідального інвестування у забезпеченні сталого розвитку України / І. С. Шкура // Економічний нобелівський вісник. - 2016. - № 1(9). - С. 252-262

#### Recommended reading

1. Петрашко Л. Корпоративна соціальна відповідальність в українській бізнес практиці / Л. Петрашко [Електронний ресурс]. – Режим доступу : [http://iepjournals.com/journals/14-15/2011\\_6\\_Petrashko.pdf](http://iepjournals.com/journals/14-15/2011_6_Petrashko.pdf).

2. Чижишин О. І. Значення і сутність соціальної відповідальності в умовах ринкової економіки / О. І. Чижишин // Науковий вісник Ужгородського національного університету. – 2016. – Випуск 6. – С. 127-130.

3. Пучкова С. І. Методи підвищення етичного рівня бізнес-організації / С. І. Пучкова // Ефективна економіка. - 2019. - № 12 [Електронний ресурс]. – Режим доступу : <http://www.economy.nayka.com.ua>.

4. Комарова К. В. Соціальна відповідальність як складова стратегії розвитку бізнесу на підприємствах України / К. В. Комарова, Н. В. Ковальчук // Інноваційна економіка. – 2016. - № 5-6. – С. 25-30.

5. Бобко Л. О. Проблеми корпоративної соціальної відповідальності бізнесу в Україні / Л. О. Бобко, А. В. Мазяр // Ефективна економіка. - 2019. - № 5 [Електронний ресурс]. – Режим доступу : [http://www.economy.nayka.com.ua/pdf/5\\_2019/39.pdf](http://www.economy.nayka.com.ua/pdf/5_2019/39.pdf).

6. Mintzberg H. (2015). Why Corporate Social Responsibility Isn't a Piece of Cake – Harvard Business Review.

*Language of teaching English*

#### Compulsory reading

1. Porter M., Kramer M. (2006). Strategy and Society – The link between Competitive advantage and Corporate Social Responsibility [https://sharedvalue.org/sites/default/files/resource-files/Strategy\\_and\\_Society.pdf](https://sharedvalue.org/sites/default/files/resource-files/Strategy_and_Society.pdf)

2. Mintzberg H. (2015). Why Corporate Social Responsibility Isn't a Piece of Cake – Harvard Business Review.

3. Vogel D. (2005): The Market for Virtue: The Potential and Limits of Corporate Social Responsibility. Brookings Institution Press, Washington, D.C.



### **Recommended reading**

1. Freeman E. (2010). The Stakeholder theory and the Modern Corporation  
<http://businessethics.qwriting.qc.cuny.edu/files/2012/01/Freeman.pdf>
2. Mintzberg H. (2009). Rebuilding companies as communities – Harvard Business Review

**FOREIGN LANGUAGE (FOR SPECIFIC PURPOSES)**

Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	2,3/16 weeks, 64 hours in class/	10 / Mandatory	Halyna Miasoid, Candidate of Science, Associate Professor; Svitlana Medynska, Senior Lecturer	300 hours (64h. seminars, 236 h. self-study time)
<b>Course aims:</b> The course aims at developing the students' ability to communicate in English in a wide range of business situations like analyzing complex market data, providing solutions to problems of workforce organization, staff productivity and social sphere development, etc., demonstrating rich vocabulary and extensive business terminology, accuracy in their use of language and essential business communication skills.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
1) apply listening skills while listening to a variety of recordings and authentic interviews with business people concerning business environment and relevant business issues with a full understanding of the content; 2) analyze professional, social, political and economic literature; 3) communicate in both professional monologues and dialogues covering social and political, general economic and professional issues, improve business communication skills; 4) discuss business problems and recommend business solutions within the scope of their professional activities; 5) read and comprehend relevant authentic texts from various business sources and media (newspapers, magazines, other periodicals, Internet resources) with their further analyzing, summarizing, discussing and airing their own views on the issue; 6) write business letters, memos and reports meeting the requirements to them; 7) write research papers in English.		Tutorials, discussion  Self-study activities, discussion Tutorials, role play  Tutorials, Internet search, self-study activities Reading assignments in textbooks and periodicals, discussion, self-study activities Tutorials, self-study activities  Tutorials, self-study activities		Participation in the discussion, practical skills assessment (CAS)  Participation in the discussion (CAS) Participation in the role play (CAS)  Participation in the case study (CAS)  Participation in the discussion, practical skills assessment (CAS)  Peer assessment, practical skills assessment (CAS) Assessment of written research paper (article) (CAS) Achievement test (CAS)
Learning outcomes 1-7				
<b>Assessment</b>				
<b>Final grade (final assessment) as a result of 100% continuous assessment:</b>				

<p>10% Participation in the discussion</p> <p>10% Participation in the role play/ business game</p> <p>10% Participation in the case study</p> <p>10% Practical skills assessment</p> <p>10% Business correspondence/ report (written)</p> <p>20% Research paper (article)</p> <p>10% Presentation (oral, multimedia)</p> <p>20% Achievement test (practical skills assessment tests, essay/ report)</p>
<b>Contents</b>
<p><b>Thematic structure of the course:</b></p> <p>Module 1. Competitive environment and corporate relationships.</p> <p>1. Customer relationships. CRM.</p> <p>2. Competitive edge and sales.</p> <p>3. Corporate ethics.</p> <p>4. Expanding abroad and overseas partnership.</p> <p>Module 2. Professional communication and academic writing.</p> <p>5. The basics of foreign professional communication and academic research.</p> <p>6. Working with the sources of professional information.</p>
<p><b>Literature</b></p> <p><b>Compulsory reading</b></p> <p>1. Brook-Hart, G. (2007). Business Benchmark. Advanced. Student's Book. Cambridge University Press, 186 p.</p> <p>2. Brook-Hart, G. (2007). Business Benchmark. Advanced. Personal Study Book. Cambridge University Press, 54 p.</p> <p>3. McCarthy, M., O'Dell, F. (2008). Academic Vocabulary in Use. Cambridge University Press, 178 p.</p> <p>4. Petrunya, Yu.Ye., Kozhusko, S.P., Miasoid, G.I. (2008). Marketing Management in Modern World Practice: Synergy Project. Professional analysis in a foreign language, 271 p.</p> <p>5. Wallwork, A. (2011). English for Writing Research Papers. Springer, 349 p.</p> <p><b>Recommended reading</b></p> <p>1. Bailey, S. (2011). Academic Writing. A Handbook for International Students. Third edition. Routledge, 314 p.</p> <p>2. Dooley, J., Evans, V. (2001). Grammarway 4. Express Publishing, 224 p.</p> <p>3. Emmerson, P. (2007). Business English Handbook Advanced. Macmillan, 130 p.</p> <p>4. Loughheed, L. (2003). Business Correspondence: A Guide to Everyday Writing. NY: Pearson Education, Inc. 149 p.</p> <p>5. MacKenzie, I. (2002). Management and Marketing. NY: Thomson. 157 p.</p> <p>6. Pilbeam, A. (2001). International Management. Business English. Madrid: Pearson Education Limited, 96 p.</p> <p>7. Starodubtseva, T.V., Miasoid, G.I. (2009). Present your diploma project in English. Dnipropetrovsk, DUEP Press, 53 p.</p> <p>8. Virginia, E. (2000). Successful Writing. Proficiency. UK: Express Publishing, 164 p.</p>

<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class	5 / Elective	Sergii Kuzminov, Doctor of Science, Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
<b>Course aim:</b> is to familiarize students with the methodology, methods, technologies of research activities and management of scientific process.				
<b>Learning outcomes</b>  On completion of the course, students will be able to:		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
1) apply foundations of cognitive theory; 2) formulate the object, aims and purposes of scientific research; 3) develop scientific research, write research papers; 4) apply new information technologies in scientific activities; 5) organise collective research activity.		Lecture, tutorials, discussion Lecture, dispute  Lecture, Workshop  Internet search, self-study activities Problem lecture, role play		Participation in the discussion (CAS) Participation in the dispute (CAS) Practical skills assessment (CAS) Presentation (CAS)  Participation in the role play (CAS)
<b>Assessment</b> <b>Final grade (final assessment) as a result of 100% continuous assessment:</b> 20% Participation in the discussion 20% Participation in the workshop 20% Participation in the debates 20% Practical skills assessment (written) 20% Role play				
<b>Contents</b>				
<b>Thematic structure of the course:</b> 1. Essence and history of science genesis 2. Basic of methodology of scientific and research activity 3. General methods of scientific research and their characteristic 4. Selection, stage and economic efficiency of scientific research 5. Methodology of preparation of course and diploma paper 6. Theory and practice of social and economic research 7. Informative supporting of scientific work 8. Execution of scientific work and transferring of information				

## Literature

### *Language of teaching Ukrainian*

#### Compulsory reading

1. Важинський С.Е., Щербак Т.І. Методика та організація наукових досліджень: Навч. посіб. / С. Е. Важинський, Т. І. Щербак. – Суми: СумДПУ імені А. С. Макаренка, 2016. – 260 с.
2. Зацерковний В. І. Методологія наукових досліджень : навч. посіб. / В. І. Зацерковний, І. В. Тішаєв, В. К. Демидов. – Ніжин : НДУ ім. М. Гоголя, 2017. – 236 с.
3. Ноздріна Л.В. Методологія наукових досліджень в інформаційній економіці [Текст] : навч. посіб. (теорет. матеріал, метод. вказівки та завдання до виконання лаб. занять і самост. роботи студентів) / Л. Ноздріна ; Укоопспілка, Львів. комерц. акад. - Львів : Вид-во Львів. комерц. акад., 2016. - 243 с.
4. Данильян О.Г. Організація та методологія наукових досліджень [Текст]: навч. посіб. / О. Г. Данильян, О. П. Дзьобань. - Харків: Право, 2017. - 446 с.

#### Recommended reading

1. Гуторов О.І. Методологія та організація наукових досліджень : навч. Посібник /О.І. Гуторов; Харк. нац. аграр. ун-т ім. В.В. Докучаєва – Х.: ХНАУ, 2017. – 272 с
2. Татар М.С. Методологія і організація наукових досліджень [Текст] : навч. посіб / М. С. Татар ; Нац. аерокосм. ун-т ім. М. Є. Жуковського "Харків. авіац. ін-т". - Харків : ХАІ, 2019. - 103 с.
3. Малигіна В.Д. Методологія наукових досліджень [Текст] : монографія / В. Д. Малигіна, О. Ю. Холодова, Л. М. Акімова ; Нац. ун-т вод. госп-ва та природокористування. - Рівне : НУВГП, 2016. - 247 с.
4. Основи методології та організації наукових досліджень: Навч. посіб. для студентів, курсантів, аспірантів і ад'юнктів / за ред. А. Є. Конверського. — К.: Центр учбової літератури, 2010. — 352 с.
5. Методологія та організація наукових досліджень (галузі знань: 05 - соціальні та поведінкові науки, 07 - управління та адміністрування) [Текст] : навч. посіб. / [Л. Г. Ліпич та ін. ; за заг. ред. Л. Г. Ліпич] ; Східноєвроп. нац. ун-т ім. Лесі Українки. - Луцьк: Вежа-Друк, 2018. - 219 с.
6. The methodology of scientific research programmes: Philosophical Papers, Volume I, Imre Lakatos, Edited by John Worrall and Gregory Currie, Published in the United States of America by Cambridge University Press, New York, 2020, 250 p.

### *Language of teaching English*

#### Compulsory reading

1. The methodology of scientific research programmes: Philosophical Papers, Volume I, Imre Lakatos, Edited by John Worrall and Gregory Currie, Published in the United States of America by Cambridge University Press, New York, 2020, 250 p.
2. Betz, Frederick. Managing Science: Methodology and Organization of Research. Springer Science & Business Media, 2010.
3. Coghlan, David, and Teresa Brannick. Doing action research in your own organization. Sage, 2014.

#### Recommended reading

1. Ceyda Özhan Çaparlar and Aslı Dönmez, What is Scientific Research and How Can it be Done? In *Turk J Anaesthesiol Reanim.* 2016 Aug; 44(4): 212–218. – Available at:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5019873/>

2. Modern economic research: theory, methodology, strategy, international scientific conference (2018; Kielce). International scientific conference "Modern economic research: theory, methodology, strategy", September 28th, 2018 [Text]: proc. of the conf. / State univ. of Jan Kochanowski, Dep. of entrepreneurship a. innovation. - Kielce: State univ. of Jan Kochanowski, 2018. Pt. 1. - 2018. - VI,133 p.

3. Modern economic research: theory, methodology, strategy", international scientific conference (2018; Kielce). International scientific conference "Modern economic research: theory, methodology, strategy", September 28th, 2018 [Text] : proc. of the conf. / State univ. of Jan Kochanowski, Dep. of entrepreneurship a. innovation. - Kielce: State univ. of Jan Kochanowski, 2018. Pt. 2. - 2018. - VI,137 p.

<b>CONJUNCTURE ANALYSIS OF INTERNATIONAL MARKETS</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class/	5 / Mandatory	Alisa Magdich, Ph.D. (Candidate of Science), Associate Professor	135 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
The objective of the course is to equip students help students ensure understanding of the functioning of international business, find out the essence of economic forms of international business, forming the basic trends of international business.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
1) single out the main theoretical approaches to the analysis of economic environment, understand goals and objectives of market analysis 2) to conduct a comprehensive analysis of the most important factors affecting the world economic environment and development of particular world commodity markets 3) evaluate changes and determining trends in the development of the world market under the influence of market-forming factors 4) use specific techniques in analyzing the current situation on world markets  5) apply basic methods of forecasting the situation on the most important commodity and financial markets; 6) analyse events and phenomena of international business environments; 7) interpret events in various countries and regions; 8) put into practice the knowledge and skills for independent analytical work  Learning outcomes 1-4		Lecture, tutorials, discussion Role play  Tutorials, self-study activity Lecture, tutorials  Internet search, self-study activities Problem lecture Problem lecture, case study in small groups  Problem lecture, discussion  Workshop, mini cases Survey, role play  Lecture-demonstration, case study		Participation in the discussion (CAS) Participation in the role play (CAS) Essay, test (CAS)  Essay, test (CAS)  Presentation (CAS)  Participation in the discussion, test (CAS) Peer small group presentation (CAS) Participation in the discussion Essay, test (CAS)  Mid-term control (CAS)

Learning outcomes 5-8		Final assessment (FAS)
<p><b>Assessment</b>  <b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b>  <b>40% Final exam (4 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests)</b>  <b>60% Continuous assessment:</b>  15% Test (multiple choice, computer)  20% Essay (written)  10% Presentation (oral, multimedia)  15% Mid-term control (computer multiple choice tests, mini case)</p>		
<b>Contents</b>		
<p><b>Thematic structure of the course:</b>  <b>Module 1. Global economic environment and the peculiarity of the study of the conjuncture of the world commodity and financial markets.</b>  The concept of the global market.  Cyclic and non-cyclic conjuncture-forming factors  The structure of the world commodity markets and development trends international trade.  The structure of the world financial market.  The difference between the financial market conjuncture and the commodity market conjuncture.  <b>Module 2. Fundamentals of acceptance of marketing decisions</b>  World prices as an integral indicator of market conditions  Dumping and anti-dumping investigations  Indicators and methods of analysis and forecasting of the world commodity markets  Approaches to the study and forecasting of market conditions  Methods of forecasting market conditions and factors determining their choice  Market monitoring</p>		
<b>Literature</b>		
<p><i>Language of teaching Ukrainian</i></p> <ol style="list-style-type: none"> <li>1. Кузнецова, Г. (2019). Конъюнктура мировых товарных рынков. Учебник и практикум для бакалавриата и магистратуры. Litres.</li> <li>2. Набок, І. І. (2018). Кон'юнктура світових товарних ринків.</li> <li>3. Montgomery, D. C., Jennings, C. L., &amp; Kulahci, M. (2015). Introduction to time series analysis and forecasting. John Wiley &amp; Sons.</li> </ol>		
<b>Recommended reading</b>		
<ol style="list-style-type: none"> <li>1 Яренко, А. В. (2015). Систематизація кількісних методів прогнозування кон'юнктури ринку в маркетингових дослідженнях. Вісник Київського національного університету технологій та дизайну. Серія: Економічні науки, (3), 11-18.</li> <li>2. Ревенко, Л. С. (2015). Мировые товарные рынки: тенденции XXI века. Вестник Санкт-Петербургского университета. Экономика, (3).</li> <li>3. Пасечник, Л. Г. (2018). Современные тенденции конъюнктуры мирового рынка продовольствия. In Научное обеспечение инновационного развития агропромышленного комплекса регионов РФ (pp. 189-193).</li> <li>3. Щebaкова, А. А. (2018). Методология анализа конъюнктурной среды. In Образование. Наука. Производство (pp. 2860-2864).</li> </ol>		



**Compulsory reading**

1. Montgomery, D. C., Jennings, C. L., & Kulahci, M. (2015). Introduction to time series analysis and forecasting. John Wiley & Sons.
2. Jiang, Z. Q., Xie, W. J., Zhou, W. X., & Sornette, D. (2018). Multifractal analysis of financial markets. arXiv preprint arXiv:1805.04750.
3. Zhang, D., & Broadstock, D. C. (2018). Global financial crisis and rising connectedness in the international commodity markets. *International Review of Financial Analysis*.

**Recommended reading**

1. Casson, M. (2018). Economic analysis of international supply chains: an internalization perspective. In *The Multinational Enterprise*. Edward Elgar Publishing
2. Zhang, D., & Broadstock, D. C. (2018). Global financial crisis and rising connectedness in the international commodity markets. *International Review of Financial Analysis*.
3. Gardner, T. A., Benzie, M., Börner, J., Dawkins, E., Fick, S., Garrett, R., ... & Mardas, N. (2019). Transparency and sustainability in global commodity supply chains. *World Development*, 121, 163-177.
4. Hamilton, J. D. (2019). Measuring global economic activity. *Journal of Applied Econometrics*.
5. Luo, J., & Ji, Q. (2018). High-frequency volatility connectedness between the US crude oil market and China's agricultural commodity markets. *Energy Economics*, 76, 424-438.
6. BenSaïda, A., Litimi, H., & Abdallah, O. (2018). Volatility spillover shifts in global financial markets. *Economic Modelling*, 73, 343-353.
7. Meeker, M., & Wu, L. (2018). *Internet trends 2018*.

<b>CREATIVE MANAGEMENT</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class/	5 / Elective	Hanna Mytrofanova, Doctor of science, Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self- study time)
<b>Course aims:</b> The aim of the discipline is to form modern theoretical knowledge and practical skills of the enterprise creative management to learn to creatively solve innovative problems.				
<b>Learning outcomes</b> On completion of the course, students will be able to:		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
1) use the latest methods of development creative development of enterprise strategy;		Lecture, tutorials		Essay, test (CAS)
2) use modern knowledge and tools of enterprise creative apply management;		Internet search, self-study activities		Presentation (CAS)
3) create and organize efficient operation teams to develop and use organizational knowledge;		Problem lecture, case study in small groups		Participation in the role play (CAS)
4) introduce modern forms and methods of personnel motivation to implement knowledge management systems and enterprise creative management.		Tutorials, self-study activity		Essay, test, Peer small group presentation (CAS)
Learning outcomes 1-4				Final exam (FAS)
<b>Assessment</b> <b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b> <b>40% Final exam (written assignments: essay, mini case)</b> <b>60% Continuous assessment:</b> 10% Participation in the discussion 20% Participation in the role play 10% Essay 10% Test 10% Presentation (oral, multimedia)				
<b>Contents</b>				
Thematic structure of the course:  Module 1. The essence of the creative and content management 1. Formation and development of creative management organizations;				

2. The resource organization theory, intellectual capital;
3. Theoretical foundations, forms and sources of organizational knowledge;
4. Content and Knowledge Management Process Steps;
5. Basic methods of creative management;

Module 2. Introduction of creative management in the enterprise

6. Organizational structure creative management
7. Information Support of Creative Management
8. Intelligent organization
9. Corporate culture of creative management

### **Literature**

*Language of teaching Ukrainian*

#### **Compulsory reading**

1. Окорський В.П. Креативний менеджмент / В.П. Окорський, А.М. Валюх. Підручник. — Рівне: Національний університет водного господарства та природокористування (НУВГП), 2017. — 344 с.
2. Min Tang M., Werner C. Handbook of the Management of Creativity and Innovation: Theory and Practice / World Scientific Publishing, 2017. — 399 p. — ISBN 9789813141872.

#### **Recommended reading**

1. Брукинг Э. Интеллектуальный капитал. Ключ к успеху в новом тысячелетии / Э. Брукинг. - СПб.: Питер, 2010. – 360 с.
2. Вареник С.Т. Дослідження інтелектуального капіталу / С.Т. Вареник. – К.: Думка, 2015. – 418 с.
3. Глухов В.В. Экономика знаний / В.В. Глухов. – СПб.: Питер, 2008. – 456 с.
4. Друкер П. Задачи менеджера в XXI веке / П. Друкер. – М.: Вильямс, 2006. – 272 с.
5. Климов С. Г. Интеллектуальные ресурсы организации / С.Г. Климов. - СПб.: ИВЭС, Знание, 2009, - 416 с.

*Language of teaching English*

#### **Compulsory reading**

1. Min Tang M., Werner C. (2017). Handbook of the Management of Creativity and Innovation: Theory and Practice / World Scientific Publishing, 399 p.
2. Svydruk I.I., Yu.I. Ossik, Prokopenko O.V. (2017). Creative management: theoretical foundations Monograph. — Chorzów : Drukarnia Cyfrowa, 144 p.

#### **Recommended reading**

1. Dobson M.S. (2010). Creative Project Management. / McGraw-Hill, 272 p.
2. Jackson M.C. (2003). Systems Thinking: Creative Holism for Managers / Wiley, 379 p.
3. Shiu E. (2017). Research Handbook of Innovation and Creativity for Marketing Management / Edward Elgar Publishing, 261 p.
4. Weaver Brad (2016). Creative Truth: Start & Build a Profitable Design Business / Focal Press, 327 p.

<b><i>ECONOMIC DIPLOMACY</i></b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class/	5 / Elective	Anatolii Zadoia, Doctor of Science, Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
<p>The objective of the course is to help students to develop system of fundamental knowledge about modern economic diplomacy; to acquire concepts and categories that provide immediate transition from deep generalizations (basic knowledge) to practical concepts; to develop the ability to use theoretical knowledge for understanding the specific economic phenomena and design relevant models or conduct analytical research on specific problems of macro- and micro-level.</p>				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
<p>On completion of the course, students will be able to:</p>				
<p>1) form of basic skills in sphere of modern economic diplomacy;</p> <p>2) solve the problems of diplomatic supporting of national economic competitiveness;</p> <p>3) use diplomatic supporting of international scientific and technical collaboration;</p> <p>4) estimate the role of economic diplomacy in development of internationalization and globalization.</p> <p>Learning outcomes 1-4</p>		<p>Lecture, seminars, discussion, role play</p> <p>Seminars, self-study activity</p> <p>Lecture, seminars, discussion, self-study activity</p> <p>Internet search, self-study activities, problem lecture, discussion</p>		<p>Participation in the discussion, essay, presentation, participation in role play (CAS)</p> <p>Essay, presentation (CAS)</p> <p>Essay, participation in the discussion (CAS)</p> <p>Presentation, essay, participation in the discussion (CAS)</p> <p>Final exam (FAS)</p>
<p><b>Assessment</b>  <b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b>  <b>40% Final exam (4 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests)</b>  <b>60% Continuous assessment:</b>  15% Test (multiple choice, computer)  20% Essay (written)  10% Presentation (oral, multimedia)</p>				

15% Mid-term control (computer multiple choice tests, mini case)

## Contents

### Thematic structure of the course:

Definition, kinds and essence of economic diplomacy  
Globalization as important factor of the modern economy diplomacy development  
Economic diplomacy on micro and macro level  
Economic diplomacy in energy policy  
Statement and problems of modern economic diplomacy: foreign experience  
Economic diplomacy as factor of growth of the national economy competitiveness

## Literature

### *Language of teaching Ukrainian*

#### Compulsory reading

1. Шаров О. М. Економічна дипломатія: основи, проблеми та перспективи: монографія / О. М. Шаров; Національний інститут стратегічних досліджень. – Київ: НІСД, 2019. – 560 с.
2. Барановська В.М. Роль економічної дипломатії у зовнішньоекономічній діяльності країни // Економіка та регіони. – 2012. - №2. – С.24-26.
3. Чугаєнко Ю.О. Економічна дипломатія в системі управління зовнішньоекономічною діяльністю держави // Актуальні проблеми економіки. – 2013. - №3. – С.59-69.
4. Флісак К.А. Економічна дипломатія: Навчальний посібник. – Тернопіль:Новий колір, 2013. – 440 с.

#### Recommended reading

1. Шаров О. Іноземний досвід у галузі економізації зовнішньої політики [Електронний ресурс]. – Режим доступу: <http://ufpa.org.ua/blog/3844>
2. Грущинська Н.М. Економічна дипломатія як потужний інструмент подолання конфліктогенності країн // Економічний Нобелівський вісник. – 2016. - №1. - С.85-90.
3. Мамалига О.О. Еволюція економічної дипломатії в міжнародному підприємстві // Науковий вісник Херсонського державного університету. – 2014. – Випуск 7, ч. 1. – С.109-112.
4. Горбачук О.І. Економічна дипломатія в забезпеченні економічної безпеки держави – Рукопис. Дисертація на здобуття наукового ступеня кандидата економічних наук за спеціальністю 21.04.01 – економічна безпека держави (економічні науки) – ВНЗ «Університет економіки та права «КРОК», Київ, 2017
5. What is Economic Diplomacy and How Does it Work? Available at: <https://www.afsa.org/what-economic-diplomacy-and-how-does-it-work>

### *Language of teaching English*

#### Compulsory reading

1. What is Economic Diplomacy and How Does it Work? Available at: <https://www.afsa.org/what-economic-diplomacy-and-how-does-it-work>
2. Research Handbook on Economic Diplomacy: Bilateral Relations in a Context of Geographical Change, edited by Peter A.G. van Bergeijk, Selwyn J.V. (2018), 415 p.
3. Ziro, DUBY, Theoretical Principles of Economic Diplomacy (January 4, 2016). Available at SSRN: <https://ssrn.com/abstract=2710671> or <http://dx.doi.org/10.2139/ssrn.2710671>
4. Economic diplomacy: how the world changed in 2018. Available at: <https://www.lowyinstitute.org/the-interpreter/economic-diplomacy-how-world-changed-2018>

### **Recommended reading**

1. Australia's Economic Diplomacy. Available at: <http://dfat.gov.au/trade/economic-diplomacy/Pages/implementing-economic-diplomacy.aspx>
2. Bose, Pratim Ranjan, "Economic Diplomacy, Indian Style", *The Hindu Business Line*, 28 March 2013. Available at: <http://www.thehindubusinessline.com/opinion/columns/economic-diplomacy-indian-style/article4558849>.
3. Glaser, Bonnie, "China's coercive economic diplomacy: a new and worrying trend", Center for Strategic and International Studies, August 6, 2012. Available at: <http://csis.org/publication/chinas-coercive-economic-diplomacy-new-and-worrying-trend>

<b>PSYCHOLOGY OF NEGOTIATIONS</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class	5 / Elective	Inesa Harkusha, Ph.D. (Candidate of Science), Associate Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
<p>Course objective: develop students' common cultural and professional competences in psychology of communication and negotiation process; familiarise students with theoretical knowledge in the sphere of carrying out business negotiations, training rules and the principles of conducting negotiation process, practical training of methods which help to find the best alternative of the discussed agreement, come into contact with opponents, choose the best model of hearing the interlocutor; create skills of preparation and the analysis (introspection) of public statements; create competence in conducting business and extreme negotiations, decision-making in unpredictable situations, adaptation to changes in process of management business activity.</p>				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
<p>1) to form ability to reason offers</p> <p>2) to analyze theoretical basic concepts of speech preparation;</p> <p>3) to know features of various forms of business communication</p> <p>4) to use methods and technologies of management of effective thinking-speaking persuasive public activity and ethical requirements to the speaker;</p> <p>5) to know methods of verbal and nonverbal influence in negotiation process with terrorists</p> <p>6) to use means of communication to transfer professionally oriented information and communication with experts in other industries and non-experts;</p> <p>7) to set the purpose and to formulate problems of business negotiations;</p>		<p>1. Lecture, seminar, discussion of lecture materials and studied literature</p> <p>2. Problem lecture, seminar dialogue, presentations, role-playing games</p> <p>3. Dialogue-lecture, "round table" based on independent preparation, Cases</p> <p>4. Lecture, seminar, performing of projects</p> <p>5. Problem lecture, "round table" based on independent search work, presentation</p> <p>6. discussion-lecture, seminar, work in small groups, analysis of specific situations (case-study)</p> <p>7. Reports of students - individual and in groups, presentation,</p>		<p>1. Participation in a discussion, oral answers to questions (CAS)</p> <p>2. Independent work, oral answers to questions (CAS)</p> <p>3. Independent work, cases solution (CAS)</p> <p>4. Independent work, oral answers to questions, assessment of project work</p> <p>5. Oral answers to questions, solutions of tasks (problem situations), comments to tasks</p> <p>6. Independent work, oral answers to questions, case presentation</p> <p>7. Oral answers to</p>

<p>8) To show knowledge of business communication, expressiveness of communication, skills of active hearing and to own technology of completion of business negotiations Learning outcomes 1-8</p>	<p>project work, search in the Internet  8. Independent work, case study in small groups, presentations, the Internet search</p>	<p>questions, solutions of tasks (problem situations), assessment of projects and presentation  8. Oral answers, case study (case presentation), presentation assessment  Mid-term control (CAS)</p>
<p><b>Assessment</b> <b>Final grade (final assessment) as a result of 100% continuous assessment:</b> 15% Test (multiple choice, computer) 10% Answers (oral) 15% Mid-term control (computational exercises, mini case) 10% Participation in the discussion 10% Participation in the role play 10% Presentation (oral, multimedia) 10% Participation in the brainstorming 20% Case study presentation</p>		
<p><b>Contents</b></p>		
<p><b>Thematic structure of the course:</b> MODULE 1. Eloquence. Culture of communication and communication activity 1. Culture communication as science and art 2. Technic of speech invention. Categories and stages 3. Argument as an aspect of disposition. 4. Logical mistakes and manipulative tools MODULE 2. Psychology of Negotiation process 5. Negotiations - combined process. 6. Means of interactive interaction 7. Psychological aspects of negotiation process 8. Technic and tactics of argumentation in negotiation process. Listening of the partner as psychological tool. 9. Negotiations and manipulations 10. Accidental negotiations. Etiquette of telephone communication. National style of negotiating MODULE 3. Negotiations with criminals as criminal phenomenon 11. Psychology of negotiation process with terrorists and criminals 12. Crisis negotiations. Psychological problems of terrorism 13. Psychology of hostages 14. Lie and truth in negotiation process</p>		
<p><b>Literature</b></p> <p><i>Language of teaching Ukrainian</i></p> <p><b>Compulsory reading</b></p> <ol style="list-style-type: none"> <li>1. Риторична культура мовлення сучасного фахівця-психолога: навчальний посібник. Дніпро: Університет імені Альфреда Нобеля, 2019. 144 с</li> <li>2. Рызов И.Р. Я всегда знаю, что сказать. Книга-тренинг по успешным переговорам. ООО «Издательство «Эксмо», 2015. 168 с.</li> <li>3. Руднев, В. Н. Риторика. Деловое общение: учебное пособие. 2-е изд., испр. и доп. Москва: КноРус, 2014</li> </ol>		



### **Recommended reading**

1. Аминов И.И. Психология делового общения: учеб. Пособие. Москва: Омега-Л, 2011. 304 с
2. Асмолова М.Л. Искусство презентаций и ведения переговоров: учеб. пособие, 3-е изд. Москва: РИОР: ИНФРА-М, 2019. 248 с. Президентская программа подготовки управленческих кадров). [Электронный ресурс]. URL: <http://znanium.com/bookread2.php?book=542559>.
3. Бороздина Г.В. Психология и этика делового общения: учебник. Под общ. ред. Г.В. Бороздиной. Москва: Юрайт, 2014. 463 с.
4. Гаркуша І.В. Риторична культура мовлення менеджерів: навч. посіб. Д.: РВВ ДНУ, 2008. 88 с.
5. Даймонд С. Переговоры, которые работают. 12 стратегий, которые помогут вам получить больше в любой ситуации, М., Манн, Иванов и Фербер, 2011. 560 с.
6. Кеннеди Гэвин Договориться можно обо всем! Как добиваться максимума в любых переговорах Издательство: "Альпина Паблишер", 2013. 277 с.
7. Коткин Д. Жесткие переговоры или просто о сложном. ООО «Написано пером», 2015.
8. Назаришин В. Власть убеждения. Запорожье: «Просвіта», 2014. 194 с.
9. Одинцова М.А. Многоликость «ЖЕРТВЫ», или Немного о ВЕЛИКОЙ МАНИПУЛЯЦИИ Издательство: Флинта. 2010. 256 с.
10. Парійчук Р.І. РИТОРИКА: Навчально-методичний посібник з курсів «Основи риторики» та «Професійна риторика». Укл. Гузенко І.І. Львів, 2014. 328 с.
11. Поташев М., Левандовский М. Век клиента. ООО «Издательство АСТ»; Москва; 2015. 320 с.
12. Meerts P. W. et al. Diplomatic negotiation: essence and evolution. –Department of Public International Law, Faculty of Law, Leiden University, 2014.

### *Language of teaching English*

### **Compulsory reading**

1. Alison Wood Brooks (2015) Emotion and the Art of Negotiation. A version of this article appeared in the December 2015 issue (pp.56–64) of Harvard Business Review.
2. Deepak Malhotra (2008). Psychological Influence in Negotiation: An Introduction Long Overdue. Harvard Business School. 90 p.
3. Francesco AquilarMauro Galluccio (2008). Psychological Processes in International Negotiations. Theoretical and Practical Perspectives. 171 p.
4. Michele J. Gelfand, Jeanne M. Brett (2004). The Handbook of Negotiation and Culture. Stanford Business Books an imprint of Stanford University Press Stanford, California. 479 p.

### **Recommended reading**

1. Meerts P. W. et al. (2014). Diplomatic negotiation: essence and evolution. –Department of Public International Law, Faculty of Law, Leiden University.
2. Negotiations. Lewicky R., Barry B., Saunders D. 6th ed. McGraw Hill (2010). Part 1. 1 – 107
3. The International Negotiations Handbook Success Through Preparation, Strategy, and Planning. / Ed. by E. Berghoff, M. Fieweger, T. Linguanti et al. (2007). PILPG and Baker & McKenzie.
4. Katz L. (2006). Negotiating International Business: The Negotiator's Reference Guide to 50 countries Around The World – L:Booksurge.

<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class/	5 / Elective	Hanna Mytrofanova, Doctor of science, Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
The purpose of the discipline is the formation of theoretical and applied knowledge in the field of motivational management, strengthening the work activity of staff, improving the quality of performance by means of modern methods of motivation, skills and abilities to independently analyze the state of staff motivation and develop recommendations for its strengthening; development of abilities to substantiate and make decisions on motivational management.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
1) understand the features of the concepts of motivational management;		Problem lecture, discussion		Participation in the discussion, Essay, test (CAS)
2) understand the basic methodological approaches to motivational management;		Problem lecture, discussion, case study in small groups		Case study (CAS) Oral presentation
3) effectively develop the main directions of increasing the level of motivation of subordinates;		Problem lecture, self-study activities		Report (CAS)
4) effectively use methods to build the process of motivational management;		Internet search, self-study activities		Peer small group presentation (CAS)
5)				
6) successfully apply modern methods and tools of motivational management;		Problem lecture, work in small group discussion		Participation in the discussion, group presentation (CAS)
7) create and organize effective team activities;		Problem lecture, case study in small groups		Participation in the discussion, role play (CAS)
8) effectively introduce modern forms and methods of tangible and intangible motivation.		Problem lecture, discussion, role play		Participation in the discussion, role play (CAS)
<b>Assessment</b>				
<b>Final grade (final assessment) as a result of 100% continuous assessment:</b>				
30% Participation in the discussion				
20% Participation in the role play				
20% Case study				
30% Presentation (oral, multimedia)				

## Contents

### Thematic structure of the course:

- 1 Theoretical foundations of the motivational process
2. Early theories of motivation. Modern theories of motivation.
- 3.. Motivation in the work of the leader
4. Methods of influencing the motivation of subordinates
5. Motivating role of the remuneration system. Organization of personnel bonuses.
6. Methods of intangible motivational work
7. Personnel evaluation and its motivating role
8. Factors reducing motivation
9. Motivation of teams

### Literature

*Language of teaching Ukrainian*

#### Compulsory reading

1. Дмитренко Г.А. Мотивация и оценка персонала: [Учеб. пособ.] / Дмитренко Г.А., Шарапатова Е.А., Максименко Т.М. – К.: МАУП, 2002. – 248 с.
2. Колот, А. М. Мотиваційний менеджмент: підручник / А. М. Колот, С. О. Цимбалюк. — К.: КНЕУ, 2014. — 479 с.
3. Лоулер Е. та ін. Мотиваційний менеджмент: теоретичний аспект. Київ, 2017. 160 с.

#### Recommended reading

1. Аграмакова Н. В., Литовченко І. В. Сутність компенсаційного пакету як інструменту управління соціально відповідальним підприємством. Економічні проблеми сталого розвитку: Матеріали Міжнародної науково-практичної конференції імені проф. Балацького О. Ф. (Суми, 11–12 травня 2016 р.). Том 1., 2016. С. 266–267.
2. Армстронг М. Оплата труда. Практическое руководство по построению оптимальной системы оплаты труда и вознаграждения персонала / М. Армстронг, Т. Стивенс ; пер. с англ. — Днепропетровск : Баланс Бизнес Букс, 2006.
3. Минчингтон Б. HR-бренд: Как стать лидером. Строим компанию мечты / Б. Минчингтон ; пер. с англ. — М. : Юнайтед Пресс, 2011
4. Назарова Г. В. Управління соціально-трудовою сферою підприємства: монографія / Г. В. Назарова, С. Ю. Гончарова, Н. В. Водницька ; за заг. ред. Г. В. Назарової. — Харків : Вид. ХНЕУ, 2010
5. Одегов Ю. Г. Мотивация персонала : учеб. пособие. Практик. задания (практикум) / Ю. Г. Одегов, Г. Г. Руденко, С. Н. Апенько, А. И. Мерко. — М. : АльфаПресс, 2010.
6. Прохоровська С., Островерхов В., Запорожан Л. Винагорода за працю в мотивації персоналу в сфері публічного управління. Регіональні аспекти розвитку продуктивних сил України. 2018. №. 22. С. 92–97.
7. Семенова Л. Ю., Татарінова К. С. Розробка ефективного мотиваційного механізму діяльності підприємства // Молодий вчений. 2017. Т. 65. №. 1. С. 239–241.
8. Шкільняк М. Менеджмент у системі корпоративного управління // Вісник Тернопільського національного економічного університету. 2016. №. 2. С. 7–20.
9. Griffin R.W. Organizational Behavior: Managing People and Organizations 11th ed. — Cengage Learning, 2013. — 624 p. — ISBN 1133626696, 9781133626695.

*Language of teaching English*

#### Compulsory reading

1. Armstrong Michael (2007). Handbook of Employee Reward Management and Practice 2nd ed. — Kogan Page Ltd., 548 p.
2. Rogers S. (2010). Communicating Total Rewards. How-To Series for the HR Professional / S. Rogers, S. Marcotte. — WorldatWork Press.
3. Griffin R.W. (2013). Organizational Behavior: Managing People and Organizations 11th ed. — Cengage Learning, 624 p.
4. Gagne M. (Ed.) (2014). The Oxford Handbook of Work Engagement, Motivation, and Self-Determination Theory / Oxford University Press, UK, 465 p.
5. Milkovich G. T. (2010) Compensation / G. T. Milkovich, J. M. Newman; 10th edition. — McGraw-Hill/Irwin.

#### **Recommended reading**

1. Gordon, Judith R. (2001). Organizational Behavior: A Diagnostic Approach. / Judith R. Gordon. 7th ed. Upper Saddle River, NJ: Prentice Hall.
2. Hamel M. C. (2008). Compensation guid / M. C. Hamel. // A Manual on Compensation Practice and Theory. March.
3. Heneman R. (2007). Implementing Total Rewards Strategies. A guide to successfully planning and implementing a total rewards system: SHRM Foundation's Effective Practice Guidelines Series / R. Heneman. — SHRM Foundation.
4. Herzberg F. (2017). Motivation to work. Routledge, 218 p.
5. Jones, Gareth R. (2000). Contemporary Management. / Jones, Gareth R., Jennifer M. George, and Charles W.L. Hill. 2nd ed. Boston: Irwin/McGraw-Hill.
6. Porter, Lyman W. (2002). Motivation and Work Behavior. / Porter, Lyman W., Gregory Bigley, and Richard M. Steers. 7th ed. New York: McGraw-Hill/Irwin.
7. McPheat Sean (2013). MTD Training. Personal Confidence & Motivation / Bookboon, 56 p.

<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2/11 weeks, 44 hours in class/	5 / Elective	Olha Kotko, Ph.D. (Candidate of Science), Associate Professor	150 hours (22 h. lectures, 22 h. seminars/practical, 106 h. self-study time)
<b>Course aims:</b> The course is geared towards helping students study substantive and procedural aspects of economic development, its factors and means of stimulation.				
<b>Learning outcomes</b> On completion of the course, students will be able to:		<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>	
1) understand the principles of economic development		Lecture, practical classes, discussion, quiz	Participation in the discussion, quiz, test (CAS)	
2) know categorical apparatus of main theories of economic development and current trends in this field of study		Lecture, composing and solving crossword / crossword puzzles	Peer small group presentation (CAS)	
3) identify the components of the Murphy–Shleifer Model and Hirschman’s Strategy of Unbalance		Lecture, practical classes, work in pairs to solve problems	Participation in the discussion, solving problems, test (CAS)	
4) analyze the role of such issues as employment, migration, and urbanization in economic development		Lecture, practical classes, workshop, self-study, research on the topic of course paper	Peer small group presentation, test, essay (CAS)	
5) use of modern methods of collecting and analysing information on economic development		Lecture, workshop, discussion, internet search	Solving problems, presentation (CAS)	
6) use various methods of generating ideas for economic development		Problem lecture, self-study activities, brainstorming	Participation in the discussion, test, essay (CAS)	
7) develop propositions for programs of economic development		Lecture, practical classes, workshop, self-study activities	Peer small group presentation, test (CAS)	
8) identify main factors of growth in the framework of economic development		Lecture, business game, practical classes	Essay, test (CAS)	

Learning outcomes 1-8		Final exam (FAS)
<b>Assessment</b> <b>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</b> <b>40% Final exam (4 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests)</b> <b>60% Continuous assessment:</b> 15% Test (multiple choice, computer) 20% Essay (written) 10% Presentation (oral, multimedia) 15% Mid-term control (computer multiple choice tests, case)		
<b>Contents</b>		
<b>Thematic structure of the course:</b>  <b>Module 1. Basic concepts of economic development</b> Principles and Concepts of Development Theories of D. Ricardo, K. Marx and W. Rostow on development Vicious Circle Theory, the Murphy–Shleifer Model and Hirschman’s Strategy of Unbalance Balance of Payments and Aid Employment, Migration, and Urbanization  <b>Module 2. Factors of Growth</b> Factors of Growth: Entrepreneurship and Innovation Factors of Growth: Natural Resources and the Environment Factors of Growth: Education Successful Models of Economic Development		
<b>Literature</b>		
<i>Language of teaching Ukrainian</i>		
<b>Compulsory reading</b>		
1. Вакуленко В., Гринчук Н. та ін. (2018). Місцевий економічний розвиток/Навчальний посібник. К, ПРОМІС. 2. Джерела та механізми фінансування місцевого економічного розвитку. Навчальний посібник / В. Мамонова, Н. Балдич, Н. Гринчук та ін. – К. : Центр громадської експертизи, 2013. – 176 с. 3. Зверяков, М. І. (2018). Теоретична парадигма сталого розвитку та українські реалії. <i>Економіка України</i> , (10), 10-31. 4. Резнікова, Н. В., & Іващенко, О. А. (2016). Поляризація й нерівномірність економічного розвитку як домінуюча ознака сучасного етапу глобалізації. <i>Інвестиції: практика та досвід</i> , (4), 7-12.		
<b>Recommended reading</b>		
1. Безчасний, Л., & Мельник, В. (2018). Інноваційна модель економічного розвитку України. <i>Журнал європейської економіки</i> , 2(3), 303-315. 2. Касич, А. О. (2016). Теоретичні аспекти впливу процесів децентралізації на економічний розвиток країни. <i>Актуальні проблеми економіки</i> , (8), 16-21. 3. Онищенко, В. П. (2017). Соціальні передумови економічного розвитку України. <i>Економіка України</i> , (9), 19-37. 4. Пирог, О. В., & Катан, В. О. (2018). Моделювання економічного розвитку		

національної економіки України. *Міжнародний науковий журнал Інтернаука. Серія: Економічні науки*, (4), 15-20.

5. Acemoglu D. (2015). *Why Nations Fail: The Origins of Power, Prosperity and Poverty*. Fourth edition. Profile Books LTD

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### **Compulsory reading**

1. Todaro M., Smith S. (2020). *Economic Development*. Thirteen Edition. Pearson

2. Acemoglu D. (2015). *Why Nations Fail: The Origins of Power, Prosperity and Poverty*. Fourth edition. Profile Books LTD

3. Desai V. and Potter R. (2015). *The Companion to Development Studies*, Third Edition. Routledge

4. Wayne Nafziger E. (2006). *Economic Development*. Fourth Edition. Cambridge University Press.

### **Recommended reading**

1. International Monetary Fund. 2018. *World Economic Outlook: Challenges to Steady Growth*. Washington, DC, October.

2. Sustainable Development Goals. 2018. Available at: <https://sustainabledevelopment.un.org/>

3. Central Intelligence Agency. *The World* Available at: <https://www.cia.gov/library/publications/the-world-factbook/geos/up.html#top>

4. Euromoney's Country Risk Rankings. Available at: URL:<http://www.euromoney.com>.

5. Economist Group. Available at: URL:<http://www.economistgroup.com>

6. Index of economic freedom 2015. Heritage Foundation Available at: URL:<http://www.heritage.org/index>

<b>MODERN LEADERSHIP STRATEGIES: THE INTERNATIONAL ASPECT</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	3/5 weeks, 40 hours in class/	5 / Elective	Oksana Koshulko, Ph.D. (Candidate of Science), Associate Professor	150 hours (20 h. lectures, 20 h. seminars/practical, 110 h. self-study time)
The purpose of the discipline is to promote the identification and development of leadership qualities of higher education, the formation of general competencies in the use of leadership tools in professional activities, the ability to work in an international team, and mastering practical tools for effective team and role distribution, team management as a system.				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>		<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the course, students will be able to:				
1) demonstrate knowledge of the main stages of formation of the theory of leadership as a scientific discipline, as well as the methodological basis of classical schools and areas, including international;		Lecture, tutorials, discussion		Participation in the discussion (CAS)
2) demonstrate skills of interaction, leadership, teamwork;		Case study in small groups Role play		Participation in the role play (CAS)
3) make individual and group decisions, offering reasonable solutions to the problem;		Tutorials, self-study activity		Essay, test (CAS)
4) correctly define their leadership style, identify and outline a plan for the development of their international team management style;		Lecture, tutorials		Presentation (CAS)
5) successfully use methodological and methodical methods of studying the effectiveness of activities and design of organizations;		Problem lecture, case study in small groups Role play		Peer small group presentation, participation in the role play (CAS)
6) identify and outline a plan for the development of their team management style;		Problem lecture, discussion		Participation in the discussion (CAS)
7) determine the factors shaping the image and culture of the international organization;		Lecture, tutorials		Presentation (CAS)
8) determine the readiness to form teams.		Role play		Participation in the role play (CAS)
Learning outcomes 1-8				Mid-term control: tests, mini case (CAS)



<p><b>Assessment</b></p> <p><b>Final grade (final assessment) as a result of 100% continuous assessment:</b></p> <p>20% Participation in the discussion</p> <p>20% Participation in the role play</p> <p>20% Essay (written)</p> <p>10% Tests</p> <p>30% Presentation</p>
<p><b>Contents</b></p>
<p><b>Thematic structure of the course:</b></p> <ol style="list-style-type: none"> <li>1. The problem of leadership in modern management</li> <li>2. Leadership in international organizations</li> <li>3. Pre-scientific theories of leadership</li> <li>4. Situational theories of leadership</li> <li>5. Leadership as a mission</li> <li>6. Leadership and teamwork in international organizations</li> <li>7. Group dynamics in international organizations</li> </ol>
<p><b>Literature</b></p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;"><b>Compulsory reading</b></p> <ol style="list-style-type: none"> <li>1. Теорія і практика формування лідера: навчальний посібник / О.Г. Романовський, Т.В. Гура, А.Є. Книш, В.В. Бондаренко – Харків, 2017 р. – 100 стор. <a href="http://repository.kpi.kharkov.ua/bitstream/KhPIPress/31806/1/Romanovskiy_Teoriia_i_praktyka_formuvanni_a%20lidera_2017.pdf">http://repository.kpi.kharkov.ua/bitstream/KhPIPress/31806/1/Romanovskiy_Teoriia_i_praktyka_formuvanni_a%20lidera_2017.pdf</a></li> <li>2. Сергєєва Т.В., Дорін Фестеу, Гейл Роунтрі. Лідерство і командна робота: Навчальний посібник. – Харків: ХНУБА, 2014. – 124 с. <a href="http://startup.sumdu.edu.ua/wpcontent/uploads/2017/11/IDP_Leadership_ua_d.pdf">http://startup.sumdu.edu.ua/wpcontent/uploads/2017/11/IDP_Leadership_ua_d.pdf</a></li> <li>3. Скібіцька Л. І. Лідерство та стиль роботи менеджера : навч. посіб. – К. : ЦУЛ, 2009. – 192 с.</li> <li>4. Морозов, В. В. Формування, управління та розвиток команди проекту (поведінкові компетенції) : навч. посіб. / В. В. Морозов, А. М. Чередніченко, Т. І. Шпильова. – К. : Таксон, 2009. – 464 с.</li> <li>5. Максвелл Дж. Розвину лідера у собі / Пер. з англ.. Н.Гербіш. – К.: Брайт Стар Паблішинг, 2013. – 184 с.</li> <li>6. Нестуля О.О. Основи лідерства. Тренінг лідерських якостей та практичних навичок менеджера: навч. посіб. / О.О.Нестуля, В.В.Карманенко. – К.: Знання, 2013. – 287 с.</li> </ol> <p style="text-align: center;"><b>Recommended reading</b></p> <ol style="list-style-type: none"> <li>1. Оуэн Х., Ходжсон В., Газзард Н. Призвание – лидер: Полное руководство по эффективному лидерству / Пер. с англ. – Днепропетровск: Баланс Бизнес Букс, 2005. – 384 с.</li> <li>2. Фарсон Р., Кейес Р. Парадоксы лидерства. Выигрывает тот, кто делает больше ошибок / Пер. с англ. – М.: ООО ИД «София», 2006. – 160 с.</li> <li>3. 7 нот менеджмента. Настольная книга руководителя / под ред. В.В.Кондратьева. – М. : Эксмо, 2008. – 976 с.</li> <li>4. Адаир Дж. Джон Адаир о менеджменте и лидерстве: [пер. с англ.] / Дж. Адаир. – М.: Эксмо, 2007. – 208 с.</li> <li>5. Айзексон У. Стив Джобс. – М.: Астрель, 2012. – 688 с.</li> <li>6. Батушан В. Політичне лідерство в контексті державного управління: історичний досвід / В. Батушан // Вісн. Нац. акад. держ. управління при Президенті України. – 2009. – № 4. – С. 213-221.</li> <li>7. Беляцкий Н.П. Основы лидерства: учебник / Н.П.Беляцкий. – Минск: БГЭУ, 2006. – 268 с.</li> <li>8. Блэклок Дж. Технологии командной игры: руководство для лидера / Дж. Блэклок,</li> </ol>

Э.Джекс. – М.: Изд. дом Гребенникова, 2008. – 232 с. 7. Бойнтон Э. Virtuозные команды. Команды, которые изменили мир / Э. Бойнтон, Б.Фишер. – М: Претекст, 2008. – 265 с.

6. Лі Цзиці. Лідерські якості менеджерів: вектори успіху / Лі Цзиці. - Київ: Центр учбової літератури, 2018. — 184 с.

7. Gutmann Martin (ed.) (2019). Historians on Leadership and Strategy: Case Studies from Antiquity to Modernity / Springer, 2019. — 282 p.

*Language of teaching English*

**Compulsory reading**

1 Gutmann Martin (ed.) (2019). Historians on Leadership and Strategy: Case Studies from Antiquity to Modernity / Springer, 282 p.

**Recommended reading**

1. Charteris-Black Jonathan (2006). The Communication of Leadership: The Design of Leadership Style / Routledge, 250 p.

2. Harrison E. Bruce, Mulhberg Judith (2014). Leadership Communications: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise / Business Expert Press, 300 p.

3. Renz D.O. The Jossey-Bass (2016). Handbook of Nonprofit Leadership and Management / Wiley, 809 p.

<b>TRAVEL BUSINESS</b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	3 / 5 weeks, 40 hours in class	5 / Elective	Svitlana Kozhushko, Doctor of Science, Full Professor	150 hours (20 h. lectures, 20 h. seminars/practical, 110 h. self- study time)
<p>Course aims: The course introduces the concept of tourism as a business, its growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, various tourism products and resources, emerging trends in tourism industry.</p>				
<b>Learning outcomes</b>		<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>	
<p>On completion of the course, students will be able to:</p> <p>1) demonstrate consistently accurate use of travel and tourism industry terminology, including commonly used definitions, concepts, models and patterns;</p> <p>2) demonstrate knowledge of tourism and travel industry as a branch of economy;</p> <p>3) describe the structure of tourism product and its components;</p> <p>4) analyse a range of tourist needs and motivations to travel;</p> <p>5) understand the development of tourist destinations (tourist area lifecycle);</p> <p>6) explain the range of transport and accommodation available;</p> <p>7) appraise impacts of tourism on country economy,</p> <p>8) discuss, evaluate and make reasoned decisions, recommendations and judgments on the development of tourism business both in the world and in particular region/country;</p>		<p>Lecture, self-study activities, blended learning</p> <p>Lecture, seminars, self-study activities (assigned /analytical reading</p> <p>Lecture, workshop (collaborative activities)</p> <p>Lecture, case study</p> <p>Lecture, self-study activities, collaborative learning</p> <p>Blended learning, small-group study</p> <p>Lecture, case study, project work</p> <p>Collaborative learning, blended learning, project work</p>	<p>Test, quiz, interview (CAS)</p> <p>Case study, essay (report) (CAS)</p> <p>Group work (project drafting (CAS)</p> <p>Essay (observation) Case study, presentation (CAS)</p> <p>Observation (territory analyses) (CAS)</p> <p>Report (search work results) (CAS)</p> <p>Essay (review), oral presentation(CAS)</p> <p>Problem solving essay, presentation(CAS)</p>	

<p>9) identify and analyse current trends in world tourism market, consumer behaviour, their impact on the market situation.</p> <p>Learning outcomes 1- 9</p>	<p>Lecture (Socratic Questioning) Blended learning</p>	<p>Presentation / Letter of advice/ Evaluation Project-based report</p> <p>Mid-term control (CAS)</p>
<p><b>Assessment</b></p> <p><b>Final grade (final assessment) as a result of 100% continuous assessment:</b></p> <p>20% Participation in the discussion 20% Participation in the role play 20% Essay (written) 10% Tests 30% Presentation</p>		
<p><b>Contents</b></p>		
<p style="text-align: center;"><b>Module 1. Features of worldwide destinations World tourism market</b></p> <p>Geographical aspects of tourism business. Location of major continental land masses, oceans and seas. Location of the world’s major cities in relation to their importance as major tourism destinations and transport hubs. Social, cultural, economic and environmental impact of travel and tourism Patterns of demand for international travel and tourism Major tourism generators and receiving countries in the world, including current trends.</p> <p style="text-align: center;"><b>Module 2. Tourism &amp; travel business in modern economic environment</b></p> <p>Classification of tourism. Types of tourism World tourism resources and their evaluation. Tourism product, its structural elements. Interrelationship between travel and transport, catering and accommodation, attractions, leisure and recreation and business facilities Marketing and promotion in tourism. Marketing segmentation and targeting/ Statistics and forecast it world tourism development.</p>		
<p style="text-align: center;"><b>Literature</b></p> <p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;"><b>Compulsory reading</b></p> <p>1. Мальська М.П., Худо В.В., Цибух В.І. Основи туристичного бізнесу: Навч. посіб. – К.: Центр навчальної літератури, 2014. – 232 с. 2. Мальська М.П., Антонов Н.В., Ганич Н.М. Міжнародний туризм і сфера послуг: Підручник. – К.: Знання, 2008. – 661 с. 3. R. Sharply (2006). Travel and Tourism. SAGE publications, London, 240 p.</p> <p style="text-align: center;"><b>Recommended reading</b></p> <p>1. Сенін В.С. Організація міжнародного туризму: Учебник. – 2 – е узд. Перераб. и доп. – М.: Финанси и статистика, 2013. – 543 с. 2. Економіка и організація туризму. Міжнародний туризм / Е.Л. Драчева, Ю.В. Забаєв, Д.К. Исмаєв и др.; Под ред. И.А.Рябовой, Ю.В. Забаєва, Е.Л.Драчевой. – М.: КНОРУС, 2015. – 364 с. 3. Любіцева О.О. Ринок туристичних послуг: Геопросторові аспекти. – 2 – ге вид., перероб. та доп. – К.: Альтерпрес, 2013. – 324 с.</p>		

*Language of teaching English*

**Compulsory reading**

1. Fundamentals for tourism businesses (2013). British Columbia, 38 p.
2. The Emerald Handbook on Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures (2018). Edited by Marios Sotiriadis, UK, 448p.

**Recommended reading**

1. R. Sharply (2006). Travel and Tourism. SAGE publications, London, 240 p.
2. International Tourism Highlights, 2019 Edition <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>
3. Chris Cooper and C. Michael Hall (2008) Contemporary Tourism: An International Approach, Oxford, 377p.

<b><i>ECONOMIC JOURNALISM</i></b>				
<b>Language of teaching</b>	<b>Semester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Course Coordinator</b>	<b>Student workload</b>
Ukrainian, English	3/5 weeks, 30 hours in class/	3 / Elective	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor	90 hours (15 h. lectures, 15 h. seminars/practical, 60 h. self-study time)
<b>Course aims:</b> The course's aim is to provide students with basic theoretical knowledge of economic journalistic as a specific field of communicational activity, especially analysis of information from different sources.				
<b>Learning outcomes</b> On completion of the course, students will be able to:		<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>	
1) understand the nature of economic journalistic as a specific field of organizational activity;		Lecture, Internet search, self-study activity, tutorials	Participation in the discussion, case study (CAS)	
2) analyze the role of journalistic in the contemporary system of social, political and economic relations;		Lecture, Internet search, self-study activity, tutorials	Participation in the discussion (CAS)	
3) single out the main objects and subjects of international economic journalistic;		Lecture, Internet search, self-study activity, tutorials	Participation in the discussion, test, practical skills assessment, case study (CAS)	
4) evaluate problems most commonly faced by journalists;		Lecture, Internet search, self-study activity, tutorials	Participation in the discussion, case study (CAS)	
5) rationally choose and compare the effectiveness of methods of public relations;		Lecture, problem lecture, panel discussion, workshop	Participation in the discussion, case study (CAS)	
6) reasonably and responsibly apply the principles of political correctness;		Tutorials, panel discussion, workshop	Participation in the discussion, case study, practical skills assessment (CAS)	
<b>Assessment</b> <b>Final grade (final assessment) as a result of 100% continuous assessment:</b> 20% Participation in the discussion 20% Participation in the role play 30% Essay (written) 30% Presentation (oral, multimedia)				

## Contents

### Thematic structure of the course:

- 1) Economic journalistic as a specific field of organizational activity.
- 2) Types of journalistic.
- 3) Main objects and subjects of international economic journalistic.
- 4) Problems most commonly faced by journalists. Freedom of speech.
- 5) PR and marketing in international economic journalistic
- 6) The principles of political correctness.

## Literature

### *Language of teaching Ukrainian*

#### Compulsory reading

1. Прошин Д.В. Паблік рилейшнз в міжнародних отношениях: Конспект лекцій [Текст] / Д.В. Прошин. – Д.: Издательство Днепропетровского университета экономики и права, 2005. – 95 с.

2. Новікова Л.В. Формування позитивного міжнародного іміджу країни як засобу посилення конкурентоспроможності / Л. В. Новікова, Л. О. Чернишова // Бізнес Інформ. - 2017. - № 11. - С. 30-35.

3. Каращук О. Моніторинг відкритих зарубіжних джерел інформації як перспективний засіб оцінювання іміджу країни [Електронний ресурс] / О. Каращук // Наукові праці Національної бібліотеки України імені В. І. Вернадського. - 2019. - Вип. 52. - С. 215-226.

4. Бугар А. А. Нові технології в дипломатії: вплив інновацій та комунікацій на ефективну міжнародну політику і побудову іміджу країни [Електронний ресурс] / А. А. Бугар // Гілея: науковий вісник. - 2018. - Вип. 133. - С. 219-222.

#### Recommended reading

1. Ключник Р. М. Евфемізми у політичному дискурсі: типологія та проблеми перекладу з англійської на українську / Р. М. Ключник // Україна в гуманітарних і соціально-економічних вимірах. Матеріали II Всеукраїнської наукової конференції. 24-25 березня 2017 р., м. Дніпро. Частина I. / Наук. ред. О.Ю.Висоцький. – Дніпро: СПД «Охотнік», 2017. – С. 11-13.

2. Kliuchnyk R. (2019). Natural and socio-cultural factors in country image formation. Journal of Modern Economic Research, 1(3), 17-28.

3. Ключник Р. Политический протест в фокусе внимания англоязычной прессы / Руслан Ключник // Международная журналистика-2018: глобальные вызовы, региональное партнерство и медиа: материалы VII Междунар. науч.-практ. конф., Минск, 15 февр. 2018 г. / БГУ, Институт журналистики, Каф. зарубежной журналистики и литературы; сост. Б. Л. Залесский; под общ. ред. Т. Н. Дасаевой. – Минск: Изд. центр БГУ, 2018. – С. 127-131.

4. Лазаревич, Е.М. Употребление эвфемизмов с функцией политкорректности в публицистических текстах (на материале английского языка) // Вестник Томского государственного университета. – 2014. – № 378. – С. 25-29.

5. Wirthlin A. The Public Relations Book. Available at: [http://saigon.titocovn.com/sites/default/files/Files/2013/06/w5/PublicRelationsBook\\_0.pdf](http://saigon.titocovn.com/sites/default/files/Files/2013/06/w5/PublicRelationsBook_0.pdf)

### *Language of teaching English*

#### Compulsory reading

1. Kliuchnyk, R. (2019). Natural and socio-cultural factors in country image formation. Journal of Modern Economic Research, 1(3), 17-28.

2. Sriramesh K., Verčič D. Global Public Relations Handbook: Theory, Research, and Practice. Available at: <https://meistra.files.wordpress.com/2014/10/krishnamurthy-sriramesh->

[dejan-vercic-the-global-public-relations-handbook-revised-and-expanded-edition-theory-research-and-practice-communication-routledge-hardcover-2009.pdf](#)

3. Country Brand Index 201415 (2015). Available at: <https://www.futurebrand.com/uploads/CountryBrandIndex201415.pdf>

4. Odinokova, T. (2019). Tourism cluster as a form of innovation activity / T. Odinokova // Economics. Ecology. Society, Vol. 3, No. 2, 1–11.

5. Public Relations Handbook. Available at: [https://www.na.org/admin/include/spaw2/uploads/pdf/handbooks/PR-Handbook\\_2010.pdf](https://www.na.org/admin/include/spaw2/uploads/pdf/handbooks/PR-Handbook_2010.pdf)

#### **Recommended reading**

1. Immigration: No visas for low-skilled workers, government says. Available at: <https://www.bbc.com/news/uk-politics-51550421>

2. Wirthlin A. The Public Relations Book. Available at: [http://saigon.titocovn.com/sites/default/files/Files/2013/06/w5/PublicRelationsBook\\_0.pdf](http://saigon.titocovn.com/sites/default/files/Files/2013/06/w5/PublicRelationsBook_0.pdf)

3. What does BBC journalism mean for the rest of the world? Available at: <https://blogs.lse.ac.uk/polis/2019/12/06/what-does-bbc-journalism-mean-for-the-rest-of-the-world/>



<b>Language of teaching</b>	<b>Trimester / Duration</b>	<b>ECTS credits / Type of course (mandatory, elective)</b>	<b>Coordinator</b>	<b>Student workload</b>
Ukrainian, English	2, 3 /12 weeks, 6 hours in class	12 / Mandatory	Elvina Limonova, Candidate of Science, Associate Professor	360 hours (6 h. seminars/practical, 300 hours work at the enterprise, 54 h. self-study time)

**Internship aims:**

Internship aims to develop the students' professional ability to make independent decisions in sphere of international economic activity for a particular enterprise, develop the skills of practical work in this field, collect material for master thesis, reducing the time for adaptation of graduates in their professional positions

<b>Learning outcomes</b>	<b>Teaching methods, teaching and learning activities</b>	<b>Forms of assessment (continuous assessment CAS, final assessment FAS)</b>
On completion of the Internship, students will be able to:		
1) demonstrate the innovative way of thinking, systematic knowledge and advanced competencies in the field of international management;	Tutorials, discussion, self-study activity, work at the enterprise	Internship report, presentation, comment of a company (CAS)
2) apply the studied methods and models for analysis of international market trends and the marketing environment of an enterprise (company);	Work at the enterprise, self-study activity, internet search	Internship report, presentation (CAS)
3) demonstrate practical skills of developing international marketing policy and marketing strategy of the enterprise (company);	Work at the enterprise, self-study activity	Internship report, presentation, comment of a company (CAS)
4) carry out international marketing planning and develop a marketing plan;	Self-study activity, work at the enterprise	Internship report, presentation (CAS)
5) perform a competitive analysis and propose methods for increasing the international competitiveness of an enterprise (company);	Self-study activity, writing a report, preparing presentation	Internship report, presentation (CAS)
6) based on the results of strategic analysis, make proposals and develop activities to implement the international marketing strategy;	Work at the enterprise	Internship report, presentation (CAS)
7) team work, including perform different roles, have organizational skills that allow him/her to organize and perform professional tasks;	Self-study activity, work at the enterprise	Internship report, presentation (CAS)
8) identify, pose and resolve problems and make reasoned marketing decisions;	Work at the enterprise	Internship report, comment of a company (CAS)
9) evaluate and maintain the quality of work produced using international experience;	Work at the enterprise, self-study activity	Comment of a company (CAS)
10) reasonably prove their own ideas and	Discussion, writing a	Internship report,

point of view to experts and non-experts in international economic activity	report, preparing presentation	presentation (CAS)
<b>2 semester</b> Learning outcomes 1-3, 5, 8, 10		Final assessment (FAS)
<b>3 semester</b> Learning outcomes 1, 3, 4, 6-9		Final assessment (FAS)

#### Assessment

**The results of each internship are evaluated separately by the final grade**

#### 2 semester

**Final grade (final assessment) as a result of 100% continuous assessment:**

20% Comment of a company

50% Report

30% Presentation

#### 3 semester

**Final grade (final assessment) as a result of 100% continuous assessment:**

30% Comment of a company

50% Report

20% Presentation

#### Contents

##### 2nd semester

1. Innovative function of modern international economic relations
2. Analysis of trends in the international market and marketing environment of the enterprise (company)
3. Methods of increasing the international competitiveness of the enterprise (company)
4. Development of international investment strategy of the enterprise (company)
5. Presentation of the internship report

##### 3rd semester

1. Extended competencies in the field of international governance
2. Marketing planning and development of an international marketing plan
3. Measures to implement the international investment plan of the enterprise
4. Measures to improve the international economic activity of the enterprise (company)
5. Presentation of the internship report

#### Literature

*Language of teaching Ukrainian*

#### Compulsory reading

1. Файчук О. Міжнародний бізнес. Навчальний посібник / О. Файчук С Сидоренко. - К. : НУБіП України, 2016. – 236 с.

2. Бутко М. Міжнародний менеджмент. Навч. посіб. / М. Бутко, І. Бутко, М. Дітковська. – К.: ЦНЛ, 2018. – 412 с.

#### Recommended reading

1. Ушакова Н.Г. Управління міжнародним бізнесом: конспект лекцій для студентів економічного спрямування, аспірантів, викладачів./Н.Г. Ушакова, К.Ю.Величко, О.І.Печенка. – Харків: Видавництво «Форт», 2016. – 126с.

2. Гіл Чарлз В.Л. Міжнародний бізнес: Конкуренція на глобальному ринку / Гіл Чарлз В.Л. – К.: Видавництво Соломії Павличко "Основи", 2001. - 856 с.

3. Македон В.В. Міжнародний менеджмент. Підручник / Македон В.В. – Дн-ськ.: Дніпропетровський університет імені Альфреда Нобеля, 2013. – 616 с.

4. Міжнародний менеджмент. Навчальний посібник / Білозубенко В.С., Озаріна О.В., Семенов А.А.; за ред. проф. О.Б. Чернеги. – К.: Центр навчальної літератури, 2006. – 592 с.
5. Якокка Л. Кар'єра менеджера / Якокка Л. - М.: Прогресс, 1990. - 384 с.
6. Господарський кодекс України [електронний ресурс]. – Режим доступу: [http://zakon2.rada.gov.ua/laws/show/436-15\\_18](http://zakon2.rada.gov.ua/laws/show/436-15_18).
7. Закон України про зовнішньоекономічну діяльність [електронний ресурс]. – Режим доступу: [http://zakon2.rada.gov.ua/laws/show/959-12\\_19](http://zakon2.rada.gov.ua/laws/show/959-12_19).
8. Митний кодекс України [електронний ресурс]. – Режим доступу: [http://zakon5.rada.gov.ua/laws/show/4495-17\\_20](http://zakon5.rada.gov.ua/laws/show/4495-17_20).
9. Звіт про фінансові результати [електронний ресурс]. – Режим доступу: [minfin.com.ua/taxes/-/newfinzvit/new\\_form\\_2.xls](http://minfin.com.ua/taxes/-/newfinzvit/new_form_2.xls) 21.
10. Податковий кодекс України [електронний ресурс]. – Режим доступу: <http://portal.rada.gov.ua/>.
11. Державна фіскальна служба України [електронний ресурс]. – Режим доступу: <http://sfs.gov.ua/>

*Language of teaching English*

**Compulsory reading**

1. H. Deresky (2013). International Management: Managing Across Borders and Cultures, Text and Cases, Pearson; 8th Edition, 528 p.
2. R.Mead, T.G. Andrews (2009). International Management, Wiley-Blackwell; 4th edition, 486 p.

**Recommended reading**

1. R. M. Hodgetts, F. Luthans (2002). International Management: Culture, Strategy, and Behavior with World Map, Publisher: McGraw-Hill/Irwin, 628 p.
2. John B. Cullen, K. Praveen Parboteeah (2014). Multinational Management: A Strategic Approach, Publisher: South-Western College, 696 p.
3. W.Chan Kim, R. Mauborone (2015). Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business Review Press; Expanded edition, 320 p.

## Structure of the Study Programme International economic relations (Master's degree)

Semester	1	2	3
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Teaching Units (Courses), ECTS* Mandatory
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Courses of General training	12	0	0
Courses of Professional Training	17,5	5,5	0
<b>TOTAL</b>	<b>29,5</b>	<b>5,5</b>	<b>0</b>

Teaching Units (Courses) Elective** 25 ECTS
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Courses of General training	10	0
Professional courses and practical training	5	10
<b>TOTAL</b>	<b>15</b>	<b>10</b>

Internship 12 ECTS	6	6
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Master's Thesis 18 ECTS	18
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<b>TOTAL</b>	Mandatory	Elective	Internship	Master's Thesis
	35	25	12	18

\*One ECTS credit = 30 academic hours.

\*\*There are no restrictions of choice for students within each elective block. The only requirement for the student is to obtain the determined number of credits for each elective block