

ALFRED NOBEL UNIVERSITY, DNIPRO

**STUDY PROGRAMME
MARKETING (Bachelor's degree)**

COURSE CATALOGUE

2020-2021 academic year

Dnipro 2020

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MANDATORY COURSES

<i>UKRAINIAN IDENTITY, HISTORY, CULTURE AND LANGUAGE</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	1/ 14 weeks, 56 hours in class	5 / mandatory	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor; Olena Turchak, Ph.D. (Candidate of Science), Associate Professor	150 hours (56 h. lectures, 94 h. self-study time)
<p>Course aims: The course is geared towards: 1) helping students study the features the socio-economic development, the evolution of the political system and state processes at different stages of the history of Ukraine; 2) formation of students' high culture of professional speech within official-business and scientific styles appropriate communicative ability in the field of professional communication in speech and writing, skills practice proficiency in different kinds of language activities, study professional terminology as the basis of the professional broadcast, mastering the technique of drafting official papers, mastering spelling and stylistic norms of modern Ukrainian language for professional communication</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyze main events of Ukrainian history in the context of world historic process;		Lecture, discussion		Oral answers to questions, participation in the discussion (CAS)
2) use basic concepts, categories and methods of historical research;		Lecture, seminars		Oral answers to questions (CAS), test
3) work out their own position concerning historic events and actors;		Discussion, self-study activities		Oral answers to questions, test participation in the discussion (CAS)
4) analyze the degree of influence on the evolution of various historical periods of social, political, ideological, economic factors;		Lecture, seminars, self-study activities, class discussion		Presentation, test (CAS), mid-term control
5) analyze development of modern Ukraine.		Lecture, Internet search, discussion.		Essay, participation in the discussion (CAS)
6) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;		Lecture, seminars, discussion		Oral answers to questions (CAS), test

7) correctly use orthoepic, lexical, orthographic, morphological, punctuational, syntactical and stylistic norms of Ukrainian literature;	Students` reports	Written answers to questions (CAS)
8) correctly make and design professional texts and documents;	Practical classes	Written answers to questions (CAS)
9) intercommunicate with the participants of labour process;	Discussions on the basis of lecture materials and students` reading, role play	Reports (CAS)
10) utilize the formulas of Ukrainian linguistic etiquette in official situations;	Role play	Exercise, written answers to questions (CAS)
11) use lexicographic sources (by dictionaries) and other auxiliary certificate literature, necessary for independent perfection of language culture;	Work in pairs to solve problems	Participation in the role play (CAS)
12) retrieve and utilize relevant information from appropriate sources e.g. textbooks, newspapers, business magazines and selected journals, websites, databases;	Independent study, internet search, reports	Participation in the role play (CAS)
13) demonstrate relevant practical, academic and subject specific skills e.g. group work, academic referencing and the production of a bibliography.	Seminars, self-study activity	Solving problems (CAS) Report (CAS)
Learning outcomes 1-13		Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments, solving problems and multiple choice tests) 60% Continuous assessment: 5% Participation in the discussion 5% Test (multiple choice) 20% Student reports assessment, written answers 10% Participation in the role play, solving problems 20% Mid-term control (multiple choice tests, mini cases)		
Contents		
Thematic structure of the course: 1) Subject and tasks of the course. 2) Kievan Rus as a state of East Slavic tribes. 3) Mongol invasion and Galicia–Volhynia. 4) Ukrainian lands under Polish–Lithuanian Commonwealth. 5) Zaporozhian Cossacks and the Hetmanate 6) Partitions of Poland and Ukraine. 7) Ukrainian lands in Russian and Austrian Empires. 8) Ukrainian 1917-1921 revolution and Soviet Ukraine. 9) Independent Ukraine. 10) Official language is a language of professional communication. Basis of Ukrainian speech culture.		

- 11) Styles of modern literary Ukrainian in professional communication.
- 12) Classification of documents. Document on skilled-contract questions. Certificate informative documents.
- 13) Etiquette of official correspondence.
- 14) Communication as instrument of professional activity. Rhetoric and art of presentation. Culture of verbal professional communication.
- 15) Form of collective discussion of professional problems.
- 16) Ukrainian terminology in professional communication.
- 17) Scientific style and his facilities in professional communication.
- 18) Problem of translation and editing of scientific texts.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Дзюба Т. Мова як формант моделі національної ідентичності (за матеріалами публіцистики другої половини XIX ст. – першої третини XX ст.) [Електронний ресурс] / Т. Дзюба // Наукові праці Національної бібліотеки України ім. В. І. Вернадського. - 2011. - Вип. 31. - С. 384-397. - Режим доступу: http://nbuv.gov.ua/UJRN/npnbuimviv_2011_31_35
2. Поліщук Р. М. Політика і спорт: ідеологія, імідж, ідентичність [Електронний ресурс] / Р. М. Поліщук // Молодий вчений. - 2019. - № 5(2). - С. 339-345. - Режим доступу: [http://nbuv.gov.ua/UJRN/molv_2019_5\(2\)_20](http://nbuv.gov.ua/UJRN/molv_2019_5(2)_20)
3. Баумейстер А. О. Ідентичність Європи: виклики і загрози The Paris Statement. A Europe we can believe in [Електронний ресурс] / А. О. Баумейстер // Філософські проблеми гуманітарних наук. - 2018. - № 2. - С. 14-24. - Режим доступу: http://nbuv.gov.ua/UJRN/Fpgn_2018_2_4
4. Мельничук В. В. Релігійна складова національної ідентичності українців [Електронний ресурс] / В. В. Мельничук // Гілея: науковий вісник. - 2019. - Вип. 143(2). - С. 106-109. - Режим доступу: [http://nbuv.gov.ua/UJRN/gileya_2019_143\(2\)_23](http://nbuv.gov.ua/UJRN/gileya_2019_143(2)_23)
5. Кирилюк О. С. Структури історичної пам'яті українства – основа національної ідентичності – як об'єкти асиміляторських атак [Електронний ресурс] / О. С. Кирилюк // Гілея: науковий вісник. - 2019. - Вип. 144(2). - С. 48-52. - Режим доступу: [http://nbuv.gov.ua/UJRN/gileya_2019_144\(2\)_12](http://nbuv.gov.ua/UJRN/gileya_2019_144(2)_12)
6. Авраменко О. О., Яковенко Л. В., Шийка В. Я Ділове спілкування: Навчальний посібник / О.О Авраменко, Л.В. Яковенко, В.Я. Шийка. – Івано-Франківськ, «ЛілеяНВ», 2015. 160 с. [Електронний ресурс]. – Режим доступу https://umo.edu.ua/images/content/depozitar/navichki_pracevlasht/dilove_spilkuv_1.pdf
7. Турчак О. М. Українська мова (за професійним спрямуванням): електронний конспект лекцій / О.М. Турчак. – Дніпропетровськ: ДУЕП, 2012. – 160 с.

Recommended reading

1. Кривицька О. В. Спільна ідентичність в умовах дезінтеграції українського суспільства: особливості і шляхи формування [Електронний ресурс] / О. В. Кривицька // Наукові записки Інституту політичних і етнонаціональних досліджень ім. І. Ф. Кураса НАН України. - 2018. - Вип. 3-4. - С. 124-141. - Режим доступу: http://nbuv.gov.ua/UJRN/Nzipiend_2018_3-4_8
2. Ващинська І. І. Регіоналізм в Україні: переосмислення крізь призму соціальних ідентичностей та групових лояльностей [Електронний ресурс] / І. І. Ващинська // Український соціум. - 2018. - № 4. - С. 9-18. - Режим доступу: http://nbuv.gov.ua/UJRN/Usoc_2018_4_3
3. Практикум з української мови за професійним спрямуванням : навч. посіб. / Л.Г. Погиба, Т. О. Грибіниченко, Л. М. Голіченко, Н. В. Кавера. – Видавня друга. – К :

Кондор, 2014. – 296 с. [Електронний ресурс]. – Режим доступу: <http://194.44.152.155/elib/local/sk760428.pdf>

4. Прокопович Л., Моргун А. Практикум з української мови за професійним спрямуванням: Навчально-методичний посібник для студентів спеціальності 014 – Середня освіта (Мова і література (англійська)), 053 – Психологія. – Мукачево: МДУ. – 72 с. [Електронний ресурс]. – Режим доступу: http://dspace.msu.edu.ua:8080/bitstream/123456789/4644/1/Workshop_%20on_%20the_%20Ukrainian_%20language_%20for_%20professional_%20orientation_%20a_%20textbook.pdf

Language of teaching English

Compulsory reading

1. Shepurda G. Implementation of "The Great plan of nature transformation" in Ukraine: the history of legal base formation [Електронний ресурс] / G. Shepurda // Гуманітарний вісник. Сер. : Історичні науки. - 2016. - Число 24, Вип. 8. - С. 111-118. - Режим доступу: http://nbuv.gov.ua/UJRN/Gvi_2016_24_8_18
2. Glamazda P. General Characteristics of the Judicial System of Ukraine – Cossack Hetmanate (1722-1760) [Електронний ресурс] / P. Glamazda // Історико-правовий часопис. - 2017. - № 1. - С. 50-55.
3. Nikolaiets Y. Historical memory about Second World War in the context of threats of government in Ukraine [Електронний ресурс] / Y. Nikolaiets // Східноєвропейський історичний вісник. - 2019. - Вип. 11. - С. 225-240. - Режим доступу: http://nbuv.gov.ua/UJRN/eehb_2019_11_22

Recommended readin

1. Ozturk M. Turkey and Ukraine During the First World War [Електронний ресурс] / M. Ozturk // Проблеми історії країн Центральної та Східної Європи. - 2017. - Вип. 6. - С. 272-281
2. Sinyavska L. Soviet historiography of researches of the heavy industry of Eastern Ukraine under the conditions of the First World War [Електронний ресурс] / L. Sinyavska // Східноєвропейський історичний вісник. - 2018. - Вип. 7. - С. 75-87.
3. History of Ukraine. <https://www.britannica.com/place/Ukraine/History>

FOREIGN LANGUAGE (English)					
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload	
English	1, 2/ 28 weeks, 112 hours in class	10 / Mandatory	Galyna Myasoid, PhD (Candidate of Science), Associate Professor; Nataliia Polishko, Ph.D. (Candidate of Science), Associate Professor; Tetiana Yakovleva, Lecturer	300 hours (112 h. seminars/practicals, 188 h. self-study time)	
Course aims: The course is geared towards developing and improving the foreign language communication skills obtained at school, as well as raising the level of the foreign language acquisition.					
Learning outcomes On completion of the course, students will be able to:			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) enlarge the vocabulary and employ lexical units learned within the thematic structure of the course			Practical classes, self-study activity	Practical skills assessment (CAS)	
2) use grammatical tenses and grammatical structures learned in the course;			Practical classes, self-study activity	Written/oral answers to questions (CAS)	

3) comprehend relevant written and audio authentic texts based on vocabulary and grammar covered in the course;	Seminars , pair/small group discussions	Participation in the discussion, student report assessment (CAS)
4) read and comprehend authentic texts with and without the use of a dictionary;	Internet search, self- study activities , discussion on the basis of student reading	Participation in the round table discussion, written test (CAS)
5) communicate freely on one-to-one basis within the themes studied in the course;	Group discussion, pair work	Oral answers to questions, speaking skills assessment (CAS)
6) make small talks in a variety of the situations covered by the course;	Pair work/ group work	Pair work/ group work assessment/ peer assessment (CAS)
7) talk over the phone in formal and informal surroundings, book the hotel and discuss room service, suggest a pastime;	Pair work, role play	Participation in the role play (CAS)
8) write a review of a film/book	Self- study activities , Internet search	Review assessment (CAS)
9) write a letter of complaint/ a cover letter / an email;	Practical classes, self- study activities , peer review	Writing skills assessment (CAS)
10) outline own oral reports in English	Individu al presentat ions	Presentation assessment (CAS)

Learning outcomes 1-10		Mid-term control: test (written (answers to questions, essay; oral: conversation assessment) (CAS)
Learning outcomes 1-10		Achievement test (CAS)
<p>Assessment</p> <p>Semester 1</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>10% Participation in the discussion 10% Participation in the role play 10% Practical skills assessment/ Test (written) 20% Essay/ business correspondence (written) 20% Presentation (oral, multimedia) 15% Mid-term control (written tests, essay) 15% Achievement test (written tests, essay)</p> <p>Semester 2</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>10% Participation in the discussion 10% Participation in the role play 10% Practical skills assessment/ Test (written) 20% Essay/ business correspondence (written) 20% Presentation (oral, multimedia) 15% Mid-term control (written tests, essay) 15% Achievement test (written tests, essay)</p>		
Contents		
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Life: First impressions. Friends. Wealth. Work and Leisure. 2. Travelling and Entertainment: Experiences. Holiday Heaven. 3. House & Home. Furniture. 4. Fate: Luck. Coincidences. Twists of fate. Risk. 5. Jobs & Family: Work Routine. Work/ life Balance. Career Plan. 6. Life Stages and Life Changes. 7. Mass Media. Making News. 8. Shopping. Shops and Shoppers. Customer Habits. 		

Literature**Compulsory reading**

1. Roberts, R., Clare, A., Wilson, JJ. (2011) New Total English. Intermediate. Pearson Education Limited.
2. Crace, A., Acklam, R. (2011) New Total English. Upper-Intermediate. Pearson Education Limited.

Recommended reading

1. Evans, V., Dooley, J. (2009) Grammarway 2. Express Publishing.
2. Evans, V., Dooley, J. (2009) Grammarway 3. Express Publishing.
3. Tarnopolsky, O. (2010) English communication role plays. Teaching tutorial. Dnipropetrovsk, DUEP Publ., 61 p.
4. Williams, E. (2008) Presentations in English. Macmillan.

INFORMATION AND COMMUNICATION TECHNOLOGIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	1/14 weeks, 56 hours in class	6 / Mandatory	Tetiana Chumak, Senior Lecturer	180 hours (14 h. lectures, 42 h. lab. works, 124 h. self-study time)
Course aims: the students get a high level of information and computer culture as well as practical skills for working with modern hardware using the latest information technologies to solve various problems in the professional activities.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the basic tools of Windows freely;		Lecture, lab. works, discussion, solving problems, self-study activities		Participation in the discussion, solving problems using appropriate software, laboratory work report (CAS)
2) create, format, and print documents in Microsoft Word;		Lecture, lab. works, solving problems using appropriate software		Solving problems, laboratory work report, test (CAS)
3) generate spreadsheets in Microsoft Excel and make necessary calculations;		Lecture, lab. works, solving problems, self-study activities		Solving problems using appropriate software, laboratory work report, test (CAS)
4) create relational Microsoft Access database and manage them;		Lecture, lab. works, solving problems using appropriate software, self-study activities, internet search		Solving problems, individual presentation assessment, essay (CAS)
5) automate work in Microsoft Office by using Visual Basic		Lecture, guided self-study activities, solving problems		Solving problems using appropriate software, quiz, peer small group presentation (CAS)

6) create electronic presentations in Microsoft PowerPoint;	Lecture, lab. work, self-study activities	Laboratory work report, individual presentation assessment (CAS)
7) use Internet-technologies for solving professional problems, search and store necessary information; manage correspondence by e-mail;	Lab. work, internet search, self-study activities	Laboratory work report, participation in the discussion, test (CAS)
8) organize their work using business organizer Microsoft Outlook;	Lecture, lab. work, self-study activities	Laboratory work report, individual presentation assessment, test (CAS)
9) perform settings of programs to work in the global network.	Lab. work, internet search, self-study activities	Participation in the discussion, essay (CAS)
Learning outcomes 1-5		Mid-term control (CAS)
Learning outcomes 1-9		Final assessment (FAS)

Assessment

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

40% Solving problems using appropriate software

15% Test

15% Essay

15% Individual presentation

15% Mid-term control (laboratory work report, test)

Contents

Module 1. Theoretical foundations of computer science. Information systems. Text data processing systems

Subject, methods and objectives of the course. Theoretical Foundations of Computer Science.

Information Systems (IS) and their role in the management of the economy

The principles and structure of the PC software. The Windows operating system

Systems for processing text information. Text editor MS Word. Editing and formatting text

Module 2. MS Word Tables. Technology for creating presentations. Local area network The use of Internet-technologies

Creating tables in MS Word. Automation of document creation

The technology of creating presentations in MS PowerPoint

Local computation networks

The use of Internet technologies

Working with Web-site. Navigation on the web

Module 3. Systems of tabular data processing. The MS Excel spreadsheet

Systems of tabular data processing. The MS Excel spreadsheet. Basics of working in MS Excel

Working with formulae and functions in MS Excel

Module 4. Working with Database in MS Excel. Fundamentals of office programming

Creating, editing and formatting charts in MS Excel
 Working with Database in MS Excel
 Fundamentals of office programming

Module 5. Fundamentals of database constructing. Purposes, general characteristics, features and possibilities of MS Access. Creating, editing and using database query

Fundamentals of database constructing
 Creating, editing and managing database with database managing system
 Creating, editing and using database queries in MS Access

Module 6. Development and use of forms in MS Access. Queries. Generating reports

Development and use of forms in MS Access
 Generating reports in MS Access
 Using macros generator

Literature

Language of teaching Ukrainian

Compulsory reading

1. Клименко О.Ф. Информатика: Підручник / О.Ф. Клименко, Н.Р. Головки. – К.:КНЕУ, 2011. – 579 с. (базовий підручник).
2. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 1. – 294 с.
3. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 2. – 322 с.
4. Сільченко М.В. Економічна інформатика: Навч.-метод. посіб. для самост. вивч. дисц. /М.В. Сільченко, Ю.М. Красюк. – К.: КНЕУ, 2010. – 601 с.
5. Кучерява Т.О. Інформатика та комп'ютерна техніка: активізація навчання: Підручник / Т.О. Кучерява, М.В. Сільченко, І.В. Шабаліна. – К.: КНЕУ, 2008. – 448 с.
6. Поляков, В. П. Информатика для экономистов : учебник для бакалавриата и специалитета / В. П. Поляков, В. П. Косарев. – М. : Юрайт, 2019. - 524 с.
7. Царев Р.Ю. Теоретические основы информатики: Учебник / Царев Р.Ю., Пупков А.Н., Самарин В.В и др. - Краснояр.: СФУ, 2015. - 176 с.
8. Леонтьев В.П. "Office 2016. Новейший самоучитель"/ В.П. Леонтьев. М.: Эксмо, 2015. - 368 с.
9. Леонтьев В.П. Microsoft Word 2016. Новейший самоучитель/ В.П. Леонтьев. М.: Эксмо, 2016. - 128 с.
10. Рудикова Л. В. Microsoft Office Excel 2016 / Л.В. Рудикова. – СПб.: БХВ Петербург, 2017. – 640 с.
11. Бекаревич Ю.Б. Самоучитель Microsoft Access 2016 / Ю.Б. Бекаревич, Н.В. Пушкина. - СПб.: БХВ-Петербург, 2017. - 480 с.
12. Гузенко Е.Н. "Работа в сети Интернет" / Е. Н. Гузенко, А.С. Сурядный. М.: АСТ, 2011. - 432 с.

Recommended reading

1. Советов Б.Я. Информационные технологии / Б.Я. Советов. М.: Юрайт, 2016. – 327 с.
2. Матюшок В. М. Информатика для экономистов: Учебник / В.М. Матюшок. – 2-е изд., перераб. и доп. – М.: НИЦ ИНФРА-М, 2016. – 460 с.
3. Чумак Т.В. Информатика: Лабораторный практикум (разделы: “Операционная система WINDOWS”, “Системы обработки текста Текстовый процессор MS WORD”) /

Т.В. Чумак, Л.И. Ярмоленко, А.И. Пасько. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2011. – 50 с.

3. Информатика: Лабораторный практикум (раздел “Системы табличной обработки данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2013. – 104 с.

4. Информатика: Лабораторный практикум (раздел “Системы управления базами данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2014. – 92 с.

Language of teaching English

Compulsory reading

1. Microsoft Office 2010 QuickStep. McGraw-Hill Osborne Media, 2010. – 368 p. ISBN: 0071741607 (base-type).

2. Habraken J. Microsoft Office 2010. In Depth. Que, 2011. – 969 p.

3. Pasewark W.R., Pasewark S.G., Morrison C., Pinard K.T. Microsoft Word 2010. Complete_Course Technology, 2010. – 708 p.

4. Mark Dodge, Craig Stinson’s. Microsoft Excel 2010 Inside Out. Microsoft Press, 2011. – 1152 p.

5. Wempen Faithe. PowerPoint 2010 Bible. Wiley. ISBN: 0470591862 – 816 p.

6. Michael R. Groh. Access 2010 Bible. Wiley. ISBN-13: 978-0470475348 – 1392 p.

7. Roger Jennings. Microsoft Access 2010 In Depth. Que. ISBN-13: 978-0789743077 – 1200 p.

8. Stephen Saxton. Excel for New Managers: A perfect understanding of how Microsoft Excel works. 2019. Amazon, ISBN-13: 978-1695396869 – 172 p.

9. Chris Smitty Smith. Excel 2019 - Business Basics and Beyond. Tickling Keys, Incorporated, 2019, ISBN-13: 9781615470617 – 279 p

Recommended reading

1. AMC College. Spreadsheet (Microsoft Excel 2019) Level 3. Advanced Micro Systems Sdn Bhd, ISBN-13: 9789672403630 – 56 p.

2. Kevin Wilson. Using Excel 2019: The Step-by-step Guide to Using Microsoft Excel 2019. Elluminet Press, 2020, ISBN-13: 9781913151034 – 150 p.

3. Mary Anne Poatsy, Keith Mulbery, et al. Exploring Microsoft Office 2019. Pearson Higher Education & Professional Group, 2019, ISBN-13: 9780135402542 – 1120 p.

4. Joan Lambert. Microsoft Word 2019 Step by Step. Microsoft Press, 2019. ISBN-13: 9781509306237 – 720 p.

5. Rizun N.O. Informatics: Workshop, Part 1, 2 / N.O. Rizun, S.I. Medinska, I.I. Lipska. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2011. – 80 с.

6. Rizun N.O. Informatics: Workshop, Part 3 / N.O. Rizun, L.N. Savchuk. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2014. – 80 с.

HIGHER MATHEMATICS (HIGHER AND APPLIED MATHEMATICS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	1/14 weeks, 56 hours in class	6 / Mandatory	Iryna Kozyrieva, Senior Lecturer	180 hours (28 h. lectures, 28 h. seminars/practicals, 124 h. self-study time)
Course aims: forming the students basic mathematical knowledge to solve problems in professional work, logical thinking skills and mathematical analysis applications.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) apply the mathematical apparatus to describe the relations between economic performance; analyze the relation that simulates economic processes;		Lecture, seminars, discussion, solving problems, self-study activities		Participation in the discussion, quiz, solving problems (CAS)
2) perform operations on matrices, solve equations in matrix form;		Lectures, seminars, solving problems using appropriate software, self-study activities, internet search		Solving problems, test (CAS)
3) solve and explore a systems of linear equations;		Lecture, seminars, solving problems using appropriate software, self-study activities, internet search		Solving problems using appropriate software, essay (CAS)
4) to use the tools of mathematical analysis and methods of differential calculus to the study of functional relationships;		Lecture, seminars, solving problems using appropriate software, self-study activities		Solving problems, individual presentation assessment (CAS)
5) to use the instruments of vector algebra and analytical geometry in solving practical problems;		Seminars, guided self-study activities, solving problems		Solving problems, test (CAS)
6) to carry out the differentiation of functions, to apply the methods of differential calculus in economic research;		Lecture, seminars, solving problems using appropriate software, self-study activities, internet search		Solving problems using appropriate software, essay (CAS)
7) to carry out the integration of functions, solve differential equations, investigate numerical and power series for convergence;		Lecture, seminars, solving problems using appropriate software, self-study activities		Participation in the discussion, quiz, solving problems, test (CAS)

8) self-study math books	Self-study activities	Participation in the discussion, essay (CAS)
Learning outcomes 1-6, 8		Mid-term control (CAS)
Learning outcomes 5-8		Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (written works, each work includes 10 tests, 3 practical tasks and one creative task) 60% Continuous assessment: 20% Solving problems 10% Test 15% Essay 15% Mid-term control (computer multiple choice tests, essay)		
Contents		
Thematic structure of the course: <u>Module 1. Elements of linear algebra.</u> Linear algebra. Matrix. Determinations Systems of linear algebraic equations Jordan transformations Introduction to the mathematical analysis Function. Limits and their properties Continuity of functions <u>Module 2. Differential calculus of one variable function. Elements of vector algebra and analytical geometry.</u> Derivative of function and its applications Derivative. Differential of function. Application of derivative Vector algebra Line in the plane <u>Module 3. Functions of several independent variables. Indefinite integral.</u> Functions of several independent variables Indefinite integral <u>Module 4. Definite integral and its applications. Differential equations. Series.</u> Definite integral and its applications Differential equations First-order differential equations Linear differential equations with constant coefficients Linear difference equations with constant coefficients Series. Numerical series. Functional series		
Literature		
<i>Language of teaching Ukrainian</i>		
Compulsory reading		
1. Валєєв К.Г. Вища математика для економістів / К.Г. Валєєв, І.А. Джалладова, С.В. Дегтяр. – К.: Знання, 2011. – 287 с. 2. Барковський В.В. Вища математика для економістів. Навчальний посібник / В.В. Барковський, Н.В. Барковська. – К.: ЦУЛ, 2011. – 448 с.		

3. Вища математика із використанням інформаційних технологій. Підручник / В.П. Іващенко, Г.Г. Швачич, В.С. Коноваленков та ін. – Запоріжжя: Дике Поле, 2013. – 426 с.

4. Зайцев Є.П. Вища математика: Навчальний посібник / Є.П. Зайцев. – Кременчук: Вид-во “Кременчук”, 2011. – 170 с.

5. Вища та прикладна математика: Збірник завдань для самостійної роботи / О.Г. Холод, Г.Г. Швачич, І.М. Козирева та ін. – Дніпро: Університет імені Альфреда Нобеля, 2017. – 84 с.

6. Высшая математика для экономистов / Под ред. Н.Ш. Кремера. – М.: Юнити-Дана, 2010. – 479 с.

7. Практикум з навчальної дисципліни “Вища математика для економістів” на основі MatLab / С.М. Чистов, А.Є. Никифоров, Т.Ф. Куценко та ін. – К.: КНЕУ, 2008. – 190 с.

Recommended reading

1. Ланцова О.Ю. Высшая математика для экономистов / О.Ю. Ланцова, Е.Н. Сахарова, В.И. Малахин. – М.: Экономика, 2010. – 351 с.

2. Сборник задач по высшей математике для экономистов / Под ред. В.И. Ермакова. – М.: ИНФРА-М, 2008. – 575 с.

Language of teaching English

Compulsory reading

1. Radulescu T.-L.T., Radulescu V.D., Andreescu T. (2009) Problems in real analysis: advanced calculus on the real axis, Springer.

2. Wrede R., Murray R.S. (2010). Advanced Calculus. New York.

3. Ian Jacques (2013) Mathematics for economics and business. 7th ed. Pearson Education Limited.

4. Trench W.F. (2010). Introduction to real analysis, Pearson Education.

5. Matthews K.R. (1991). Elementary linear algebra, University of Queensland.

6. Sicheloff L.P., Wentworth G., Smith D.E. (1970). Analytic geometry, Ginn and Company, Boston-New York.

Recommended reading

1. Carl P. Simon and Lawrence Blume (1994). Mathematics for Economists, W.W. Norton & Company.

2. Problems in Mathematical Analysis (19720). Under the editorship of B. Demidovich. Mir Publishers: Moscow.

3. Smirnov V.I. (1964). A course of higher mathematic. Vol. 1, 2. Pergamon Press, Oxford – London – Edinburgh – New York – Paris – Frankfurt.

HIGHER MATHEMATICS (PROBABILITY THEORY AND MATHEMATICAL STATISTICS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 56 hours in class	4,5 / Mandatory	Olena Kholod, Ph.D. (Candidate of Science), Professor	135 hours (28 h. lectures, 14 h. practicals, 14 h. lab. works, 79 h. self-study time)
<p>Course aims: The purpose of the discipline is to give students the necessary mathematical training and knowledge for studying other courses of the mathematical cycle as well as courses of the professional cycle. The main objectives are as follows: to give students the basics of the mathematical apparatus needed to solve theoretical and practical problems of economics; to develop the skills of mathematical research of applied problems, methods of preparation, grouping and processing of experimental data; develop students' ability to study textbooks on probability theory and mathematical statistics.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) apply mathematical tools to predict economic phenomena; calculate the probability of random events; make all necessary calculations associated with random variables;		Lecture, practical classes, discussion, solving problems, self-study activities		Participation in the discussion, quiz, solving problems (CAS)
2) calculate the probability of random events, make all necessary calculations associated with random variables;		Lecture, practical classes, solving problems, self-study activities		Solving problems, explanation of connections, dependences, test (CAS)
3) detect the format of the distribution law in simpler problems and, on this basis, predict the probability of future economic indicators;		Lecture, laboratory work, analysis of statistics, solving problems using appropriate software, self-study activities		Solving problems using appropriate software, analysis of statistics report, individual presentation assessment (CAS)
4) do statistical estimation of distribution parameters;		Lecture, laboratory work, analysis of statistics, solving problems using appropriate software		Solving problems, analysis of statistics report, individual presentation assessment, essay (CAS)

<p>5) use statistical methods to process experimental data and make statistical conclusions.</p> <p>Learning outcomes 1-3</p> <p>Learning outcomes 1-5</p>	<p>Lecture, practical classes, laboratory work, analysis of statistics, solving problems using appropriate software, self-study activities</p>	<p>Explanation solving problems, solving of problems using appropriate software, analysis of statistics report, test (CAS)</p> <p>Mid-term control (CAS)</p> <p>Final exam (FAS)</p>
<p>Assessment</p> <p>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</p> <p>40% Final exam (written works, each work includes 10 tests, 3 practical tasks and one creative task)</p> <p>60% Continuous assessment:</p> <p>20% Solving problems</p> <p>20% Presentation of laboratory work on mathematical statistics</p> <p>10% Test</p> <p>10% Mid-term control (test, analysis of statistics report, individual presentation assessment)</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <p>Module 1. Probability theory</p> <ol style="list-style-type: none"> 1. Basic concepts and theorems of probability theory. Classification of events. 2. The sequence of tests. Bernoulli scheme and formula. 3. Limit theorems in the Bernoulli scheme (Mouavre-Laplace local theorem and Laplace integral theorem). Poisson's formula. 4. One-dimension random variables. Types of random variables. Distribution law. Distribution function. Density of probabilities distribution. 5. Numerical characteristics of random variables. 6. Multidimensional random variables. 7. Limit theorems. <p>Module 2. Mathematical Statistics</p> <ol style="list-style-type: none"> 1. The subject of mathematical statistics, the main topics and problems. 2. Statistical estimates. 3. Confidence intervals. 4. Checking statistical hypotheses. 5. Elements of correlation analysis. 		
<p>Literature</p> <p><i>Language of teaching Ukrainian</i></p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. Гмурман В.Е. Теория вероятностей и математическая статистика / В.Е. Гмурман – М.: Высшая школа, 2009. – 479 с. 2. Гмурман В.Е. Руководство к решению задач по теории вероятностей и математической статистике / В.Е. Гмурман – М.: Высшая школа, 2009. – 404 с. 3. Вакарчук С.Б. Теорія ймовірностей і математична статистика: Збірник завдань для самостійної роботи / С.Б. Вакарчук, О.Г. Холод, І.М. Козирева. – Д.: Університет ім. Альфреда Нобеля, 2017. – 85 с. 4. Барковський В.В. Теорія ймовірностей та математична статистика / 		

В.В. Барковський, Н.В. Барковська, О.К. Лопатін. – К.: ЦУЛ, 2010. – 424 с.

5. Вища математика із використанням інформаційних технологій. Підручник / В.П. Іващенко, Г.Г. Швачич, В.С. Коноваленков та ін. – Запоріжжя: Дике Поле, 2013. – 426 с.

6. Федоров М.В. Теорія ймовірностей і математична статистика: Конспект лекцій / М.В. Федоров, О.М. Хренов. – Х.: ХНАМГ, 2011. – 168 с.

Recommended reading

1. Теория вероятностей и статистика / Ю.Н. Тюрин, А.А. Макаров, И.Р. Высоцкий, и др. – М.: МЦНМО, 2008. – 256 с.

2. Зайцев Е.П. Теория вероятностей и математическая статистика. Базовый курс с индивидуальными заданиями и решениями типовых вариантов. Учебно-методическое пособие / Е.П. Зайцев – Кременчуг: Изд-во “Кременчуг”, 2008. – 484 с.

Language of teaching English

Compulsory reading

1. Gmurman V.E. Fundamentals of probability theory and mathematical statistics. London – New York (electronic version).

2. Ross Sh.M. A first course in probability. New Jersey. – 1997. (electronic version).

3. Bickel, Peter J. and Doksum, Kjell A., Mathematical Statistics: Basic and Selected Topics, V. 1. Pearson Prentice-Hall, 2007. (electronic version).

4. Sternstein M. Statistics, New York (electronic version).

Recommended reading

1. Attwood G., Dyer G., Skipworth G. Statistic1. – Oxford, 2008 (base-type) (electronic version).

<i>ECONOMIC-MATHEMATICAL METHODS AND MODELS (ECONOMETRICS)</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5/14 weeks, 28 hours in class	3 / Mandatory	Liudmyla Yarmolenko, Senior Lecturer	90 hours (14 h. lectures, 14 h. lab. works, 62 h. self-study time)
Course aims: students will have the opportunity to build econometric models to quantify the relationship between economic performance, skills to use econometric models in economic research, analysis and management of economic risk.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the appropriate mathematical apparatus to describe the relations between economic performance; construct models;		Lecture, discussion, laboratory works, solving problems, self-study activities		Participation in the discussion, solving problems using appropriate software (CAS)
2) analyze statistical data and build linear and non-linear regression models on their base;		Lecture, laboratory work, analysis of statistics, solving problems using appropriate software, self-study activities		Solving problems using appropriate software, analysis of statistics report, individual presentation assessment (CAS)
3) identify statistically independent factors in multiple regressions;		Lecture, laboratory work, analysis of statistics, solving problems using appropriate software, self-study activities		Solving problems using appropriate software, analysis of statistics report, test (CAS)
4) to forecast economic conditions on the basis of econometric studies;		Lecture, laboratory work, solving problems, self-study activities, internet search		Solving problems using appropriate software, test, essay (CAS)
5) use modern computer technology and standard software packages in the econometric analysis.		Lecture, laboratory work, solving problems, self-study activities		Solving problems using appropriate software, analysis of statistics report, (CAS)
Learning outcomes 1-2, 5				Mid-term control (CAS)
Learning outcomes 1-5				Final exam (FAS)

<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (written works, each work includes 10 tests, 3 practical tasks and one creative task) 60% Continuous assessment: 30% Solving problems using appropriate software, analysis of statistics report 10% Test 10% Essay 10% Mid-term control (solving problems, individual presentation assessment)</p>
Contents
<p><u>Module 1. Analysis and management of risk in the economy. Methodology of economic and mathematical methods of quality assessment</u> Basic concepts of the theory of risk in the economy Types of risks and their classification Risk classification criteria The possibilities of influence on risks The general scheme of risk management Forecasting risks Statistical forecasting methods Expert forecasting methods Analysis of the risk assessment methods Mathematical and statistical methods</p> <p><u>Module 2. Principles of econometric models building. Econometric models of dynamics</u> Simple linear regression model Checking the significance of regression model parameters Assessing the significance of the correlation coefficient Student's and Fisher's tests The forecasting intervals of the linear regression equation Building confidence intervals Nonlinear regression Multiple regression model The notion of multi colinearity Checking the general quality of regression and meeting preconditions of the least squares method Durbin-Watson statistics The concept of autocorrelation</p>
Literature
<i>Language of teaching Ukrainian</i>
Compulsory reading
<ol style="list-style-type: none"> 1. Наконечний С.І. Економетрія: Підручник / С.І. Наконечний, Т.О. Терещенко, Т.П. Романюк. – К.: КНЕУ, 2009. – 171 с. 2. Эконометрика: Учебное пособие / Под ред. И.И. Елисеевой. – М.: Проспект, 2011. – 288 с. 3. Замков О.О. Математические методы в экономике / О.О. Замков, А.В. Толстопятенко, Ю.Н. Черемных. – М.: МГУ, 2012. – 384 с. 4. Эконометрика: Лабораторный практикум / Ю.Е. Чернявский, Е.Г. Холод, Г.Г. Швачич и др. – Д.: ДУЭП им. Альфреда Нобеля, 2011. – 82 с.
Recommended reading
<ol style="list-style-type: none"> 1. Методы математической статистики в обработке экономической информации / Под

ред. Т.Т. Цымбаленко. – М.: Финансы и статистика, 2007. – 200 с.

2. Доугерти К. Введение в эконометрику: Учебник для экон. спец. вузов / К. Доугерти. – М.: Инфра-М, 2007. – 402 с.

Language of teaching English

Compulsory reading

1. James H. Stock, Mark W. Watson. Introduction to Econometrics. Addison-Wesley; 3rd edition, 2010. – 840 p.

2. Jeffrey M. Wooldridge. Introductory Econometrics: A Modern Approach. South-Western College Pub; 5 edition, 2012. – 912 p.

3. Econometrics: Workshop / N.O. Rizun, E.G. Kholod, L.I. Yarmolenko and etc. – Dnipropetrovs'k: Alfred Nobel University, 2013. – 156 p.

Recommended reading

1. Walter Enders. Applied Econometric Times Series. Wiley; 3 edition, 2009. – 544 p.

2. William H. Greene. Econometric Analysis. Prentice Hall; 7 edition, 2011. – 1232 p.

<i>ECONOMIC THEORY (BASIC OF ECONOMIC SCIENCE)</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	1/14 weeks, 42 hours in class	4,5 / Elective	Elvina Lymonova, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practicals, 93 h. self-study time)
<p>Course aims: Students will be able to analyze complex data on the commodity market, labor market, the impact of supply and demand on the price of a commodity and develop solutions to such problems as business startup and market competition.</p>				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) demonstrate knowledge of specific terminology and concepts related to basics of economic theory; 2) describe the main components of market economy, command economy and mixed economy; 3) classify economic resources and needs 4) understand the significance of division of labour and role of exchange for effective use of resources 5) quantify the impact of changes in factors of supply and demand on equilibrium quantity and market price; 6) explain the necessity of free entrepreneurship and competition for effective functioning of market economy 7) describe the economic mechanism of an enterprise Learning outcomes 1-7 Learning outcomes 1-7		Lecture, seminars, discussion Lecture, seminars, panel discussion Lecture, seminars, panel discussion Lecture, imitative game Problem lecture, solving calculative tasks Problem lecture, case study in small groups Self-study activities Lecture, seminars, discussion	Participation in the discussion, quizzes (CAS) Participation in the discussion, oral answers (CAS) Participation in the discussion, test (CAS) Participation in the discussion, Making calculations and explanation of results, test (CAS) Peer small group self-study results' presentation (CAS) Participation in the discussion, quizzes (CAS) Mid-term control, essay (CAS) Final exam (FAS)	
<p>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 2 essays and computer multiple choice tests) 60% Continuous assessment: 20% Test (multiple choice, computer) 10% Calculative tasks (written) 15% Answers (oral)</p>				

15% Mid-term control (computational exercises, mini case)
Contents
<p>Thematic structure of the course:</p> <p>Economic theory: subject, methods and use. Formation and development of Economics. Needs, resources, production possibilities. Division of labour, commodity production, money. Property and its economic role. Mixed economy, economic role of the state. Demand. Supply. Market equilibrium, the price mechanism. Entrepreneurship. Competition and Monopoly. Income. Enterprises.</p>
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> Петруня Ю.Е., Задоя А.А. Основы экономической теории: учеб. пособие / Ю.Е.Петруня, А.А.Задоя. К.: Знання, 2011. – 359 с. Основи економічної теорії: Навчальний посібник/ За заг.ред. П.В. Круша, В.І. Депутат, С.О. Тульчинської. – К.: Каравела, 2008. – 448 с. Основи економічної теорії (політекономія): Збірник завдань для самостійної роботи та контролю знань / А.О.Задоя, Ю.Є.Петруня, С.В. Кузьмінов, Е.М. Лимонова, Л.П. Ландовська. – Д.: Вид-во ДУЕП, 2010. – 108 с. Соколов М. Економічна теорія. Підручник / М. Соколов, М. Горлач, В. Гущенко. – К.: Центр навчальної літератури, 2019. – 532 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> Базилевич В.Д., Базилевич К.С. Ринкова економіка: основні поняття і категорії: Навчальний посібник. – К.: Знання, 2008. – 263 с. Гальчинський А.С. Основи економічних знань: Навч. посібник. – К.: Вища школа, 2008. – 544 с. Мочерний С.В., Мочерна Я.С. Політична економія: Навчальний посібник. – К.: Знання, 2007. – 684 с. Камінська Т.М. Основи економічної теорії: підручник (I—IV р. а.) / Т.М. Камінська. — 2-е видання. – К.: Всеукраїнське спеціалізоване видавництво «Медицина», 2018. – 232 с. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> Zadoia A. O. Economics: bases of economic theory / A. O. Zadoia, Y. E. Petrunia, O. A. Kosyakina; Alfred Nobel University of economics and law Dnipropetrovs'k. - Dnipropetrovs'k: Alfred Nobel UEL, 2010. - 236 p. Raworth, K. (2017). Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist. Vermont: Chelsea Green Publishing <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> D. Begg, R. Dornbusch and S. Fisher (2005), Economics, McGraw Hill – 600 p. Hazlitt, Henry, Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics Accessible at: https://fee.org/media/14946/economicinonelesson.pdf

MICROECONOMICS				
Language of teaching	Semester/ Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5 / Mandatory	Oleksandr Zadoia, PhD (Candidate of Science), Associate Professor	150 hours (14h. lectures, 28h. seminars/practicals, 108 h. self-study time)
Course aims: This course will help students to understand theoretical background of consumer behaviour, market demand at goods and resource markets, pricing at several competitive circumstances, general principles of producer behaviour.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) demonstrate knowledge of specific terminology, theories and concepts in fields of microeconomics;		Lecture, seminars, discussion	Participation in the discussion, quizzes (CAS)	
2) understand and interpret behaviour of individuals at the markets of goods;		Lecture, seminars, panel discussion	Participation in the discussion, oral answers (CAS)	
3) identify and explain elements of competitive strategies of the firms at the markets of oligopoly, monopoly and monopolistic competition;		Lecture, seminars, panel discussion, solving calculative tasks	Participation in the discussion, explanation of solving problems (CAS)	
4) understand the nature of firm as producer and its behavior concerning consumption of resources;		Problem lecture, discussion, solving calculative tasks	Participation in the discussion, making calculations and explanation of results, test (CAS)	
5) retrieve and utilise relevant information from appropriate sources e.g. textbooks, newspapers, websites, business magazines.		Problem lecture, case study in small groups Self-study activities	Participation in the discussion, self-study results' presentation (CAS)	
Learning outcomes 1, 2, 5			Mid-term control, making calculations and explanation of results (CAS)	
Learning outcomes 1-5			Final exam (FAS)	
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 2 essays and computer multiple choice tests) 60% Continuous assessment:				

15% Test (multiple choice, computer)
 20% Calculative tasks (written)
 10% Answers (oral)
 15% Mid-term control (computational exercises, mini case)

Contents

Thematic structure of the course:

Subject and method of microeconomics;
 Theory of consumer choice.
 Modelling of consumer's behaviour at market.
 Individual demand, market demand.
 Productive curve and scale effect.
 Costs and output.
 Model of perfect competition
 Model of monopoly
 Model of monopolistic competition
 Model of oligopoly
 Forming derivative demand
 Pricing at resource markets
 General equilibrium.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Задоя А.О. Мікроекономіка: Курс лекцій та вправи: Навчальний посібник. - 6-те вид. / А.О. Задоя. – К.: Знання, 2007. – 211 с.
2. Steven A. Greenlaw, David Shapiro (2020) Principles of Microeconomics 2e, Available at: <https://openstax.org/details/books/principles-microeconomics-2e>
3. Мікроекономіка: рекомендації до виконання розрахункової роботи з дисципліни «Мікроекономіка» [Електронний ресурс]: навч. посіб. для студ. спеціальності 051 «Економіка», спеціалізації «Міжнародна економіка», «Економічна кібернетика», «Управління персоналом та економіка праці» освітнього ступеня «Бакалавр» денної форми навчання / уклад. Тюленєва Ю.В.– К., 2018. – 31 с.
4. Микроэкономика: учебник для вузов / Л.П. Кураков, М.В. Игнатьев, А.В. Тимирясова и др.; под общ. ред. А.Л. Куракова. – М.: Изд-во ИАЭП, 2017. – 353 с.
5. Практикум по курсу «Микроэкономика»: учебное пособие для студентов вузов / Н. М. Розанова. — М.: Издательство Юрайт; ИД Юрайт, 2014. — 346 с. — Серия: Бакалавр. Углубленный курс.
6. Мікроекономіка: вправи для самопідготовки та контролю знань студентів / А.О. Задоя, С.В. Кузьмінов, Г.Я. Глуха, Е.М. Лимонова. – Д.: Вид-во ДУЕП, 2009. - 118 с.

Recommended reading

1. Мікроекономіка: підручник / уклад.: В.М. Лич, П.М. Куліков, Б.Е. Головаш, В.В. Гончаров. – К.: КНУБА, 2018. - 96с.
2. Мікроекономіка: методичні рекомендації / уклад.: В.М. Лич, П.М. Куліков, Б.Е. Головаш, В.В. Гончаров. – К.: КНУБА, 2018. - 52с.
3. Тарануха Ю.В. Микроэкономика. Учебник. – Москва: КноРус. 2019. - 408 с.
4. Антипина О.Н., Вереникин А.О. Микроэкономика продвинутого уровня. Учебное пособие. - Москва: Экономический факультет МГУ имени М. В. Ломоносова, 2019. - 184 с.
5. Timothy Taylor, Steven A. Greenlaw, Eric Dodge (2014) Principles of Microeconomics Available at: <https://open.umn.edu/opentextbooks/textbooks/principles-of-microeconomics>

*Language of teaching English***Compulsory reading**

1. Microeconomics (2011), A.O. Zadoia, S.V. Kuzminov, O.A. Kosyakina, Dnipropetrovsk: Alfred Nobel University, Dnipropetrovsk, 288 p.
2. Microeconomics (8th Edition) (2013) (Pearson Series in Economics) by Robert S. Pindyck, Daniel L. Rubinfeld, Publisher: Prentice Hall, 768 p.
3. Intermediate Microeconomics: A Modern Approach, 8th Edition by Hal R. Varian, (2006). Publisher: W. W. Norton, 739 p.
4. Steven A. Greenlaw, David Shapiro (2020) Principles of Microeconomics 2e, Available at: <https://openstax.org/details/books/principles-microeconomics-2e>

Recommended reading

1. Microeconomic Theory (1995) by Andreu Mas-Colell, Michael D. Whinston and Jerry R. Green, Publisher: Oxford University Press, 1008 p.
2. Advanced Microeconomic Theory (2010) by Geoffrey A. Jehle and Philip J. Reny, 3rd edition publisher: Prentice Hall
3. Course in Microeconomic Theory (1999) by David M. Kreps, Publisher: Princeton university press
4. Timothy Taylor, Steven A. Greenlaw, Eric Dodge (2014) Principles of Microeconomics Available at: <https://open.umn.edu/opentextbooks/textbooks/principles-of-microeconomics>

MACROECONOMICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	3/14 weeks, 42 hours in class/	4.5 / Mandatory	Anatolii Zadoia, Doctor of Science, Professor	135 hours (28 h. lectures, 14 h. practical classes, 93 h. self-study time)
<p>This course will help students to understand fundamentals of macroeconomics regularities of the operating the national economy, theories and concepts, which are time tested practically applied in the area of management. It allows ones to make the most efficient use of proper resources, to organize business successfully, helps in managing enterprises and contributing to economic and managerial understanding of complex macroeconomic processes.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
<p>1) use the economic regularities for analysis of the problems of the national economy development and balances;</p> <p>2) study the reasons of the main macroeconomic proportion breach and forecast the dynamics of the macroeconomic factors;</p> <p>3) calculate the inflation, employment and unemployment rates, and basic indices of national economic accounting on the ground of publicly available statistical data and explain their dynamics;</p> <p>4) estimate the impact of microenvironment on economic entities operation and make economically sound decisions on the basis of the impact;</p> <p>5) understand equilibrium mechanisms on national goods market, financial market, and general equilibrium forming in national economy, and reasons and factors breaking this equilibrium;</p> <p>6) understand of economic functions of the state and basic instruments of fiscal and monetary policy.</p>		<p>Lecture, practical classes, discussion</p> <p>Lecture, practical classes, self-study activity</p> <p>Lecture, practical classes, self-study activity, Internet search</p> <p>Problem lecture, discussion, Internet search, self-study activities</p> <p>Problem lecture, case study in small groups</p> <p>Problem lecture, discussion, self-study activities</p>		<p>Participation in the discussion, essay (CAS)</p> <p>Participation in the discussion, essay, test (CAS)</p> <p>Presentation, essay, test (CAS)</p> <p>Participation in the discussion, test (CAS)</p> <p>Peer small group presentation (CAS)</p> <p>Participation in the discussion, essay (CAS)</p> <p>Mid-term control, essay, presentation, tests (CAS)</p> <p>Final exam (FAS)</p>
Learning outcomes 1-3				
Learning outcomes 1-6				
Assessment				

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)
40% Final exam (1 set of written assignments which includes 2 cases and computer multiple choice tests)

60% Continuous assessment:

15% Test (multiple choice, computer)

20% Essay (written)

10% Presentation (oral, multimedia)

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

Contents

Thematic structure of the course:

Macroeconomics as a science;
 State as a subject of macroeconomic regulation;
 National economy indices;
 National production dynamic;
 Employment and unemployment;
 Inflation;
 Aggregate demand and aggregate supply;
 General equilibrium models;
 Fiscal policy mechanism;
 Mechanism of monetary policy;
 Mechanism of foreign economic policy;
 Social warranty;
 Economic growth model.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Задоя А.А. Макроэкономика: Учебник / А.А. Задоя, Ю.Е. Петруня. – К.: Знання, 2010. – 381 с. (базовий підручник)
2. Задоя А.О. Макроэкономика: вправи для самопідготовки та контролю знань студентів / А.О. Задоя, С.В. Кузьмінов, Г.Я. Глуха, Е.М. Лимонова. – Д.: Вид-во ДУАН, 2015. – 112 с.
3. Макроэкономика [Текст]: навч. посіб. для студентів ВНЗ / Резнік Н. П., Талавири М. П., Пащенко О. В.; Київ. міжнар. ун-т. - Вид. 2-ге, допов. і перероб. - Київ: КиМУ, 2015. - 554 с.
4. Макроэкономика [Текст]: навч. посіб. / М. Л. Данилович-Кропивницька, П. І. Стецюк, І. О. Тивончук; Нац. ун-т "Львів. політехніка". - 2-ге вид., допов. - Львів: Вид-во Львів. політехніки, 2017. - 291 с.
5. Макроэкономика [Текст]: підручник / О. М. Козакова, Е. М. Забарна; Одес. нац. політехн. ун-т. - Херсон: ОЛДІ-ПЛЮС, 2018. - 427 с.

Recommended reading

1. Задоя А.О. Де створюється ВВП або індустріалізація чи деіндустріалізація? // Європейський вектор економічного розвитку. – 2017. - №2. – С. 27-41.
2. Макроэкономика [Текст]: навч. посіб. для студентів зі спец. "Економіка", "Облік і оподаткування", "Менеджмент", "Маркетинг", "Підприємство, торгівля та біржова діяльність" / [С. І. Архієреєв та ін.]; за ред. проф. Архієреєва С. І.; Нац. техн. ун-т "Харків. політехн. ін-т". - Харків: Вид-во Іванченка І. С., 2019. - 215 с.
3. Макроэкономика: теорія і практикум [Текст]: [навч. посіб.] / В. А. Шинкар, С. В. П'ясецька-Устич; ДВНЗ "Ужгород. нац. ун-т". - Ужгород: РІК-У, 2017. - 477 с.

*Language of teaching English***Compulsory reading**

1. Macroeconomics (2011), A.O. Zadoia, Y.E Petrunia, S.V. Kuzminov, O.M. Trushenko, O.A. Kosyakina, Dnipropetrovsk: Alfred Nobel University, Dnipropetrovsk, 296 c.
2. Macroeconomics: (Presentation course) (2010), by Kozyuk V. V., Dluhopolsky O. V.; Ternopil nat. econ. univ., Dep. of econ., Ternopi, TNEU, 170 p.
3. Julio Gar'in, Robert Lester, Eric Sims (2018) Intermediate Macroeconomics, August 2. Available at: https://www3.nd.edu/~esims1/gls_int_macro.pdf
4. Steven A. Greenlaw, David Shapiro (2020) Principles of Macroeconomics 2e. Available at: <https://openstax.org/details/books/principles-macroeconomics-2e>

Recommended reading

1. Macroeconomics [Text] (1997) y R. E. Hall, J. B. Taylor. - 5 Rev. Ed edition (1997). - New York; London: [б.в.]: W.W. Norton & Company, 580 p.
2. Macroeconomics: a European text [Text] (2001) by M. Burda, C. Wyplosz. - 3. ed. - Oxford: Oxford UP, XXXVI, 572 p.
3. Macroeconomics [Text] (2002) updated ed. by J. B. De Long. - Rev. ed. - Boston[etc.]: Irwin: McGraw-Hill, XXVI, 523 p.
4. Principles of Macroeconomics Available at: <https://open.umn.edu/opentextbooks/textbooks/principles-of-macroeconomics>

BUSINESS FOREIGN LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	3, 4, 5, 6/ 53 weeks, 187 hours in class	22 / Mandatory	Galyna Myasoid, PhD (Candidate of Science), Associate Professor Natalia Bespalova, Lecturer Olha Derbak, Lecturer	660 hours (187 h. Practical classes, 473 h. self-study time)
Course aims: The course is intended for developing the students' ability to communicate in English in a wide range of business situations demonstrating rich vocabulary and extensive business terminology, accuracy in their use of language and essential business communication skills such as negotiating, telephoning, participating in meetings and conferences, making presentations, business writing and using English in social situations.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the language of specialized areas of Business English demonstrating the extensive business vocabulary and accurate grammar;		Practical classes, brainstorming, discussion		Participation in the discussion, test (CAS)
2) read and comprehend relevant authentic texts from business sources with their further analyzing, summarizing and discussing with airing their own views on the issue;		Reading assignments in textbooks and periodicals, discussion, self-study activities		Participation in the discussion, exercise, practical skills assessment (CAS)
3) apply listening skills such as prediction, listening for specific information and note-taking while listening to a variety of recordings and authentic interviews with business people concerning business environment and relevant business issues;		Practical classes, textbook assignments, self-study activities		Practical skills assessment, exercise (CAS)
4) communicate in the key business areas participating in meetings, negotiations, telephoning and social English situations;		Practical classes, role-play, business game		Participation in the role play/ business game (CAS)
5) discuss business problems and recommend business solutions;		Practical classes, case study in small groups		Case study presentation, written report (CAS)
6) write business correspondence and essays		Practical classes,		Business

<p>of different types on the business topics processing information from various sources and analyzing it;</p> <p>7) take part in discussions and debates on the professional topics presenting and substantiating own points of view;</p> <p>8) make presentations on a wide range of business topics using extensive terminology, exemplifying the ideas, highlighting the problems and making suggestions on the ways to solve them;</p> <p>9) apply appropriate translation techniques while translating business passages from English into the native language and vice versa.</p> <p>Learning outcomes 1-9</p> <p>Learning outcomes 1-9</p>	<p>self-study activities</p> <p>Practical classes, discussion, debate</p> <p>Internet search, individual presentation, small group presentation, self-study activities</p> <p>Practical classes, self-study activities</p>	<p>correspondence, essay (CAS)</p> <p>Participation in the discussion/ debate, (CAS)</p> <p>Presentation assessment (CAS)</p> <p>Written test (CAS)</p> <p>Mid-term control: tests, essay/ business letter (CAS)</p> <p>Achievement test (CAS) and Final exam (FAS)</p>
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Assessment

Semester 3-5

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

- 10% Participation in the discussion
- 10% Participation in the role play/ business game
- 10% Participation in the case study
- 10% Practical skills assessment/ Test (written)
- 20% Essay/ business correspondence (written)
- 10% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay/ business letter)
- 15% Achievement test (written tests, essay/ business letter)

Semester 6

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)

40% Final exam (3 sets of written assignments, each assignment includes 1 business letter and tests for practical skills assessment)

60% Continuous assessment:

- 5% Participation in the discussion
- 5% Participation in the role play/ business game
- 5% Participation in the case study
- 5% Practical skills assessment/ Test (written)
- 15% Essay/ business correspondence (written)
- 10% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay/ business letter)

Contents

Thematic structure of the course:

1. Communication in business. Essential business communication tools.
2. International marketing. 4 Ps and product life cycle.
3. Brand management. Advertising and promotion. Advertising media and methods.
4. Building relationships in business. Ethics in business. New ways of working. Creating good

working environment.

5. Success and competition. Competitive advantage. Competitive strategy. Action plan.
6. Job satisfaction. Motivating staff.
7. Employment. Job interviews. Choosing the right candidate.
8. Risk and insurance. Strategic planning. Contingency plans.
9. Management styles. The ideal boss. Ways of managing company conflicts.
10. Leadership. Leadership qualities.
11. Team building. Business across cultures. Cultural awareness.
12. Raising finance. Finance management. Key financial indicators. Financial documents and reports.
13. Customer service. Developing brand loyalty. Dealing with counterfeiters. New product development.
14. Crisis management. Dealing with crisis.
15. Mergers and acquisitions. Global business. Ways of entering overseas markets. Forms of international business.
16. Globalization as a world phenomenon. The danger and benefits of globalization. Global issues of the XXI century.

Literature

Compulsory reading

1. Cotton, D., Falvey, D., Kent, S. (2016) Market Leader. Intermediate/ Upper-Intermediate. Business English Flexi Course Book. Pearson.
2. Dooley, J., Evans, V. (2009) Grammarway 3/ Grammarway 4. Express Publishing.
3. Emmerson, P. (2009) Business Grammar Builder. Macmillan Publishers Limited.
4. Emmerson, P. (2009) Business Vocabulary Builder. Macmillan Publishers Limited.
5. Evans, V. (2000) Successful Writing. Express Publishing.
6. Kozhushko, S.P., Medynska S.I, Yakovleva T.I. (2019) Handbook on Effective Business English Exam Preparation. Dnipro, DUAN Press.
7. Kozhushko, S.P., Sokolova, K.V., Brez, K.D., Svyrydenko, O.G. (2011) Presenting Statistics in English. Dnipropetrovsk, DUEP Press.
8. Mascull, B. (2018) Business Vocabulary in Use: Intermediate/Advanced. Third edition. Cambridge University Press.

Recommended reading

1. Kozhushko, S., Baranova, I. (2013) Business Letter Writing. Dnipropetrovsk, DUEP Press.
2. MacKenzie, I. (2010) English for Business Studies. A course for Business Studies and Economics students. Third Edition. Cambridge University Press.
3. Mackenzie, I. (2000) Management and Marketing. Pearson Education Limited.
4. Pilbeam, A. (2000). International Management. Pearson Education Limited.
5. Semerenko, L., Medynska, S. (2010) Effective Business Communication. Dnipropetrovsk, DUEP Press.
6. Strutt, P. (2000) Business Grammar and Usage. Longman.

REGIONAL ECONOMY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5,0 / Mandatory	Iryna Kurochkina, PhD (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: Students will have to determine the specific of regional economic development; to expose distinctions of regional development and its basic problems; to analyze the internal and external factors of regional development; to estimate the efficiency of possible regional development variants; to offer the solutions of regional development problems.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyse the status of regional economic development of Ukraine;		Lecture, practical classes, self-study activity, discussion, analysis of statistics		Participation in the discussion, essay, test (CAS)
2) determine economic areas with the purpose of optimal location of the enterprises;		Lecture, practical classes, solving problems, analysis of statistics		Solving problems assessment, test (CAS)
3) determine the basic development problems and productive power of the area and choose the optimal ways of solution of these problem, taking into account general principles of ecological management and regional politics;		Lecture, practical classes, internet search, self-study activities, analysis of statistics, discussion		Participation in the discussion, test, presentation (CAS)
4) determine the development prospects of specific industries and enterprises on the market.		Lecture, practical classes, role play, self-study activities, case study in small groups		Participation in the discussion, essay, participation in the role play (CAS)
Learning outcomes 1-2				Mid-term control (CAS)
Learning outcomes 1-4				Final exam (FAS)
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 solving problems, essay and computer multiple choice tests)				
60% Continuous assessment:				
10% Participation in the discussion and the role play				
10% Essay (written)				
10% Test				
10% Presentation (oral, multimedia)				

20% Mid-term control (computer multiple choice tests, solving problems)
Contents
<p>Thematic structure of the course: Object, methods and tasks of course Legal conformity, principles and actors of the productive power in regional economy Economic geographic demarcation and territorial economy organization A region in the system of territorial division of labour forces Essence, aim and task of regional economic politics Mechanism of regional economic politics implementation Economic complex of Ukraine, its structure and transformation in market conditions Natural and labour forces potential of Ukraine Inter-branch economic complexes and regional features of its development and siting Ukrainian economy as the unity of the regional socio-economic systems Regional economy of Ukraine: the state and development of the prospects International economic relations of Ukraine and its integration in European and world structures Sustainable development of productive power factors</p>
Literature
<i>Language of teaching Ukrainian</i>
Compulsory reading
1. Регіональна економіка. Навчальний посібник / І.В. Тараненко, С.С. Яременко, Т.С. Мішустіна та ін. / К.: Кондор, 2013. – 261 с.
Recommended reading
1. Савченко В.Ф. Регіональна економіка: навчальний посібник для студ. вищ. навч. закладів / В.Ф. Савченко; М-во освіти і науки, молоді та спорту України. – К.: Кондор, 2012. – 339 с. 2. Шевчук Л.Т. Регіональна економіка: Навч. посіб. / Л.Т. Шевчук. – К., 2011. – 319 с. 3. Регіональна економіка: підручник / М-во освіти і науки України; за ред. Є.П. Качана. – К.: Знання, 2011. – 670 с. 4. Лишиленко В.І. Регіональна економіка: Підручник [для студ. вищ. навч. закл.] / В.І. Лишиленко. – К.: Центр учбової літератури, 2009. – 384 с.
<i>Language of teaching English</i>
Compulsory reading
1. Amin A. (1999) An institutionalist perspective on regional economic development. International Journal of Urban and Regional Research 23, 365-378. 2. Cheshire, Paul and Magrini, Stefano (2008) Urban growth drivers in a Europe of sticky people and implicit boundaries. Journal of Economic Geography, 9 (1). pp. 85-115. 3. Crescenzi, Riccardo, Luca, Davide and Milio, Simona (2015) The geography of the economic crisis in Europe: national macroeconomic conditions, regional structural factors and short-term economic performance. Cambridge Journal of Regions, Economy and Society.
Recommended reading
1. Jensen R. C., Mandeville T. D., Karunaratne N D (2017). Regional Economic Planning: Generation of Regional Input-output Analysis. Publisher: London: Taylor and Francis. 2. Kissling C.C., Taylor M.J., Thrift N.J., Adrian C.J. (2017). Regional impacts of resource developments. Publisher: London: Routledge.

FINANCE, MONEY AND CREDIT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	3/14 weeks, 42 hours in class	4,5 / Mandatory	Tetiana Bolgar, Doctor of Science, Full Professor	135 hours (28 h. lectures, 14 h. seminars/practicals, 93 h. self-study time)
Course aims: The students will have an ability to analyze the financial statements of enterprises, calculate key ratios and explain the results.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) make Horizontal and Vertical Analysis;		Lecture, seminars, discussion, solving problems		Participation in the discussion (CAS)
2) make evaluate three fundamental qualities of a company: liquidity, solvency and profitability;		Lecture, solving problems, analyze liquidity, solvency and profitability of the company		Solving problems, report (CAS)
3) make Cash flow analysis that uses ratios that focuses on cash flow and understand how solvent, liquid, and viable the company is;		Problem lecture Work in pairs to solve problems, student reports by individuals		Case study, report, student reports assessment (CAS)
4) calculate Net financial result (profit, loss);		Lecture, seminars, solving problems		Solving problems, test, report (CAS)
5) calculate Break - Even Point and draw it graphically, to determine Margin of safety, calculate Contribution margin, contribution margin ratio and explain the results;		Lecture, solving problems, seminars		Presentation, discussion, solving problems (CAS)
6) make Profitability Analysis and determine how many units of production can we reduce the volume of sales without losing profits;		Problem lecture self-study activities, discussion, analyze profit of the company		Participation in the discussion, test, case study, solving problems (CAS)
7) prepare the cash flow from operating activities section of cash flow statement by direct and indirect methods;		Work in pairs to solve problems, prepare the cash flow		Report, participation in the discussion, solving problems (CAS)
8) make different types of Operating Budget and explain the results.		Work in pairs to solve problems, prepare the Operating Budgets		Presentation, discussion, solving problems (CAS)
Learning outcomes 1-8				Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (2 sets of written assignments, each assignment includes 3 solving problems)				

<p>60% Continuous assesment: 30% Solving problems 10% Make calculations 20% Explain the results</p>
Contents
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Introduction to finance 2. Financial statement analysis 3. Tools of financial statement analysis 4. Balance Sheet financial analysis 5. Income statement financial analysis 6. Cash flow financial analysis 7. CVP-analysis 8. Profitability Analysis 9. Preparation a Cash Flow Statement 10. Budgeting
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Фінансовий аналіз. Навчальний посібник / М. Р. Лучко, С. М. Жукевич, А. І. Фаріон – Тернопіль: ТНЕУ, – 2016 – 304 с. 2. Фінансовий аналіз [текст] навчальний посібник / кол. авт.: Косова Т. Д. [та ін.]; [за заг. ред. Т. Д. Косової, І. В. Сіменко]. – К.: «Центр учбової літератури», 2013. – 440 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Цал-Цалко Ю.С. Фінансовий аналіз. Підручник. / Ю.С. Цал-Цалко – К.: Центр учбової літератури, 2008. – 566 с. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Financial accounting: an introduction / Graham Peirson and Alan Ramsay. 4th ed. Frenchs Forest, N.S.W.: Prentice Hall, 2006. 2. Financial statement analysis: a practitioner's guide / Martin Fridson, Fernando Alvarez. 3rd ed., University ed. New York: J. Wiley, 2002. 3. Steven M. Bragg. Financial Analysis: Third Edition: A Business Decision Guide, 2017. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Corporate Finance - The Core, 3rd ed, Pearson, by Jonathan Berk and Peter DeMarzo Financial Accounting by Harrison, Horngren and Thomas (10th edition) 2. Martin S. Fridson, Fernando Alvarez. Financial Statement Analysis: A Practitioner's Guide, 4th Edition. 400 pages.

MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4 / 14 weeks, 42 hours in class	4,5 / Mandatory	Volodymyr Momot, Doctor of Science, Professor	135 hours (14 h. lectures, 28 h. seminars/practicals, 93 h. self-study time)
The aim of discipline is to form in modern management thinking and expertise, understanding of the conceptual foundations of systemic management, acquire skills of analysis of internal and external environment, making appropriate management decisions in future managers.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, the student will be able to:				
1) acquire knowledge of fundamental management concepts and skills and learn from managers how to apply them; 2) identify the internal and external factors and forces of the organisation that managers may face in their daily work, examine the functions of management: such as planning, organizing, leading, controlling, and decision making; 3) identify the key competencies needed to be an effective manager; 4) demonstrate critical thinking when presented with managerial problems; 5) understand the importance of social responsibility and managerial ethics in management operation		Lecture, seminars, discussion Lectures, seminars, self-study activities, Internet search, case-studies, discussions Problem lecture, discussion, Case-studies, role play Role play, problem lecture, case-studies	Participation in the discussion (CAS) Essay, test, presentation, participation in the discussion (CAS) Participation in the discussion (CAS) Participation in the role play (CAS) Participation in the role play, tests (CAS)	
Learning outcomes 1-5			Final exam (FAS)	
Contents				
Thematic structure of the course: Management as a science, history of management; Elements of theory of organization; Organizational structures: schemes and comparison; Planning as a function of management; Motivation as a general function of management, theories of motivation; Control as a general function of management; Decision Making: types and techniques; Communication in organization: process and networks; Styles of management: comparison and applicability; Management and leadership; Management and ethics;				

Management efficiency: estimation and improvement.
Assessment
<p>Assessment</p> <ul style="list-style-type: none"> • 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 2 essays and computer multiple choice tests) • 60% Continuous assessment: <ul style="list-style-type: none"> 10% Participation in the discussion 10% Participation in the role play 10% Test (multiple choice, computer) 20% Essay (written) 10% Presentation (oral, multimedia)
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Момот В.Е. Основы менеджмента: Учебное пособие / В.Е. Момот. – Д.: Изд-во ДУ им. А. Нобеля, 2013. – 132 с. (базовий підручник). 2. Мищенко А.П. Основы менеджмента / А.П. Мищенко. – Днепропетровск: ДУЕП, 2005. – 312 с. 3. Електронний конспект з дисципліни „Основы менеджменту” / Укладач Н.С. Макарова. – Дніпропетровськ: ДУ ім. А. Нобеля, 2015. – 135 с. 4. Андрушків Б.М. Основы менеджменту / Б.М. Андрушків, О.Є. Кузьмін. – К: Либідь, 1995. – 256 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Бардась А.В. Менеджмент / А.В. Бардась, М.В. Бойченко, А.В. Дудник. Дніпропетровськ: Національний гірничий університет, 2012. — 381 с. 2. Кузьмін О.Е. Основы менеджменту / О.Е. Кузьмін, О.Г. Мельник. – К.: Академвидав, 2006. – 416 с. 3. Момот В.Е. Основы менеджмента: Слайд – конспект / В.Е. Момот. – Д.: Изд-во ДУЭП, 2011. – 132 с. 4. Орлов А.И. Менеджмент. Организационно-экономическое моделирование: Учебное пособие / А.И. Орлов. – М.: Феникс, 2009. – 475 с. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Daft R.L. (2015). Management. 12th ed. — Cengage Learning, 2015. — 784 p. in color. — ISBN: 1285861981, 9781285861982 2. Daft R. (2009). Contemporary Management. Simon Fraser University Press. 3. Drucker P. (2007). Management. (8th Edition). NY: South-Western Cengage Learning. 4. Albert F., Meskon M., Hedowry P. (2002). Basics of Management. (15th edition) Chicago: The University of Chicago Press. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Collins J., Porras J. (1997). Built to Last: Successful Habits of Visionary Companies. New Jersey: Prentice-Hall, 1997. 2. Hill Charles W.L., McShane Steven L. (2008). Principles of Management. McGraw Hill/Irwin, 2008. — 528 p.

STATISTICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 42 hours in class	4,5 / Mandatory	Viktoriiia Varenyk, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars, practical classes, 93 h. self-study time)
Course aims: Assimilation of theoretical and practical knowledge of statistics, mastering the skills of statistical research, analysis and forecasting results.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) demonstrate detailed knowledge and critical use of theories of practical statistics;		Lecture, practical classes		Participation in the discussion, test (CAS)
2) understand statistical models construction and usage;		Lecture, guided self-study activities		Explanation solving problems, exercises (CAS)
3) evaluate data concerning managerial and methodological basis of statistical provision of management;		Seminars, self-study activity, solving problems		Exercise, test (computer) (CAS)
4) analyse and categorise ideas statistical data;		Lecture, seminars, work in pairs to solve problems		Participation in the discussion (CAS)
5) study development proportionality of statistical models;		Lecture, self-study activities, discussion, business game		Test, exercise, participation in the discussion (CAS)
6) study efficiency and development trends of statistical models under influence of certain factors;		Case study in small groups, problem lecture		Student reports assessment (CAS)
7) calculate results of economic interpretation;		Lecture, analysis of statistics report, solving problems, discussion		Student reports assessment, solving problems (CAS)
8) express independent opinion about management decision; formulate judgments and knowledge-based conclusions about content of enterprise statistical statements;		Lecture, seminars, guided self-study activities		Test, exercise, participation in the discussion (CAS)
9) master the statistical analysis results economic interpretation for managerial decisions substantiation.		Lecture, seminars, self-study activity, solving problems, analysis of statistics		Report assessment, practical skills assessment (CAS)

Learning outcomes 1-9.	report	Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (2 tasks, 20 tests questions) 60% Continuous assessment: 10% Participation in the discussion (debates, brainstorming etc.) 10% Test (multiple choice, computer) 10% Exercise 20% Solving problems 10% Report		
Contents		
Thematic structure of the course: Module 1. Theory of statistics Methodological fundamentals of statistics Statistical observation Statistical summary and grouping of statistical data Integrating statistical indicators Module 2. Analytical statistics Analysis of distribution series Analysis of concentration, differentiation and similar distributions Statistical methods of estimate correlation Analysis of intensity dynamics Module 3. Statistical methods and their role in research Analysis of progress trend and variations The index method The sampling method Supplying statistical data: tables, graphs, maps		
Literature		
<i>Language of teaching Ukrainian</i>		
Compulsory reading		
1. Статистика для економістів: навчальний посібник. / Городянська Л.В., Сизов А.І.; Київ. нац. ун-т ім. Т.Шевченка, військовий ін-т, каф. фінансового забезпечення військ. – К.: [Київ. нац. ун-т ім. Т.Шевченка], 2019. – 350 с. 2. Педченко Г. П. Статистика: Навчальний посібник / Г. П. Педченко. — Мелітополь: Колор Принт, 2018. — 266 с. 3. Костюк В. О. Прикладна статистика: навч. посібник / В. О. Костюк; Харк. нац. ун-т міськ. госп-ва ім. О. М. Бекетова. – Харків: ХНУМГ ім. О. М. Бекетова, 2015. – 191 с.		
Recommended reading		
1. Опря А. Т. Статистика (модульний варіант з програмованою формою контролю знань). Навч. посіб. – К.: Центр учбової літератури, 2012. – 448 с. 2. Щурік М.В. Статистика: Навч. посібн. – 2-ге видання, оновлене і доповнене. – Львів: «Магнолія-2006», 2011. – 545 с. 3. Мармоза А.Т. Практикум з математичної статистики: Навчальний посібник. – К.: Кондор, 2009. – 264 с.		
<i>Language of teaching English</i>		
Compulsory reading		
1. Introductory Statistics. Available at: https://openstax.org/details/books/introductory-statistics 2. Introduction to Statistics by David Lane, Available at: https://open.umn.edu/opentextbooks/textbooks/introduction-to-statistics 3. Introductory Statistics by Douglas S. Shafer, Zhiyi Zhang, Available at: https://open.umn.edu/opentextbooks/textbooks/introductory-statistics		

Recommended reading

1. Freedman, D.A. (2005) *Statistical Models: Theory and Practice*, Cambridge University Press.
2. Mc Carney R, Warner J, Iliffe S, van Haselen R, Griffin M, Fisher P (2007). "The Hawthorne Effect: a randomized, controlled trial". *BMC Med Res Methodol.* 7 (1): 30.
3. D.A. Berry and B.W. Lindgren, *Statistics, Theory and Methods* (2001), Duxbury Press.
4. J.A. Rice, *Mathematical Statistics and Data Analysis*, 2nd edition (2000), Duxbury Press.

MARKETING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4, 5/28 weeks, 98 hours in class/	10,5 / Mandatory Course paper: 1 ECTS credit	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	315 hours (56 h. lectures, 42 h. seminars/practicals, 217 h. self-study time) Course paper: 30 hours
Course aims: The course is geared towards helping students study modern system of views and expertise in marketing as well as practical skills to develop marketing mix and promote products in the market, taking into account customer satisfaction and ensuring the efficient operation of the company.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand the principles of development the theory of marketing;		Lecture, practical classes, discussion, quiz		Participation in the discussion, quiz, test (CAS)
2) know categorical apparatus of marketing and current trends in this field of study;		Lecture, practical classes, composing and solving crossword / crossword puzzles		Peer small group presentation (CAS)
3) identify the components of the marketing environment and elements of the marketing mix;		Lecture, practical classes, work in pairs to solve problems		Participation in the discussion, solving problems, test (CAS)
4) conduct market segmentation, select target segments and make positioning of products and trade marks;		Lecture, practical classes, workshop, self-study work, research on the topic of course paper		Peer small group presentation, test, essay (CAS)
5) use of modern methods of collecting and analyzing marketing information;		Lecture, workshop, discussion, internet search		Solving problems, presentation (CAS)
6) use various methods of generating ideas for new products;		Problem lecture, practical classes, self-study activities, brainstorming		Participation in the discussion, test, essay (CAS)
7) develop the sales promotion programs for the company;		Lecture, practical classes, workshop, self-study activities		Peer small group presentation, test (CAS)
8) develop the relationship with customers based on the concept of social ethical marketing and relationship marketing;		Lecture, business game, practical classes		Essay, test (CAS)

<p>9) justify the organizational structure of the company's marketing department.</p> <p>4 semester Learning outcomes 1-3</p> <p>Learning outcomes 1-5</p> <p>5 semester Learning outcomes 6-9 Learning outcomes 1-6, 9</p>	<p>Lecture, practical classes, workshop, case study</p>	<p>Analytical problem solving, case study (CAS)</p> <p>Mid-term control (CAS)</p> <p>Final assessment (FAS)</p> <p>Final exam (FAS) Course paper (FAS)</p>
<p>Assessment</p> <p>The results of each semester are evaluated separately. And the results of previous semester are not included into the final examination grade.</p> <p>4 Semester:</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the discussion and quiz 20% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, essay, mini case)</p> <p>5 Semester:</p> <p>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</p> <p>40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)</p> <p>60% Continuous assessment:</p> <p>10% Participation in the discussion and Quiz 20% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia)</p> <p>Course paper is evaluated separately and its score is not included into the course final grade. Successful completion of the course paper is a prerequisite for student's admission to final examination.</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <p>Module 1. Basic concepts of marketing theory</p> <p>The essence of the main components and concepts of marketing Formation of marketing theory Systematic approach to organizing and managing marketing Marketing mix Types of marketing and their characteristics Marketing environment</p> <p>Module 2. Fundamentals of acceptance of marketing decisions</p> <p>Marketing researches Segmentation, target market selection and positioning Consumer markets and consumer behavior</p> <p>Module 3. Marketing mix of the enterprise</p> <p>Marketing commodity policy Marketing pricing Marketing policy of distribution Marketing communication policy</p> <p>Module 4: Marketing activities and marketing strategy</p>		

Risks in Marketing
 Competition, competitive strength and benefits. Competitiveness
 Planning marketing activities
 Development of marketing strategy
 Organization of marketing activity at the enterprise
 Control of marketing activities

Literature

Language of teaching Ukrainian

Compulsory reading

1. Гаркавенко С.С. Маркетинг. Підручник / С.С. Гаркавенко. – К.: Лібра, 2010. – 712 с.
2. Петруня Ю.Є. Маркетинг: навчальний посібник / Ю.Є. Петруня, В.Ю. Петруня. – К.: Знання, 2016. – 223 с.

Recommended reading

1. Котлер Ф. Основы маркетинга. Краткий курс. / Ф. Котлер. – М.: Изд-во Диалектика-Вильямс, 2019. – 496 с.
2. Маркетинг: Підручник / В. Руделіус, О.М. Азарян, Н.О. Бабенко та ін. – К.: Навчально-методичний центр «Консорціум з удосконалення менеджмент-освіти в Україні», 2008. – 648 с.
3. Котлер Ф. Маркетинг менеджмент / Пер. с англ. под ред Л.А. Волковой, Ю.Н. Каптуревского / Ф. Котлер. – СПб.: Питер, 2010. – 752 с.
4. Маркетинг: підручник / А.О. Старостіна, Н.П. Гончарова, Є.В. Крикавський та ін.; за ред. А.О. Старостіної. – К.: Знання, 2009. – 1070 с.
5. Маркетингове управління конкурентоспроможністю на мікро-, мезо-, макрорівні: монографія / І.В. Тараненко, О.Ю. Мішустіна, С.С. Яременко [та ін.]. - Д.: Ун-т ім. А. Нобеля, 2017.
6. Kotler Ph., Keller K.L. Marketing Management (2012). 14th ed. Pierson. – 812 p.
7. Kotler Ph., Armstrong G. (2011). Principles of Marketing. 14th ed. Prentice Hall. – 740 p.
8. Pride W.M., Ferrell O.C. (2016). Marketing. 2nd ed. Cengage Learning. – 723 p.

Language of teaching English

Compulsory reading

1. Pride W.M., Ferrell O.C. (2016). Marketing. 2nd ed. Cengage Learning. – 723 p.
2. Brassington F., Pettitt S. (2013). Essentials of Marketing. 3rd ed. Pierson. – 625 p.

Recommended reading

1. Kotler Ph., Armstrong G. (2011). Principles of Marketing. 14th ed. Prentice Hall. – 740 p.
2. Kotler Ph., Keller K.L. Marketing Management (2012). 14th ed. Pierson. – 812 p.
3. Dibb S., Simkin L., Pride W.M., Ferrel O.C. Marketing (5th European Edition). Concepts and Strategies. Houghton Mifflin Company. Boston-New York-Abingdon.
4. Tanner J., Raymod M.A. Marketing Principles (v.2.0). – 581 pages

<i>ECONOMICS OF ENTERPRISE AND ENTREPRENEURSHIP</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5 / Mandatory	Olha Kotko, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self- study time)
Course aims: Students will gain the ability to analyze data about business processes; occurring in industrial and commercial systems business; make management decisions, perform complex economic calculations for the effective implementation of economic activity at the enterprise level				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) identify economic problems based on analysis of specific situations, suggest methods for their solution and evaluate the expected results;		Lecture, internet search, analysis of statistics, self-study activities		Analysis of statistics report (CAS)
2) classify and summarize information, do short reviews and links that are associated with problems of professional activity; edit and examine texts and make them short summary;		Lecture, self-study activities, practical classes, discussion		Participation in the discussion, presentation (CAS)
3) determine the main indicators of economic activity;		Lecture, practical classes, case study in small groups		Case study, test, essay (CAS)
4) characterize and justify the choice of direction of the company;		Lecture, practical classes, self-study activities		Essay, practical skills assessment / exercises (CAS)
5) build organizational and manufacturing management structure and choose the right model of management activities;		Work in pairs to solve problems, situational tasks		Explanation solving problems, report (CAS)
6) assess competitiveness;		Lecture, case study in small groups, practical classes, self-study activities		Case study, presentation (CAS)
7) take constructive decisions on the basis of a preliminary analysis of the company.		Lecture, self-study activities, discussion, presentation in small groups		Participation in the discussion, essay, presentation (CAS)
Learning outcomes 1-7				Final exam (FAS)

<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments include 2 essays and 2 situational tasks) 60% Continuous assessment: 10% Participation in the discussion / workshop 10% Report 20% Essay 20% Presentation (oral, multimedia)</p>
<p>Contents</p>
<p>Module 1. Principles and Management of entrepreneurial activities Features and Principles of Entrepreneurship The Entrepreneurial Process Opportunity Recognition, Shaping, and Reshaping How to Write a Startup Project Understanding Your Business Model and Developing Your Strategy Building the Founding Team Startup in the Context of International Marketing Module 2. Making the Transition from Startup to Growth Costs of enterprise Pricing for the enterprise Financial and economic results of enterprises Investment resources Innovation activity in the enterprise Quality and competitiveness The effectiveness of the company</p>
<p>Literature <i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Гой І.В. Підприємництво. Навчальний посібник. - К.: ЦУЛ, 2019. - 368 с. 2. Хмурова В.В. Менеджмент підприємницької діяльності. - К.: ЦУЛ, 2018. - 286 с. 3. Педько А. Основи підприємництва і бізнес культури. - К.: Центр навчальної літератури, 2019. - 168 с. 4. Мельников А. Основи організації бізнесу. Навчальний посібник. - К. ЦУЛ, 2019. - 200 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Central Intelligence Agency. The World Factbook [Електронний ресурс] / Режим доступу: https://www.cia.gov/library/publications/the-world-factbook/geos/up.html#top – вільний. Заголовок з екрану. – Мова англ. 2. Euromoney's Country Risk Rankings [Електронний ресурс]. – Режим доступу: URL:http://www.euromoney.com. 3. Economist Group. [Електронний ресурс]. – Режим доступу: URL:http://www.economistgroup.com 4. Institutional Investor. Офіційний сайт [Електронний ресурс]. – Режим доступу: URL:http://www.institutionalinvestor.com. 5. Moody's Investor Service [Електронний ресурс]. – Режим доступу: URL:http://www.moody.com. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Bygrave W., Zacharakis A. (2011). Entrepreneurship. Second Edition. John Wiley & Sons, Inc.

2. Burns P. (2016). Entrepreneurship and Small Business. Fourth edition. Palgrave Macmillan.

Recommended reading

1. Central Intelligence Agency. The World Factbook Available at:
<https://www.cia.gov/library/publications/the-world-factbook/geos/up.html#top>
2. Euromoney's Country Risk Rankings Available at: URL:<http://www.euromoney.com>.
3. Economist Group. Available at: URL:<http://www.economistgroup.com>
4. Institutional Investor. Available at: URL:<http://www.institutionalinvestor.com>.
5. Moody's Investor Service Available at: URL:<http://www.moody.com>.

ACCOUNTING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 42 hours in class	3 / Mandatory	Zoia Pestovska, Ph.D. (Candidate of Science), Associate Professor	90 hours (24 h. lectures, 14 h. seminars/practicals, 48 h. self-study time)
Course aims: The course is geared towards helping students express independent opinion about management decision; formulate judgments and knowledge-based conclusions about content of enterprise financial statements and accounting policy.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrate detailed knowledge and critical use of theories of accounting;		Lecture, seminars, discussion		Essay, test (CAS)
2) understand the role of accounting in management of enterprise and design business process.		Seminars, self-study activity		Essay, test (CAS)
3) highlight the main points of account's information in accounting and financial reports;		Lecture, practical classes, work in pairs to solve problems		Test, solving problems, peer small group presentation (CAS)
4) determine accounting period convention of period;		Problem lecture, seminars, self-study activity		Essay, solving problems, peer small group presentation (CAS)
5) evaluate the influence of international organizations on the accounting policy;		Problem lecture, case study in small groups		Essay, peer small group presentation, solving problems (CAS)
6) use accounting procedures to make management decision;		Lecture, practical classes, work in pairs to solve problems		Explanation solving problems, report (CAS)
7) analyze the ratio of different financial statements in annual reports;		Lecture, seminars, practical classes		Explanation solving problems, report (CAS)
8) measure the profitability of enterprise;		Lecture, practical classes, work in pairs to solve problems, seminars		Explanation solving problems, report (CAS)
9) make financial statements of enterprise;		Internet search, self-study activities, problem lecture, discussion		Test, peer small group presentation, solving problems (CAS)
Learning outcomes 1-9				Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (2 sets of written assignments, each assignment includes 2 solving problems assessment and computer multiple choice tests)				

<p>60% Continuous assessment: 10% Report 10% Test 30% Explanation solving problems 10% Presentation (oral, multimedia)</p>
Contents
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Accounting information, profession and careers 2. Impact of transactions on the accounting equation 3. Accounts, debits and credits 4. The journal and the general ledger 5. The trial balance and computerized processing systems 6. T-accounts, transactions and events 7. The periodicity assumption. Basic elements of revenue and expense recognition The adjustment process and related entries 8. Accrual vs cash-basis accounting 9. Preparing financial statements
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Закон України “Про бухгалтерський облік та фінансову звітність в Україні” від 16.07.1999 № 996-XIV: 2. Скоробогатова Н. Є. Бухгалтерський облік 3. Бухгалтерський облік: Навчальний посібник / В. М. Соболев, І. А. Косата, Т. В. Розіт тощо; за ред. В. М. Соболева. – Х.: ХНУ імені В. Н. Каразіна, 2018. – 222 с. 4. Бухгалтерський облік / Осмятченко В. О., Тесленко Т. І., Герасименко О. М., Титенко Л. В., Скоробагач А. Є., Вавілов В. В. – Київ: Простобук, 2017. – 552 с. 5. Бухгалтерський облік: у схемах і таблицях: навч. посібник / [Зінченко О.В., Радіонова Н.Й., Хаустова Є.Б. та ін.]; під заг. ред. М. І. Скрипник. – Київ: «Центр учбової літератури», 2017. – 340 с. 6. Положення (стандарти) бухгалтерського обліку: http://zakon.rada.gov.ua 7. Інструкція про застосування Плану рахунків бухгалтерського обліку активів, капіталу, зобов'язань і господарських операцій підприємств і організацій, затверджена наказом Міністерства фінансів України від 30 листопада 1999 р. №291 // http://dtk.com.ua/show/2cid06881.html 8. План рахунків бухгалтерського обліку активів, капіталу, зобов'язань і господарських операцій підприємств і організацій, затверджений наказом Міністерства фінансів України від 30 листопада 1999 р. №291 // http://dtk.com.ua/show/2cid06880.html <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Жива бухгалтерська книга https://interbuh.com.ua/ua/documents/buhbook 2. Янчева Л.М. Бухгалтерський облік: навчальний посібник / Л. М. Янчева, Н. С. Акімова., О. В. Топоркова, Т. А. Наумова, Л. О. Кирильєва, Герасимова Н.С., М.О. Ільченко. – Х.: ХДУХТ, 2015. – 446 с. 3. Офіційний сайт Державної служби статистики України – [Електронний ресурс] – Режим доступу: http://www.ukrstat.gov.ua/ 4. Офіційний сайт НБУ [Електронний ресурс] – Режим доступу: www.bank.gov.ua/bank_supervision/Dynamics/2001-last.htm/ 5. Офіційний сайт Верховної Ради України www.rada.gov.ua 6. Офіційний сайт бухгалтерського щотижневика «Дебет-Кредит»: http://www.dtk.com.ua

7. Офіційний веб-сайт Міністерства фінансів України, на якому викладені тексти МСФЗ http://www.minfin.gov.ua/control/publish/article/main?art_id=92410&cat_id=-92408.

8. Сайт нормативно-правових актів на якому викладені тексти національних Положень (стандартів) бухгалтерського обліку <http://www.nau.com.ua>.

9. Сайт Комітету з міжнародних стандартів фінансової звітності (КМСФЗ) <http://www.iasb.org>

Language of teaching English

Compulsory reading

1. Accounting, Available at: <https://cdn.corporatefinanceinstitute.com/assets/cfi-Accounting-eBook.pdf>

2. Principles of Accounting, Volume 1 Financial Accounting Available at: <https://open.umn.edu/opentextbooks/textbooks/principles-of-accounting-volume-1-financial-accounting>

3. Accounting for Managers Available at: <http://assets.vmou.ac.in/MP103.pdf>

Recommended reading

1. Financial Accounting (8th edition) by Walter T. Harrison, Charles T. Horngren, and Bill Thomas, 2009

2. Attrill, P., & McLaney, E., 2009, “Accounting and Finance for non-specialists”, Financial Times.

3. Accounting Principles: Managerial Accounting (2011). A Textbook Equity Open College Textbook, originally by Hermanson, Edwards, and Ivancevich: https://www.textbookequity.org/Textbooks/TBQ_PA_Accounting_managerial.pdf

INTERNATIONAL ECONOMIC RELATIONS				
Language of teaching	Semester/ Duration	ECTScredits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 42 hours in class	4,5 / Mandatory	Oleksandr Zadoia, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars / practicals, 93 h. self-study time)
The aim of this course is to develop an ability to analyse complex international economic data, provide solutions on problems of international trade, international migration of factors of production, international monetary system economic integration and globalization.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) use the terminology describing international economic relations; classify the theories and concepts of international economics and be able to synthesise them;		Lecture, crossword puzzles, quiz	Test, oral answers to questions, exercise (CAS)	
2) ability to assess the consequences of labor migration, capital movements, application of trade policy instruments;		Lecture, practical classes, panel discussion, solving calculative tasks	Participation in the discussion, making calculations and explanation of results, test (CAS)	
3) understand and comment intelligently on the procedures and supervisory mechanisms of the Balance of Payment elements and their practical application;		Lecture-demonstration, case study	Participation in the discussion, explanation of solving problems (CAS)	
4) assess the challenges and opportunities resulting from international economics;		Discussion conducted by teacher, class projects	Test, individual report, presentations (CAS)	
5) improve the capacity to transmit information and to give informed advice on issues relating to the international economy and to be able to synthesize and share, both with their colleagues and with the general public, the results of tasks for which they are, individually or as a group, responsible.		Problem lecture, case study, internet search, survey, role play	Participation in the discussion, student-group reports, essay, test, (CAS)	
Learning outcomes 1-3			Mid-term control: tests, essay (CAS)	
Learning outcomes 1-5			Final exam (FAS)	

Assessment

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)

40% Final exam (1 set of written assignments, which includes 2 tasks and an essay)

60% Continuous assessment:

5% Participation in the debate

5% Test (multiple choice, computer)

10% Essay (written)

20% Calculative tasks (written)

20% Mid-term control (computer multiple choice tests, essay)

Contents**Thematic structure of the course:**

Internationalization of economic development

The environment of international economic relations

International trade

International investments

International credit

International labor migration

World monetary system

International settlements and balance of payments

International economic integration

Globalization and economic development

International economic policy

Literature

Language of teaching Ukrainian

Compulsory reading

1. Міжнародна економіка: Підручник [Текст] /В.В. Білоцерковець, О.О. Завгородня, В.К. Лебедева та ін. / За ред. А. О. Задої, В. М. Тарасевича. – К.: Центр учбової літератури, 2012. – 327 с. (базовий підручник).

2. Козак Ю. Г. Міжнародна економіка: в питаннях та відповідях [текст] підруч. / Ю. Г. Козак. – К.: Центр учбової літератури, 2017. – 228 с.

3. Киреев А. П. Международная экономика: В 2 ч.: Учеб. пособие. - Ч.1. - М.: Междунар.отношения, 2017.

4. Киреев А. П. Международная экономика: В 2 ч.: Учеб. пособие. - Ч.2. - М.: Междунар. отношения, 2017.

5. Світова економіка: підручник [Текст]/ за ред. А. П. Голікова, О. А. Довгаль. – Х. : ХНУ імені В. Н. Каразіна, 2015. – 268 с.

6. Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2015). International economics. Theory and policy. Global ed.

Recommended reading

1. Куцик П.О. Глобальна економіка: принципи становлення, функціонування, регулювання та розвитку: монографія [Текст] / П.О. Куцик, О.І. Ковтун, Г. І. Башнянин. – Львів: Видавництво ЛКА, 2015. – 594 с.

2. Міжнародні економічні відносини: підручник / А.А. Мазаракі, Т.М. Мельник, Л.П. Кудирко та ін.; за заг. ред. А.А. Мазаракі, Т.М. Мельник. – Київ: Київ. нац. торг.-екон. ун-т, 2017. – 612 с.

3. Міжнародні економічні відносини: практикум [Електронний ресурс]. Навч. посіб. для студ. галузі знань 0305 «Економіка та підприємництво» на пряму підготовки 6.030503 «Міжнародна економіка» / В.В. Дергачова, О. М. Згуровський, І.М. Манаенко; КПІ ім. Ігоря Сікорського. – Електронні текстові дані (1 файл: 832 Кбайт). – Київ: КПІ ім. Ігоря Сікорського, 2018. – 80 с. Режим доступу: https://ela.kpi.ua/bitstream/123456789/23063/1/mizhнародni_ekonom_vidnosyny.pdf - вільний.

4. Carbaugh, R. (2016). International economics. Nelson Education.

5. Jovanović, M. N. (2015). The economics of international integration. Edward Elgar Publishing.
6. Central Intelligence Agency. The World Factbook [Електронний ресурс]. – Режим доступу: <https://www.cia.gov/library/publications/the-world-factbook/geos/up.html#top>
7. Статистичний довідник України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua/>
8. Національний банк України [Електронний ресурс]. – Режим доступу: <https://bank.gov.ua/>
9. International Monetary Fund [Електронний ресурс]. – Режим доступу: <https://www.imf.org/external/index.htm>
10. The World Bank [Електронний ресурс]. – Режим доступу: <https://www.worldbank.org/>
11. United Nations [Електронний ресурс]. – Режим доступу: <https://www.un.org/>
12. World Trade Organisation [Електронний ресурс]. – Режим доступу: <https://www.wto.org/>

Language of teaching English

Compulsory reading

1. Krugman, P. R. (2008). International economics: Theory and policy, 8/E. Pearson Education India.
2. Feenstra R. C. (2015). Advanced international trade: theory and evidence. – Princeton university press.
3. Rates E., Market E. (2018). International economics: theory and policy.
4. Vernon R. (2015) International investment and international trade in the product cycle //International Business Strategy, Routledge, P. 35-46
5. Šovran S., Hadžić M. (2016). Forms of international movement of capital with special emphasis on the PPP and concessions //Spatium, P. 55-60.
6. Felbermayr G., Grossmann V., Kohler W. (2015) Migration, international trade, and capital formation: Cause or effect? //Handbook of the economics of international migration. – North-Holland, T. 1, P. 913-1025.

Recommended reading

1. Cerutti E., Claessens S., Puy D. (2019). Push factors and capital flows to emerging markets: why knowing your lender matters more than fundamentals //Journal of International Economics, T. 119, P. 133-149.
2. Eichengreen B. (2019) Globalizing capital: a history of the international monetary system. – Princeton University Press.
4. Neary J. P. (2016). International trade in general oligopolistic equilibrium //Review of International Economics, T. 24, №. 4, P. 669-698.
6. Korinek A. (2018). Regulating capital flows to emerging markets: An externality view //Journal of International Economics, T. 111, P. 61-80.
7. Pasricha G. K. et al. (2018). Domestic and multilateral effects of capital controls in emerging markets //Journal of International Economics, T. 115, p. 48-58.
8. Araujo L., Mion G., Ornelas E. (2016). Institutions and export dynamics //Journal of International Economics, T. 98, P. 2-20.
9. Central Intelligence Agency. The World Factbook. Available at: <https://www.cia.gov/library/publications/the-world-factbook/geos/up.html#top>
10. Статистичний довідник України Available at: <http://www.ukrstat.gov.ua/>
11. Національний банк України. Available at: <https://bank.gov.ua/>
12. International Monetary Fund. Available at: <https://www.imf.org/external/index.htm>
13. The World Bank. Available at: <https://www.worldbank.org/>
14. United Nations. Available at: <https://www.un.org/>
15. World Trade. Available at: <https://www.wto.org/>

MARKETING PRODUCT POLICY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 44 hours in class/	4 / Mandatory Course paper: 1 ECTS credit	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	120 hours (22 h. lectures, 22 h. seminars/practicals, 76 h. self-study time) Course paper: 30 hours
Course aims: Students will gain the ability to form practical skills in the study of internal and external factors that affect the product life cycle and practical skills on the commercial policy of enterprises in the marketing orientation.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) plane product portfolio, depending on the specifics of marketing;		Lecture, practical classes, discussion, self study work, case study	Small group presentation, case study, test (CAS)	
2) improve methods for determine the competitiveness and place product on the market;		Lecture, practical classes, work in pairs to solve problems, research on the topic of the course paper	Small group presentation, test, essay (CAS)	
3) use different methods of generating ideas to develop new products;		Lecture, practical classes, self study work, brainstorming, research on the topic of the course paper	Participation in the brainstorming, solving problems, essay (CAS)	
4) develop approaches to creating brand;		Lecture, practical classes, workshop, case study	Essay, case study, test (CAS)	
5) make decision to improve packing of goods;		Lecture, practical classes, workshop, case study	Small group presentation, test (CAS)	
6) implement a system of quality control products and services provided by enterprises.		Lecture, practical classes, workshop, self study work	Small group presentation, case study (CAS)	
Learning outcomes 1-3		Lecture, practical classes, case study, self study work, research on the topic of the course paper	Mid-term control (CAS)	
Learning outcomes 1, 4-6			Final exam (FAS)	
Learning outcomes 1-3, 5, 6			Course paper (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)				

40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)

60% Continuous assessment:

10% Test (multiple choice, computer)

10% Case study

10% Essay (written)

10% Presentation (oral, multimedia)

20% Mid-term control (computer multiple choice tests, 2 mini cases)

Course paper is evaluated separately and its score is not included into the course final grade. Successful completion of the course paper is a prerequisite for student's admission to final examination.

Contents

Thematic structure of the course:

Module 1. Goods and services in marketing activities modern enterprises

Goods and services in marketing activities

Price and product quality

Competitiveness of the product and its performance

Market goods and creating demand for a particular product market

The target market of the product and its method of selection

Module 2. Features of new product development and product lifecycle management

Trading company policy

Product life cycle

Planning and development of new products

Trademarks and packaging

Literature

Language of teaching Ukrainian

Compulsory reading

1. Окландер М.А. Маркетингова товарна політика: Підручник / М.А. Окландер, М.В. Кірносова. – К.: ЦНЛ, 2014. – 200 с.

2. Маркетингова товарна політика: Підручник / За ред. Н.О. Криковцевої. – К., 2012. – 183 с.

3. Ілляшенко В.М. Маркетингова товарна політика: Підручник / В.М. Ілляшенко. – Суми: ВТД «Університетська книга», 2005. – 234 с.

4. Тараненко І.В., Яременко С.С. Маркетингова товарна політика: збірник завдань для практичних занять та самостійної роботи студентів [Електронний ресурс] / І.В. Тараненко, С.С. Яременко. – Д: Університет імені Альфреда Нобеля, 2017. – 138 с.

Recommended reading

1. Кардаш В.Я. Маркетингова товарна політика / В.Я. Кардаш. – К.: КНЕУ, 2010. – 201с. Сусоева С.В. Категорийный менеджмент. Курс управления ассортиментом в рознице / С.В. Сусоева, Е.А. Бузукова. – СПб.: Питер, 2010. – 336 с.

2. Гаркавенко С.С. Маркетинг. Підручник / С.С. Гаркавенко. – К.: Лібра, 2010. – 712 с.

3. Маркетинг: підручник / А.О. Старостіна, Н.П. Гончарова, Є.В. Крикавський та ін.; за ред. А.О. Старостіної. – К.: Знання, 2009. – 1070 с.

4. Яременко С.С. Дослідження конкурентоспроможності послуг оператора мобільного зв'язку / С.С. Яременко // Європейський вектор економічного розвитку: збірник наукових праць. - Вип. 1 (18) 2015. – Д.: Вид-во: ДУАН. – 256 с.- С.227-235.

5. Яременко С.С. Сучасні тенденції ринку FMCG та особливості споживацької поведінки на ньому/ С.С. Яременко, Е.Д. Аракелян // Академічний огляд. - Вип. 2 (43) 2015. – Д.: Вид-во: ДУАН. – 140 с.- С.92-104.

6. Маркетингове управління конкурентоспроможністю на мікро-, мезо-, макрорівні: монографія / І.В. Тараненко, С.С. Яременко [та ін.]. - Д.: Ун-т ім. А. Нобеля, 2017.

7. Kotler Ph., Armstrong G. Principles of Marketing (14th Edition). (2011). Prentice Hall, 2011,

740 p.

Language of teaching English

Compulsory reading

1. Chitale A.K., Ravi Gupta. Product Policy and Brand Management: Text and Cases, Second Edition / A. K. Chitale, Ravi Gupta/ PHI Edition, Private Limited/ - Delhi-110092, 2013.

Recommended reading

1. Improving Marketing Strategies for Private Label Products / Arslan, Yusuf / IGI Global, 2019. - 383 c.

2. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.

3. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

4. Kotler Ph., Armstrong G. Principles of Marketing (14th Edition). (2011). Prentice Hall, 2011, 740 p.

5. Ana Pap. Product policy management as part of a sustainable marketing strategy. Conference: Interdisciplinary Management Research XI, Opatija, May 2015. Online:
https://www.researchgate.net/publication/281448014_Product_policy_management_as_part_of_a_sustainable_marketing_strategy

MARKETING POLICY OF DISTRIBUTION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 33 hours in class	3,0 / Mandatory	Iryna Kurochkina, PhD (Candidate of Science), Associate Professor	90 hours (22 h. lectures, 11 h. seminars/practical, 57 h. self-study time)
Course aims: Students will obtain comprehensive theoretical and practical knowledge on research methods, establishment and operation of distribution channels, forms and methods of intermediaries in the distribution channels, methodological and methodical issues of marketing distribution policy development in order to increase the competitiveness of goods and enterprises.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the terminology describing marketing distribution policy;		Lecture, practical classes, discussion		Participation in the discussion, test (CAS)
2) demonstrate detailed knowledge of theoretical and practical issues of formation, construction and operation of the distribution channel;		Role play		Participation in the role play (CAS)
3) be critically aware of main arguments of major approaches to distribution channels selection and marketing distribution system construction;		Practical classes, self-study activity, case study in small groups		Case study, essay, test (CAS)
4) develop methodological and practical skills for selecting and conducting marketing distribution policy in a competitive environment and market conditions;		Lecture, practical classes, role play		Participation in the role play, practical skills assessment (CAS)
5) evaluate the marketing distribution system effectiveness, provide solutions to problems in selecting and working with intermediaries, management the participants of commodity movement;		Problem lecture, discussion, internet search, self-study activities		Report, participation in the discussion, test (CAS)
6) retrieve and utilize relevant information from appropriate sources e.g. textbooks, newspapers, websites, business magazines and selected journals;		Lecture, practical classes, discussion, internet search		Participation in the discussion, essay (CAS)
7) demonstrate relevant practical, academic and subject specific skills e.g. group work, academic referencing and the production of a bibliography.		Lecture, practical classes, discussion, internet search, case study in small groups		Peer small group presentation, essay, practical skills assessment (CAS)
Learning outcomes 1-4				Mid-term control (CAS)
Learning outcomes 1-7				Final exam (FAS)

Assessment

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)
40% Final exam (3 sets of written assignments, each assignment includes essay, mini case and multiple choice test)

60% Continuous assessment:

10% Participation in the discussion / role play

10% Test (multiple choice, computer)

10 % Essay (written)

20% Presentation (oral, multimedia)

10% Report

Contents**Thematic structure of the course:**

2. The essence and importance of marketing distribution policy
3. Commodity movement and mechanisms of distribution channel
4. Wholesale trade in distribution channels
5. Retail sales in distribution channels
6. The choice of marketing distribution policy and distribution channels
7. Choosing the best distribution channels
8. Competition in distribution channels
9. Management of commodity movement

Literature

Language of teaching Ukrainian

Compulsory reading

1. Щербина І.М. Маркетингова політика розподілу: Навчальний посібник./І.М. Щербина, І.В. Тараненко, Г.О. Шкляева, М.М. Фесун. – Дніпропетровськ: Дніпропетровський університет ім. Альфреда Нобеля, 2012 – 176 с.
2. Біловодська О.А. Маркетингова політика розподілу: Навчальний посібник / О.А. Біловодська – К: Знання, 2011. — 495 с.

Recommended reading

1. Властелины каналов / С. Уиллер, Э. Хирш. — М.: Издат. дом Гребенникова, 2006. — 256 с.
2. Гаркавенко С.С. Маркетинг. Підручник / С.С. Гаркавенко; Міністерство освіти і науки України - Київ: Лібра, 2010. – 720 с.
3. Голубий Е.Д. Дистрибуция. Формирование и оптимизация каналов сбыта / Е.Д. Голубий. — М.: Вершина, 2006. — 136 с.
4. Горчелс Л. Управление каналами дистрибуции / Л. Горчелс, Э. Мариен, Ч. Уэст; М.: Издательский Дом Гребенникова, 2005. – 248 с.
5. Котлер Ф. Маркетинг менеджмент /Ф. Котлер - СПб.: Питер, 2009, 816 с.
6. Новик Г. Продажи через независимых торговых представителей. / Г. Новик –Добрая книга, 2007, 488 с.
7. Ролницки К. Управление каналами дистрибуции. / К. Ролницки – М.: Добрая книга, 2006, 368 с.
8. Штерн Л.В. Маркетинговые каналы. / Л.В. Льюис, А.И. Эль-Ансари, Э.Т. Кофлан; – М.: Изд. дом. «Вильямс», 2002. – 624 с.
9. Щербак В.Г. Маркетингова політика розподілу: Навчальний посібник. / В.Г. Щербак; Міністерство освіти і науки України – Х.: ВД "ІНЖЕК", 2004. – 176 с.
10. Doherty A.M. (2014). Channels of distribution. Publisher: London: Henry Stewart Talks, 2014.
11. Coughlan A., Anderson E., Stern L.W. (2013). Marketing Channels. Publisher: Pearson Education UK. 563 p.

*Language of teaching English***Compulsory reading**

1. Doherty A.M. (2014). Channels of distribution. Publisher: London: Henry Stewart Talks, 2014.
2. Brown A. J. (1986). Marketing channels of distribution. Publisher: Glasgow: Strathclyde Business School.
3. Rolnicki K. (1998). Managing channels of distribution. Publisher: New York: AMACOM.
4. Coughlan A., Anderson E., Stern L.W. (2013). Marketing Channels. Publisher: Pearson Education UK. 563 p.

Recommended reading

1. Palmatier R.W., Sivadas E., Stern L.W., Ansary A.I. (2020). Marketing channel strategy: an omni-channel approach. Publisher: New York; London: Routledge Taylor & Francis Group, 373 p.
2. Ailawadi K.L; Farris P.W. (2020). Getting multi-channel distribution right. Publisher: Hoboken, New Jersey: John Wiley & Sons. 355 p.
3. Folinas, D. (2017). Marketing and supply chain management: a systemic approach. Abingdon, Oxon ; New York, NY : Routledge.
4. Hollensen S. (2020). Global marketing. Publisher: Harlow: Pearson Education Limited, 757 p.
5. Choudhury R. (2020). Sales and distribution management for organizational growth. Publisher: Hershey, PA, USA IGI Global, Business Science Reference. 323 p.

LOGISTICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8/8 weeks, 32 hours in class/	3,5 / Mandatory	Olha Yevtushenko, PhD (Candidate of Science), Associate Professor	105 hours (16 h. lectures, 16 h. seminars/practical, 73 h. self-study time)
The aim of the course is to form system knowledge and understanding of the conceptual basis of logistics, skills and the ability use modern methods of material and other streams				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On the completion of the course, students will be able to:				
1) analyse typical challenges that business logistics professionals are likely to face and recommend solutions, using critical thinking skills and ethical decision-making models;		Case study, case study in small groups, solving problems, practical classes		Practical skills assessment, case study, solving problems (CAS)
2) design and implement efficient logistics strategy;		Case study, case study in small groups, solving problems		Practical skills assessment, solving problems (CAS)
3) know and understand all the components of logistics and supply chain management;		Practical classes, self-study activities, solving problems		Practical skills assessment, solving problems (CAS)
4) understand and explain the role of Logistics function in the wider context of the firm;		Lecture, practical classes, self-study activities		Participation in the discussion (CAS)
5) structure logistical systems, explain their different stages and analyse the way they work;		Practical classes, self-study activities		Practical skills assessment, Essay, test (CAS)
6) know and apply different strategies in Logistics Management (e.g. Postponement, Lean Logistics);		Lecture, practical classes, self-study activities		Participation in the role play (CAS)
7) know the services offered by Logistics service providers and the way these service providers operate;		Lecture, practical classes, self-study activities		Participation in the discussion (CAS)
8) choose the best storage model for each company depending on their logistics process;		Practical classes, self-study activities, solving problems		Practical skills assessment, solving problems (CAS)

<p>9) identify storage, maintenance and handling systems required in different logistic situations;</p>	<p>Practical classes, self-study activities case study</p>	<p>Practical skills assessment, solving problems (CAS)</p>
<p>10) plan the materials distribution inside the company with respect to their various production and logistics facilities;</p>	<p>Case study, case study in small groups, solving problems, practical classes</p>	<p>Practical skills assessment, solving problems (CAS)</p>
<p>11) use analytical techniques to manage distribution routes;</p>	<p>Case study, case study in small groups, solving problems, practical classes</p>	<p>Practical skills assessment, solving problems (CAS)</p>
<p>12) understand the different processes involved in reverse logistics.</p>	<p>Lecture, practical classes, self-study activities</p>	<p>Participation in the discussion (CAS)</p>
<p>Learning outcomes 1-12</p>		<p>Final exam (FAS)</p>
<p>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 2 cases and computer multiple choice tests) 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)</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Introduction and Integration 2. The Supply Chain Management Concept 3. Logistics & Information Technology 4. Protective Packaging and Materials Handling 5. Transportation 6. Distribution Centre, Warehouse and Plant Location 7. Inventory Management and Warehousing Management 8. Procurement and International Logistics 9. Organizing, Analyzing and Controlling Logistics Systems 		
<p style="text-align: center;">Literature</p> <p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Крикавський Є. Логістика та управління ланцюгами поставок: Навч. посібник / Є. Крикавський, О. Похильченко, М. Фертч. – Львів: Видавництво Львівської політехніки, 2017. – 844 с. 2. Економіка логістики: Навчальний посібник / за заг. ред. Є. В. Крикавський, О. А. Похильченко. – Львів: Видавництво Львівської політехніки, 2014. – 640 с. 		

Recommended reading

1. Логістика: теорія та практика: навч. посіб. / В.Кислий [та ін.]; М-во освіти і науки України, Сумський держ. ун-т. – К.: Центр учбової літератури, 2010. – 359 с.
2. Організація та проектування логістичних систем: підручник / М. П. Денисенко [та ін.]; за ред. М. П. Денисенка [та ін.]; М-во освіти і науки України, Київський нац. ун-т технологій та дизайну, Нац. транспорт. ун-т, Сумський Нац. аграрний ун-т [та ін.]. – К.: Центр учбової літератури, 2010. – 333 с.
3. Martin Christopher Page (2016). Logistics & Supply Chain Management (5th Edition), FT Press, 328 p.
4. John Mangan, Chandra C. Lalwani (2016). Global Logistics and Supply Chain Management (3rd Edition), Wiley, 416 p.

Language of teaching English

Compulsory reading

1. Martin Christopher Page (2016). Logistics & Supply Chain Management (5th Edition), FT Press, 328 p.
2. David B. Grant, Alexander Trautrim, Chee Yew Wong (2017). Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations (2 edition), Kogan Page, 300 p.

Recommended reading

1. Hans-Jürgen Sebastian, Phil Kaminsky, Thomas Müller (2015). Quantitative Approaches in Logistics and Supply Chain Management: Proceedings of the 8th Workshop on Logistics and Supply Chain Management (Lecture Notes in Logistics), Springer, 205 p.
2. Wolfgang Kersten (2014). Innovative Methods in Logistics and Supply Chain Management, epubli GmbH, 600p.
3. John Mangan, Chandra C. Lalwani (2016). Global Logistics and Supply Chain Management (3rd Edition), Wiley, 416 p.

MARKETING RESEARCH				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class	4 / Mandatory Course paper: 1 ECTS credit	Olena Krasovska, Ph.D. (Candidate of Science), Associate Professor	120 hours (28 h. lectures, 14 h. seminars/practical, 78 h. self-study time) Course paper: 30 hours
Course aims: The students mastered the theoretical principles of organization and conducting marketing research; possess abilities and skills of independent planning, design and implementation process of collecting marketing information in key areas of marketing research.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) determine the need for marketing research in the analysis of various aspects of marketing management and decision making;		Interactive lecture, case study, discussion, solving problem, role play	Participation in the discussion, participation in the role play, essay, test (CAS)	
2) define methods and technology of marketing research which are needed in competitor analysis, market, product, consumer, advertising effectiveness, etc.;		Interactive lecture, self-study activity, practical classes, panel discussion, brainstorming, research in the topic of the course paper	Participation in the discussion and brainstorming, essay, test, presentation (CAS)	
3) design programs and questionnaires for surveys of consumers;		Lecture, self-study activities, discussion, role play, case study in small groups	Presentation, participation in the discussion, test (CAS)	
4) analyze marketing research information to find reserves the improvement of marketing of the company.		Problem lecture, self-study activities, data analysis using appropriate software, discussion	Participation in the discussion, essay, test, report, presentation (CAS)	
Learning outcomes 1-4 Learning outcomes 1-4			Final exam (FAS) Course paper (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (6 sets of written assignments, each assignment includes 2 essays and				

computer multiple choice tests)**60% Continuous assessment:**

10% Participation in the discussion

15% Test (multiple choice, computer)

15% Essay (written)

10% Presentation (oral, multimedia)

10% Report

Course paper is evaluated separately and its score is not included into the course final grade. Successful completion of the course paper is a prerequisite for student's admission to final examination.

Contents**Thematic structure of the course:****Module 1. Marketing research at the company management system**

The information providing of the management system and the role of market research in the marketing structure

The marketing research process

Module 2. Research methods and analysis of marketing information

Classification of research methods

Desk research and observation as quantitative methods of data collecting

Interviews and questionnaire in marketing research

Experiments in marketing research

Sampling process in marketing research

Analyze and interpret the marketing data

Reporting: preparing and presentation

Module 3. The main directions of marketing research

Marketing research of micro- and macro marketing environment

Research of competitive environment and competitors of the company

Research market capacity and determination of market segments

Marketing research of consumers, their motivations, consumer behavior

Market research of firm image and staff

Research of advertising effectiveness

Literature

Language of teaching Ukrainian

Compulsory reading

1. Полторац В. А., Тараненко І.В., Красовська О.Ю. Маркетингові дослідження: Навч. посібник / В.А. Полторац, І.В. Тараненко, О.Ю. Красовська; Київ: Центр навчальної літератури, 2014. – 342 с.

2. Зозулев А.В., Солнцев С.А. Маркетинговые исследования: теория, методология, статистика: Учеб. пособие / А.В. Зозулев, С.А. Солнцев; Рыбари. – М., К.: Знання, 2008. – 643с.

Recommended reading

1. Березин И.С. Маркетинговые исследования. Инструкция по применению / И. С. Березин; Издательство: Юрайт, 2012. – 384 с.

2. Корнеева И.Е. Маркетинговые исследования: учебное пособие / И. Е. Корнеева, Н. Б. Сафронова; Издательство: Дашков и Ко, 2019. – 296 с.

3. Коротков А.В. Маркетинговые исследования: учебник для бакалавров / А.В. Коротков; 2012. – 596 с.

4. Маркетинговые исследования: учебник для СПО / под общ. ред. О.Н. Романенкова. – М.: Юрайт, 2016. - 315 с.

5. Маркетинговые исследования: учебник для вузов / О.М. Игрунова, Е.В. Манакова, Я.Г. Прима. – С.-П.: Питер. – 2017. – 224 с.

6. Тюрин Д.В. Маркетинговые исследования / Д. В. Тюрин; Издательство: Юрайт,

2013. – 352 c.

7. Market Research in Practice. An introduction to gaining greater market insight (3d edition) / Paul Hague, Matthew Harrison, Julia Cupman and Oliver Truman. – Kogan Page Limited. – 2016. – 382 p.

8. Basic Marketing Research. Building Your Survey / Scott M. Smith and Gerald S. Albaum. -Qualtrics Labs, Inc. – 2013. – 296 p.

9. Marketing Research: Tools and Techniques /Nigel Bradley. Oxford University Press; 3rd Edition, 2013. 552 p.

Language of teaching English

Compulsory reading

1. Market Research in Practice. An introduction to gaining greater market insight (3d edition) / Paul Hague, Matthew Harrison, Julia Cupman and Oliver Truman. – Kogan Page Limited. – 2016. – 382 p.

2. Basic Marketing Research. Building Your Survey / Scott M. Smith and Gerald S. Albaum. -Qualtrics Labs, Inc. – 2013. – 296 p.

Recommended reading

1. AI in Marketing, Sales and Service. How Marketers without a Data Science Degree can use AI, Big Data and Bots / Peter Gentsch. - Palgrave Macmillan. – 2019. - 271 p.

2. A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics (2d edition) / Marko Sarstedt, Erik Mooi. – Springer. – 2014. – 347 p.

3. Predictive Marketing. Easy Ways Every Marketer Can Use Customer Analytics and Big Data / Ömer Artun, Dominique Levin. – Wiley. – 2015. – 247 p.

4. Marketing Research: Tools and Techniques /Nigel Bradley. Oxford University Press; 3rd Edition, 2013. 552 p.

5. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

MARKETING COMMUNICATIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class/	4,5 / Mandatory	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practicals, 93 h. self-study time)
Course aims: Students will gain the ability to master knowledge and skills formation of marketing communication policy of modern enterprises, as well as the use of tools of marketing communication in professional activities.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) plan marketing communication mix depending on the type of activity;		Lecture, practical classes, case study, self study work, supervised project work		Case study, presentation, test, project (CAS)
2) monitor for individual communications;		Lecture, practical classes, self study work, desk research, field research		Report, test, group presentation (CAS)
3) make basic communication documents;		Lecture, practical classes, workshop, internet search, self study work		Group presentation, project (CAS)
4) develop marketing communications budget;		Lecture, practical classes, workshop, supervised project work		Project, presentation (CAS)
5) choose effective communication with consumers.		Problem lecture, practical classes, case study, self-study activities		Case study, test, presentation (CAS)
Learning outcomes 1-3				Mid term control (CAS)
Learning outcomes 1, 4-5				Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests) 60% Continuous assessment: 10% Test 20% Presentation (oral, multimedia) 10% Case study 20% Project				

Contents

Thematic structure of the course:

Module 1. Basic concepts in the theory of marketing communications

Communication in the marketing system

The classification concepts in marketing communications

Module 2. Theoretical, practical and organizational aspects of marketing communications

Advertising goods

Promotion

Work with the public (public relations)

Advertising at the point of sale (merchandising)

Direct marketing

Personal selling

Company marketing communications

Literature

Language of teaching Ukrainian

Compulsory reading

1. Примаць Т.О. Маркетингова політика комунікацій / Т.О. Примаць – К.: Атіка, Ельга-Н, 2009. – 328 с.

2. Маркетингові комунікації: навчально-методичний посібник / І.В. Король. – Умань: Візаві, 2018. – 191 с.

Recommended reading

1. Діброва Т.Г. Маркетингова політика комунікацій: стратегії, вітчизняна практика: навчальний посібник/ Т.Г. Діброва. – К.: Ліра-К, 2009. – 320с.

2. Братко О.С. Маркетингова політика комунікацій: Навчальний посібник. - Тернопіль: Карт-бланш, 2006. - 275 с.

3. Бландел Р. Эффективные бизнес-коммуникации: принципы и практика в эпоху информации / Р. Бландел - СПб.: Питер, 2000.

4. Королько В.Г. Паблік рілейшнз: наукові основи, методика, практика / В.Г Королько. – К.: Скарби, 2001. – 399 с.

5. Бернет Дж. Маркетинговые коммуникации: интегрированный подход / Дж.Бернет, С. Мориарти. – СПб.: Питер, 2001. – 864с.

6. Яременко С.С. Ефекти маркетингового комунікаційного впливу на споживачів / С.С. Яременко // Економічний нобелівський вісник 2014. № 1 (7). – С.516-525.

7. Тараненко І.В., Яременко С.С. Інноваційна трансформація комплексу маркетингових комунікацій в умовах глобалізації / І.В. Тараненко, С.С. Яременко // Економічний нобелівський вісник. 2016. № 1 (9). – 280 с. – С. 207-217.

Language of teaching English

Compulsory reading

1. Steve Bird (2004) Marketing Communications. - Juta and Company Ltd, 2004 – 578 p.

2. Lynne Eagle, Barbara Czarnecka, Stephan Dahl, Jenny Lloyd (2014). Marketing Communications. - Routledge, 2014. – 428 p.

3. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

Recommended reading

1. Yeshin Tony. Integrated Marketing Communications . Gardners Books

2. Pelsmacker de P., Geuens M., J. Van Den Bergh. Marketing Communications (2013). Pearson Education Limited, 2013, 640 p.

3. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.

MARKETING OF INDUSTRIAL ENTERPRISE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	7 / 14 weeks, 42 hours in class	4,5 / Mandatory	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims are to ensure that the students have mastered the basics of the supply process on the industrial market, and important components of industrial marketing, as well as to be able to apply the acquired knowledge in their future career.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) form a marketing mix of the industrial company;		Lecture, practical classes, discussion, workshop	Participation in the discussion, group presentation (CAS)	
2) conduct market research of the industrial market;		Practical classes, self-study activity, project work	Research project, presentation (CAS)	
3) calculate the sale price of the industrial goods;		Lecture, practical classes, solving problems	Solving problems assessment (CAS)	
4) select market channels for industrial goods;		Lecture, practical classes, solving problems, internet search, self-study activities	Participation in the discussion, essay, solving problems assessment (CAS)	
5) research competition and market conditions of industrial goods;		Problem lecture, self-study activities, case study in small groups	Presentation (CAS)	
6) plan and implement marketing activities in the industrial market.		Problem lecture, practical classes, workshop, project work	Participation in the discussion, essay, project (CAS)	
Learning outcomes 1-6			Final exam (FAS)	
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 2 essays and solving problems) 60% Continuous assessment: 10% Participation in the discussion 10% Solving problems 10% Essay (written) 10% Presentation				

20% Project

Contents

Thematic structure of the course:

1. The essence of the problem and trends of industrial marketing.
2. Industrial Marketing Strategy of certain goods.
3. Markets Industrial Products and features of marketing activities.
4. Competition in the industrial market.
5. Market research of an industrial plant.
6. The market of industrial products.
7. Segmentation of the market.
8. Marketing in the field of procurement of industrial goods.
9. Management distribution and marketing of finished products. Planning and regulation of sales of stocks.
10. Trading Policy and product range Management.
11. Pricing policy. Management distribution and marketing of finished products.
12. Communicative policy of industrial enterprises.
13. Planning, monitoring, analysis and the effectiveness of marketing activities.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Оснач, О. Ф. Промисловий маркетинг: підручник для ВНЗ / О.Ф. Оснач, В.П. Пилипчук, Л.П. Коваленко. – Київ: Центр учбової літератури, 2016. – 363 с.
2. Бойчук І. В Маркетинг промислового підприємства. [текст]: навч. посіб. / І. В. Бойчук, А. Я. Дмитрів – К. : «Центр учбової літератури», 2014. – 360с.

Recommended reading

1. Балабанова Л.В. Маркетинг підприємства. Навчальний посібник. – Київ: Центр учбової літератури, 2019. - 619с.
2. Бест Р. Маркетинг от потребителя. – М.: Манн, Иванов и Фербер, 2018. 696 с.
3. Колотилов Е.А. Продажи b2b. 101+ кейс. – СПб.: Питер, 2019. – 208 с.
4. Кумар Нирмаля. Продавцы ценности. Как добиться увеличения продаж на рынках B2B, не прибегая к снижению цен/ Нирмаля Кумар, Джеймс А.Нэрус.- Издательство: Гревцов Паблишер, М. 2009, 240 с.
5. Макнейл Р. Маркетинговые исследования в сфере B2B / Р. Макнейл.- Издательство: Баланс Бизнес-Букс, 2007, - 432с.
1. Минетт С. Маркетинг B2B и промышленный брендинг. – М.: Диалектика / Вильямс, 2019.– 208 с.
7. Старостіна А. О. Промисловий маркетинг: Підручник / А.О. Старостіна, А.О. Длігач, В.А. Кравченко.– Знання.- К., 2005.
8. Уэбстер Фредерик. Основы промышленного маркетинга/ Фредерик Уэбстер.-Изд. Дом Гребенникова, М.: 2005,- 416с.
9. Чернышева А.М. Промышленный (b2b) маркетинг: учебник и практикум для бакалавриата и магистратуры / А.М. Чернышева, Т.Н. Якубова. – М.: Юрайт, 2019. – 433 с.
10. Ястремська О.М. Бренди промислових підприємств: формування та ефективність використання / Ястремська О. М., Тімонін О.М., Тімонін К.О. Монографія. — Х.: Вид. ХНЕУ, 2013. — 244 с.
11. Shepherd L. Market Smart: (2012). How to gain customers and increase profits with B2B marketing. – 177 p. Online. <https://www.pdfdrive.com/how-to-gain-customers-and-increase-profits-with-b2b-marketing-e33636525.html>
12. Peters L. D., Markus Vanharanta, Andrew D. Pressey, Wesley J. Johnston (2013). Theoretical developments in industrial marketing management: Multidisciplinary perspectives. Online:https://www.researchgate.net/publication/256720248_Theoretical_developments_in_industrial

_marketing_management_Multidisciplinary_perspectives

Language of teaching English

Compulsory reading

1. Shepherd L. Market Smart: (2012). How to gain customers and increase profits with B2B marketing. – 177 p. Online. <https://www.pdfdrive.com/how-to-gain-customers-and-increase-profits-with-b2b-marketing-e33636525.html>

Recommended reading

1. Frederick E., Webster Jr. (1995). Industrial Marketing Strategy, 3 edition, Wiley, 384 p.
2. Laura Johanna Oberle. Servitization of Industrial Enterprises through Acquisitions: A Success Story - Springer – Switzerland, 2020
3. Saavedra Claudio A. The Marketing Challenge for Industrial Companies. Advanced Concepts and Practices- Springer – Switzerland, 2016, - 423p.
4. Peters L. D., Markus Vanharanta, Andrew D. Pressey, Wesley J. Johnston (2013). Theoretical developments in industrial marketing management: Multidisciplinary perspectives. Online: https://www.researchgate.net/publication/256720248_Theoretical_developments_in_industrial_marketing_management_Multidisciplinary_perspectives
5. Richard E Plank, David A Reid, J David Lichtenthal. Fundamentals of Business Marketing Research. Routledge, 2020 г. – 312 p.

INTERNATIONAL MARKETING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class	4,5 / Mandatory	Iryna Taranenko, Doctor of Science, Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: Students will have gained comprehensive knowledge about the topic, have an ability to analyze complex data, evaluate theories and concepts, provide solutions to problems in international marketing activity of the enterprise.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;		Lectures, seminars, self-study activity, internet search	Participation in the seminar/ discussion (CAS)	
2) define modern forms of international marketing activities, evaluate effectiveness of international marketing activity of the company;		Lectures, practical classes, discussion on the basis of lecture materials and students' reading	Essay, tests (CAS)	
3) analyze the international marketing environment, evaluate the influence of international marketing environment to expected company's internationalization results and risk opportunities;		Lectures, practical classes, guided independent study, writing essay	Essay, presentation, tests (CAS)	
4) determine the forms the international market entry and the best international marketing strategies for the company;		Lectures, practical classes, case study	Participation in the discussion, case study (CAS)	
5) work out efficient economic solution options, develop proposals for product, pricing, distribution and communication policy on international market that orientate the company to meet the needs of international customers while making a profit;		Practical classes, case study, workshop	Peer small group presentation, case study (CAS)	
6) retrieve and utilize relevant information from appropriate sources e.g. textbooks, newspapers, business magazines and selected journals, websites, databases;		Self-study activity, internet search, writing essay	Essay, individual presentation (CAS)	
7) demonstrate relevant practical, academic and subject specific skills e.g. group work, academic referencing and bibliography search.		Writing essay, presentation in small groups	Peer small group presentation, essay	

Learning outcomes 1-7		Final exam (FAC)
<p>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 2 essays and analytical task) 60% Continuous assessment: 10% Participation in the seminar / discussion 20% Case study 10% Test (multiple choice, computer) 10% Essay (written) 10% Presentation (oral, multimedia)</p>		
Contents		
<p>Module 1. The essence and content of international marketing activities The theoretical basis and content of international marketing International marketing environment International market research The choice of foreign markets and models entering the foreign market International marketing strategies Module 2. International Marketing Mix Product policy at international market International distribution channels International marketing communications International pricing Organization of international marketing at the enterprise</p>		
Literature		
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading Compulsory reading</p> <ol style="list-style-type: none"> 1. Міжнародний маркетинг: навч. посібник. Вид. 2-ге / за ред. Козака Ю.Г., Смичка С., Літовченко І.Л. – К.: Центр учбової літератури. 2014. 2. Черномаз П.О. Міжнародний маркетинг: навч. посібн/ П.О. Черномаз. — К.: Академвидав, 2010. — 272 с. 3. Акулич И.Л. Международный маркетинг: учебник / Минск: Выш.шк., 2007. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Sak Onkvisit and John Shaw (2007) International Marketing. Analysis and Strategy, 4th ed. Routledge, NY-London; Taylor & Francis e-Library. 2. Каніщенко О. Л. Міжнародний маркетинг у діяльності українських підприємств / О. Л. Каніщенко. — К.: Знання, 2007. —446 с. 3. Портер М. Конкурентное преимущество. Как достичь высокого результата и обеспечить его устойчивость. М.: Альпина Паблишер, 2016. 4. Тараненко І.В., Сабетова А.М. Соціокультурний профіль країни як інструмент міжнародного маркетингу / Інфраструктура ринку. – 2017. – Вип. 10. [Електронний ресурс] – Режим доступу: http://www.market-infr.od.ua/journals/2017/10_2017_ukr/8.pdf 5. Тараненко І.В., Яременко С.С. Інноваційна трансформація комплексу маркетингових комунікацій в умовах глобалізації / Економічний нобелівський вісник: зб. наук. пр. – Дніпропетровськ: Дніпропетр. ун-т ім. Альфреда Нобеля. – 2016. – №1 (9). – С. 207–217. 		

6. The Hofstede Centre: <https://www.hofstede-insights.com/product/compare-countries>
7. The Worldwide Governance Indicators 2019
<https://info.worldbank.org/governance/wgi/#home>
8. The World Bank: Doing Business 2020: <http://www.doingbusiness.org/>

Language of teaching English

Compulsory reading

9. Sak Onkvisit and John Shaw (2007) International Marketing. Analysis and Strategy, 4th ed. Routledge, NY-London; Taylor & Francis e-Library.
10. International Marketing Tutorial. Tutorialspoint. Online. Mode of access: https://www.tutorialspoint.com/international_marketing/international_marketing_introduction.htm

Recommended reading

11. Michael R. Czinkota and Ilkka A. Ronkainen (2007). International marketing, South-Western, Cengage Learning.
12. Philip R. Cateora, Mary C. Gilly, John L. Graham (2011). International Marketing, 15th ed. McGraw-Hill, NY, 2011.
13. Isobel Doole, Robin Lowe (2008). International Marketing Strategy. Analysis, Development and Implementation, 5th ed. South-Western, Cengage Learning.
14. The Hofstede Centre: <https://www.hofstede-insights.com/product/compare-countries>
15. The Worldwide Governance Indicators 2019
<https://info.worldbank.org/governance/wgi/#home>
16. The World Bank: Doing Business 2020: <http://www.doingbusiness.org/>

CONSUMER BEHAVIOR				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8 / 8 weeks, 32 hours in class	3,5 / Mandatory	Iryna Taranenko, Doctor of Science, Full Professor	105 hours (24 h. lectures, 16 h. seminars/practical, 65 h. self-study time)
Course aims: Students will obtain comprehensive theoretical knowledge on marketing research of consumer behavior, methods of interaction with customers on the market and influence on consumer behavior as well as practical skills on how to use these methods to achieve the goals of the organization by research and satisfaction customer needs in modern conditions.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrate deep knowledge of theoretical and methodological foundations of consumer behavior and its importance in a market exchange;		Lecture, seminars, self-study activities		Participation in the discussion, essay (CAS)
2) be critically aware of main arguments of major theories of consumer behavior;		Lecture, seminars, self-study activities		Presentation, essay (CAS)
3) evaluate the model of consumer decision-making, provide solutions to problems in forming the consumer decision-making;		Practical classes, workshop		Peer small group presentation (CAS)
4) identify the impact of internal and external determinants of consumer behavior;		Lecture, practical classes, case study		Case study, essay (CAS)
5) understand psychographic characteristics of consumer decision-making and their practical application for identify consumer profile, make the market segmentation based on psychographic modern systems;		Lecture, practical classes, self-study activities, work in pairs to solve problems		Essay, practical skills assessment / exercise (CAS)
6) draw conclusions on impact the environment factors on consumer behavior;		Lecture, case study, workshop		Case study, presentation (CAS)
7) analyse the way in which marketing instruments affect the consumer behaviour;		Practical classes, self-study activities		Essay, presentation (CAS)
8) identify and analyze current trends on Ukrainian consumer behavior, their impact on the market situation.		Lecture, self-study activities, presentation in small groups		Essay, case study, presentation (CAS)
Learning outcomes 1-8				Final exam (FAC)
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 2 essays and computer multiple choice tests)

60% Continuous assessment:

10% Participation in the discussion / workshop

10% Case study

20% Essay (written)

20% Presentation (oral, multimedia)

Contents

Module 1. Theoretical bases of consumer behavior

Consumer behavior in an economic exchange

Scientific approaches to the analysis of consumer behavior

The process of making consumer decisions

Module 2. Determinants of consumer behavior in the consumer and industrial markets

Internal factors of consumer behavior

The impact of external environment on consumer behavior

Behavioral reactions of customers

Specific features of organizational consumer decision-making process

Module 3. Modern methods of research and technologies of influence on consumer behavior

Marketing tools of influence on consumer behavior

Modern methods of consumer behavior research

Specific features of Ukrainian consumers

Literature

Language of teaching Ukrainian

Compulsory reading

1. Окландер М.А. Поведінка споживача: навч. посібник / М.А. Окландер, І.О. Жарська; – К.: ЦНЛ, 2017. – 208 с.

2. Ларіна Я.С. Поведінка споживача: навч. посібник / Я.С. Ларіна, А. В. Рябчик; – К.: Академія, 2014. – 224 с.

Recommended reading

1. Блэкуэл Д. Поведение потребителей/ Д. Блэкуэл, П. Миниард, Дж. Энджел; Питер – СПб., 2007. – 624 с.

2. Зозулев А.В. Поведение потребителя / А.В. Зозулев; – К.: Знання, 2004. – 364 с.

3. Прокопенко О.В. Поведінка споживачів: навч. посібник / О.В. Прокопенко, М.Ю. Троян; К.: Центр учбової літератури, 2008. – 176 с. Електронна версія http://pidruchniki.com/16250212/psihologiya/povedinka_spozivachiv

4. Сергеев А.М. Поведение потребителей: учебное пособие. Полный курс МВА / А.М. Сергеев, Е.А. Бойченко; М.: Эксмо, 2006. – 320 с.

5. Соломон, Майкл Р. Поведение потребителя. Искусство и наука побеждать на рынке/ М.Р. Соломон; – СПб.: ООО “ДиаСофтЮП”, 2003. –784 с.

6. Страшинська Л.В. Поведінка споживачів. Конспект лекцій для студентів спеціальності «Маркетинг» / Л.В. Страшинська; ЕКОМЕН – К., 2010. – 101 с.

7. Тараненко И.В. Маркетинговое исследование покупательских предпочтений при выборе предприятий розничной торговли / Тараненко И.В., Фесун М.Н., Русина М.А. // Академічний огляд. – 2012. - №1 (35). - С 131 – 137.

8. Consumer Behavior: Building Marketing Strategy (14th Edition). By David Mothersbaugh and Delbert Hawkins and Susan Bardi Kleiser and Roger Best. McGraw-Hill, 540 p.

9. Hayden Noel (2016) Consumer Behavior. AVA Academia. -178 p.

Language of teaching English

Compulsory reading

1. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg (2013) *Consumer Behaviour: A European Perspective*. 5th ed., Pearson, 701 p.
2. Gordon R. Foxall (2014). *Consumer Behaviour: A Practical Guide* Routledge. 210 p.
3. Parsons E., MacLaran P. (2009). *Contemporary issues in Marketing and Consumer Behavior*. Elsevier. – 232 p.

Recommended reading

1. *Consumer Behavior: Building Marketing Strategy* (14th Edition). By David Mothersbaugh and Delbert Hawkins and Susan Bardi Kleiser and Roger Best. McGraw-Hill, 540 p.
2. Hayden Noel (2016) *Consumer Behavior*. AVA Academia. -178 p.
3. *Understanding Consumer Behavior* (2014). Rai Technology University. 326 p.
4. Barden Ph. (2013). *Decoded. The Science Behind Why We Buy* **Wiley**, 290 p.
5. Maison D. (2019) *Qualitative marketing research: understanding consumer behaviour* Routledge. 247 p.

MARKETING PRICE FORMATION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8 / 8 weeks, 40 hours in class	3.5 / Mandatory	Olena Krasovska, Ph.D. (Candidate of Science), Associate Professor	105 hours (24 h. lectures, 16 h. seminars/practicals, 65 h. self-study time)
Course aims: The students mastered the basic principles of marketing pricing, stages of marketing pricing, marketing pricing strategies classification, advantages and disadvantages of their application; possess the skills of self-determination and application of methods and approaches to the formation of a marketing company pricing policies in the contemporary economy				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) form marketing pricing strategy of enterprise in the context of the overall objectives, directions of its activities and external factors;		Lecture, case study, discussion, solving problems, self-study activities		Participation in the discussion, case-study, essay, test (CAS)
2) determine the main factors influencing the pricing policy of the enterprise, and explore their dynamics;		Interactive lecture, self-study activities, debates, brainstorming		Participation in the debates and brainstorming, essay, test (CAS)
3) calculate the price by different methods;		Lecture, practical classes, solving problems		Test, exercises (CAS)
4) develop a set of measures to implement the marketing pricing policy;		Problem lecture, practical classes, case-study, debates, self-study activities		Participation in the debates, essay, test, presentation (CAS)
5) chose the company positioning with a variety of pricing strategies;		Lecture, panel discussion, self-study activities, brainstorming		Participation in the panel discussion test, presentation (CAS)
6) develop a system of discounts and price differentiation in the context of the marketing pricing policy		Problem lecture, case-study, debates, self-study activity		Participation in the discussion, case-study, presentation (CAS)
Learning outcomes 1-6				Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (10 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests) 60% Continuous assessment: 10% Participation in the discussion / brainstorming / debates 10% Test (multiple choice, computer) 20% Essay (written)				

10% Case study 10% Presentation (oral, multimedia)
Contents
<p>Thematic structure of the course:</p> <p>Module 1. Marketing pricing in the marketing activity management of the enterprise The essence and role of marketing pricing in the enterprise activity Key features prices. Types of prices Factors of marketing pricing</p> <p>Module 2. Marketing pricing tools Market pricing strategies Methods of pricing Differentiation prices Market research in the implementation of pricing policies State regulation of pricing policy Pricing policy for brand goods</p>
Literature
<i>Language of teaching Ukrainian</i>
Compulsory reading
<ol style="list-style-type: none"> 1. Гаркавенко С.С. Маркетинг: Підручник для студ. екон. спец. вищ. навч. закл. – 4. вид., доп. – К.: Лібра, 2008. – 720 с. 2. Гладких И.В. Ценовая стратегия компании. Ориентация на потребителя / И. В. Гладких. –Издательство: Высшая школа менеджмента, 2013. – 472 с. 3. Окландер М. А., Чукурна О. П. Маркетингова цінова політика: Підручник / М.А. Окландер, О.П. Чукурна. - К.: Центр навчальної літератури, 2020. – 284 с. 4. Ціноутворення в умовах ринку: Навчальний посібник / Л. Останкова, Ю. Літвінов, Т. Літвінова, О. Підгорна. – К.: Центр навчальної літератури, 2017. – 400 с.
Recommended reading
<ol style="list-style-type: none"> 1. Грищенко И.И. Маркетинг и ценообразование. Практикум / И. И. Грищенко, Г. Н. Кожухова, В. Л. Кузьменко, Т. М. Тишковская. – Издательство: Издательство Гревцова, 2013. - 176 с. 2. Колесников О. В. Ціноутворення: навч. посіб. / Колесников О. В. – 3-те вид., виправл. та доповн. – К.: ЦУЛ, 2016. – 159 с. 3. Основы маркетинга: 5-е европейское издание / Филип Котлер, Гари Армстронг, Вероника Вонг, Джон Сондерс. – М.: Диалектика, 2020. – 752 с. 4. Липсиц И.В. Ценообразование / И. В. Липсиц. – Издательство: Магистр, 2008. – 528 с. 5. Мазур О.Є. Ринкове ціноутворення: Навчальний посібник / О.Є. Мазур. – ЦУЛ: 2012. – 400 с. 6. The strategy and tactics of pricing (5th Edition)/ Thomas T. Nagle, John E. Hogan, Joseph Zale. Prentice Hall, Pierson, 2017. 300 p. 7. Tim Smith. Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures Cengage Learning, 2011. – 318 p.
<i>Language of teaching English</i>
Compulsory reading
<ol style="list-style-type: none"> 1. The strategy and tactics of pricing (5th Edition)/ Thomas T. Nagle, John E. Hogan, Joseph Zale. Prentice Hall, Pierson, 2017. 300 p. 2. Jensen, Marlene. Setting profitable prices: a step-by-step guide to pricing strategy—without hiring a consultant/Marlene Jensen. John Wiley and Sons Inc, 2013. 210 p. 3. Tim Smith. Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures Cengage Learning, 2011. – 318 p.

Recommended reading

1. Robert J. Dolan, Hermann Simon. Power Pricing: How Managing Price Transforms the Bottom Line. Simon & Schuster Ltd, 1997. – 384 p.
2. Harry Macdivitt, Mike Wilkinson. Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value. McGraw-Hill Education, 2011. – 288 p.
3. Reed Holden, Mark Burton. Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table. Wiley, 2008. – 240 p.
4. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.
5. Tanner J., Raymod M.A. Marketing Principles (v.2.0). – 581 pages

MARKETING OF SERVICES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 33 hours in class	3,5 / Mandatory	Olena Krasovska, Ph.D. (Candidate of Science), Associate Professor	105 hours (22 h. lectures, 11 h. seminars/practical, 72 h. self-study time)
Course aims: Student possess the theoretical principles of marketing activities in the market of services as well as abilities and skills to design and implement marketing-mix of services company.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) conduct marketing research of demand in the market of services;		Lecture, practical classes, solving problems, self-study activity		Participation in the discussion, presentation, essay, test (CAS)
2) define segmentation criteria and make segmentation of the market of services;		Interactive lecture, practical classes, self-study activity, case study		Essay, test, case-study (CAS)
3) choose positioning of services (services company) at the market;		Lecture, case study, solving problems, panel discussion, self-study activities, individual presentation		Participation in the discussion, test, case-study, report (CAS)
4) develop marketing mix for service organization (company).		Problem lecture, practical classes, debates, self-study activity, individual presentation		Participation in the debates, essay, test, report, presentation, (CAS)
Learning outcomes 1-4				Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests) 60% Continuous assessment: 10% Participation in the discussion 10% Test (multiple choice, computer) 10% Case-study 15% Essay (written)				

15% Presentation (oral, multimedia)
Contents
<p>Thematic structure of the course:</p> <p>Module 1. Features of services marketing Features of marketing activities in the service sector Evolution of services marketing as a scientific discipline Characteristics and classification of services Features of the services market Marketing research of demand for services</p> <p>Module 2. Marketing-mix of services industries Product and pricing policies of services enterprises Distribution policy in the services sphere Promotion policy of services company Planning and control of services marketing industries</p> <p>Module 3. Branches features of the service industries marketing Features of the marketing mix development on the educational market Hospitality marketing industries The marketing activities on the consulting services market Marketing of health services industries The marketing activities companies on the transport services market</p>
Literature
<i>Language of teaching Ukrainian</i>
Compulsory reading
<ol style="list-style-type: none"> 1. Іванова Л. О. Маркетинг послуг: навчальний посібник / Л.О. Іванова, Б. Б. Семак, О. М. Вовчанська. – Львів: Видавництво Львівського торговельно-економічного університету, 2018. –508 с. 2. Беквит Г. Продаючи невидиме. Керівництво з сучасного маркетингу / Гарри Беквит. – К.: Клуб сімейного дозвілля, 2018. – 192 с. 3. Бест Р. Маркетинг от потребителя / Роджер Бест. – М.: Манн, Иванов и Фербер. – 2019. – 760 с.
Recommended reading
<ol style="list-style-type: none"> 1. Котвіцька А. А., Чмихало Н. В., Вороніна О. М. Маркетинг послуг: тексти лекцій : навч. посібник для здобувачів вищої освіти; за заг. ред. А. А. Котвіцької. — Х.: НФаУ, 2017. — 128 с. 2. Барден Ф. Взлом маркетинга. Наука о том, почему мы покупаем / Ф. Барден. – М.: Манн, Иванов и Фербер. – 2019. – 304 с. 3. Джордж М.Л. Бережливое производство + шесть сигм в сфере услуг / Майкл Л. Джордж. – М.: Манн, Иванов и Фербер. - 2016. 4. Манн И. Маркетинг на 100% / И. Манн. – М.: Манн, Иванов и Фербер. – 2016. – 256 с. 5. Манн І. Маркетинг на 100%: ремікс. Як стати успішним менеджером із маркетингу / І. Манн. – К.: Клуб сімейного дозвілля. – 2018. – 240 с. 6. Манн И., Турусин Д. Продает каждый! ...сотрудник и нет только ... / И. Манн, Д. Турусин. – М.: Сила Ума Паблшер. – 2019. – 180 с. 7. Миролюбов Г. MED Маркетинг. Воронка продаж в сфере медицинских услуг от Я до Я / Г. Миролюбов. М.: Издательские решения. – 2019. 8. Services Marketing: People, Technology, Strategy (8th edition) / Jochen Wirtz, Christopher Lovelock. World Scientific Publishong Co., 2016. – 1239 p. 9. Services Marketing: Integrating Customer Focus Across the Firm / Valarie A. Zeithaml, Dwayne D. Gremler, Mary Jo Bitner. – 2017. – 543 p.

*Language of teaching English***Compulsory reading**

1. Services Marketing: People, Technology, Strategy (8th edition) / Jochen Wirtz, Christopher Lovelock. World Scientific Publishing Co., 2016. – 1239 p.
2. Kimbell L. The Service Innovation Handbook: Action-oriented Creative Thinking Toolkit for Service Organizations / L. Kimbell; BIS Publishers. – 2015. – 240 p.
3. Services Marketing: Integrating Customer Focus Across the Firm / Valarie A. Zeithaml, Dwayne D. Gremler, Mary Jo Bitner. – 2017. – 543 p.

Recommended reading

1. Services Marketing: Concepts, Strategies and Cases (4th edition) / K. Douglas Hoffman, John E.G. Bateson. – Cengage Learning, 2012. – 484 p.
2. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

PRINCIPLES OF PSYCHOLOGY				
Language of teaching	Semester / Duration	ECTS credits/ Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5/Elective	Lubov Boiko, Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
<p>Course aims: Students will have gained comprehensive knowledge about the topic, have an ability to analyses complex data, evaluate theories and concepts, provide solutions to problems in psychology. Students acquire knowledge of key positions of theory of psychology, basic categories and concepts; basics of the system of knowledges, which expose psychological essence of man, feature of the psychological phenomena; objective laws of development of psychical properties of personality, factors which influence on its forming and development; basics of co-operation and intercourse; psychological terms of efficiency of intercourse.</p>				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;		Lecture, seminars/practical, dispute		Participation in the discussion (CAS)
2) apply psychological objective laws of analysis of problems, connected with a psyche functioning, psychical processes and states;		Analitical work in small groups, role play		Participation in the role play(CAS)
3) analyze psychological features;		Discussion on the materials of lectures		Essay, test (CAS)
4) influence on the process of organization of the studies and education;		Lectures, seminars/practical, presentations in small groups, internet search, self-study activities		Essay, test (CAS) Presentation
5) utilizes psychological knowledge in organization of studies, team management and stimulation of social activity of personality;		Problem lecture, discussion		Participation in the discussion, test (CAS)

6) demonstrate relevant practical, academic and subject specific skills e.g. group work, academic referencing and the production of a bibliography. Learning outcomes 1-6	Problem lecture, self- study activity, case-study	Participation in the discussion, case study (CAS) Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written tasks, each task includes a test or a creative task and 2 theoretical questions) 60% Continuous assessment: 20% Participation in the discussion 10% Case study (CAS) 20% Test (multiple choice, computer) 10% Presentation (oral, multimedia)		
Contents		
Thematic structure of the course: Module 1. Psychology of personality Entering into psychology Psyche, consciousness and self-consciousness A concept of personality in psychology Individually typological features of personality Emotionally volitional sphere of personality. Necessities and reasons Concept of „I am conceptions” Module 2. Cognitive psychical processes Attention. Feeling, perception, presentation Memory. Thought. Development of intellect		
Literature <i>Language of teaching Ukrainian</i> Compulsory reading 1. Засекіна Л.В., Пастерник Т.В. Основи психології та міжособове спілкування: навчальний посібник. – К., 2018. – 216 с. 2. Сергееєнкова О. Загальна психологія. – К, 2019. – 296 с. 3. Романець В. Основи психології. – К., 2018. – 632 с. 4. Дуткевич Т. Загальна психологія. Теоретичний курс. – К., 2019. – 488 с. 5. Бойко Л.Г. Психология и педагогика. Конспект лекцій (електр.) – ДУАН, 2019. 6. Мітіна С.В. Психология личности. – К., 2020. – 274 с. Recommended reading 1. Миросчук.М, Психология познавательных процессов. – К., 2019. – 412 с. 2. Кудряшова Л.А., Педагогика и психология. Краткий курс. – К., 2016. – 160 с. 3. Носенко Т.М. Общий психологический практикум. – М., 2017. – 417 с. 4. Ільїна Н. Загальна психологія в екзаменаційних питаннях і відповідях. – К., 2018. – 704 с.		

*Language of teaching English***Compulsory reading**

1. Cummings, J. A. and Sanders, L. (2019). Introduction to Psychology. Saskatoon, SK: University of Saskatchewan Open Press.
2. Fundamentalsn to Psychology / Gregory G. Feist, Erika L. Rozenberg. - New York: DK, 2018.-258 p.

Recommended reading

1. Itrroduktion to Psycholog: Gotewous to Mind and Behovior / Deniss Goon, Yhon Mitterer– Oxford University Press, 2019.

ETHICS AND AESTHETICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time)
<p>Course aims: The course's aim is to provide students with basic knowledge of aesthetical and ethical theories as well as to develop their ability to act in professional and broader social spheres applying principles and rules of aesthetical and ethical judgment.</p>				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) use the theoretical apparatus of modern ethics and aesthetics;		Lecture, practical classes, Internet search, self-study activity	Participation in the discussion, essay, test (CAS)	
2) analyze own acts and acts of other individuals and groups from the moral point of view;		Problem lecture, practical classes, Internet search, self-study activity, panel discussions	Participation in the discussion, practical skills assessment (CAS)	
3) aesthetically evaluate professional environment and results of professional activity as well as situations and objects of everyday life;		Problem lecture, Internet search, self-study activity, panel discussions	Participation in the discussion, case study (CAS)	
4) obtain and use relevant information from appropriate sources (textbooks, newspapers, business magazines and selected magazines, websites, databases);		Internet search, guided self-study activity, self-study activity, panel discussion	Participation in the discussion, solving problems, test (CAS)	
5) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;		Practical classes, Internet search, guided self-study activity, self-study activity	Essay, practical skills assessment, solving problems (CAS)	
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Participation in the business play 20% Test 20% Essay (written)</p>				

20% Presentation (oral, multimedia)

Contents

Thematic structure of the course:

Module 1. Aesthetics.

1. Aesthetics as a philosophical theory of perception.
2. The basic aesthetic categories.
3. The nature and essence of art.
4. Morphology of art.
5. The aesthetic and artistic practice search.

Module 2. Ethics.

6. The philosophical theory of morality.
7. History of ethical teachings.
8. Morality as a social phenomenon.
9. Ethics of the twenty first century.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Етика та естетика: Навчально-методичний посібник (у схемах і таблицях) / за наук. ред. проф. В.С. Бліхара. – Львів: ПП «Арал», 2018. – 204 с.
2. Лозовой В.О. Естетика: Навч. посібник. – К.: Юрінком Інтер, 2003. – 208 с.
3. Малахов В.А. Етика. Курс лекцій: Навч. посібник — 3-те вид. – К.: Либідь, 2001. – 384 с.
4. Михайлова І.О. Дискурсивна етика як проект реалізації універсальності прав людини в умовах глобалізації / І.О. Михайлова // Гілея. – 2019. – Вип. 147. – С. 63 – 66.

Recommended reading

1. Вознюк Н.М. Етика: Навчальний посібник. – К.: Центр учбової літератури, 2008. – 212 с.
2. Воронова І.В. Демократія, право, моральність: співвідношення в сучасних умовах / І.В. Воронова // Вісник Харківського національного університету імені В.Н. Каразіна. Серія: Право. – 2017. – Вип. 23. – С. 27 – 30.
3. Етика. Естетика: Навчальний посібник / за наук. ред. Панченко В.І. – К.: «Центр учбової літератури», 2014. – 432 с.
4. Лесько О.Й. Етика ділових відносин. – Вінниця: ВНТУ, 2011. – 309 с.
5. Фесенко Г.Г. Етика та естетика. – Харків: ХНАМГ, 2009. – 360 с.
6. Graham G. Philosophy of the Arts. An introduction to aesthetics [Electronic resource]. – Access mode: <https://ia.eferrit.com/ea/f4b5c438d6cb2068.pdf>

Language of teaching English

Compulsory reading

1. European Textbook on Ethics and Research [Electronic resource]. – Access mode: https://ec.europa.eu/research/science-society/document_library/pdf_06/textbook-on-ethics-report_en.pdf
2. Pecorino Ph., O’Sullivan S. Ethics. Online textbook [Electronic resource]. – Access mode: http://www.qcc.cuny.edu/SocialSciences/ppedorino/ETHICS_TEXT/CONTENTS.htm
3. The Routledge Companion to Aesthetics [Electronic resource]. – Access mode: https://monoskop.org/images/0/03/Lopes_Dominic_Gaut_Berys_The_Routledge_Companiom_2001.pdf

Recommended reading

1. Aesthetics // The Basics of Philosophy [Electronic resource]. – Access mode: https://www.philosophybasics.com/branch_aesthetics.html
2. Ethical Issues // Encyclopaedia Britannica [Electronic resource]. – Access mode: <https://www.britannica.com/browse/Ethical-Issues>
3. Ethics // The Basics of Philosophy [Electronic resource]. – Access mode:

https://www.philosophybasics.com/branch_ethics.html

ADVANCED STUDY OF UKRAINIAN LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/18 weeks, 36 hours in class/	3 / Elective	Olena Turchak, Candidate of Sciences, Associate Professor	90 hours (18 h. lectures, 18 h. tutorials, 54 h. self-study time)
Course aims: The course's aim is to formation of students' profound professional and functional communicative competence in using of the English language, this will contribute to their effective functioning in the cultural diversity of academic and professional environments.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) free to operate basic normative concepts Ukrainian language, their differential features that will help better understand the systemic relationships between units of different ranks; 2) analyze the use of punctuation, including sentence structure, consider using a speech regulatory practice not only signs, but also varied; 3) analyze complex texts as complex system-structural formation of branched links between elements of different levels in terms of their stylistic differentiation, filling lexical and syntactic structure. Learning outcomes 1-2		Lecture, tutorials, discussion Discussions on the basis of lecture materials and students' reading Tutorials, self-study activity		Participation in the discussion (CAS) Practical skills assessment (CAS) Written answers to questions, test (CAS) Mid-term control: tests, mini case (CAS) Final exam (FAS)
Learning outcomes 1-3				
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments, solving problems and multiple choice tests) 60% Continuous assessment: 5% Participation in the discussion 5% Test (multiple choice) 20% Student reports assessment 10% Participation in the role play 20% Mid-term control (multiple choice tests, mini case)				
Contents				
Thematic structure of the course: 1. Ukrainian language as an object of scientific study; 2. Phonetic and phonemic system of Ukrainian language; 3. The vocabulary and phraseology; 4. Stylistic differentiation Ukrainian vocabulary;				

5. Morfemika and derivation as special sections of the science of language;
6. Ukrainian lexicography;
7. Morphology. Principles of classification of parts of speech;
8. General theoretical and methodological issues of syntax and punctuation

Literature

Compulsory reading

1. Шкурятяна Н.П. Сучасна українська літературна мова: [Навч. посібник] / Н.П. Шкурятяна, С. В. Шевчук. – К.: Літера, 2010. – 685 с.
2. Турчак О. М. Українська мова: [Електронний конспект лекцій] / О.М. Турчак. – Дніпропетровськ: ДУЕП, 2014. – 100 с.

Recommended reading

1. Головащук С.І. Словник – довідник з українського літературного слововживання / С.І. Головащук. – К.: Наукова думка. 2004. – 448с.
2. Пазяк О.М. Українська мова і культура мовлення / О.М. Пазяк, Г.Г. Кисіль. – К.: Вища школа, 1995. – 239с.
3. Український правопис / [АН України, Ін-т мовознавства ім. О.О. Потебні; Ін-т української мови]. – [4-те вид., випр. й доп.] – К.: Наукова думка, 2010. – 288 с.

PHILOSOPHY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
Course aims: The course aim is to facilitate the development of students' coherent worldview system encompassing problems of the human existence, man's relationship with nature and society and methods of discovering objective truth.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) understand the origins, structure and civilizational role of various traditions of philosophical thought;		Lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
2) evaluate and compare main stages and traditions in the evolution of philosophical thought;		Problem lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
3) analyze sources of philosophical thought and critically perceive various philosophical ideas;		Problem lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
4) apply acquired knowledge of philosophical ideas and doctrines to solving practical problems (both general and narrowly professional) in the rational and ethically acceptable ways;		Problem lecture, Internet search, self-study activity, workshop	Participation in the discussion, solving problems (CAS)	
5) develop and defend one's own ideas and suggestions regarding the most important issues of the human life and social development.		Problem lecture, seminars, Internet search, self-study activity, panel discussion	Participation in the discussion, essay, solving problems (CAS)	
Learning outcomes 1-5			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment:				

20% Participation in the discussion 20% Test 20% Essay (written) 20% Presentation (oral, multimedia) 20% Mid-term control (essay)
Contents
Thematic structure of the course: Module 1. History of philosophy. <ol style="list-style-type: none"> 1. What is philosophy? (Introduction). 2. Philosophy of the Ancient world. 3. Medieval philosophy. 4. Philosophy of the Renaissance and Early Modern period. 5. Philosophy of the Modern and Contemporary Era. Module 2. Theory of philosophy. <ol style="list-style-type: none"> 6. Ontology. 7. Epistemology. 8. Philosophical anthropology 9. Social and political philosophy. 10. Philosophy of science.
Literature
<p style="text-align: center;"><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Причепій Є.М. Філософія: Конспект лекцій / Є.М. Причепій. – К.: Академія, 2009. – 592 с. (базовий підручник). 2. Киричок О.Б. Філософія: Підручник для студентів вищих навчальних закладів / О.Б. Киричок. – Полтава: РВВ ПДАА, 2010. – 381 с. 3. Кривуля О.М. Філософія: навчальний посібник / О.М. Кривуля. – Х.: ХНУ імені В.Н. Каразіна, 2010. – 592 с. 4. Осипов А.О. Філософія: Навчально-методичний посібник для студентів денної та заочної форми навчання / А.О. Осипов. – Д.: Видавництво Дніпропетровського університету ім. А. Нобеля, 2014. – 60 с. 5. Осипов А.О. Філософія науки (методи та форми наукового пізнання): Навчально-методичний посібник для самостійної роботи / А.О. Осипов. – Д.: Видавництво Дніпропетровського університету ім. А. Нобеля, 2014. – 196 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Кулик О.В. Філософія: Навч. посібник / О.В. Кулик. – Д.: Моноліт, 2013. – 692 с. 2. Філософія: підручник для студентів вищих навчальних закладів / кол. авторів; за ред. Л.В. Губерського. – Харків: Фоліо, 2013. – 510 с. 3. The <i>Stanford Encyclopedia of Philosophy</i> [Electronic resource]. – Access mode: https://plato.stanford.edu/index.html <p style="text-align: center;"><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Internet Encyclopedia of philosophy (IEP): A Peer-Reviewed Academic Resource [Electronic resource]. – Access mode: https://www.iep.utm.edu/ 2. Pecorino Ph. An Introduction to Philosophy [Electronic resource] – Access mode: http://www.qcc.cuny.edu/SocialSciences/ppecorino/INTRO_TEXT/CONTENTS.htm <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Buckingham W., Marenbon J. The Philosophy Book. Big Ideas Simply Explained / W. Buckingham, J. Marenbon. – New York: DK Publishing, 2011. – 352 p. 2. The Basics of Philosophy [Electronic resource]. – Access mode: https://www.philosophybasics.com/

3. 1000-Word Philosophy: An Introductory Anthology [Electronic resource]. – Access mode: https://1000wordphilosophy.com/				
SOCIOLOGY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4/14 weeks, 42 hours in class	5/ Elective	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
Course aims: The course aim is to develop a system of knowledge about main forces and trends of social life and methods of empirical research and transform various social objects (social communities, institutes, relations and processes).				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) understand the origins and nature of empirical sociology as a crucial dimension of social studies;		Problem lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
2) analyze and assess main directions and tasks of empirical sociological research;		Lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
3) choose adequate methods and technologies of sociological research;		Problem lecture, Internet search, guided self-study activity, workshop	Participation in the discussion, practical skills assessment (CAS)	
4) conduct (both independently and as a member of a group) local sociological researches and use their results in practical activity;		Problem lecture, self-study activity, workshop	Solving problems, practical skills assessment (CAS)	
5) obtain and use information from appropriate sources (textbooks, newspapers, business magazines and selected journals, websites, databases);		Lecture, seminars, Internet search, self-study activity, workshop	Solving problems, practical skills assessment (CAS)	
Learning outcomes 1-5			Mid-term control (CAS)	
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
30% Participation in the discussion				
20% Participation in the business play				

20% Case study presentation 20% Presentation (oral, multimedia) 10% Mid-term control (essay, written)
Contents
<p>Thematic structure of the course:</p> <p>Module 1. Theoretical sociology</p> <ol style="list-style-type: none"> 1. Sociology as a science of society, its subject, structure and functions. 2. Society and its structure. 3. Social institutions. 4. Social processes. <p>Module 2. Applied sociology</p> <ol style="list-style-type: none"> 5. Family and the individual in the social structure. 6. Social relations and social policy. 7. Social motivation and regulation of work behavior. 8. Middle-range sociological theories. 9. Methods of sociological research.
Literature
<i>Language of teaching Ukrainian</i>
Compulsory reading
<ol style="list-style-type: none"> 1. Городяненко В.Г. Соціологія: Підручник [Текст] / В.Г. Городяненко. – К.: Академія, 2008. – 544 с. (базовий підручник). 2. Політична наука в Україні. 1991-2016: у 2 т. Т. 2. Теоретико-методологічні засади і концептуальні підсумки вітчизняних досліджень / НАН України, Ін-т політ. і етнонац. досліджень ім. І.Ф. Кураса; редкол.: чл.-кор. НАН України О. Рафальський (голова), д-р політ. наук М. Кармазіна, д-р іст. наук О. Майборода; авт. Передм. О. Рафальський; відп. ред. і упоряд. М. Кармазіна. – К.: Парлам. вид-во, 2016. – 704 с. (базовий підручник). 3. Ключник Р. М. Соціальний капітал як фактор формування політичного протесту / Р. М. Ключник // Гілея: науковий вісник. - 2017. - Вип. 124. - С. 317-320. 4. Левчук Н.Н. Концептуалізація сетевого впливу в системі масових комунікацій / Н.Н. Левчук // Веснік Брэскага ўніверсітэта. Серыя 1. «Філасофія. Паліталогія. Сацыялогія». – 2017. – № 1. – С. 81-85.
Recommended reading
<ol style="list-style-type: none"> 1. Ключник Р.М. Глобальні проблеми сучасності: економічний вимір / Р.М. Ключник // Академічний огляд. – 2020. – № 1 (52). – С. 5-12. 2. Куценко О. Соціологія: рольова модель на шляху між екстримами (дороговкази ХІХ Всесвітнього конгресу соціологів) [Електронний ресурс] / О. Куценко // Соціологія: теорія, методи, маркетинг. - 2019. - № 4. - С. 147-157. 3. Бугера О. Використання соціальних інтернет-мереж для запобігання злочинності / О. Бугера // Підприємництво, господарство і право. 2018. № 5. С. 238-241. 4. Barkan S. Sociology: Understanding and Changing the Social World [Electronic resource]. – Access mode: http://catalog.flatworldknowledge.com/catalog/editions/barkan-sociology-understanding-and-changing-the-social-world-comprehensive-edition-1-0
<i>Language of teaching English</i>
Compulsory reading
<ol style="list-style-type: none"> 1. Hammond R. et al. Introduction to Sociology [Electronic resource]. – Access mode: http://freesociologybooks.com/Introduction_To_Sociology/01_History_and_Introduction.php 2. Introduction to Sociology. Online textbook [Electronic resource]. – Access mode: https://en.wikibooks.org/wiki/Introduction_to_Sociology 3. Kliuchnyk, R. (2019). Natural and socio-cultural factors in country image formation. Journal of Modern Economic Research, 1(3), 17-28. Retrieved from https://www.denakypublishing.science/index.php/jmer/article/view/14

Recommended reading

1. Sociology of the Family [Electronic resource]. – Access mode: <http://freebooks.uvu.edu/SOC1200/index.php/chapters.html>
2. Barkan S. Sociology: Understanding and Changing the Social World [Electronic resource]. – Access mode: <http://catalog.flatworldknowledge.com/catalog/editions/barkan-sociology-understanding-and-changing-the-social-world-comprehensive-edition-1-0>
3. Pillai K.G. (2015). The Negative Effects of Social Capital in Organizations: A Review and Extension [Electronic resource]. – Access mode: <https://onlinelibrary.wiley.com/doi/abs/10.1111/ijmr.12085>
4. Woolley S.C. (2016). Political Communication, Computational Propaganda, and Autonomous Agents / S.C. Woolley, Ph.N. Howard // International Journal of Communication. 2016. Vol. 10. P. 4882–4890
5. Kliuchnyk R.M. (2018). Protest Potential of the Social and Labour Sphere / R.M. Kliuchnyk // Соціально-гуманітарні науки та сучасні виклики. Матеріали III Всеукраїнської наукової конференції. 25-26 травня 2018 р., м. Дніпро. Частина I. / Наук. ред. О.Ю.Висоцький. – Дніпро: СПД «Охотнік», 2018. – С. 85-86.

ADVANCED STUDY OF FOREIGN LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	4 / 14 weeks, 42 hours in class	5 / Elective	Svitlana Medynska, Senior Lecturer	150 hours (42 h. seminars, 108 h. self-study time)
Course aims: The course is geared towards forming of student profound professional and functional communicative competence in using of the English language, which will contribute to their effective functioning in the cultural diversity of academic and professional environments.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continious assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) distinguish and comprehend the business English vocabulary in the recorded and written texts;		Tutorials, class discussion		Practical skills assessment, participation in the discussion, essay (CAS)
2) participate in a business discussion; discuss the forms of business, analyze the benefits and risks of each;		Discussion on the basis of student reading, self-study activities		Participation in the discussion, student report assessment (CAS)
3) have a successful job interview, make business phone calls and arrange a meeting;		Pair work, role play		Practical skills assessment, participation in role play (CAS)
4) apply for a job: write a cover letter, a CV, a reference; analyze and discuss skills and qualities required for a position in a company		Self-study activities, pair work, role play		Oral/written communication skills assessment (CAS)
5) compose abstracts and make written reports under the requirements to formal writing (12-15 phrases)		Internet search, self-study activities, peer review		Practical skills assessment, peer assessment, student report assessment (CAS)
6) define a business strategy and list business objectives,		Case study in small groups		Participation in case study, practical skills assessment (CAS)
7) discuss promotion types and give ground to the selected marketing strategy; analyse the activities of manufacturing, commercial and financial institutions;		Discussion, student reports by individuals		Student report assessment (CAS)
8) give a business presentation (product/service presentation, project		Self-study activities, project work, stand-		Research project, presentation

presentation) at a fair/an exhibition;	by/peer/small group presentation	assessment, practical skills assessment (CAS)
9) negotiate the terms of a contract / a business agreement;	Role play, discussion on the basis of student reading	Participation in the role play /discussion (CAS)
10) write a business contract/ an agreement.	Self-study activities, project work, peer review	Practical skills assessment (CAS)
Learning outcomes 1-5, 6-10		Mid-term control (CAS)

Assessment

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

20% Participation in the discussion

10% Test (multiple choice, written)

20% Essay (written)

10% Presentation (oral, multimedia)

10% Student report assessment

10% Written/oral answers to questions

20% Mid-term control (written test, essay, peer small group presentation)

Contents

Thematic structure of the course:

1. Forms of business.
2. Company structure.
3. Headhunting.
4. Job interview.
5. Business environment.
6. The objectives, business strategy and competition.
7. Stages of marketing.
8. Manufacturing.
9. Banking.
10. Finance.
11. Participation in exhibitions and fairs.
12. Contracts.

Literature

Compulsory reading

1. Tarnopolsky, O.B., Kozhushko, S.P. (2007). Business projects. Textbook for Teaching Business English to Students of Tertiary institutions. Student's Book and Workbook. Vinnytsya. Nova knyha Publ.

2. Orel, Yu., Artuykhova, I. (2001). Business at First Sight. Teaching manual. Dnipropetrovsk, Dnipropetrovsk Academy of Management, Business and Law Publ., 60 p.

3. Bespalova N. Business Culture. Business Through Cultures. – Dnipropetrovsk, DUEP Publ., 2004.

4. Sokolova, K., Kozhushko, S., Sviridenko, O., Brez, K. Presenting Statistics in English. – Dnipropetrovsk, DUEP Publ., 2011, 61p.

Recommended reading

1. Semerenko, L.I., Artyukhova, I.P. (2003). Communicating in English: Teaching manual. Dnipropetrovsk. DUEP Press. 368 p.

2. Evans, V., Dooley, J. (1999). (2002). Enterprise Grammar 1-4. Express Publishing.

3. Tselik O., Sokolova E., Samoilenko S. (2010). Alfred Nobel Planet: Nobel Movement – Part I, II. Teaching manual. Dnipropetrovsk. DUEP Press. 61p

4. Dooley, Jenny, Evans, Virginia (2000). Grammarway 3. Express Publishing.

On-line resources

1. <http://www.inc.com/ss/5-characteristics-of-great-company-names>

2. CNN Money

<http://money.cnn.com/magazines/fortune/fortune500/2012/performers/companies/profits/>

3. List of currencies of the world <http://www.countries-ofthe-world.com/world-currencies.html>

4. BBC News <http://www.bbc.co.uk/news/>

5. BBC Learning English <http://www.bbc.co.uk/worldservice/learningenglish/>

BASICS OF LAW				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English Ukrainian	4/14 weeks, 42 hours in class/	5 / Elective	Tetiana Lezhneva, PhD (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals 108 h. self-study time)
Course aims: The course is geared towards helping students apply the norms of law of different branches practically and defend the rights in case of violation.				
Learning outcomes	Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)		
On completion of the course, students will be able to:				
1) feel confident in the basics of law and legislation;	Lecture, practical classes, discussion,	Participation in the discussion (CAS)		
2) apply the main legal standards in practice;	Practical classes, business game, case study in small groups	Participation in the business play, case study presentation (CAS)		
3) integrate conceptual understandings of the Ukrainian legal system, fundamental areas of legal knowledge and relevant advanced specialist bodies of knowledge within the discipline of law	Lecture, practical classes, discussion,	Participation in the discussion, essay, (CAS)		
4) understand the terminology;	Practical classes, presentation	Test (CAS)		
5) get oriented in sources and literature jurisprudence and use them in everyday life.	Internet search, self-study activities	Presentation (CAS)		
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 10% Participation in the business play 10% Case study presentation 20% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. Basics of theory of state and law				

1. Basic concepts of theory of state
 2. Basic concepts of theory of law
- Module 2. Special branches of law of Ukraine**
3. Basics of constitutional legislation
 4. Basics of civil legislation
 5. Basics of family legislation
 6. Basics of criminal legislation
 7. Basics of labor legislation and legislation of social protection
 8. Basics of administrative legislation
 9. General characteristic of environmental and land laws

Literature

Language of teaching Ukrainian

Compulsory reading

1. Конституція України від 28.06.1996 № 254к/96-ВР URL: <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80>
2. Цивільний кодекс України від 16.01.2003 № 435-IV URL: <https://zakon.rada.gov.ua/laws/show/435-15>
3. Сімейний кодекс України від 10.01.2002 № 2947-III URL: <https://zakon.rada.gov.ua/laws/show/2947-14>
4. Кодекс законів про працю України від 10.12.1971 № 322-VIII URL: <https://zakon.rada.gov.ua/laws/show/322-08>
5. Кримінальний кодекс України від 05.04.2001 № 2341-III URL: <https://zakon.rada.gov.ua/laws/show/2341-14>
6. Гапотій В.Д., Мінкова О.Г., Печерський О.В. Правознавство: підручник. Мелітополь: Вид-во МДПУ ім. Богдана Хмельницького, 2015. 893 с.
7. Крестовська Н.М., Александрова Ю.В., Балобанов О.О. та ін. Правознавство: підручник. Одеса: Атлант, 2015. 554 с.
8. Основи права України: навч. посіб. / М. Ващишин, Н. Отчак, М.Теличко, С. Холявка; за ред. М. Ващишин. Львів: Галицька спілка видавців, 2016. 228 с.
9. Пасічна І.О., Бойко В.В. Правознавство та основи конституційного права: конспект лекцій. Полтава: ПолтНТУ, 2017. 130 с.

Recommended reading

1. Загальна декларація прав людини від 10.12.1948. URL: https://zakon.rada.gov.ua/laws/show/995_015
2. Конвенція про захист прав людини і основоположних свобод від 04.11.1950. URL: https://zakon.rada.gov.ua/laws/show/995_004
3. Про авторське право і суміжні права: Закон України від 23.12.1993 № 3792-XII. URL: <https://zakon.rada.gov.ua/laws/show/3792-12>
4. Про відпустки: Закон України від 15.11.1996 № 504/96-ВР URL: <https://zakon2.rada.gov.ua/laws/show/504/96-%D0%B2%D1%80>
5. Про оплату праці: Закон України від 24.03.1995 № 108/95-ВР URL: <https://zakon.rada.gov.ua/laws/show/108/95-%D0%B2%D1%80>
6. Мироненко В.П., Пилипенко С.А. Сімейне право України: підручник. Київ: Правова єдність, 2008. 477с.
7. Теорія держави і права. Академічний курс: Підручник / За ред. О.В. Зайчука, Н.М. Оніщенко. Київ: Юрінком Інтер, 2008. 688 с.
8. Трудове право України: Академічний курс: Підручник / П.Д. Пилипенко, В.Я. Бурак, З.Я. Козак та ін. Київ: Ін Юре, 2007. 536 с.
9. Харитонов Є.О., Старцев О.В. Цивільне право України: Підручник. Київ: Істина,

2007. 816 с.

10. Хохлова І.В., Шем'яков О.П. Кримінальне право України (Загальна частина): Навчальний посібник. Київ: Центр навчальної літератури 2006. 272 с.

Language of teaching English

Compulsory reading

1. Convention on Relations between States and International Organizations of a Universal Character, adopted in Vienna on March 14th 1975
2. Charter of the United Nations, 1945
3. Vincent, Nicholas (2012). Magna Carta: A Very Short Introduction. Oxford, UK: Oxford University Press.

Recommended reading

1. Mousourakis George. Fundamentals of Roman Private Law. – Springer, 2012. – 366 p.
2. Tellegen-Couperus Olga. A Short History of Roman Law. – Routledge, 1993. — 187 p.

POLITICAL SCIENCE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time)
Course aims: The course is geared towards helping students study the role of political process in social development of Ukraine and the world.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyze various political phenomena;		Lecture, practical classes, discussion		Participation in the discussion (CAS)
2) use basic concepts and categories of political studies;		Lecture, quiz, discussion		Oral answers to questions (CAS)
3) work out their own position concerning functioning of political institutions;		Lecture, practical classes, self-study activity		Participation in the discussion (CAS)
4) classify and generalize information, make references and overviews connected with political institutions and systems;		Analysis of statistics		Report (CAS)
5) compare different political systems;		Internet search, self-study activities		Individual presentation (CAS)
6) analyze political communication in the modern world.		Problem lecture, practical classes, discussion		Participation in the discussion (CAS)
Learning outcomes 1-6				Mid-term control (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 25% Test (Mid-term control) 25% Participation in the discussion, oral answers to questions 25% Report 25% Individual presentation				
Contents				
Thematic structure of the course: 1. Subject and tasks of the course 2. Ancient and modern political thought 3. Power and political regime				

4. Political system
5. Parliament as a legislative body
6. Executive power
7. Political parties
8. Elections
9. Political culture
10. International relations

Literature

Language of teaching Ukrainian

Compulsory reading

1. Воронянський О. В., Кулішенко Т. Ю., Скубій І. В. Політологія: підручник. – Харків, ХНТУСГ імені Петра Василенка, 2017. – 180 с.
2. Політологія : підручник / М. П. Требін, Л. М. Герасіна, І. О. Поліщук, О. М. Сахань ; за ред. М. П. Требіна. – 2-ге вид., перероб. і допов. – Харків : Право, 2018. – 462 с.
3. Тарасюк В. М. Політичні режими: відмінності й спільні ознаки [Електронний ресурс] // Держава і право. Юридичні і політичні науки. - 2020. - Вип. 87. - С. 319-330. - Режим доступу: http://nbuv.gov.ua/UJRN/dip_2020_87_32
4. Хома Н. М. Історія політичних і правових вчень. – Львів: Новий світ, 2016. – 1000 с.

Recommended reading

1. Поліщук І. О. Електоральна політологія в науковому дискурсі України [Електронний ресурс] // Політикус. - 2015. - Вип. 2. - С. 9-13. - Режим доступу: http://nbuv.gov.ua/UJRN/polit_2015_2_4
2. Портнов І. А. Політичні партії у передвиборній агітації на місцевих виборах в Україні та державах Європейського Союзу [Електронний ресурс] // Форум права. - 2020. - № 1. - С. 83–90. - Режим доступу: http://nbuv.gov.ua/UJRN/FP_index
3. Чорний О. В. Економічна наука та політологія: міждисциплінарні зв'язки [Електронний ресурс] // Науковий вісник Херсонського державного університету. Сер. : Економічні науки. - 2019. - Вип. 33. - С. 59-62. - Режим доступу: http://nbuv.gov.ua/UJRN/Nvkhdu_en_2019_33_12
4. Супрун Г. Г. Політична глобалізація як каталізатор суспільних трансформацій [Електронний ресурс] // Філософські обрії. - 2019. - Вип. 42. - С. 78-82. - Режим доступу: http://nbuv.gov.ua/UJRN/FiloFilo_2019_42_20
5. Serhatyuk D. Political Elite: Key Evaluation Criteria under Democracy [Electronic Resource] // Public policy and economic development. - 2013. - Iss. 4. - P. 55-61. - Access mode: http://nbuv.gov.ua/UJRN/pped_2013_4_10
6. Timashova V. Self-organization and self-regulation as ability and function of the political sphere of life [Electronic Resource] // Evropsky politicky a pravni diskurz. - 2016. - Vol. 3, Iss. 6. - P. 183-188. – Access mode: http://nbuv.gov.ua/UJRN/evrpol_2016_3_6_27

Language of teaching English

Compulsory reading

1. Badie B. International Encyclopedia of Political Science. – USA: Sage Publications, 2011. – 3996 p.
2. Fedorchak T. Democratization and consolidation of political regimes in new CEE countries [Electronic Resource] // Scientific bulletin [Odessa national economic university]. - 2014. - № 4. - P. 194-206. - Access mode: http://nbuv.gov.ua/UJRN/Nv_2014_4_21
3. Hague R., Harrop M., McCormick J. Political Science. A Comparative Introduction. – London: Palgrave, 2016. – 383 p.

Recommended reading

1. Demianchuk O. Political Power Distribution in Ukraine: Dynamics and Perspectives [Electronic Resource] // Магістеріум. Політичні студії. - 2014. - Вип. 58. - P. 61-66. - Access mode: http://nbuv.gov.ua/UJRN/Magisterium_p_2014_58_14
2. Dunaeva L. Ukrainian political and legal thought within the scope of world doctrine of liberalism and community self-governing at the end of XIX - beginning of XX centuries [Electronic Resource] // Evropsky politicky a pravni diskurz. - 2017. - Vol. 4, Iss. 2. - P. 85-88. - Access mode: http://nbuv.gov.ua/UJRN/evrpol_2017_4_2_15
3. Sartori G. Parties and Party Systems. A Framework for Analysis – New York: Cambridge University Press, 1976. – 383 p.
4. Yevtushenko O. Local Government in Political System of Ukraine: Constitutional and Legal Bases [Electronic Resource] // Public policy and economic development. - 2013. - Iss. 4. - P. 62-69. - Access mode: http://nbuv.gov.ua/UJRN/pped_2013_4_11

TRAVEL BUSINESS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class	3 / Elective	Svitlana Kozhushko, Doctor of Science, Full Professor	90 hours (11 h. lectures, 11 h. seminars/practicals, 68 h. self- study time)
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.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1) demonstrate consistently accurate use of travel and tourism industry terminology, including commonly used definitions, concepts, models and patterns; 2) demonstrate knowledge of tourism and travel industry as a branch of economy; 3) describe the structure of tourism product and its components; 4) analyse a range of tourist needs and motivations to travel; 5) understand the development of tourist destinations (tourist area lifecycle); 6) explain the range of transport and accommodation available; 7) appraise impacts of tourism on country economy, 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>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>Final exam (FAC)</p>
<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments include 2 essays and 2 situational tasks) 60% Continuous assessment: 10% Participation in the discussion / workshop 10% Report 20% Essay 20% Presentation (oral, multimedia)</p>		
<p>Contents</p>		
<p style="text-align: center;">Module 1. Features of worldwide destinations World tourism market</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;">Module 2. Tourism & travel business in modern economic environment</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;">Literature</p> <p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 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. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Сенин В.С. Организация международного туризма: Учебник. – 2 – е узд. Перераб. И доп. – М.: Финанси и статистика, 2013. – 543 с. 2. Економика и организация туризма. Международный туризм / Е.Л. Драчева, Ю.В. Забаев, Д.К. Исмаев и др.; Под ред. И.А. Рябовой, Ю.В. Забаева, 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. 		

*Language of teaching English***Compulsory reading**

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

Recommended reading

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

SELF-MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class	3 / Elective	Olena Lytvynenko, Ph.D. (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h.seminars/practicals, 68 h. self-study time)
Course aims: The purpose of the course is to form an idea of the need to acquire practical skills of self-management, solving problems of self-organization and awareness of the need to develop professionally significant personal qualities needed to manage their own resources.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) understand the specifics of the object and subject of self-management, its categories, methods, structure, place in the system of humanitarian knowledge and social functions;		Lecture, seminars, discussion	Oral answers to questions, test (CAS)	
2) understand the essential features, properties, genesis of management;		Lecture, practical classes	Test, presentation (CAS)	
3) successfully use methodological and methodological techniques to study the effectiveness of self-management;		Case study presentation, self-study activities,	Case study presentation (CAS)	
4) determine the factors of time management;		Lecture, seminars, self-study activities	Oral answers to questions, presentation, test (CAS)	
5) effectively develop measures for the transformation of the components of the organization, taking into account the influence of environmental factors		Internet search, self-study activities, discussion.	Essay, participation in the discussion (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 20% Participation in the business play 20% Case study presentation 10% Test 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Basic concepts of self-management Efficiency and effectiveness of personal activities Principles of personal goal setting Time management as an element of self-management				

Literature

Language of teaching Ukrainian

Compulsory reading

1. Джей Р. Темплар Р. Энциклопедия менеджмента. Алгоритмы эффективной работы. М.: Альпина Бизнес Букс, 2005. – 405с.
2. Довгань Л.Є. Праця керівника, або практичний менеджмент: Навч. посібник – К.: Екс об, 2002. – 384с.
3. Лукашевич Н.П. Теория и практика самоменеджмента: Учеб. пособие. – 2-е изд., испр. – К.: МАУП, 2002. – 360с.
4. Мазаракі А.А., Мошек Г.Є., Гомба Л.А. та ін. Менеджмент: Теорія і практика: Навч. посіб. – Вид-во «Атака», 2007. – 560с.
5. Хміль Ф.І. Ділове спілкування: Навч. посібник – К.: Академвидав, 2004. – 280с.

Recommended reading

1. Адизес И.К. Идеальный руководитель: почему им нельзя стать и что из этого следует. Пер. с англ. – М.: Альпина Бизнес Букс, 2007. – 262с.
2. Балабанова Л.В., Сардак О.П. Організація праці менеджера: Навч. посібник – К.: ВД «Професіонал», 2007. – 407с
3. Вудкок М., Френсис Д. Раскрепощенный менеджер. – М.: Дело, 1991. – 206с.
4. Гоулман Д., Бояцис Р., Макки Э. Эмоциональное лидерство. Искусство управления людьми на основе эмоционального интеллекта. М: Альбина Бизнес Букс, 2007. – 302с
5. Колпаков В.М. Організація праці менеджера: Навч. посіб. – К.: ДП «Видавничий дім «Персона», 2008. – 432с.

Language of teaching English

Compulsory reading

1. Daft R.L. (2015). Management. 12th ed. — Cengage Learning, 2015. — 784 p.
2. Griffin R.W. (2013). Organizational Behavior: Managing People and Organizations 11th ed. — Cengage Learning, 2013. — 624 p.
3. Gagne M. (Ed.) (2014). The Oxford Handbook of Work Engagement, Motivation, and Self-Determination Theory / Oxford University Press, UK, 2014. — 465 p. — (Oxford Library of Psychology).

Recommended reading

1. Jackson M.C. (2003). Systems Thinking: Creative Holism for Managers / Wiley – 2003, 379 pages
2. Shiu E. (2017). Research Handbook of Innovation and Creativity for Marketing Management / Edward Elgar Publishing, 2017. — 261 p.
3. Harrison E. Bruce, Mulhberg Judith (2014). Leadership Communications: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise / Business Expert Press, 2014. — 300 p. — (Public Relations Collection).

INTERNATIONAL TRADE RELATIONS				
Language of teaching	Semester/ Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 44 hours in class	5 / Mandatory	Elvina Lymonova, Ph.D. (Candidate of Science), Associate Professor Oleksandr Kulyk, Doctor of Science, Professor	159 hours (22 h. lectures, 22 h. seminars/practicals, 106 h. self-study time)
<p>Course aims: The aim of the course is to acquaint students with forms and tools of international trade, to generate in students the ability to calculate and analyze key indicators of international trade and skills documenting trade agreements.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) calculate and analyze key indicators of international trade;		Use of diagrams, tables, graphs, and charts, mini cases		Practical skills assessment, analysis of statistics report (CAS)
2) issue payment and shipping documents;		Lecture-demonstration, self-study activities		Essay, test (CAS)
3) use rules for handling disputes and conduct arbitration disassembly;		Debate, seminars, case study in small groups		Participation in the debate, presentations (CAS)
4) explore the effects of globalization of the world economy;		Problem lecture, role game		Participation in the role play (CAS)
5) conduct market research foreign market, search for foreign partners, establishing contacts with foreign companies;		Internet search, gaming and simulation		Student-group project, essay (CAS)
6) analyze the terms of payment and delivery;		Self-study activity, case study		Individual reports, test, presentation (CAS)
7) conduct the negotiations and draft contracts.		Debates, case study in small groups		Peer small group presentation (CAS)
Learning outcomes 1-7				Mid-term control: tests, essay (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment:</p>				

<p>30% Report 10% Participation in the debate 20% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia)</p>
Contents
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1) The Global Economy 2) Forms of international trade; 3) Methods for international trade; 4) The regulation of international trade; 5) International Marketing – Principles and Practice 6) Laying international commercial contracts; 7) Implementation of international commercial contracts; 8) The rules and procedures for the settlement of trade disputes; 9) Foreign Trade of Ukraine.
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Савельєв Є.В. Міжнародна економіка: теорія міжнародної торгівлі і фінансів: Підручник/ За ред. О.А.Устенка. – Тернопіль: Економ. думка, 2002. – 504 с. 2. Світова економіка і торгівля /Навч. Посіб./ С.І. Чеботар, Є.В. Савельєв, Я.С. Ларіна, М.Г. Шевчик, А.В. Рябчик, Р.І. Буряк, О.С. Брацлавська, М.В. Лизун. – К.-Чернівці, ПП «Родовід», 2010. – 212с. 3. Козак Ю.Г. Міжнародна торгівля. Підручник / Ю.Г. Козак. – К.ЦНЛ, 2019. – 512 с. 4. Гронтковська Г.Е. Міжнародн торгівля / Г.Е. Гронтковська, О.І. Ряба, А.М. Венцурік, О.І. Красновська. – К.: ЦУЛ, 2017. – 382 с. 5. Циганкова Т.М., Петрашко Л.П., Кальченко Т.В. Міжнародна торгівля: Навч. посібник. – К.: КНЕУ, 2001. – 488 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Бураковський І. Теорія міжнародної торгівлі. 2-ге вид / І. Бураковский.-К.: Основи, 2000.-241 с. 2. Заблоцька Р.О. Світовий ринок послуг.: Підручник. 2-е видання / Р.О. Заблоцька. – К.: Знання України, 2005. – 280 с. 3. Колосов В.А. Геополитика и политическая география. Учебник для вузов / В.А. Колосов, Н.С. Мироненко– М.: Аспект Пресс, 2005. – 285 с. 4. Конкурентоспроможність економіки України в умовах глобалізації /Я. А. Жаліло, Я. Б. Базиліук, Я. В. Белінська та ін.; За ред. Я. А. Жаліла. - К.: НІСД, 2005. - 388 с. 5. Система світової торгівлі: Практичний посібник / Пер. з англ.. – К.: “К.І.С.”, 2002. – 348 с. 6. Тіньова міжнародна торгівля: макроекономічна теорія та фіскальні наслідки для України. Монографія / за загал. ред. Д.М. Серебрянського. – К.: Алерта, 2014. – 201 с. 7. Хасбулатов Р.И. Международная торговля. Ученик / Р.И. Хасбулатов. – М.: Юрайт, 2016. <p>Режим доступа: https://avidreaders.ru/read-book/mezhdunarodnaya-torgovlya-uchebnik.html.</p> <p><i>Language of teaching English</i></p>

Compulsory reading

1. Feenstra, Robert C. (2015). *Advanced international trade: theory and evidence*. Princeton university press.
2. Deardorff, A. V. (2014). *Terms of trade: glossary of international economics*. World Scientific.
3. Neary, J. P. (2015). International trade in general oligopolistic equilibrium.
4. Zadoia A., Magdich A. (2019). *Economy of the foreign countries: Textbook*. Dnipro: Alfred Nobel University.
5. Sherlock J., Reuvid J. (2010). *The Handbook of International Trade*. Second Edition. GMB Publishing Ltd.

Recommended reading

1. Edmond, C., Midrigan, V., & Xu, D. Y. (2015). Competition, markups, and the gains from international trade. *The American Economic Review*, 105(10), 3183-3221.
2. Gervais, Antoine. "Product quality and firm heterogeneity in international trade." *Canadian Journal of Economics/Revue canadienne d'économique* 48.3 (2015): 1152-1174.
3. Feenstra, R. C. (2015). *Advanced international trade: theory and evidence*. Princeton university press.
4. Irwin, D. A. (2015). *Free trade under fire*. Princeton University Press.

LEADERSHIP AND GROUP DYNAMICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class	3 / Elective	Hanna Mytrofanova, Doctor of science, Professor	90 hours (11 hrs. lectures, 11 hrs. practicals, 68 hrs. self-study time)
Course aims:				
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 the team, and mastering practical tools for effective team and role distribution, team management as a system.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On the 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;		Lecture, practical classes, 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;		Practical classes, self-study activity		Essay, test (CAS)
4) correctly define their leadership style, identify and outline a plan for the development of their 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 organization;		Lecture, practical classes		Presentation (CAS)
8) determine the readiness to form teams.		Role play		Participation in the role play (CAS)
Learning outcomes 1-5				Mid-term control: tests, mini case (CAS)

<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</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>Contents</p>
<p>1. The problem of leadership in modern management</p> <p>2. Leadership in organizations</p> <p>3. Pre-scientific theories of leadership</p> <p>4. Situational theories of leadership</p> <p>5. Leadership as a mission</p> <p>6. Leadership and teamwork in the organizations</p> <p>7. Group dynamics in the organizations</p>
<p>Literature</p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <p>1. Комарова К.В. Лідерство: навчальний посібник для студентів вищих навчальних закладів. / К.В. Комарова, С.П. Коляда. - Дніпро: 2017. – 452 с.</p> <p>2. 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.</p> <p>3. Максвелл Дж. Розвину лідера у собі / Пер. з англ. Н.Гербіш. – К.: Брайт Стар Паблішинг, 2013. – 184 с.</p> <p>4. 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.</p> <p>5. Сергеева Т.В., Дорін Фестеу, Гейл Роунтрі. Лідерство і командна робота: Навчальний посібник. – Харків: ХНУБА, 2014. – 124 с. http://startup.sumdu.edu.ua/wpcontent/uploads/2017/11/IDP_Leadership_ua_d.pdf</p> <p>6. Скібіцька Л. І. Лідерство та стиль роботи менеджера: навч. посіб. – К.: ЦУЛ, 2009. – 192 с.</p> <p>7. Теорія і практика формування лідера: навчальний посібник / О.Г. Романовський, Т.В. Гура, А.Є. Книш, В.В. Бондаренко – Харків, 2017 р. – 100 стор. http://repository.kpi.kharkov.ua/bitstream/KhPIPress/31806/1/Romanovskiy_Teoriia_i_praktyka_fo_rmuвання_a%20lidera_2017.pdf</p> <p style="text-align: center;">Recommended reading</p> <p>1. Адаир Дж. Джон Адаир о менеджменте и лидерстве: [пер. с англ.] / Дж. Адаир. – М.: Эксмо, 2007. – 208 с.</p> <p>2. Айзексон У. Стив Джобс. – М.: Астрель, 2012. – 688 с.</p> <p>3. Беляцкий Н.П. Основы лидерства: учебник / Н.П.Беляцкий. – Минск: БГЭУ, 2006. – 268 с.</p> <p>4. Блэклок Дж. Технологии командной игры: руководство для лидера / Дж. Блэклок, Э.Джекс. – М.: Изд. дом Гребенникова, 2008. – 232 с. 7. Бойнтон Э. Виртуозные команды. Команды, которые изменили мир / Э. Бойнтон, Б.Фишер. – М: Претекст, 2008. – 265 с.</p> <p>5. Лі Цзиці. Лідерські якості менеджерів: вектори успіху / Лі Цзиці. - Київ: Центр учбової літератури, 2018. — 184 с. 1. Оуэн Х., Ходжсон В., Газзард Н. Призвание – лидер: Полное руководство по эффективному лидерству / Пер. с англ. – Днепропетровск: Баланс Бизнес Букс, 2005. – 384 с.</p>

6. Фарсон Р., Кейес Р. Парадоксы лидерства. Выигрывает тот, кто делает больше ошибок / Пер. с англ. – М.: ООО ИД «София», 2006. – 160 с.

7. 7 нот менеджмента. Настольная книга руководителя / под ред. В.В.Кондратьева. – М.: Эксмо, 2008. – 976 с.

8. Батушан В. Політичне лідерство в контексті державного управління: історичний досвід / В. Батушан // Вісн. Нац. акад. держ. управління при Президентіві України. – 2009. – № 4. – С. 213-221.

Language of teaching English

Compulsory reading

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

2. Thomas M. (2003). *Mastering People Management: Build a successful team - motivate, empower and lead people*. Financial Times/ Prentice Hall, 2003. – 241 p.

Recommended reading

1. Charteris-Black Jonathan (2006). *The Communication of Leadership: The Design of Leadership Style* / Routledge, 2006. — x, 250 pages. — (Routledge Studies in Linguistics).

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

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

ADVERTISING AND ADVERTISEMENT ACTIVITIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	5/14 weeks, 42 hours in class	4,5 / Elective	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims are to examine aspects of advertising and form students' skills of preparing information for communication activities and its successful application in future professional activity.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) identify needs in advertising of a product, service or idea;		Lecture, practical classes, discussion, role play		Participation in the discussion, tests, participation in the role play (CAS)
2) develop the idea of creating advertising messages based on marketing objectives and characteristics of the target audience;		Practical classes, self-study activity, presentation, role play		Presentation, essay, role play (CAS)
3) use modern communication technologies in the creation of advertising messages;		Practical classes, workshop, supervised project work		Peer small group presentation, essay (CAS)
4) design advertising for various media based on modern design techniques;		Lecture, practical classes, internet search, presentation, project work		Project, presentation assessment (CAS)
5) create an image of a brand.		Problem lecture, workshop, self-study activity, supervised project work		Project (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the discussion				
10% Participation in the role play				
20% Essay				
20% Presentation (oral, multimedia)				
30 % Research project				
Contents				
Thematic structure of the course:				
1. Advertising as an effective tool of marketing communication policy.				
2. Theoretical and methodological problems of advertising psychology.				
3. Advertising as a means of psychological influence.				

4. Psychology of propaganda and advertising in the media and the meaning of advertising creativity.
5. Modern communication technologies in advertising.
6. Creative copywriting.
7. Advertising design.
8. Native advertising.
9. Advertising on the Internet.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Антипов К.В. Основы рекламы. Учебник. 3-е изд.- М.: Дашков и К, 2018. 328 с.
2. Владимирська О.П. Реклама: Навчальний посібник. / О.П. Владимирська К.: Ліра – К., 2009. – 336 с.
3. Жильцова, О. Н. Рекламная деятельность: учебник и практикум для бакалавриата и магистратуры / О. Н. Жильцова, И. М. Синяева, Д. А. Жильцов. – М.: Юрайт, 2019. – 233 с.
4. Песоцкий Е. А. Реклама: Навчальний посібник. / Е. А. Песоцкий К.: Кондор., 2011. – 384с.
5. Ромат Е.В. Реклама: Учебник для вузов. 9-е изд. Стандарт третьего поколения / Ромат Е.В., Сендеров Д. В., "Издательский дом "Питер", 2016 – 544с.

Recommended reading

1. Баксанский О.Е. Технологии манипуляций массами: реклама, маркетинг, PR, GR (когнитивный подход). Карманная книга политехнолога. – М.: URSS, 2019. - 224 с.
2. Бергер Й. Заразительный. Психология сарафанного радио. Как продукты и идеи становятся популярными. – М.: Манн, Иванов и Фербер, 2017. - 240 с.
3. Гогохия И. Продвижение в Telegram, WhatsApp, Skype и других мессенджерах. М.: Бомбора. – 2019. – 320 с.
4. Гуревич П.С. Социология и психология рекламы: учебное пособие для вузов / П. С. Гуревич. – 2-е изд., испр. и доп. – М.: Юрайт, 2017.- 462 с.
5. Басова І. Рекламні заходи: організація та облік / І. Басова – Х.: Фактор, 2008. – 544с.
6. Кутлалиев А., Эффективность рекламы: 2-е издание. / А. Кутлалиев, А. Попов – М.: Изд-во Эксмо, 2006. – 416 с.
7. Мокшанцев Р. И. Психология рекламы. / Р.И. Мокшанцев— М.: ИНФРА-М, Новосибирск: Сибирское соглашение, 2010. – 470 с.
8. Мрочковский Н. 42 секрета эффективной рекламы. Управление потребителем / Мрочковский Н., Парабеллум А, Бернадский С. – СПб.: Питер, 2013, - 176с.
9. Райс Л. Визуальный молоток. Как образы побеждают тысячи слов / Райс Лора М.: Манн, Иванов и Фербер, 2013. - 220с.
10. Mike Smith The Native Advertising Advantage: Build Authentic Content that Revolutionizes Digital Marketing and Drives Revenue Growth - Kindle Edition, 2017
11. Noah Grey Social Media Marketing 2019: Step by Step Instructions For Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, Linkedin and Various Other Platforms [2nd Edition] - Kindle Edition, 2018, - 378p.

Language of teaching English

Compulsory reading

1. Mike Smith The Native Advertising Advantage: Build Authentic Content that Revolutionizes Digital Marketing and Drives Revenue Growth - Kindle Edition, 2017
2. Noah Grey Social Media Marketing 2019: Step by Step Instructions For Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, Linkedin and Various Other Platforms [2nd Edition] - Kindle Edition, 2018, - 378p.

3. Attention, Attitude, and Affect in Response To Advertising/ Eddie M. Clark, Timothy C. Brock, David W. Stewart

Recommended reading

1. Brown G.F. Advertising for Results 165 <https://www.freeebooks.net/advertising/Advertising-for-Results>
2. AlSuwaidan, L. and Ykhlef, M. (2016), "Toward Information Diffusion Model for Viral Marketing in Business", *International Journal of Advanced Computer Science and Applications*, Vol. 7 No. 2, pp. 637-646.
3. Brettel, M., Reich, J., Gavilanes, J. M., and Flatten, T. C. (2015), What drives advertising success on Facebook? an advertising-effectiveness model: Measuring the effects on sales of "likes" and other social-network stimuli, *Journal of Advertising Research*, vol. 55 No. 2, pp. 162-175.
4. Ha, H. Y., John, J., John, J. D., & Chung, Y. K. (2016), "Temporal Effects of Information from Social Networks on Online Behavior: The role of cognitive and affective trust", *Internet Research*, vol. 26 No. 1.
5. Boerman, Sophie C., and Eva A. van Reijmersdal (2016), "Informing Consumers about 'Hidden' Advertising: A Literature Review of the Effects of Disclosing Sponsored Content," in *Advertising in New Formats and Media*, Patrick De Pelsmacker, ed., Bingley: Emerald, 115–46. [Crossref], [Google Scholar]
6. Eisend, Martin (2017), Meta-Analysis in Advertising Research, *Journal of Advertising*, 46 (1), 21–35.

<i>ECONOMIC MECHANISM OF MARKETING</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 42 hours in class	4,5 / Elective	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims are: provide the students with basic knowledge of theoretical and practical aspects of the economic mechanism of marketing.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand of the economic mechanism of marketing;		Lecture, practical classes, discussion		Participation in the discussion, test (CAS)
2) confidently operate and communicate the economic and marketing categories based on the knowledge of the economic mechanism of marketing, determine the amount and market share;		Lecture, practical classes, discussion, solving problems, self study activities		Participation in the discussion, test, solving problems assessment (CAS)
3) identify marketing ROI;		Practical classes, solving problems, case study		Solving problems assessment, case study (CAS)
4) conduct GAP-analysis and CVP-analysis;		Practical classes, solving problems, case study, project work		Case study presentation, project (CAS)
5) participate in the marketing decision-making process taking into account the risk and uncertainty;		Practical classes, workshop, internet search, self-study activities		Participation in the discussion, essay, presentation
6) use economic and financial indicators in marketing planning and control.		Problem lecture, practical classes, workshop, self study activities, project work		Peer small group presentation, project (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion				
10% Test				
10% Essay (written)				
20% Presentation (oral, multimedia)				
30% Project				
20% Solving problems				
Contents				
Thematic structure of the course:				

1. The content of the economic mechanism of marketing.
2. Market as the economic basis of marketing. The situational analysis of the market
3. Economic and financial performance of marketing activities.
4. Economic mechanism of the marketing mix
5. Balanced Scorecard and economic efficiency of marketing.
6. Technology of marketing solutions
7. The marketing factors impact on the market capitalization of the company

Literature

Language of teaching Ukrainian

Compulsory reading

1. Ферріс Поль У. Маркетингові показники: більше 50 показників, які важливо знати кожному керівнику / Поль У. Ферріс, Дейл Т. Бендл та інші / Пер. з англ.; – Дніпропетровськ: Баланс Бізнес Букс, 2009. – 480 с.
2. Внутрішній економічний механізм підприємства: Навчальний посібник / За редакцією П. В. Круш. – К.: ЦУЛ, 2008. - 206 с.
3. Маркетинг: Учебник для вузов / Н.Д. Эриашвили, К. Ховард, Ю.А. Цыпкин и др.; под ред. Н.Д. Эриашвили. – 2-е изд., перераб. и доп. – М.: ЮНИТИ-ДАНА, 2011. - 623с.
4. Латышова Л.С., Маркетинговый анализ: инструментарий и кейсы: Учебное пособие / Латышова Л.С. – М.: Дашков и К, 2019. – 142 с.
5. Хорин А.Н. Стратегический анализ: учебное пособие / А.Н. Хорин, В.Э. Керимов. – М.: Эксмо, 2006. – 288с.

Recommended reading

1. Балахнин И. Маршрут построен! Применение карт путешествия потребителя для повышения продаж и лояльности. – М.: Альпина Паблишер, 2019. –112 с.
2. Головлева Е.Л. Информационно-аналитическое обеспечение массовых коммуникаций: монография / Е.Л. Головлева, Л.В. Мрочко. – М.: Изд-во Московского гуманитарного университета, 2019. – 212 с.
3. Голубков Е. П. Маркетинг для профессионалов: практический курс: учебник и практикум для бакалавриата и магистратуры / Е. П. Голубков. – М.: Издательство Юрайт, 2019. – 474 с.
4. Дойль П. Маркетинг, ориентированный на стоимость / П. Доль; Пер. с англ. под ред. Ю. Н. Каптуревского. – СПб: Питер, 2011. – 480 с.
5. Каттинг Д. От клиента к фанату. 501 способ повышения лояльности к вашей компании. – М.: Эксмо, 2019. – 320 с.
6. Кук Виктор Дж. Маркетинг и финансы. В поисках конструктивного диалога / Виктор Дж. Кук, мл.; пер. с англ. Н. И. Кобзаревой; науч. Ред. Е. В. Калугин. – М.: Вершина, 2007. – 344 с.
7. Кутлалиев А. Эффективность рекламы: 2-е издание / А. Кутлалиев, А. Попов. – М.: Изд-во Эксмо, 2006. – 416 с.
8. Ламбен Ж.-Ж. Менеджмент, ориентированный на рынок. 2-е изд. / Ж.-Ж. Ламбен, Р. Чумпитас, И. Шулигин. – СПб.: Питер, 2008. – 720 с.
9. Маркетинг: бакалаврський курс: Навчальний посібник / За заг. ред. д.е.н., проф. С.М. Ілляшенка. – Суми: ВТД «Університетська книга», 2004. – 976с.
10. Amy Foxwell Marketing: How to Measure Marketing Effectiveness: Applying Marketing Metrics (Win Win Marketing) Victoire Publishing, 2014.
11. Malcolm McDonald Marketing Value Metrics: A New Metrics Model to Measure Marketing Effectiveness 2nd Edition, 2014 - 328 p.

Language of teaching English

Compulsory reading

1. Marketing Metrics: 50+ Metrics Every Executive Should Master 1st Edition by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein. Pearson Prentice Hall (2006) 384

pages

2. Amy Foxwell Marketing: How to Measure Marketing Effectiveness: Applying Marketing Metrics (Win Win Marketing) Victoire Publishing, 2014.

Recommended reading

1. Malcolm McDonald Marketing Value Metrics: A New Metrics Model to Measure Marketing Effectiveness 2nd Edition, 2014 - 328 p.

2. Gerardus Blokdyk Marketing Analytics A Complete Guide - 2020 Kindle Edition 2019 - 385 p.

3. Marketing Metrics & KPIs. Key marketing metrics every marketer should measure. Available at: <https://www.klipfolio.com/resources/kpi-examples/marketing>

INTERNET MARKETING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class/	4,0 / Elective	Anastasiia Mostova, Doctor of Science, Associate Professor	120 hours (28 h. lectures, 14 h. seminars/practical, 78 h. self-study time)
Course aims: Students will have gained comprehensive knowledge about internet marketing, adaptation of e-commerce to the success condition of the national and international market.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) identify the different types of strategies of internet marketing;		Lecture, discussion, Quiz		Participation in the discussion, Test (CAS)
2) to consider the basis of the promotion in social media networks;		Lecture, Work in pairs to solve problems, Practical classes		Participation in the discussion, test (CAS)
3) identify the main instruments of WEB analytics and SEO;		Lecture, Practical classes, Case study		Solving problems, participation in the discussion (CAS)
4) to estimate and analysis of the efficiency of internet marketing;		Lecture, practical classes, work in pairs to solve problems		Participation in the discussion, test (CAS)
5) determine of the management of web-sites and landing pages.		Brainstorming, Self-study activities		Participation in the discussion, test
Learning outcomes 1-3				Mid-term control (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion and Quiz 30% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, mini case)				
Contents				
1. Communication strategies of internet marketing 2. Promotion in social media networks 3. Internet advertising 4. Site and landing page 5. WEB analytics				

6. Search engine optimization
7. The efficiency of internet marketing

Literature

Language of teaching Ukrainian

Compulsory reading

1. Акулич М.В. Интернет-маркетинг: учебник для бакалавров. - М.: Издательско-торговая корпорация «Дашков и К°», 2016. — 352 с.
2. Заррелл Д. Интернет-маркетинг по науке / Д. Заррелл. – К.: Манн, Иванов и Фербер, 2014. – 192 с.
3. Интернет-маркетинг на 100%. – СПб.: Питер, 2014. – 240 с.

Recommended reading

1. Халлиган Б. Маркетинг в Интернете. Как привлечь клиентов с помощью Google, социальных сетей и блогов / Б. Халлиган, Д. Шах. – К.: Манн, Иванов и Фербер, 2015. – 224 с.
2. Ларри Вебер Эффективный маркетинг в Интернете. Социальные сети, блоги, Twitter и другие инструменты продвижения в Сети. – М.: Манн, Иванов и Фербер, 2010. – 320 с.
3. Гаврилов Л.П. Основы электронной коммерции и бизнеса. – К.: Солон-Пресс, 2009. – 592 с

Language of teaching English

Compulsory reading

1. Visser M., Sikkenga B., Berry M. (2018). Digital marketing fundamentals: From strategy to ROI. Publisher: Utrecht: Noordhoff Uitgevers, 640 p.
2. Yang R. (2018). Practices Of Internet Marketing. Publisher: US: Trittech Digital Media, 561 p.
3. Charlesworth A. (2018). Digital marketing: a practical approach. Publisher: Abingdon, Oxon; New York, NY: Routledge.

Recommended reading

1. Tuten T.L., Solomon M.R. (2018). Social media marketing. Publisher: Los Angeles: SAGE, 423 p.
2. Hemann Ch., Burbary K. (2018). Digital marketing analytics: making sense of consumer data in a digital world. Publisher: [New York]: Pearson Education, Inc., 252 p.
3. Cross D. (2018) Facebook advertising: the ultimate guide, a complete step-by-step method with smart and proven internet marketing strategies. Publisher: Dale Cross, 193 p.

RISK STUDY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class/	4,0 / Elective	Anastasiia Mostova, Doctor of Science, Associate Professor	120 hours (28 h. lectures, 14 h. seminars/practicals, 78 h. self-study time)
Course aims: Students will have gained comprehensive knowledge about risk management, adaptation of enterprises activity to the success condition of the national and international market.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) identify the different types of entrepreneurial risk;		Lecture, discussion, Quiz		Participation in the discussion (CAS) Test (CAS)
2) to consider the legal aspects of the risk in business;		Lecture, Work in pairs to solve problems, Practical classes		Participation in the discussion, test (CAS)
3) identify risk factors in the entrepreneurial activities;		Lecture, Brainstorming, Practical classes		Solving problems, participation in the discussion (CAS)
4) to estimate and analysis risk of entrepreneurial activity;		Lecture, practical classes, Work in pairs to solve problems		Participation in the discussion, test (CAS)
5) determine of the management enterprise strategy based on risk.		Brainstorming, Problem lecture, Self-study activities		Participation in the discussion, test (CAS)
Learning outcomes 1-3				Mid-term control (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the discussion and Quiz				
30% Test (multiple choice, computer)				
10% Essay (written)				
20% Presentation (oral, multimedia)				
20% Mid-term control (computer multiple choice tests, mini case)				
Contents				
Thematic structure of the course:				
Module 1. Theoretical aspects of risk				
Risk as an economic category and factor of marketing activities				
Classification of risk factors in the marketing activities				

Indicators of risk assessment of entrepreneurial activity
Module 2. Risk management in entrepreneurial activities
 Methods of risk management in entrepreneurial activities
 Risk analysis of entrepreneurial activities
 Insurance of risk

Literature

Language of teaching Ukrainian

Compulsory reading

1. Черкасов В.В. Деловой риск в предпринимательской деятельности / В.В. Черкасов - К.: Либра, 2006. – 235 с.
2. Конспект лекцій з дисципліни «Ризикологія» / Уклад.: М.В. Прокопенко – Харків, 2010 р. 54 с.

Recommended reading

1. Балабанов И.Т. Риск-менеджмент.- / И.Т. Балабанов. - М., 2006. – 250 с.
2. Старостіна А. О. Ризик-менеджмент: теорія та практика: Навч. посіб. – / А.О. Старостіна, В. А. Кравченко - К.: ІВЦ “Видавництво «Політехніка»”, 2004. – 200 с.
3. Гранатуров В.М. Экономический риск: сущность, методы измерения, пути снижения: Уч. пос./ В.М. Гранатуров – М.: Дело и Сервис, 2004. – 254 с.
4. Ільяшенко С.М. Господарський ризик та методи його вимірювання. Навч. посібник / С.М. Ільяшенко - Суми: «Мрія –1» ЛТД. 2006. – 350 с.
5. Арсланова, Э. Р. Риск-менеджмент в системе антикризисного управления / Э. Р. Арсланова // Вестник Астраханского государственного технического университета. Сер.: Экономика. - 2010. - N 1.
6. Alexander C. (2012). Market risk analysis. Publisher: Chichester: Wiley, 386 p.
7. A guide to business risk management in 2020. Decisions & Credit Risk / 15th May. 2020 by Experian. Online: <https://www.experian.co.uk/blogs/latest-thinking/decisions-and-credit-risk/a-guide-to-risk-management-in-2020/>

Language of teaching English

Compulsory reading

1. Haughey B., Bychuk O.V. (2013). Hedging market exposures: identifying and managing market risks. Publisher: Hoboken, N.J: Wiley, 2013.
2. Patten D. (2008). How to market your business: a practical guide to advertising, PR, selling, and direct and online marketing. Publisher: London; Philadelphia: Kogan Page Ltd.

Recommended reading

1. Amihud Y., Mendelson H., Pedersen L.H. (2013). Market liquidity: asset pricing, risk, and crises. Publisher: Cambridge University Press.
2. Alexander C. (2012). Market risk analysis. Publisher: Chichester: Wiley, 386 p.
3. Hull, John C. (2015). Risk Management and Financial Institutions. 4th ed. Publisher: Wiley, 743 p.
4. Hopkin P. (2017). Fundamentals of Risk Management: Understanding, evaluating and implementing effective risk management. 4th ed. Kogan Page Limited. 488 p.
5. Dale F. Cooper, Stephen Grey, Geoffrey Raymond and Phil Walker. (2005). Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements. 401 p.
6. A guide to business risk management in 2020. Decisions & Credit Risk / 15th May. 2020 by Experian. Online: <https://www.experian.co.uk/blogs/latest-thinking/decisions-and-credit-risk/a-guide-to-risk-management-in-2020/>
7. 2020 Global Risk Study. PwC. Online: <https://www.pwc.com/us/en/services/risk-assurance/library/2020-global-risk-study.html>
8. Being a smarter risk taker through digital transformation. 2019 Risk in Review Study. PwC. <https://www.pwc.com/us/en/services/risk-assurance/library/risk-study.html>

COMPUTER GRAPHICS AND COMMUNICATION DESIGN				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	4,5 / Elective	Inga Safronova, Senior Lecturer	135 hours (14 h. lectures, 28 h. laboratory, 121 h. self-study time)
Course aims: providing future specialists the theoretical, practical knowledge and skills on basic issues of computer graphics and visualization, the basics of its use in application systems.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrate knowledge of marketing tools and technologies in various fields of activity, in consumer and industrial, including international markets; 2) ability to use of raster computer graphics software (Adobe Photoshop); 3) ability to use of vector computer graphics software (Adobe Illustrator); 4) use of fundamentals of typography in graphic switching design; 5) use of Web design and three-dimensional computer graphics; 6) know and use of Software of three - dimensional computer graphics (3D Studio Max).		Lecture, seminars/practicals Lecture, laboratory work Solving problems using appropriate software, individual presentation Solving problems using appropriate software, individual presentation Lecture, seminars/practicals Lecture, laboratory work		Participation in the discussion (CAS) Practical skills assessment, test (CAS) Explanation solving problems, practical skills assessment (CAS) Practical skills assessment, test (CAS) Practical skills assessment, test (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion				
20% Test (multiple choice, computer)				
40% Solving problems using appropriate software				
30% Presentation (oral, multimedia) and defense of individual tasks				
Contents				
Thematic structure of the course:				
Module 1. Basics of computer graphics and design				
Computer graphics as a field of graphic design. Theoretical bases of computer graphics				
The role of color and composition in computer graphics				

Software raster computer graphics (Adobe Photoshop)
 Basics of graphic design. Designing
 Software for vector computer graphics (Adobe Illustrator)
 Fundamentals of typography in graphic switching design
 Symbolic logo
Module 2. Web-design and three-dimensional computer graphics
 Banner advertising
 Web design
 Review of three-dimensional modelling editors and their capabilities
 Software tools for three-dimensional computer graphics (3D Studio Max)
 Animation and visualization

Literature

Compulsory reading

1. Голубева О.Л. Основы композиции. М., 2007
2. Джейсон Саймонс Настольная книга дизайнера. Обработка иллюстраций. – М.: АСТ, Астрель, 2007
3. Дизайн. Иллюстрированный словарь-справочник. Под общей редакцией Г.Б. Минервина и В.Т. Шимко. - М., «Архитектура С», 2004
4. Мак-Клелланд, Дик. Photoshop 7. Библия пользователя: пер. с англ. – М.: Издательский дом «Вильямс», 2003
5. Маров М. 3d Studio MAX 3: учебный курс. – СПб: Издательство «Питер», 2010 – 640 с.: ил.
6. Петерсон М. Эффективная работа с 3d Studio MAX – СПб: Питер, 2011 – 656 с.: ил.
7. Петров М.Н., Молочков В.П. / Компьютерная графика (+CD). – СПб: Питер, 2012 – 736 с.: ил.
8. Уэйнманн Э., Лурекас П. Illustrator CS для Windows и Macintosh; Пер. с англ.- М., НТ Пресс, 2005.

Recommended reading

1. 3 d s Max за 21 день. – СПб.: Питер, 2011. – 240 с.: ил.
2. Клоковски М. Illustrator CS: техника и эффекты / Мэтт Клоковски; пер. с англ. В.Н.Мирошникова. – М., НТ Пресс, 2005
3. Устин В.Б. Композиция в дизайне. Методические основы композиционно-художественного формообразования в дизайнерском творчестве: учебное пособие. 2-е изд., уточненное и доп. / В. Б. Устин. – М., АСТ: Астрель, 2007
4. Jules Bloomenthal Computer Graphics: Implementation and Explanation. 2019. 202 p.

FOREIGN LANGUAGE (FOR SPECIFIC PURPOSES)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	4 / 14 weeks, 42 hours in class	4,5 / Elective	Svitlana Medynska, Senior Lecturer; Natalia Bepalova, Lecturer	135 hours (42 h. seminars/practical, 121 h. self-study time)
Course aims: The course is intended for developing the students' ability to communicate in English in a wide range of business situations demonstrating rich vocabulary and extensive business terminology, accuracy in their use of language and essential business communication skills such as negotiating, telephoning, participating in meetings and conferences, making presentations, business writing and using English in social situations.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the language of specialized areas of Business English demonstrating the extensive business vocabulary and accurate grammar;		Seminars, brainstorming, discussion		Participation in the discussion, test (CAS)
2) read and comprehend relevant authentic texts from business sources with their further analyzing, summarizing and discussing with airing their own views on the issue;		Reading assignments in textbooks and periodicals, discussion, self-study activities		Participation in the discussion, exercise, practical skills assessment (CAS)
3) apply listening skills such as prediction, listening for specific information and note-taking while listening to a variety of recordings and authentic interviews with business people concerning business environment and relevant business issues;		Seminars, textbook assignments, self-study activities		Practical skills assessment, exercise (CAS)
4) communicate in the key business areas participating in meetings, negotiations, telephoning and social English situations;		Seminars, role-play, business game		Participation in the role play/ business game (CAS)
5) discuss business problems and recommend business solutions;		Seminars, case study in small groups		Case study presentation, written report (CAS)
6) write business correspondence and essays of different types on the business topics processing information from various sources and analyzing it;		Seminars, self-study activities		Business correspondence, essay (CAS)
7) take part in discussions and debates on the professional topics presenting and substantiating own points of view;		Seminars, discussion, debate		Participation in the discussion/ debate, (CAS)

<p>8) make presentations on a wide range of business topics using extensive terminology, exemplifying the ideas, highlighting the problems and making suggestions on the ways to solve them;</p>	<p>Internet search, individual presentation, small group presentation, self-study activities</p>	<p>Presentation assessment (CAS)</p>
<p>9) apply appropriate translation techniques while translating business passages from English into the native language and vice versa.</p>	<p>Seminars, self-study activities</p>	<p>Written test (CAS)</p>
<p>Learning outcomes 1-9</p>		
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 10% Participation in the role play/ business game 20% Participation in the case study 10% Practical skills assessment/ Test (written) 10% Essay/ business correspondence (written) 10% Presentation (oral, multimedia) 15% Mid-term control (written tests, essay/ report) 15% Achievement test (written tests, essay/ report)</p>		
<p>Content</p>		
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Taxation in international business. 2. Customer service. Developing brand loyalty. Dealing with counterfeiters. New product development. 3. Crisis management. Dealing with crisis. 4. Global business. Ways of entering overseas markets. Forms of international business activity. 5. Multinational corporations and implications of their activity. 6. Mergers and acquisitions. 7. International trade regime: trade protectionism vs free trade. 8. Common barriers to international trade applied in the world practice. 9. The role of international labour migration for the countries. 10. International division of labour. Offshoring and outsourcing. 11. Economic integration. Stages in the process of economic integration. 12. Globalization as a world phenomenon. The danger and benefits of globalization. Global issues of the XXI century. 		

Literature
Compulsory reading

1. Cotton, D., Falvey, D., Kent, S. (2015) Market Leader. Intermediate/ Upper-Intermediate. Business English Flexi Course Book. Pearson.
2. Dooley, J., Evans, V. (2009) Grammarway 3/ Grammarway 4. Express Publishing.
3. Emmerson, P. (2009) Business Grammar Builder. Macmillan Publishers Limited.
4. Emmerson, P. (2009) Business Vocabulary Builder. Macmillan Publishers Limited.
5. Evans, V. (2000) Successful Writing. Express Publishing.
6. Kozhushko, S.P., Medynska S.I, Yakovleva T.I. (2019) Handbook on Effective Business English Exam Preparation. Dnipro, DUAN Press.
7. Kozhushko, S.P., Sokolova, K.V., Brez, K.D., Svyrydenko, O.G. (2011) Presenting Statistics in English. Dnipropetrovsk, DUEP Press.
8. MacKenzie, I. (2010) English for Business Studies. A course for Business Studies and Economics students. Third Edition. Cambridge University Press.

Recommended reading

1. Kozhushko, S., Baranova, I. (2013) Business Letter Writing. Dnipropetrovsk, DUEP Press.
2. Mackenzie, I. (2000) Management and Marketing. Pearson Education Limited.
3. Pilbeam, A. (2000) International Management. Pearson Education Limited.
4. Semerenko, L., Medynska, S. (2010) Effective Business Communication. Dnipropetrovsk, DUEP Press.
5. Strutt, P. (2000) Business Grammar and Usage. Longman.

TERRITORIAL MARKETING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class/	3,0 / Elective	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h. seminars/practical, 68 h. self-study time)
Course aims: The course is geared towards helping students study modern approaches, forms and methods of marketing work in the process of management by territory.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) evaluate territorial strategies from the point of view of achievement of competitive regional advantage, to their conditionality by economic and social mechanisms;		Interactive lecture, practical classes, discussion	Participation in the discussion, test (CAS)	
2) analyze transformation processes what be going on territory, correctly to argue the position;		Problem lecture, case study in small groups	Peer small group presentation (CAS)	
3) evaluate the territory competitiveness and make rating of competitiveness on the basis of quality and quantitative indexes analysis.		Panel discussion, essay	Peer small group presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion, test (CAS) 30% Peer small group presentation (CAS) 40% Essay (CAS)				
Contents				
Thematic structure of the course: 1) Theoretical bases of territorial marketing; 2) Marketing of countries; 3) Regional marketing; 4) Competitiveness of a region; 5) Organization of the territorial marketing				
Literature				
<i>Language of teaching Ukrainian</i>				
Compulsory reading				
1. Гринчук Н. Формування територіальних маркетингових стратегій: матеріали до курсу / Н. Гринчук. – [Електронний ресурс] – Режим доступу: http://regionet.org.ua/files/08.Territorial_Marketing_Grynchuk_Materials_UA.pdf (базовий підручник).				
2. Шевченко В.М. Територіальний маркетинг: збірник завдань для практичних занять і				

самостійної роботи (практикум) [Електронний ресурс] / В.М. Шевченко, А.Д. Мостова. – Дніпро: Університет імені Альфреда Нобеля, 2017. – 96 с.

3. Kotler, Ph., Haider D., Rein I. (2002). Marketing Places: Attracting Investments, Industry, and Tourism to Cities, States and Nations. Free Press, 400 p.

4. Hildreth, J. (2010) Place Branding: a View at Arm's Length. Place Branding and Public Diplomacy (No 6).

Recommended reading

1. Бианкина А.О, Казенков О.Ю., Орехов В.И., Орехова Т.Р., Яковлев С.С. Маркетинг территорий. Учебное пособие для бакалавров. – МИСАО: 2015 – 269 с.

2. Балюк С. В. Образ іноземної країни: основні структурні елементи / С. В. Балюк // Методологія, теорія та практика соціологічного аналізу сучасного суспільства : зб.наук. пр. – Х. : ХНУ ім. В.Н. Каразіна, 2008. – С. 463–467.

3. Брендинг территорий как путь к спасению депрессивных регионов. – Режим доступу : <http://www.kapital-rus.ru/articles/article/143220>.

4. Dinnie K. Nation Branding. Concepts, Issues, Practice http://www.culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Nation_Branding_-_Concepts,_Issues,_Practice_-_Keith_Dinnie.pdf

5. Старостіна А. О. Регіональний маркетинг: суть та особливості становлення в Україні / А. О. Старостіна, С. Є. Мартов // Маркетинг в Україні. – 2004. – № 3. – С. 55 – 57.

6. Peel, D. & Lloyd, G. (2008) New Communicative Challenges: Dundee, Place branding and the reconstruction of a city-image. In: Town. Planning Review (Vol. 79, No. 5, p. 507-532).

7. Preparation of projects of regional and city development. Site of the Federal center of the project financing. Retrieved from: http://www.fcpf.ru/media/rossiya-i-nbsp-velikobritaniya-nachali-sotrudnichestvo-v-nbsp-oblasti-marketinga-territoriy/?sphrase_id=92

Language of teaching English

Compulsory reading

1. Kotler, Ph., Haider D., Rein I. (2002). Marketing Places: Attracting Investments, Industry, and Tourism to Cities, States and Nations. Free Press, 400 p.

2. Dinnie K. Nation Branding. Concepts, Issues, Practice http://www.culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Nation_Branding_-_Concepts,_Issues,_Practice_-_Keith_Dinnie.pdf

Recommended reading

1. Kotler, Ph. 1999. Marketing Places Europe: How to Attract Investments, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe. Ft Pr; 2nd edition, 384 p.

2. Peel, D. & Lloyd, G. (2008) New Communicative Challenges: Dundee, Place branding and the reconstruction of a city-image. In: Town. Planning Review (Vol. 79, No. 5, p. 507-532).

3. Hildreth, J. (2010) Place Branding: a View at Arm's Length. Place Branding and Public Diplomacy (No 6).

MARKETING IN BANKS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class/	3 / Elective	Tetiana Bolgar, Doctor of Science, Full Professor	90 hours (11 h. lectures, 11 h. seminars/practicals, 68 h. self study time)
Course aims: The course is geared towards helping students study the theoretical principles of banking market, banking market segmentation, marketing strategy of commercial bank, commodity policy for banking services and pricing for these services, sale of banking services and its promotion.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) evaluate the marketing strategy of the bank;		Interactive lecture, , practical classes, discussion	Participation in the discussion, test (CAS)	
2) apply methods of bank marketing;				
3) determine the competitive advantages of the bank on the results of market research;		Problem lecture, practical classes, case study in small groups	Peer small group presentation (CAS)	
4) develop a comprehensive marketing strategy in the field of banking activity;		Lecture, practical classes	Participation in the discussion, test (CAS) Solving problems (CAS) Presentation (CAS)	
5) form the marketing mix in the field of banking activities;		Panel discussion		
6) reduce the risk in the banking market.		Problem lecture, practical classes, self-study activities	Case study (CAS)	
Learning outcomes 1, 3, 4			Mid-term control: mini-case (CAS)	
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion, test (CAS)				
10% Peer small group presentation (CAS)				
10% Participation in the discussion, test (CAS)				
10% Solving problems (CAS)				
20% Presentation (CAS)				
10% Case study (CAS)				
30% Mid-term control: mini-case (CAS)				
Contents				
Thematic structure of the course:				
1. Marketing and its specificity in the banking sector;				
2. Banking market, its segmentation, research and analysis;				

3. The competitive environment of commercial bank;
4. The marketing strategy of commercial bank;
5. Product policy of commercial bank;
6. Pricing for the banking products;
7. Sales of the banking products;
8. Communication policy of commercial banks;
9. Organization of marketing activities of the commercial banks;
10. Controlling in banking marketing.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Лютий І.О. Банківський маркетинг. Підручник затверджений МОН України. – К.: ЦУЛ, 2010. – 775 с.
2. Маркетинг у банку. Навчальний посібник / за ред. Нікітіна А.В. – К.: КНЕУ, 2006 – 430 с.
3. Федорченко А.Ф. Маркетинг у банку. Навчальний посібник (рек. МОН України)- 2-е вид. – К.: КНЕУ, 2009. – 432 с.

Recommended reading

1. Колодізев О.М., Тригуб Д.В., Маркетинг в банку. Навч. посіб. – Харків, „ІНЖЕК”, 2004. – 154 с.
 2. Маркетинг у банках: Навчальний посібник / Під ред. проф. Брітченко І.Г. – Полтава: РВВ ПУСКУ, 2008. – 345 с.
 3. Романенко Л. Ф. Банківський маркетинг: Підручник. — К.: ЦНЛ, 2004. — 344 с.
- Ткачук В.О. Маркетинг у банку: Навчальний посібник. - Тернопіль: "Синтез-Поліграф", 2006.- 225 с.

Language of teaching English

Compulsory reading

1. Bank Marketing Management Arthur Meidan Palgrave, London. Macmillan Publishers Limited 1984. – 234 p.
2. Bytyci S. Marketing Management in Banks and Other Financial Institutions. International Journal of Innovation and Regional Development, May 2010/. Available at: https://www.researchgate.net/publication/311811325_Marketing_Management_in_Banks_and_Other_Financial_Institutions

Recommended reading

1. Bank Management – Marketing. Tutorialspoint. Online: https://www.tutorialspoint.com/bank_management/bank_management_marketing.htm
2. Aleksandar Grubor, Nenad Vunjak. Banking Marketing. Online: https://www.tvp.zcu.cz/cd/2014/PDF_sbornik/grubor%20vunjak.pdf
3. Bank Marketing Strategies for 2020. Online: <https://blog.enplug.com/9-bank-marketing-ideas>
4. Best Marketing Strategies for Banking. Online: <https://thedsigroup.com/best-marketing-strategies-for-banking/>

<i>ECONOMIC-MATHEMATICAL MODELING (OPTIMIZATION METHODS AND MODELS)</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	3/14 weeks, 28 hours in class	3 / Mandatory	Olena Kholod, Ph.D. (Candidate of Science), Professor	90 hours (14 h. lectures, 14 h. tutorials, 62 h. self-study time)
Course aims: give theoretical knowledge and practical skills to solve management problems with special optimization methods.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) give mathematical formulation of the optimization problem, choosing the correct optimization criteria;		Lecture, tutorials, discussion, solving problems, self-study activities		Participation in the discussion, solving problems, test (CAS)
2) use graphical and analytical methods for solving linear programming problems;		Lecture, tutorials, solving problems, self-study activities		Practical skills assessment, explanation solving problems, quiz (CAS)
3) use methods for solving and analysis of transport problems;		Lecture, tutorials, solving problems, self-study activities		Solving problems using appropriate software, test (CAS)
4) to apply the basic methods of the analysis of non-linear optimization problems, fraction-linear problems in LP;		Tutorials, solving problems, self-study activities, internet search		Participation in the discussion, solving problems, essay (CAS)
5) use modern computer technology and software packages		Lecture, tutorials, solving problems using appropriate software, self-study activities		Solving problems using appropriate software (CAS)
Learning outcomes 1-5				Mid-term control (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessments:				
10% Participation in the discussion				
40% Solving problems (including using the MathCad application package)				
20% Test				
10% Essay				
20% Mid-term control (solving problems, quiz, test)				

Contents

Thematic structure of the course:

Module 1. The linear models of economic problems and methods of solving them

The basic stages of organizational research

Setting economic and mathematical tasks for optimization

Forms of formulating tasks of linear programming (TLP)

Geometrical (graphic) method of solving TLP

Analytical methods of analyzing TLP (Simplex Method, Assumed Basis Method)

The transport task (TT). Setting the task, methods of analyzing and solving

Module 2. Integer, fraction-linear and nonlinear optimization problems. Basic methods of solving them

Methods of solving integer problems in LP

Fraction-linear problems in LP

Nonlinear programming

The concept of dynamic programming

Literature

Language of teaching Ukrainian

Compulsory reading

1. Наконечний С. І., Савіна С. С. Математичне програмування: навчальний посібник – К.: КНЕУ, 2016 – 452 с.

2. Федоренко І.К. Дослідження операцій в економіці: – К.: Знання, 2017. – 558 с.

3. Катренко А.В. Дослідження операцій: Підручник. – Львів: Магнолія Плюс, 2015.– 352 с.

4. Оптимизационные методы и модели: Рабочая тетрадь / Г.Г. Швачич, Ю.К. Тараненко, Е.Г. Холод и др. – Д.: ДУЭП им. Альфреда Нобеля, 2011. – 140 с.

5 Методы оптимальных решений в экономике и финансах: Практикум: Учебное пособие / Под. ред. В.М. Гончаренко, В.Ю, Попова. – М.: ФГБОУ ВПО «Финансовый университет», 2016.

6. Королев А.В. Экономико-математические методы и моделирование: учебник и практикум. – М.: ЮРАЙТ, 2016.

Recommended reading

1. Вітлінський В.В. Математичне програмування / В.В. Вітлінський, С.І. Наконечний, Т.О. Терещенко. – К.: КНЕУ, 2010. – 210 с.

2. Мамонов К.А. Економіко-математичне моделювання. Конспект лекцій / К.А. Мамонов. – Харків: ХНАМГ, 2009. – 224 с.

3. Замков О.О. Математические методы в экономике / О.О. Замков, А.В. Толстопятенко, Ю.Н. Черемных. – М.: МГУ, 2012. – 384 с.

4. Кремер Н.Ш. Исследование операций в экономике: Учебное пособие для бакалавров / Н.Ш. Кремер. – М.: ЮРАЙТ, 2013. – 432 с.

Language of teaching English

Compulsory reading

1. Methods and models of optimization: Workbook: an educational book / G.G. Shvachich, E.G. Kholod, I.N. Kozyreva and etc. – Dnipropetrovs'k: Alfred Nobel University, Dnipropetrovs'k, 2012. – 120 p.

Recommended reading

1. P.R. Trie, G.E. Keough. An Introduction to LINEAR PROGRAMMING and GAME Theory. A John WILEY & Sons, Inc., Publication: WILEY. – 2008. – 476 p.

<i>ECONOMIC ANALYSIS</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	3 / 14 weeks, 28 hours in class	3 / Elective	Viktoriya Varenik, PhD (Candidate of Science), Associate Professor	90 hours (14 h. lectures, 14 h. seminars/practicals, 62 h. self-study time)
Course aims: Mastery students to practice of business analysis to enterprises of all forms of ownership, learning techniques and advanced forms of economic calculations, forming conclusions and proposals to improve economic performance.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) identify relevant factors impacting the indicators that are analyzed, and the study of causal connections;		Lecture, practical classes, self-study activity, solving problems	Exercise, participation in the discussion, test, solving problems (CAS)	
2) search available reserves to increase production efficiency;		Lecture, practical classes, workshop, solving problems, discussion	Solving problems, test (CAS)	
3) elaboration of specific measures for the use of identified reserves and control over their use;		Self-study activities, practical classes, discussion, business game	Participation in the discussion, solving problems, test (CAS)	
4) synthesis of the analysis for rational management decisions;		Problem lecture, practical classes, case study in small groups	Exercise, student report assessment (CAS)	
5) identify security company material, labour and financial resources.		Lecture, practical classes, work in pairs to solve problems	Participation in the discussion, solving problems, test (CAS)	
Learning outcomes 1-3.			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Student reports assessment 20% Test 10% Solving problems 20% Exercise 20% Mid-term control (computer multiple choice tests, solving problems)				
Contents				
Thematic structure of the course: Module 1. Theoretical foundations of economic analysis The method of instructional techniques and business analysis Subject InfoBase business analysis				

Analysis of enterprise revenue expenditure

Profitability Analysis

Module 2. Analysis of the production and evaluation of sustainability

Analysis of assets

Analysis equity

Analysis of the turnover of working capital

Literature

Language of teaching Ukrainian

Compulsory reading

1. Андреева Г.І. Економічний аналіз: навчальний посібник. – К.: Знання, 2008. – 263 с.
2. Савицька Г.В. Економічний аналіз діяльності підприємства. – К.: Знання, 2007. – 657 с.

Recommended reading

1. Болюх М.А. Економічний аналіз: навчальний посібник / В.В. Бургевський, М.І. Горбатов. – К.: ТНЕУ, 2007. – 560 с.
2. Курс економічного аналізу: навчально-методичний посібник для самостійного вивчення дисципліни / В.М. Іваненко, М.І. Горбатов. – Вид. 3-тє. – К.: ТНЕУ, 2006. – 302 с.
3. Лахтіонова Л.А. Економічний аналіз суб'єктів господарювання. Монографія. – К.: КНЕУ, 2001.

Language of teaching English

Compulsory reading

17. Preston McAfee, Tracy R Lewis. Introduction to Economic Analysis (2009) Duke University. 2009. – 335p.

Recommended reading

1. S.E. Ferguson, S. Charles Maurice, Owen R. Phillips. Economic Analysis: Theory and Application (Irwin Series in Economics) Subsequent Edition. McGraw-Hill Inc., US; 6th Revised edition edition (1 Jan. 1992).
2. Economic Analysis and Policy. Journal of the Economic Society of Australia (Queensland) Inc.
3. Applied Economic Analysis. Journal published in association with the Spanish Asociación Libre de Economía (ALdE).
4. Economic Analysis: a scientific journal published by the Institute of Economic Sciences (IES). Vol 53 No 1 (2020): Economic Analysis: Applied Research in Emerging Markets. Available at: <https://www.library.iien.bg.ac.rs/index.php/ea>
5. Economic Analysis of the Digital Economy (2015). Avi Goldfarb, Shane M. Greenstein, and Catherine E. Tucker, editors. Conference held June 6-7, 2013. Published in April 2015 by University of Chicago Press by the National Bureau of Economic Research. Available at: <https://www.nber.org/books/gree13-1>

INFRASTRUCTURE OF COMMODITY MARKET				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	3/14 weeks, 28 hours in class	3,0 / Elective	Iryna Kurochkina, PhD (Candidate of Science), Associate Professor	90 hours (14 h. lectures, 14 h. seminars/practical, 62 h. self-study time)
<p>Course aims are: To provide students with the theoretical knowledge of the theory of the commodity market infrastructure and its role in a market economy; to find the best operating conditions of the commodity market infrastructure; to master the skills of self-determination and to apply the methods of rational organization and planning of infrastructural complex</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyze the structure of the market and its terms of commercial intermediaries;		Lecture, practical classes, discussion, role play		Participation in the discussion, test, participation in the role play (CAS)
2) use modern methods of informational support of commercial activities;		Lecture, practical classes, self-study activity		Presentation (CAS)
3) form practical skills to manage the activities of the market infrastructure to meet the consumers' needs;		Lecture, practical classes, supervised project work		Project, peer small group presentation, essay (CAS)
4) analyze and determine the location of real infrastructure objects.		Lecture, practical classes, discussion, internet search, case study in small groups, project work		Presentation, project (CAS)
Learning outcomes 1-3				Mid-term control (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 10% Test 10% Essay (written) 20% Presentation (oral, multimedia) 30% Project 20% Mid-term control (essay, test)</p>				
Contents				
<p>Thematic structure of the course: Module 1. Theoretical aspects of the commodity market infrastructure 1. Subject, methods and tasks of the course</p>				

2. The essential characteristics of the market
3. Commodity marketing environment
4. Wholesalers

Module 2. Analysis of efficiency of trade and brokering

1. Retailing
2. Personal selling
3. Commodity Exchange
4. Brokering Mercantile Exchange
5. Leasing

Literature

Language of teaching Ukrainian

Compulsory reading

1. Прокопенко О.В. Інфраструктура товарного ринку: Навчальний посібник / О.В. Прокопенко; - К.: Центр учбової літератури, 2009. – 296 с.
2. Інфраструктура товарного ринку :навчальний посібник / В.М. Пилявець, В.В. Озима, В.П. Заруба. –К. :Аграрна освіта, 2015. –255с
Белєвцев М.І. Інфраструктура товарного ринку: Навчальний посібник / М.І. Белєвцев, Л.В. Шестопалова; – К. : Центр навч. літератури, 2005. – 416 с.
3. Ибрагимов Л.А. Инфраструктура товарного рынка / Л.А. Ибрагимов/- 2-е изд., перераб. и доп.; – М.: ЮНИТИ-ДАНА, 2012. – 359 с.
4. Савощенко А.С. Інфраструктура товарного ринку: Навч. Посібник / А.С. Савощенко, Полонець В.М. – К.: КНЕУ, 2008 – 376 с.

Recommended reading

1. Ястремская Е.Н. Инфраструктура товарного рынка: учеб пособие / Е.Н. Ястремская, Д.В. Райко - Х: ИНЖЕК, 2006 - 216 с.
2. Бондаренко, В.А. Эффективность маркетинг-менеджмента национальной экономики на основе согласованного развития и функционирования институтов инфраструктуры Текст. / В. А. Бондаренко. Монография. М., 2006. 212 с.
3. Інфраструктура товарного ринку: методичні вказівки до виконання контрольних робіт дисципліни для студентів заочної форми навчання напряму підготовки «Менеджмент» / укладач М.Г. Рега. - Мукачево: МДУ, 2016. - 36с.
4. Федько В. П. Инфраструктура товарного рынка: «Учебники, учебные пособия» / В.П. Федько, Н.Г. Федько; - Ростов-н/Д: Феникс, 2010. – 512 с.
5. Шубін О.О. Інфраструктура товарного ринку / О.О. Шубін, О.М. Азарян. — 2-ге вид. — К.: Знання, 2009. — 379 с.

Language of teaching English

Compulsory reading

1. Tvalchrelidze, A.G. (2011). Economics of commodities and commodity markets. Hauppauge, N.Y.: Nova Science Publishers. 906 p.
2. Prasad J. (2000) Market infrastructure. Publisher: New Delhi Mittal Publications. 310 p.
3. Filho W.L., Azul A.M., Brandli L., Özuyar P.G., Wall T. (2019). Industry, innovation and infrastructure. Publisher: Cham, [Switzerland]: Springer.

Recommended reading

1. Solberg C. A., Cavusgil S. T. (2009). Relationship between exporters and their foreign sales and marketing intermediaries. Publisher: Bingley: Emerald Group Publishing Limited, 2009.
2. Stern L. W. Ansary A. I; Coughlan A.T. (1996). Marketing channels. Publisher: Upper Saddle River, NJ: Prentice Hall, 576 p.
3. Ahn J., Khandelwal A., Wei S.-J. (2010). The role of intermediaries in facilitating trade. Publisher: Cambridge, Mass : NBER, 27 p.

MARKETING BASICS OF ENTREPRENEURIAL ACTIVITY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4/14 weeks, 42 hours in class/	4,0 / Elective	Anastasiia Mostova, Doctor of Science, Associate Professor	120 hours (28 h. lectures, 14 h. seminars/practical, 78 h. self-study time)
Course aims: The course is geared towards helping students study the marketing modern technologies in entrepreneurial activity.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) realize of the business creating process; 2) analyse a competition environment; 3) build relationships with consumers on the basis of marketing view to the market relations; 4) ground of marketing department organizational structure on an enterprise; 5) calculation of profits and possible losses from entrepreneurial activity. Learning outcomes 1-3		Lecture, self-study activity, brainstorm Problem lecture, practical classes Problem lecture, discussion Lecture, practical classes, discussion, case study in small groups Practical classes, internet search, self-study activities		Participation in the discussion, test (CAS) Participation in the role play (CAS) Practical skills assessment (CAS) Peer small group presentation (CAS) Solving problems (CAS) Mid-term control: (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion, test (CAS)				
10% Participation in the role play (CAS)				
10% Practical skills assessment (CAS)				
20% Peer small group presentation (CAS)				
20% Solving problems (CAS)				
30% Mid-term control: mini-case (CAS)				
Contents				
Thematic structure of the course:				
1) Fundamentals of entrepreneurship;				
2) Entrepreneurial activity environment and marketing environment;				
3) Business creating technology (own business);				
4) Planning and project planning of entrepreneurial activity;				
5) Marketing activity of entrepreneurial structure;				
6) Entrepreneurial risk valuation;				
7) Analysis of economic activities and financial performance assessment of entrepreneurial				

structure;

8) Strategic management by an enterprise.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Основи підприємництва: Підручник / [Біляк Т.О., Бірюченко С.Ю., Бужимська К.О., та ін.]; під заг. ред. Н.В. Валінкевич. – Житомир: ЖДТУ, 2019. – 493с.
2. Балабанова Л. В. Маркетинг підприємства: навчальний посібник / Л. В. Балабанова, В. В. Холод, І. В. Балабанова. – К. : Центр навчальної літератури, 2012. – 612 с.
3. Маркетинг в предпринимательской деятельности: учебник / Земляк С.В., Синяев В.В. , Синяева И. М. – М.: Дашков и К, 2007.

Recommended reading

1. Колот, В. М. Підприємництво: організація, ефективність, бізнес-культура [Текст] : навч. посібник / В. М. Колот, І. М. Репіна, О.В. Щербина. – 3-тє вид. – К. : КНЕУ, 2010. – 444 с.
2. Переверзєв М.П. Основи підприємництва/М.П. Переверзєв, А.М. Луньова К.:ИНФРА-М, 2009 - 176 с. Переверзєв М.П. Основи підприємництва/М.П. Переверзєв, А.М. Луньова К.:ИНФРА-М, 2009 - 176 с.
3. Грищенко І.М. Маркетингові основи комерційного посередництва: Навчальний посібник. /І.М. Грищенко — К.: Грамота, 2006. — 304 с.
4. Основи підприємницької діяльності [текст]: методичні рекомендації до самостійної роботи для студентів економічних спеціальностей денної форми навчання / [уклад.: Попова В.В., Коваленко М.А.]; Національна академія статистики, обліку та аудиту. –Київ: НАСОА, 2015.
5. Business Marketing: Understand What Customers Value by James C. Anderson and James A. Narus, Harvard Business Review, the November-December 1998 Issue
6. Kraten M. (2010). Business planning and entrepreneurship: an accounting approach. Publisher: New York: Business Expert Press, 169 p.

Language of teaching English

Compulsory reading

1. O'Conor D. Business planning (2000). Broadstairs [England]: Scitech Educational. 126 p.
2. Business Marketing: Understand What Customers Value by James C. Anderson and James A. Narus, Harvard Business Review, the November-December 1998 Issue.
3. Harl E.N. (2016). Farm estate & business planning. Kelso, WA: Agricultural Law Press, 492 p.

Recommended reading

1. Brumfitt K. (2001). Business planning. Publisher: Cheltenham: Nelson Thornes, 68 p.
2. Kraten M. (2010). Business planning and entrepreneurship: an accounting approach. Publisher: New York: Business Expert Press, 169 p.
3. Herholdt J. (2000). Business planning. Guide 3. Publisher: Randburg: Knowledge Resources, 29 p.

MODERN MARKETING TECHNOLOGIES AND SALES MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 42 hours in class	4,5 / Elective	Olena Krasovska, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: The students mastered the theoretical basis of modern marketing techniques, features of their using, the main approaches of the sales classification, methodological foundations of using marketing tools in sales technology, the theoretical foundations of the modern aspects of the consumer market (B2C) and business to business market (B2B).				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) understand the basic modern marketing technologies and methodological foundations of using marketing tools in sales management; 2) use modern marketing technologies for marketing management and sales management; 3) use modern methods of information support and internet (digital) marketing in commercial activities; 4) analyze the effectiveness of modern marketing technologies		Lecture, practical classes, self-study activities Interactive lecture, practical classes, case study Interactive lecture, seminars, self-study activities, internet search, case study Lecture, case study, solving problems, panel discussion, individual presentation	Participation in the discussion, case study, essay presentation (CAS) Case study, essay presentation (CAS) Case study, essay presentation (CAS) Participation in the discussion, case-study, report, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 30% Case-study 30% Essay (written) 30% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Marketing in XXI century: trends, new technologies and modern marketing tools in the enterprise management system Advanced approaches of segmentation and positioning at B2B and B2C markets Client loyalty Program. CRM-System Internet marketing as a tool of influence on new customers Practical tools of development and implementation of marketing innovations				

Module 2. Sales Management

Role of sales in marketing and its evolution

Consumer behavior on B2C and B2B markets

Funnel of sales

Organization of marketing and sales department at the modern enterprise

Planning and budgeting of sales

Literature

Language of teaching Ukrainian

Compulsory reading

1. Барден Ф. Взлом маркетинга. Наука о том, почему мы покупаем / Ф. Барден. – М.: Манн, Иванов и Фербер. – 2019. – 304 с.

2. Давар Н. Клиентоориентированность. Смена фокуса с продукта на клиента / Н. Давар. – М.: Альпина Паблишер. – 2019. – 256 с.

3. Инструменты маркетинга для отдела продаж / И. Манн, А. Турусина, Е. Уколова. – М. Манн, Иванов и Фербер. – 2019. – 224 с.

4. Котлер Ф. Маркетинг 3.0: от продуктов к потребителям и далее – к человеческой душе / Ф. Котлер, Х. Картаджайя, А. Сетиаван. – М.: Эксмо, 2011. – 240 с.

5. Котлер Ф. Латеральный маркетинг. Технология поиска революционных идей. – Ф. Котлер. – М.: Альпина Паблишер. – 2019. – 192 с.

6. Манн И. Маркетинг без бюджета / И. Манн. – М.: Манн, Иванов и Фербер. – 2019. – 288 с.

7. Сьюэлл К. Клиенты на всю жизнь / К. Сьюэлл. – М.: Манн, Иванов и Фербер. – 2012. – 240 с.

8. Рекхэм Нил. СПИН-продажи / Нил Рекхэм. – М.: Манн, Иванов и Фербер, 2011.

Recommended reading

1. Дули Р. Нейромаркетинг. Как влиять на подсознание потребителя / Роджер Дули; Поппурри. – М., 2015. – 336 с.

2. Каплунов Д. Нейрокопирайтинг. 100 приемов влияния с помощью текста / Д. Каплунов. – М.: Форс. - 2019. 352 с.

3. Макки Р. Сториномика. Маркетинг, основанный на историях, в пострекламном мире / Р. Макки, Т. Джерас. – М.: Альпина Паблишер. – 2019. – 280 с.

4. Основы маркетинга / Ф. Котлер, Г. Армстронг, В. Вонг, Дж. Сондерс. – М.: Диалектика. – 2020. – 752 с.

5. Остервальдер А. Построение бизнес-моделей: настольная книга стратега и новатора / А. Остервальдер, И. Пинье. – М.: Альпина Паблишер, Сколково, 2012. – 288 с.

6. Прахалад К. Пространство бизнес-инноваций: создание ценности совместно с потребителем / К. Прахалад, М. Кришнан. – М.: «Сколково», 2012. – 257 с.

7. Шабшай Г. Эмоциональный интеллект в продажах / Г. Шабшай. – М.: Upgrade System/ - 2019. – 260 с.

8. Peppers, Don, Rogers, Martha. Managing customer experience and relationships: a strategic framework / Don Peppers, Martha Rogers. 3rd edition. - John Wiley & Sons, Inc., 2017. – 601 p.

9. Sales growth. Five Proven Strategies from the World's Sales Leaders (2d Edition) / Ehomas Baumgartner, Homayoun Hatami, Maria Valdivieso. Wiley. – 2016. – 325 p.

Language of teaching English

Compulsory reading

1. Neuroscience: exploring the brain / Mark F. Bear, Barry W. Connors, Michael A. Paradiso. — Fourth edition. – Wolters Kluwer. – 2016. – 975 p.

2. Peppers, Don, Rogers, Martha. Managing customer experience and relationships: a strategic framework / Don Peppers, Martha Rogers. 3rd edition. - John Wiley & Sons, Inc.,

2017. – 601 p.

3. Sales growth. Five Proven Strategies from the World's Sales Leaders (2d Edition) / EThomas Baumgartner, Homayoun Hatami, Maria Valdivieso. Wiley. – 2016. – 325 p.

4. Tracy, Brian. Unlimited Sales Success: 12 Simple Steps for Selling More Than you ever Thought Possible / Brian Tracy and Michael Tracy. – Amacom. – 2015. – 264 p.

Recommended reading

1. Covel, Simona. Marketing your startup: the inc. guide to getting customers, gaining traction, and growing your business / Simona Covel. – Amacom. – 2018. – 329 p.

2. Morin, Christophe, Renvoise, Patrick, The persuasion code: how neuromarketing can help you persuade anyone, anywhere, anytime / Christophe Morin, Patrick Renvoise. Wiley & Sons, Inc., 2018. - 361 p.

3. Ryan, Damian. Understanding digital marketing. Marketing strategies for engaging the digital generation / Damian Ryan. – Third edition. – Kogan Page. – 2014. – 410 p.

4. Terry, Dean. How to Sell Without Selling. Step-by-Step Marketing Formula to Attract Ready-to-Buy Clients...Create Passive Income and Make More Money while Making a Difference. / Terry Dean. – My Marketing Coach, LLC. 2017. – 287 p.

5. Zurawicki L. Neuromarketing. Exploring the Brain of the Consumer / L. Zurawicki – Springer. – 2010. - 273 p.

INFORMATION SYSTEMS AND TECHNOLOGIES IN MARKETING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	6/11 weeks, 44 hours in class	4,0 / Elective	Anastasiia Mostova, Doctor of Science, Associate Professor	120 hours (22 h. lectures, 22 h. lab. work, 76 h. self-study time)
Course is geared towards helping students study the advanced interdisciplinary knowledge and augmented skills for creating enterprise information systems able to support marketing management processes and to provide information, which could meet the needs of marketing management specialists				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) the study and understanding the creation principles and variety of concepts used for building marketing information systems;		Lecture, laboratory work, discussion		Participation in the discussion, essay (CAS)
2) highlight and understand the functional components and structure of marketing information systems;		Lecture, laboratory work, case study in small groups		Participation in the workshop, case study results presentation (CAS)
3) put into practice the knowledge and skills ability to distinguish and apply methods of marketing management, including marketing planning, modelling and customer relationship management domains;		Lecture, laboratory work		Solving problems using appropriate software, laboratory work report (CAS)
4) independently apply the intelligent computational tools, cloud-based applications, functional modules of the integrated systems, market games;		Lecture, laboratory work, project activity		Participation in the discussion, laboratory work report, project report (CAS)
5) put into practice the knowledge and skills to apply software for marketing decision-making, planning and control;		Lecture, laboratory work, project activity		Participation in the discussion, laboratory work report, project report (CAS)
6) evaluate the effectiveness of using modern information systems for support marketing management processes and to provide information, which could meet the needs of marketing management specialists. Learning outcomes 1-3		Lecture, project activity		Project report, presentation assessment (CAS) Mid-term control: tests (CAS)

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

10% Participation in the discussion

10% Case study results presentation

20% Laboratory work reports

30% Project report and presentation assessment

30% Mid-term control (computer multiple choice tests, solving problems using appropriate software)

Contents**Thematic structure of the course:**

1. Definitions, functions, requirements for the marketing information systems (MKIS).
2. Types and functions of the information systems, their usage for the marketing purposes: operational, analytical, OLAP, expert, executive, decision-support systems.
3. Applying ERP, business intelligence, integrated software for marketing tasks. Cloud based and open source solutions.
4. Sugar CRM Lab work training for cloud-based marketing applications
5. Management processes of the marketing manager: analytical and control applications: pivot tools, dashboards, computational intelligence methods for marketing
6. CRM analytical methods; computational intelligence methods: neural networks, fuzzy rules, Kohonen self-organizing networks
7. Marketing planning, process modelling and decision making by using MKIS
8. Application of business simulation games for marketing
9. Creating MIS in the enterprise, the interrelationships with other computerized systems inside and outside the enterprise.
10. The variety of concepts for structure and processes of the MIS models. ERP application for marketing.

Literature*Language of teaching Ukrainian***Compulsory reading**

1. Информационные технологии в маркетинге: Учебник для вузов / Г.А. Титоренко, Г.Л. Макарова, Д.М. Дайитбегов и др. / Под ред. проф. Титоренко Г.А. – М.: ЮНИТИ-ДАНА, 2014.
2. Устинова Г.М. Информационные системы менеджмента: Основные аналитические технологии в поддержке принятия решений: Учебное пособие / Г.М. Устинова. – СПб.: ДиаСофтЮП, 2013.
3. Костяев Р.А. Бизнес в Интернете: финансы, маркетинг, планирование / Р.А. Костяев. – СПб.: ВHV-Санкт-Петербург, 2012.
4. Успенский И.В. Интернет как инструмент маркетинга / И.В. Успенский. – СПб.: БХВ Санкт-Петербург, 2012.
5. Успенский И.В. Энциклопедия интернет-бизнеса / И.В. Успенский. – СПб.: ПИТЕР, 2011.

Recommended reading

1. Грабауров В.А. Информационные технологии для менеджеров / В.А. Грабауров. – М.: Финансы и статистика, 2013.
3. Карминский М.А. Информатизация бизнеса / М.А. Карминский, П.В. Нестеров. – М.: Финансы и статистика, 2012.
4. Косарев В.П. Компьютерные системы и сети: Учеб. пособ. / В.П. Косарев, Л.В. Еремин. – М.: Финансы и статистика, 2013.
5. Панкрухин А.П. Маркетинг: учебник / А.П. Панкрухин. – М.: Ин-т межд. права и экономики им. А.С. Грибоедова, 2012.
6. Попов В.М. Глобальный бизнес и информационные технологии / В.М. Попов– М.:

Финансы и статистика, 2012.

7. Laudon C. K., Laudon P. J. (2018). Management information systems: managing the digital firm. Publisher: NY NY: Pearson, 590 p.

8. Wong W E., Ma T. (2017). Emerging technologies for information systems, computing, and management. Publisher: New York: Springer, 236 p.

9. Jules Miller. Marketing Information Systems. GRIN Verlag, 2011, 245 p.

Language of teaching English

Compulsory reading

1. Laudon C. K., Laudon P. J. (2018). Management information systems: managing the digital firm. Publisher: NY NY: Pearson, 590 p.

2. Wong W E., Ma T. (2017). Emerging technologies for information systems, computing, and management. Publisher: New York: Springer, 236 p.

Recommended reading

1. D'Atri A., Saccà D. (2014). Information Systems: People, Organizations, Institutions, and Technologies ItAIS: The Italian Association for Information Systems. Publisher: Heidelberg, Neckar Physica, 576 p.

2. Kaschek R., Fliedl G., Kop C., Steinberger C. (2008). Information Systems and e-Business Technologies: 2nd International United Information Systems Conference, UNISCON 2008, Klagenfurt, Austria, April 22-25, 2008. Publisher: Berlin, Heidelberg: Springer-Verlag Berlin Heidelberg, 2008.

3. Jules Miller. Marketing Information Systems. GRIN Verlag, 2011, 245 p.

4. Crawford I. M. Marketing Research and Information Systems, Food & Agriculture Org 1997, 345 p.

<i>COST ACCOUNTING IN MARKETING</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6 / 11 weeks, 33 hours in class	3 / Elective	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	90 hours (22 h. lectures, 11 h. seminars/practical, 57 h. self-study time)
Course aims: The course aims to help students to form a system of theoretical knowledge and practical skills for cost accounting in marketing, taking into account generally accepted principles that are characteristic of the domestic accounting system and international accounting and financial reporting standards.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) know the basic methods of organization and accounting of marketing and marketing expenses;		Lecture, practical classes, discussion	Participation in the discussion, quizzes (CAS)	
2) determine the features of the economic and financial mechanism of business entities and use them in marketing;		Lecture, practical classes, panel discussion	Participation in the discussion, oral answers (CAS)	
3) collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools;		Lecture, practical classes, panel discussion, solving calculative tasks	Participation in the discussion, explanation of solving problems (CAS)	
4) evaluate the effectiveness of the marketing activities of the enterprise.		Problem lecture, discussion, solving calculative tasks	Participation in the discussion, making calculations and explanation of results, test (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 25% Participation in the discussion 25% Case study results presentation 20% Laboratory work reports 30% Project report and presentation assessment				
Contents				
Thematic structure of the course: 1. Marketing expenses: their concept and essence.				

2. Recognition of the costs forming the marketing activity, their structure and classification.
3. Analysis of cost behavior for management decisions.
4. Organization of management of marketing costs in the enterprise.
5. Methods of accounting for marketing and marketing costs and calculating the cost of marketing services.
6. Planning and budgeting of marketing activities of the enterprise.
7. Analysis and directions of cost optimization of marketing activities in enterprises.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Лишиленко О.В. Бухгалтерський облік: підручник / О.В. Лишиленко. – К.: ЦУЛ, 2017. – 670 с. (базовий підручник)
2. Витрати на маркетинг: бухгалтерський та податковий облік: Електронний ресурс. – Режим доступу: <http://www.visnuk.com.ua/>.
3. Audit Center: Маркетингові послуги: оформлення та податковий облік (Роз'яснення Міністерства доходів і зборів від 01.07.2013 Практика застосування норм Податкового кодексу України: останні зміни): Електронний ресурс. – Режим доступу: <http://auditcnt.com.ua/uk/>.
4. ЦКУ – Цивільний кодекс України від 16.01.2003 р. № 435-IV.
5. ПКУ – Податковий кодекс України від 02.12.2010 р. № 2755-VI.
6. Закон № 996 – Закон України „Про бухгалтерський облік та фінансову звітність в Україні” від 16.07.99 р. № 996-XIV.
7. П(С)БО 16 – Положення (стандарт) бухгалтерського обліку 16 „Витрати”, затверджене наказом Мінфіну від 31.12.99 р. № 318 [Електронний ресурс]. – Режим доступу: <https://zakon.help/article/polozhennya-standart-buhgalterskogo-obliku-16>.
8. Інструкція про застосування Плану рахунків бухгалтерського обліку активів, капіталу, зобов'язань і господарських операцій підприємств і організацій: станом на 08.02.2014 р. [Електронний ресурс]. – Режим доступу: <http://zakon4.rada.gov.ua/laws/show/z0892-99>.
9. Про затвердження Узагальнюючої податкової консультації щодо віднесення витрат на оплату маркетингових та рекламних послуг до складу витрат: затверджено наказом ДПС України від 15.02.12 № 123 [Електронний ресурс]. – Режим доступу: <http://sfs.gov.ua/zakonodavstvo/podatkove-zakonodavstvo/nakazi/53336.html>.
10. Schiff M. Marketing cost analysis for performance measurement and decision support / M. Schiff, J.B. Schiff/ – Montvale, N.J.: Institute of Management Accountants, 1994. – 71 p.

Recommended reading

1. Моисеева Н.К. Управление маркетингом: теория, практика, информационные технологии: учеб. пособие / Н.К. Моисеева, М.В. Кобышева; под ред. Н.К. Моисеевой. – М.: Финансы и статистика, 2002. – 304 с.
2. Гавришко Н.В. Облік і аналіз маркетингової та збутової діяльності: управлінський аспект (на прикладі підприємств хіміко-фармацевтичної промисловості України): автореф. дис. ... канд. екон. наук: спец. 08.06.04 / Н.В. Гавришко; Терноп. акад. нар. госп-ва. – Тернопіль, 2001. – 19 с.
3. Kotler Ph., Armstrong G. Principles of Marketing (14th Edition). (2011). Prentice Hall, 2011, 740 p.

Language of teaching English

Compulsory reading

1. Schiff M. Marketing cost analysis for performance measurement and decision support / M. Schiff, J.B. Schiff/ – Montvale, N.J.: Institute of Management Accountants, 1994. – 71 p.
2. Assessing Market Performance: The Current State of Metrics / [T. Ambler, F. Kokkinaki, S. Puntoni, D. Riley]. – London : London Business School, 2001. – 68 p.

3. Using Accounting Information by Larry M. Walther, Christopher J. Skousen, 2009.

Recommended reading

1. Sheth J.N. Marketing productivity: issues and analysis / J.N. Sheth, R.S. Sisodia // Journal of Business Research. – 2002. – T.55, №5. – P. 349-362.

2. Clark F.E. Criteria of marketing efficiency / F.E. Clark // The American Economic Review. – 1921. – T.11, №2. – P. 214-220.

3. Kotler Ph., Armstrong G. Principles of Marketing (14th Edition). (2011). Prentice Hall, 2011, 740 p.

4. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

MARKETING MANAGEMENT OF COMPETITIVENESS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class/	3,5 / Elective	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	105 hours (28 h. lectures, 14 h. seminars/practical, 78 h. self study time)
Course aims: The course is geared towards helping students study to apply modern marketing tools for an effective management by the enterprises competitiveness in the current economic environment.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyze of enterprise position in a competition environment;		Interactive lecture, tutorials, discussion		Participation in the discussion, test (CAS)
2) diagnose and revision of current competition strategy;		Problem lecture, case study in small groups		Small group presentation (CAS)
3) analyze of competitive strengths of enterprise and determine those that must be attained in the future for the improvement of enterprise competitiveness;		Panel discussion, practical classes		Solving problems, mini-case (CAS)
4) make calculations for the estimation of competitive intensity degree;		Lecture, tutorials, discussion, practical classes		Practical skills assessment (CAS)
5) analyze of products competitiveness indexes and enterprise competitiveness;		Interactive lecture, tutorials, discussion		Participation in the discussion, test (CAS)
6) evaluate the functions of marketing management of enterprise competitiveness.		Problem lecture, practical classes, discussion		Presentation (CAS)
Learning outcomes 1-3				Mid-term control: mini-case (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion, test (CAS)				
10% Peer small group presentation (CAS)				
10% Solving problems (CAS)				
10% Practical skills assessment (CAS)				
10% Participation in the discussion, test (CAS)				
20% Presentation (CAS)				
30% Mid-term control: mini-case (CAS)				

Contents

Thematic structure of the course:

1. A competition role of market economy development;
2. Competitiveness hierarchical structure;
3. Generation and functioning of market;
4. Competitive market and their structure;
5. Competitive strategy;
6. Competition environment generation in a region;
7. Marketing research;
8. Segmentation of market and positioning;
9. Merchandise management;
10. Price formation management;
11. Sales promotion management;
12. Management by distribution of products.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Балабанова Л.В. Стратегічне маркетингове управління конкурентоспроможністю підприємств: навчальний посібник / Л.В. Балабанова, В.В. Холод. – К.: ТОВ «Видавничий дім «Професіонал», 2013. – 448 с.

Recommended reading

1. Управління конкурентоспроможністю підприємства: навч. посіб. /С. М. Клименко, Т. В. Омеляненко, Д. О. Барабась та ін. – К. : КНЕУ, 2008. –520 с.

2. Піддубний І. О., Піддубна А. І. Управління міжнародною конкурентоспроможністю підприємства: Навчальний посібник / За ред. проф. І. О. Піддубного. – Х.: ВД “ІНЖЕК”, 2004. – 264 с.

3. Портер М. Конкурентное преимущество: как достичь высокого результата и обеспечить его устойчивость / Пер. с англ. – М.: Альпина Бизнес Букс, 2005. – 715 с.

4. Портер Е. Майкл Конкурентная стратегия: Методика анализа отраслей и конкурентов / пер. с англ. Москва: Альпина Бизнес Букс, 2005. – 454 с.

5. Гончарук Т. І. Конкуренція і конкурентоспроможність: зміст і розвиток у перехідній економіці / Т. І. Гончарук. — Суми: ВВП "Мрія-1" ЛТД, 2011. — 60 с.

6. Ramesh, K.A (2012). Importance of Relationship Marketing in Competitive Marketing Strategy, Indian Streams Research Journal Vol.2, Issue. II / March

7. Kotler, P. & Keller, K.L (2012). Marketing management. 14th edition. U.S.A, Pearson Education Limited, p. 321-331.

8. John, R.D., (2001). Successful Competitive Positioning: the key for entering into European consumer Market. European Business Review. MCB University Press, 13 (4), p. 209-215.

9. Ferrell, et-al (2010). From Market Orientation to Stakeholder Orientation. Journal of Policy &Marketing, 29(1), p. 93-96.

Language of teaching English

Compulsory reading

1. Michael E. Porter. «The Five Competitive Forces that Shape Strategy», Harvard Business Review, January, 2008, p.86.

2. Magretta, Joan (2011) Understanding Michael Porter: The Essential Guide to Competition and Strategy. Boston: Harvard Business School Publishing, 2011, 208 p.

Recommended reading

1. Cooper, R. G., & Kleinschmidt, E. J. (1987). What separates winners from losers? Journal of Product Innovation Management, 4 (3), 169-184.

2. "Decision Support Tools: Porter's Value Chain". Cambridge University: Institute for Manufacturing (IfM). Retrieved 9. September 2013.
3. Porter, Michael E. (1979). "How competitive forces shape strategy". Harvard Business Review. Retrieved 9. September 2013.
4. Angel Gurría (5 November 2012). The Emergence of Global Value Chains: What Do They Mean for Business. G20 Trade and Investment Promotion Summit. Mexico City: OECD. Retrieved 7, September 2013.
5. Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York: Free Press, 1980. (Republished with a new introduction, 1998.)
6. Ramesh, K.A (2012). Importance of Relationship Marketing in Competitive Marketing Strategy, Indian Streams Research Journal Vol.2, Issue II/ March
7. Kotler, P. & Keller, K.L (2012). Marketing management. 14th edition. U.S.A, Pearson Education Limited, p. 321-331.
8. John, R.D., (2001). Successful Competitive Positioning: the key for entering into European consumer Market. European Business Review. MCB University Press, 13 (4), p. 209-215.
9. Ferrell, et-al (2010). From Market Orientation to Stakeholder Orientation. Journal of Policy &Marketing, 29(1), p. 93-96.

CREATING AND MANAGING YOUR OWN BUSINESS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7 / 14 weeks, 28 hours in class	3,5 / Elective	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	105 hours (14 h. lectures, 14 h. seminars/practical, 77 h. self-study time)
Course aims: Students will have an ability to master the basics of managing a small and medium-sized enterprise, analyze in-market, financial and management information to increase its competitiveness in the market.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) Know the basics of enterprise management of small and medium-sized businesses;		Lecture, practical classes, self study work		Participation in the discussion, quizzes (CAS)
2) Know the main aspects of financial, personnel and marketing management;		Lecture, practical classes, self study work, desk research, field research		Participation in the discussion, oral answers (CAS)
3) Use effective methods of planning, organization, motivation and control in small and medium-sized businesses;		Lecture, practical classes, workshop, internet search, self study work		Participation in the discussion, explanation of solving problems (CAS)
4) Substantiate alternative management decisions on the efficient use of resources of small and medium-sized enterprises;		Lecture, practical classes, workshop		Participation in the discussion, making calculations and explanation of results, test (CAS)
5) Analyze in-market, financial and management information;		Problem lecture, practical classes, self-study activities		Peer small group presentation (CAS)
6) Use in-market, financial and management information to fulfil the goals and objectives of small and medium-sized enterprises		Problem lecture, practical classes, case study		Participation in the discussion, self-study results' presentation (CAS)

<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion and quiz 20% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia) 10% Participation in the discussion / workshop 10% Case study</p>
Contents
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Essence, functions and basic methods of managing your own business 2. Strategy and tactics of developing your own business 3. Planning your own business 4. Analysis of your own business 5. Assessment of the effectiveness of the use of personnel. Human Resources Management 6. Formation of a system for ensuring the functioning of your own business 7. Assessment of the level of risks and economic security of your own business
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Момот В.Е. Основы менеджмента: Учебное пособие / В.Е. Момот. – Д.: Изд-во ДУ им. А. Нобеля, 2013. – 132 с. (базовий підручник) 2. Владимир О. М. Навчально-методичний посібник з дисципліни «Менеджмент і підприємництво» для студентів заочної форми навчання спеціальності 053 «Психологія» / О. М. Владимир, Г.С. Нагорняк, Л.Я. Малюта. – Тернопіль: ТНТУ, 2017. – 104 с. 3. Ануфрієва О. Л. Підприємницька діяльність. Навчальний посібник. / О. Л. Ануфрієва, Т. Г. Пальчевська, Г. М. Лагоцька. – Івано-Франківськ, «Лілея-НВ», – 2014. – 304 с. 4. Маркус Я.І. (ред.) Посібник з оцінки бізнесу в Україні: Навчальний посібник. – К.: Міленіум, 2002. – 320 с. 5. Albert F., Meskon M., Hedowry P. (2002). Basics of Management. (15th edition) Chicago: The University of Chicago Press. 6. Daft R. (2009). Contemporary Management. Simon Fraser University Press. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Мельников А.М. Основы организации бизнеса: навч. посіб./за заг. ред. А.М. Мельникова/ А.М. Мельников, О.А.Коваленко, Н.Б. Пундяк – К.: «Центр учбової літератури», 2013. – 200 с. 2. Нетепчук В.В. Управління бізнес-процесами: Навч. Посібник / В.В. Нетепчук. – Рівне: НУВГП, 2014. – 158 с. 3. Щекин Г.В. Управление бизнесом: Экспресс-курс для деловых людей / Г.В.Щекин. – 5е изд.стереотип. – К. ДП Изд.дом «Персонал», 2012. – 232 с. 4. Бізнес-планування стартап-проектів : Навчальні матеріали / Владимир О.М., Дудкін П.Д., Кужда Т.І. та ін. За заг. ред. О.Б. Плохої. – Тернопіль : ФОП Паляниця В.А., 2015, 124 с. 5. Організаційна поведінка. Аспекти ефективного підприємництва: Навчальні матеріали; Дудкін П.Д., Мосій О.Б., Владимир О.М. та ін. – Тернопіль : ФОП Паляниця В.А., 2015, 245 с. 6. Drucker P. (2007). Management. (8th Edition). NY: South-Western Cengage Learning. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p>

1. Albert F., Meskon M., Hedowry P. (2002). Basics of Management. (15th edition) Chicago: The University of Chicago Press.
2. Daft R. (2009). Contemporary Management. Simon Fraser University Press
3. The Marketing Audit Handbook by Dawid J. Malherbe. Cresta Marketing [The e-book].
3. Scott Belsky (2013). Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Kind, Amazon Publishing.
4. Mathias Weske (2019). Business Process Management: Concepts, Languages, Architectures, Springer-Verlag Berlin Heidelberg.

Recommended reading

1. Stanley B. Block, Geoffrey A. Hirt, (2009). Foundations of Financial Management (Including accompanying Cases text) 13th ed., New York: McGraw Hill, Inc.
2. Dumas, M., La Rosa, M., Mendling, J., Reijers, H. (2018). Fundamentals of Business Process Management, Springer-Verlag Berlin Heidelberg.
3. Hammoudi, S., Maciaszek, L.A., Missikoff, M.M., Camp, O., Cordeiro, J. 2017). Enterprise Information Systems, Springer International Publishing.
4. Business Process Management Workshops: BPM 2019 International Workshops, Vienna, Austria, September 1–6, 2019, Revised Selected Papers.

MARKETING CONTROL AND AUDIT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8 / 8 weeks, 32 hours in class	3 / Elective	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	90 hours (16 h. lectures, 16 h. seminars/practical, 58 h. self-study time)
Course aims: Students will have an ability to practical marketing mind at the level of enterprise activity analysis as to share, to find out bottlenecks and implement marketing events on providing of enterprise sustainable development and increase of competitiveness at the market.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) apply of marketing control and audit methodology with the purpose of the research and information providing of marketing operations;		Lecture, practical classes, discussion	Participation in the discussion, quizzes (CAS)	
2) carry out a marketing audit for the decreasing the probability and commercial risks affect;		Lecture, practical classes, panel discussion	Participation in the discussion, oral answers (CAS)	
3) realize of independent complex audit of enterprise marketing activity;		Lecture, practical classes, panel discussion, solving calculative tasks	Participation in the discussion, explanation of solving problems (CAS)	
4) find ways and stocks of enterprise marketing improvement following of audit results and market conditions modification.		Problem lecture, discussion, solving calculative tasks	Participation in the discussion, making calculations and explanation of results, test (CAS) Peer small group presentation (CAS) Participation in the discussion, self-study results' presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion and quiz 20% Test (multiple choice, computer)				

<p>20% Essay (written) 20% Presentation (oral, multimedia) 10% Participation in the discussion / workshop 10% Case study</p>
Contents
<p>Thematic structure of the course: A marketing control and audit in the system of enterprise market activity Auditing scoring of marketing enterprise medium Audit of strategic business objectives Control and audit of the enterprise performance ratio system Audit of enterprise marketing organization Audit of enterprise purchases and logistic system Audit of enterprise sale system Audit of enterprise management system</p>
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Корягіна С. В. Маркетинговий аудит: навч. посіб. / С. В. Корягіна, М.В. Карягін. – К.: ЦНЛ, 2014. – 320 с. (базовий підручник). 2. Шевченко В.М. Маркетинговий аудит: Збірник завдань для практичних занять і самостійної роботи (практикум) / В.М. Шевченко, А.Д. Мостова. – Дніпро: Університет імені Альфреда Нобеля, 2017. – 99 с. 3. Dawid J. Malherbe The Marketing Audit Handbook. – Cresta Marketing [The e-book]. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Дерев'янченко Т.Є. Маркетинговий аудит: навч. посібник / Т.Є. Дерев'янченко. – К., КНЕУ, 2017. – 357 с. 2. Корягіна С.В. Аналіз даних у маркетингових дослідженнях. Завдання та методичні вказівки до виконання лабораторних занять на ПЕОМ з дисципліни «Маркетингові дослідження» / С. В. Корягіна, О. М. Музика, А.І. Федорчук. – Львів: Вид-во ЛКА, 2010, – 39 с. 3. Міжнародні стандарти аудиту, надання впевненості та етики: Видання 2006 року / пер. з англ. мови О.В. Селезньов, О.Л. Ольховікова, О.В. Гик та ін. – К.: ТОВ «ІАМЦ АУ «СТАТУС», 2006. – 1152 с. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. The Marketing Audit Handbook: Tools, Techniques and Checklists to Exploit Your Marketing Resources by Aubrey Wilson. Publisher: Kogan Page Business Books. 2002. 2. The Marketing Audit Handbook by Dawid J. Malherbe. Cresta Marketing [The e-book]. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. How to do a Marketing Audit. Available at: https://www.digitallogic.co/blog/marketing-audit/ 2. How to conduct a comprehensive marketing audit. Available at: https://www.brafton.com/blog/strategy/how-to-conduct-a-comprehensive-marketing-audit/

<i>BUSINESS COMMUNICATIONS</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	3 / 14 weeks, 28 hours in class	3 / Elective	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	90 hours (14 h. lectures, 14 h. seminars/practical, 62 h. self-study time)
Course aims: Formation of a system of students ' systematic understanding of business communications as a means of cooperation, interaction, ensuring the achievement of goals, teach the necessary rules of business ethics and standards of behavior adopted in the professional community, which is necessary for their successful future professional activities.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrates knowledge of the General rules of business communication, forms and means of verbal and non-verbal communication;		Lectures, seminars, brainstorming sessions/		Test, oral answers to questions, exercise
2) knows the techniques and methods of using business interaction technologies in practice;		Problem lectures, seminars, discussions		Participation in a discussion
3) demonstrates knowledge of scientific literature and the specifics of national-cultural speech and non-verbal communication;		Lectures, brainstorming sessions, business games		Participation in a business game,
4) based on the study of information sources, it forms the main components of a business person's image, as well as ethical norms and principles of business communication;		Problem lectures, seminars, presentations		Assessment of practical skills,
5) apply the acquired theoretical knowledge to use verbal and non-verbal means of communication, as well as to recognize the intentions of partners using these means;		Lectures, business games.		Presentation in small groups
6) has the skills to overcome communication barriers;		Lectures, seminars, discussions		Case study presentation,
7) applies innovative approaches to public speaking, dispute management, discussion, polemics, and self-presentation;		Problem lectures, business games,		Tests, problem solving,
8) can flexibly adapt to any team, plays various social roles in the team		Lectures, seminars, discussions		Oral answers to questions,
9) demonstrates skills in the use of ethics in business communication		Lectures, presentations and discussions		Written answers to questions
10) adheres to social norms and rules in		Lectures, seminars,		Participation in a

<p>cooperation with partners, rules of business etiquette in business interaction;</p> <p>11) respects diversity and cross-cultural characteristics in business communication, reflects the interests, values, and quality of life of various social strata and groups.</p> <p>12) has the skills of written and oral General communication in the state and foreign languages, as well as the proper use of professional terminology</p> <p>13) acts in a socially responsible and socially conscious manner based on ethical considerations based on safety principles</p> <p>14) establishes a friendly atmosphere during communication with business partners.</p> <p>Learning outcomes 1-6</p>	<p>Problem lectures, seminars,</p> <p>Problem lectures, discussions</p> <p>Lectures, Writing essay, presentation in small groups</p> <p>Lectures, presentations and discussions</p>	<p>discussion</p> <p>Assessment of practical skills,</p> <p>Case study presentation,</p> <p>Presentation in small groups,</p> <p>Presentation in small groups</p> <p>Mid-Term control</p>
<p>Assessment</p> <p>Final score as a result of 100% continuous assessment:</p> <p>40% - writing a Mid Term assignment</p> <p>15% - writing a research paper (abstract)</p> <p>10% - participation in the discussion</p> <p>10% - participation in a role-playing game</p> <p>10% - case study, test, problem solving</p> <p>15% - presentation (oral, multimedia)</p>		
<p>Contents</p>		
<p>Module 1. Essence and features of business communications</p> <p>Topic 1. Introduction to the basics of business communications</p> <p>Topic 2. Professional ethics and etiquette in business communications</p> <p>Topic 3. Forms of business communications</p> <p>Module 2. Practical application specifics of business communications</p> <p>Topic 4. Features of business correspondence</p> <p>Topic 5. Difficulties and features of business communications</p> <p>Topic 6. Features of intercultural communication</p>		
<p style="text-align: center;">Literature</p> <p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <p>1. Володіна, Л. В. Ділове спілкування та основи теорії комунікації / Л. В. Володіна, О. К. Карпукіна. - М., 2008.</p> <p>2. Коноваленко, М. Ю. Деловые коммуникации [Текст]: учебник для бакалавров. Гриф МО РФ / М. Ю. Коноваленко, В. А. Коноваленко. - М.: Юрайт, 2014. - 468 с.</p> <p>3. Бороздіна, Г. В. Психологія ділового спілкування / Г. В. Бороздіна. - М.: ІПФР М, 2006. - 224 с.</p> <p style="text-align: center;">Recommended reading</p> <p>1. Коноваленко, М. Ю. Методи діагностики обману в діловому спілкуванні / М. Ю. Коноваленко. - М.: РГТЕУ, 2010. – 209 с.</p> <p>2. Панфілова, А. П. Ділова комунікація у професійній діяльності / А. П. Панфілова. - СПб.: Знання, ІВЕСЕП, 2001. - 496 с.</p> <p>3. Сидоров, П. И. Деловое общение [Текст]: учебник для вузов. / П. И. Сидоров, М. Е. Путин, И. А. Коноплева. - 2-е изд., перераб. - М.: ИНФРА-М, 2012. – 148 с.</p> <p>4. Шавкун І.Г. Бізнес-комунікація як тип соціального зв'язку. // Збірник матеріалів Всеукраїнської науково-практичної конференції «Проблеми управління економічним потенціалом регіонів» Запоріжжя: ЗНУ, 2010. – С. 274-276.</p>		

5. Шавкун І.Г. Сутність та атрибути комунікації в умовах глобалізації. // Гілея: науковий вісник. Збірник наукових праць. – К.: ВІР УАН, 2010. – Вип. 35. - С. 260 - 268.
6. Mary Ellen Guffey, Dana Loewy. Essentials of Business Communication, 11th Edition. Cengage, 2019. – 608 p.
7. Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman: 730 pages, Publisher: Prentice Hall
8. Business Communication for Success Publisher: University of Minnesota Libraries Publishing, 2015. – 632 p.

Language of teaching English

Compulsory reading

4. Mary Ellen Guffey, Dana Loewy. Essentials of Business Communication, 11th Edition. Cengage, 2019. – 608 p.
5. Business Communication for Success Publisher: University of Minnesota Libraries Publishing, 2015. – 632 p.

Recommended reading

4. Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman: 730 pages, Publisher: Prentice Hall
5. Business Communication for Managers: An Advanced Approach by John M. Penrose, Robert W. Rasberry, Robert J. Myers: 480 pages, Publisher: South-Western College
6. Communicating for Managerial Effectiveness by Phillip G. Clampitt, 304 pages, Publisher: SAGE Publications
7. Business Communication: Building Critical Skills by Kitty O. Locker, Stephen Kyo Kaczmarek: 637 pages, Publisher: Irwin/McGraw-Hill

HISTORY OF ADVERTISEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4/14 weeks, 42 hours in class	4 / Elective	Antonina Miamlina, Lecturer	120 hours (28 h. lectures, 14 h. seminars/practical, 78 h. self-study time)
Course aims: formation of students ' systematized understanding of the historical formation of advertising activity, the prerequisites for its occurrence, the socio-psychological, economic, cultural, ethical and aesthetic components of the phenomenon of advertising.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
<p>1) demonstrates knowledge of the General historical features of the origin, formation and development of advertising</p> <p>2) demonstrates knowledge of the historical origins of advertising, conceptual, terminological and methodological tools that are the property of both domestic and foreign advertising theory and practice</p> <p>3) knows the techniques, methods of using in practice and the specifics of the formation of advertising technologies</p> <p>4) demonstrates knowledge of scientific literature and the specifics of national advertising development;</p> <p>5) based on the study of information sources, determines the main figures that influenced the formation of the Institute of advertising;</p> <p>6) effectively uses major media (TV, radio, press, billboards, Internet, etc.);</p> <p>7) analyzes, prepares and assembles media plan;</p> <p>8) maps promotional products that represent the same type of products from different manufacturers, taking into account the effectiveness of the advertising ideas;</p> <p>9) to apply the acquired theoretical knowledge to develop a General strategy and specific promotional text for advertising services;</p> <p>10) has the skills to develop strategies for advertising campaigns of different types and in</p>		<p>Lecture, practical classes, discussion, quiz</p> <p>Lecture, composing and solving crossword / crossword puzzles</p> <p>Lecture, practical classes, work in pairs to solve problems</p> <p>Lecture, practical classes, workshop, self study, research on the topic of course paper</p> <p>Lecture, workshop, discussion, internet search</p> <p>Problem lecture, self-study activities, brainstorming</p> <p>Lecture, practical classes, workshop</p> <p>Lecture, business game, practical classes</p> <p>Lecture, practical classes, workshop, case study</p> <p>Lecture, practical classes, discussion,</p>		<p>Test, oral answers to questions, exercise</p> <p>Participation in a discussion</p> <p>Participation in a business game,</p> <p>Assessment of practical skills,</p> <p>Presentation in small groups</p> <p>Case study presentation,</p> <p>Tests, problem solving,</p> <p>Oral answers to questions,</p> <p>Written answers to questions</p> <p>Participation in a discussion</p>

<p>different eras; 11) applies innovative approaches to the analysis and creation of advertising products;</p> <p>12) independently performs scientific analysis of advertising at the diachronic and synchronous levels and makes generalizing conclusions, taking into account the peculiarities of national scientific traditions and evolutionary processes in this area.</p> <p>Learning outcomes 1-7</p>	<p>quiz Lecture, composing and solving crossword / crossword puzzles Lecture, practical classes, work in pairs to solve problems</p>	<p>Assessment of practical skills, Presentation in small groups</p> <p>Mid-Term control</p>
<p>Final score as a result of 100% continuous assessment: 40% - writing a Mid Term assignment 15% - writing a research paper (abstract) 10% - participation in the discussion 10% - participation in a role-playing game 10% - case study, test, problem solving 15% - presentation (oral, multimedia)</p>		
<p>Contents</p>		
<p>Module 1. The historic nature and characteristics of development of advertising Topic 1. Proto-advertising: basic concepts, essence and features Topic 2. Advertising in ancient society Topic 3. Advertising in Western European medieval culture Topic 4. Advertising in Western Europe in the XVII-XVIII centuries. Topic 5. Development of Western European advertising in the XIX-beginning. The twentieth century Topic 6. North American advertising in the XIX-beginning. The twentieth century Topic 7. Advertising in Western Europe and the United States in the twentieth century. Module 2. History of advertising in Russia and Ukraine Topic 8. Development of advertising in the Russian Empire in the XIX century. Topic 9. Advertising in the Russian Empire at the beginning of the twentieth century. Topic 10. Advertising in Soviet times Topic 11. Emergence and development of advertising in Ukraine Topic 12. Development of advertising in independent Ukraine (90s of the XX century) Topic 13. Ukrainian advertising in the XXI century.</p>		
<p style="text-align: center;">Literature</p> <p style="text-align: center;"><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <p>1. Огилви Д. Огилви о рекламе / Д. Огилви. – М.: Манн, Иванов и Фербер, 2017. – 304</p> <p>2. Курчин О. Історія виникнення та розвитку зовнішньої реклами / О. Курчин // Правничий часопис Донецького університету. – 2010. – № 2. – С. 150–155.</p> <p>3. Обласова О. І. Посібник до вивчення дисципліни «Історія реклами» / О.І. Обласова. – Дніпро: ДНУ ім. О.Гончара, 2015. – 45 с.</p> <p style="text-align: center;">Recommended reading</p> <p>1. Мороз В. Українська культова протореклама / В. Мороз // Вісник Львівського університету. Серія журналістика. – 2011. – Вип. 34, Ч. 2. – С. 244–248.</p> <p>2. Хавкіна Л. Сучасний український рекламний міф: монографія / Л. Хавкіна. – Х.: Харківське історико-філологічне товариство, 2010. – 352 с.</p> <p>3. Пазуха М. Д. Реклама у підприємницькій діяльності: навч. посіб. / М. Д. Пазуха, М. В. Ігнатович. – К.: ЦУЛ, 2006. – 176 с.</p>		

*Language of teaching English***Compulsory reading**

1. History of advertising / Marc Loiseau, Stephane Pincas. – TASCHEN. –2008. – P. 336
2. Ogilvy D. Ogilvy on Advertising. Multimedia Books Ltd., 1983.
3. A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio. / Cynthia B. Meyers - New York. Fordham University Press. 2014. P. 420
4. Bergendorf F.L. Broadcast Advertising and Promotion! – New York: Communication Arts Books, Yasting House Publishers, 1983. – 437 p
5. Field S. Screenplay: The Foundations of Screenwriting. – New York: Delta, 2005. – 320 p.

Recommended reading

1. Alnitt L. Identifying who Dislikes TV Advertising // Journal of Advertising Research. 1997. Vol. 34, №15. P. 17-29.
2. Goodrum C., Dalrymple H. Advertising in America. – N. Y.: Harry N. Abrams Inc. Publishers, 1990. – 288 p.
3. Schultz D. From Advertising to Integrated Marketing Communications. – Chicago: NTC Business Book, 1993. – 378 p.
4. Smith George Horsley. Motivation Research in Advertising and Marketing. – N. Y.: McGraw-Hill Book Co, 1954. – 242 p.
5. Willens D. Nobody's Perfect. Bill Bernbach and the Golden Age of Advertising. – NY: CreateSpace, 2009. – 202 p.

TRADE FAIRS AND EXHIBITIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	5/14 weeks, 42 hours in class	4,5 / Elective	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aim: To form theoretical knowledge of mastering marketing tools of trade fair and exhibition activity as an important part of marketing communications. To provide theoretical knowledge and practical skills in organizing trade fair and exhibition activity both for organizers and participants.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) use modern methods for information support of the commercial activities;		Lecture, practical classes, discussion	Participation in the discussion, essay, test (CAS)	
2) form practical skills in organization and development of fairs and exhibitions;		Practical classes, self-study activity, internet search, project work	Small group presentation, project (CAS)	
3) determine modern methods of measurement efficiency of the content of the exhibition event.		Problem lecture, discussion, project work	Essay, test, presentation, project (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia) 30% Project				
Contents				
Thematic structure of the course: 1. Subject, methods and objectives of the course 2. Historical development of exhibition and fair activities 3. Trade Fairs in infrastructure of commodity market 4. Organization of fairs and exhibitions. 5. Structure and program of business events and project promotion. 6. Economic, efficiency and competitiveness of exhibition and fair activities				
Literature				
<i>Language of teaching Ukrainian</i>				
Compulsory reading				
1. Герасименко, Симонов: Виставочний маркетинг. Учебное пособие М.: Проспект 2018 – 360 с.				
2. Петелін, В.Г. Основи менеджменту виставкової діяльності [Електронний				

ресурс]: підручник / В.Г. Петелін. - М.: ЮНИТИ-ДАНА, 2015 .- 448 с.

3. Ефименко Е.Н. 100 вопросов и ответов о выставках и ярмарках / Е.Н. Ефименко.; - К.: Лира, 2008. – 240 с.

4. Комарова Л. К. Основы выставочной деятельности: учебное пособие для академического бакалавриата / Л. К. Комарова; ответственный редактор В. П. Нехорошков. – 2-е изд., перераб. и доп. – М.: Издательство Юрайт, 2019. – 194 с.

Recommended reading

1. Бердышев С. Н. Организация выставочной деятельности: учебное пособие. / С.Н. Бердышев – М.: Дашков и К, 2011. - 228 с.

2. Встретимся на выставке: приметы эффективного стенда // Маркетолог. - 2013. – N 2. - С. 32.

3. Добробабенко Е.В. Выставка «под ключ»: Учебное пособие / Е.В. Добробабенко, Н.С. Добробабенко.; - СПб.: ПИТЕР, 2007. – 202 с.

4. Конфетка для выставки и другие нестандартные способы участия в выставочных мероприятиях // Маркетолог. - 2011. - N 1. - С. 14.

5. Чертыковцева Т. А. Предприятие на международной выставке: проблемы управления международной выставочной деятельностью предприятия как бизнес-процессом / Т.А. Чертыковцева // Российское предпринимательство. - 2009. - N10. - С. 82-88.

6. Чеснокова Е.В. Выставочная коммуникация в маркетинге / Е.В. Чеснокова // Социология власти. - 2010. - N 3. - С. 189-195.

7. Ханин И.Г. Управление международной выставочной деятельностью: Учебное пособие / И.Г. Ханин, А.И. Падашуля; – Днепропетровск: Свидлер, 2007. – 409 с.

8. The Role of Exhibitions in the Marketing-Mix. Online course. Available at: https://www.ufi.org/archive/ufi-online-course/UFI_education.pdf; https://www.bvv.cz/ufi-seminar/01_PDF/UFI_course.pdf

9. Warwick Frost, Jennifer Laing. Exhibitions, Trade Fairs and Industrial Events (Routledge Advances in Event Research Series) 1st Edition, 2017 - 230 p.

Language of teaching English

Compulsory reading

1. Warwick Frost, Jennifer Laing. Exhibitions, Trade Fairs and Industrial Events (Routledge Advances in Event Research Series) 1st Edition, 2017 - 230 p.

2. The Event Professional's Handbook: The Secrets of Successful Events by Debs Armstrong, Jason Allan Scott, Simon Burton, Mark Cochrane, Nick de Bois, & 13 more, 2016 – 216 p.

Recommended reading

1. The Role of Exhibitions in the Marketing-Mix. Online course. Available at: https://www.ufi.org/archive/ufi-online-course/UFI_education.pdf; https://www.bvv.cz/ufi-seminar/01_PDF/UFI_course.pdf

2. Situma Peter. The Effectiveness of Trade Shows and Exhibitions as Organizational Marketing Tool. International Journal of Business and Social Science. Vol. 3 No. 22 [Special Issue – November 2012]. Pp. 219-230. Available at: http://ijbssnet.com/journals/Vol_3_No_22_Special_Issue_November_2012/19.pdf

3. Engblom R. Trade Fairs Role as Part of the Firms' Marketing Communication – an Integrated Trade Fair Participation Process. Aalto University School of Business, 2014. Available at: http://epub.lib.aalto.fi/en/ethesis/pdf/13660/hse_thesis_13660.pdf

SALES PSYCHOLOGY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 44 hours in class/	4 / elective	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	120 hours (22 h. lectures, 22 h. seminars/practical, 76 h. self-study time)
Course aims: Students will gain the ability to develop skills to communicate with the buyer and use modern methods of sales.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand modern psychological techniques, methods and tools to impact the buyer in the sales process;		Lecture, practical classes, self study activities		Participation in the discussion, test, essay (CAS)
2) demonstrate practical sales skills based on special psychological techniques, methods and tools;		Lecture, practical classes, workshop		Peer small group presentation, test, practical skills assessment (CAS)
3) analyze the sales process, conflicts with the visitors, the complaints and claims, and develop measures to solve the problems identified.		Lecture, practical classes, workshop, self study activities, case study		Solving problems, participation in the discussion, case study, essay (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Test (multiple choice, computer) 20% Essay (written) 20% Case study 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. Personal sales: machinery and stages in the sales process. Methods, techniques express understanding of the buyer and seller features of dialogue with the buyer Psychology sales business and you Express account the potential buyer Selling as an intensive dialogue buyer and seller Module 2. Psychology of selling a particular product, the staff of commercial enterprise and the prevention of conflict with the consumer Psychology of selling a particular product. Each product - its character The staff of commercial enterprise: the creation of a successful team. Prevention and overcoming conflicts with the consumer				

Literature

Language of teaching Ukrainian

Compulsory reading

1. Завадский М. Мастерство продажи / М. Завадский. - К.: «Ліра – К», 2012 – 208 с.

Recommended reading

1. Рысев Н.Ю. Активные продажи / Н.Ю. Рысев. - К.: «Ліра – К», 2012. – 416 с.
2. Бакшт К.А. Усиление продаж / К.А. Бакшт. - К.: «Ліра – К», 2011. – 304 с.
3. Хопкинс Т. Умение продавать / Т. Хопкинс. – М.: Диалектика, 2004. – 221 с.
4. Ребрик С. Техники продаж и НЛП / С. Ребрик. – М.: Эксмо, 2003 – 294 с.
5. Котлер Ф. Маркетинг менеджмент / Пер. с англ. Под ред. Л.А. Волковой, Ю.Н. Каптуревского / Ф. Котлер. – СПб.: Питер, 2000 – 752 с.
6. Харви Маккей. Как плавать среди акул / пер. П. Самсонов. Попурри, 2016.
7. Нил Рекхэм. СПИН-продажи.- М.: МИФ, 2016.
8. Бред Стоун. Продаётся все. Джефф Безос та ера Amazon / пер. Наталья Валеська. - Наш формат, 2018.

Language of teaching English

Compulsory reading

1. Brian Tracy (2005). The Psychology of Selling.
2. Pelsmacker de P., Geuens M., J. Van Den Bergh. (2013) Marketing Communications, 640 p.

Recommended reading

1. Yeshin Tony. Integrated Marketing Communications . Gardners Books.
2. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.
3. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

ADVERTISING TECHNOLOGIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6 / 11 weeks, 33 hours in class	3 / elective	Antonina Miamlina, Lecturer	90 hours (22 h. lectures, 11 h. seminars/practicals, 57 h. self-study time)
Course aims: The course main aim is to contribute students to study modern advertising technologies and get initial skills for their practical use. This course also allows students in forming master modern and promising techniques in the field of creating and distributing advertising content using new media channels and social networks.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand of creative and technological proses of creation advertising;		Lecture, practical classes discussion, individual task		Participation in the discussion, practical tasks (CAS)
2) put knowledge into practice;		Lecture, practical classes		Practical tasks (CAS)
3) interpret new information in the context of learned before knowledge about marketing;		Lecture, practical tasks		Participation in the discussion, solving problems (CAS)
4) apply techniques and methods of organization, planning and evaluation marketing communication activities;		Lecture, practical classes project		Practical tasks, mid-test, essay (CAS)
5) integrate various ways of promotion products;		Workshop, practical tasks		Solving problem practical task (CAS)
6) understand and know how to use different advertising content;		Practical workshop		Practical tasks (CAS)
7) work with information products for the proper conduct of communication activities;		Problem solving practical tasks		Participation in the discussion, case study (CAS)
8) solving specific tasks of the enterprise in advertising and promotion;		Lecture, practical classes, case study, project		Essay, test (CAS)
9) argue the need to use certain advertising technology during the promotional campaign.		Lecture, discussion, practical tasks		Problem solving individual task (CAS)

<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>5% Essay (written)</p> <p>5% Individual task (written)</p> <p>5% Participation in the discussion</p> <p>10% Case study</p> <p>25% Practical tasks and presentations (classwork)</p> <p>50% Final control test (computer multiple choice tests, essay, mini case)</p>
<p>Contents</p>
<p>Thematic structure of the course:</p> <p>Module 1.</p> <p>Theme 1. Advertising technologies</p> <p>Theme 2. Content marketing</p> <p>Theme 4. Advertising articles and informational style</p> <p>Theme 5. Copywriting for SEO purposes</p> <p>Theme 6. Illustrations and visualization</p> <p>Theme 7. Visualization: Infographics</p> <p>Module 2.</p> <p>Theme 8. Types of video content</p> <p>Theme 9. Video advertising</p> <p>Theme 10. Video advertising; production</p> <p>Theme 11. Vlogging: content, production and promotion</p> <p>Theme 12. Media Ethics: advertising and persuasion</p>
<p>Literature</p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Абетка візуальної грамотності / І. Баликін, О. Волошенюк, О. Чорний, О. Федченко./ за ред. О. Волошенюк, В. Іванова, Р. Євтушенко. – Київ: АУП, ЦВП, 2019. – 80 с. 2. Огілві Д. Огілві про рекламу/Д. Огілві.- Харків: Клуб Сімейного Дозвілля, 2019. – 288 с. 3. Principles of Advertising: A Global Perspective, (Second Edition). By Monle Lee, Carla. The Howarth Press, 410 p. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Кононов Н. Автор, ножницы, бумага. Как быстро писать впечатляющие тексты. 14 уроков / Н. Кононов. – М.: ООО «Манн, Иванов и Фербер», 2017. – 87 с. 2. Мой Д., Ордольф М. Телевізійна журналістика: Практична журналістика, том 62 / За загал. ред. В. Ф. Іванова; Пер. з нім. В. Климченка. – Київ: Академія української преси, Центр вільної преси, 2019. – 234 с. 3. Advertising & IMC: Principles and Practice, (10th Edition). By Sandra Moriarty, Nancy Mitchell, William D. Wells. Pearson, 688 p. 4. Advertising and Integrated Brand Promotion (8th Edition). By Thomas O'Guinn, Chris Allen, Richard J. Semenik. Cengage, 724 p. 5. Бове К. Современная реклама / К. Бове, У.Аренс – Тольятти: Издательский дом Довгань, 1995. – 704 с. 6. Blah Blah Blah: What To Do When Words Don't Work. By Dan Roam. Penguin, 364 p. 7. Ромат, Е. Реклама: практическая теория / Е. Ромат, Д. Сендеров. – Санкт-Петербург: Питер, 2016. – 542 с. 8. Adweek, Breaking News in Advertising, Media and Technology. [Електронний ресурс]. – Режим доступу: https://www.adweek.com. 9. Ogilvy On Agvertising/ David Ogilvy. – Vintage Books. New Tork, 1985. – 288 p.

*Language of teaching English***Compulsory reading**

1. Ogilvy On Advertising/ David Ogilvy. – Vintage Books. New York, 1985. – 288 p.
2. Principles of Advertising: A Global Perspective, (Second Edition). By Monle Lee, Carla. The Howarth Press, 410 p.

Recommended reading

1. Advertising & IMC: Principles and Practice, (10th Edition). By Sandra Moriarty, Nancy Mitchell, William D. Wells. Pearson, 688 p.
2. Advertising and Integrated Brand Promotion (8th Edition). By Thomas O'Guinn, Chris Allen, Richard J. Semenik. Cengage, 724 p.
3. Blah Blah Blah: What To Do When Words Don't Work. By Dan Roam. Penguin, 364 p.
4. Adweek, Breaking News in Advertising, Media and Technology. Available at: <https://www.adweek.com>.

BUSINESS PLANNING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class	4,0 / Elective	Anastasiia Mostova, Doctor of Science, Associate Professor	120 hours (28 h. lectures, 14 h. seminars/practical, 78 h. self-study time)
The main purpose of the course is to teach students the skills of developing a business plan for planning the business activity of a company for the near and distant periods in accordance with the needs of the market and the possibilities of obtaining the necessary resources.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On the completion of the course, students will be able to:				
1) create a first draft of their own business plan; 2) evaluate critically business plans; 3) define SWOT-analysis and how it relates to the market and competition within the business plan; 4) identify the 3 most common pro forma financial statements included in a business plan; 5) describe the 4 most common types of cost estimates associated with a proposed business or service and the importance of their inclusion in the business plan; estimate the costs associated with supply the product/service.		Lecture, practical classes, discussion Role play Practical classes, self-study activity Lecture, practical classes Internet search, self-study activities		Participation in the discussion (CAS) Essay, test (CAS) Solving problems (CAS) Participation in the discussion, test (CAS) Peer small group presentation, project (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 10% Test 10% Essay (written) 20% Presentation (oral, multimedia) 30% Project 20% Solving problems				
Contents				
Thematic structure of the course: Module 1. Preparation for business planning process 1. Developing The Industry & Market Analysis Sections of The Business Plan 2. Establishing Competitive Strategy & Organizational Structure 3. Outlining & Creating the Mechanical Sections 4. Startup Funding and Business Finance				

Module 2. The content and structure of the business plan

5. An Entrepreneur – Executive Infrastructure Development
6. Financial Management Issues
7. Marketing, Promoting, and Presenting Business Plan
8. The Strategic Planning Process

Literature

Language of teaching Ukrainian

Compulsory reading

1. Бізнес-планування підприємницької діяльності: навч. посібник / Варналій З.С., Васильців Т.Г., Лупак Р.Л., Білик Р.Р. – Чернівці: Технодрук, 2019. 264с.
2. Зелль А.С. Бізнес-план / А.С. Зелль. – К.: КНЕУ, 2014. - 408 с.
3. Бізнес-планування: навч. посіб. / Т. Г. Васильців, Я. Д. Качмарик, В. І. Блонська, Р. Л. Лупак. — К.: Знання, 2013. — 207 с.

Recommended reading

1. Алексеева М.М. Планирование деятельности фирмы / М.М. Алексеева. М.: Финансы и статистика, 2012. - 346 с.
2. Горемыкин В.А. Планирование предпринимательской деятельности / В.А. Горемыкин, Э.В. Бугулов. – М.: Инфра-М, 2012. – 374 с.
3. Буров В.П. Бизнес-план. Методика составления / В.П. Буров. – М.: ЦИПКК АП, 2014. – 412 с.
4. Ковелло Дж. А. Бизнес-планы. Полное справочное руководство. Перевод с англ. / Дж.А. Ковелло, Б.Дж. Хейзергрэн. – М.: Лаборатория базовых знаний, 2011, 484 с.
5. Липсиц И.В. Бизнес-план основа успеха / И.В. Липсиц. – М.: Машиностроение, 2014. – 288 с.
6. Gevurtz, F. (2015) Business planning. St. Paul, MN: Foundation Press
7. O'Conor D. Business planning (2000). Broadstairs [England]: Scitech Educational. 126 p.

Language of teaching English

Compulsory reading

1. Gevurtz, F. (2015) Business planning. St. Paul, MN: Foundation Press
2. O'Conor D. Business planning (2000). Broadstairs [England]: Scitech Educational. 126 p.

Recommended reading

1. Sutherland J., Canwell D., Merrills S. (1996). Business planning. Publisher: London: Hodder & Stoughton, 1996. 80 p.
2. Brumfitt K. (2001). Business planning. Publisher: Cheltenham: Nelson Thornes, 68 p.
3. Kraten M. (2010). Business planning and entrepreneurship: an accounting approach. Publisher: New York: Business Expert Press, 169 p.
3. Harl E. N. (2016). Farm estate & business planning. Kelso, WA: Agricultural Law Press, 492 p.
4. Herholdt J. (2000). Business planning. Guide 3. Publisher: Randburg: Knowledge Resources, 29 p.

ADVERTISING BUSINESS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7 / 14 weeks, 28 hours in class	3,5 / Elective	Antonina Miamlina, Lecturer	105 hours (14 h. lectures, 14 h. seminars/practical, 77 h. self-study time)
Course aims: This course will help students to examine various aspects of organizing and managing an advertising company in modern market conditions, planning the commercial activities of an advertising company, and implementing advertising services.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) identify and explain elements of strategy, tactics, methods and techniques of organizing the advertising business and be able to use them in professional activities;		Lecture, practical classes, discussion		Participation in the discussion, quizzes (CAS)
2) know the classification of advertising media and the organization of advertising activities;		Lecture, practical classes, panel discussion		Participation in the discussion, oral answers (CAS)
3) retrieve and utilise relevant information from appropriate sources e.g. textbooks, newspapers, websites, business magazines;		Problem lecture, case study in small groups Self-study activities		Participation in the discussion, self-study results' presentation (CAS)
4) possess the skills of organizing an advertising campaign and evaluate the effectiveness of advertising;		Problem lecture, discussion, solving calculative tasks		Participation in the discussion, making calculations and explanation of results
5) analyze advertising markets, understand and interpret behaviour of target groups of potential consumers.		Lecture, practical classes, workshop, case study		Analytical problem solving, case study (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion and quiz 20% Test (multiple choice, computer) 30% % Calculative tasks (written) 30% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: 1. Modern advertising market: history, structure, trends, prospects. 2. Advertising companies: definition of the concept, classification, structure, development of competitive strategies.				

3. Promotional product. Works and services of an advertising company. Quality management of advertising services.
4. Documenting work with a client as part of quality management in an advertising company.
5. Marketing concepts in the management of an advertising company.
6. Planning the activities of an advertising company.
7. Analysis of the activities of the advertising company.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Батра Р., Майерс Дж., Аакер Д. Рекламный менеджмент / Батра Р., Майерс Дж., Аакер Д. – М.: Издательский дом „Вильямс”, 2004. – 784 с.
2. Балабанова Л.В. Рекламний менеджмент / Л.В. Балабанова. – Донецьк: ДонНУЕТ, 2010. — 319 с.
3. Joe Vitale (1995). AMA Complete Guide to Small Business Advertising, NTC Business Books, 192 p.

Recommended reading

1. Кирилова А.А. (2013). Реклама і рекламна діяльність: проблеми правового регулювання [Електронний ресурс]. – Режим доступу: <http://uport.inf.ua/spisok-literaturyi-51327.html>
2. Божкова В.В., Мельник Ю.М. Реклама та стимулювання збуту: Навчальний посібник. / В.В. Божкова, Ю.М. Мельник. – К.: Центр учбової літератури, 2009. – 200 с.
3. Бергер Йона Заразительный. Психология сарафанного радио. Как продукты и идеи становятся популярными / Перевод на русский Елена Ивченко. – М.: Манн, Иванов и Фербер, 2014. – 250 с.
4. Brian Carter (2012). LinkedIn for Business: How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn (Que BizTech), Que Publishing, 272 p.

Language of teaching English

Compulsory reading

1. Joe Vitale (1995). AMA Complete Guide to Small Business Advertising, NTC Business Books, 192 p.
2. Holly Edmunds (1996). AMA Complete Guide to Marketing Research for Small Business, NTC Business Books, 176 p.
3. Jonah Berger (2016). Contagious: Why Things Catch On, Simon & Schuster; Reprint edition, 256 p.

Recommended reading

1. Bill Glazer, Dan Kennedy (2009). Outrageous Advertising That's Outrageously Successful: Created for the 99% of Small Business, Morgan James Publishing, 313 p.
2. Brian Carter (2012). LinkedIn for Business: How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn (Que BizTech), Que Publishing, 272 p.
3. Paul Power (2016). Start and Run a Business from Home: How to Turn Your Hobby or Interest into a Business: Plus 10 great businesses that you can run from home, How To Books; 2Rev Ed edition, 241 p.
4. Andrew Griffiths (2004). 101 Ways to Advertise Your Business: Building a Successful Business with Smart Advertising (101.Series), Allen & Unwin, 256 p.

PUBLIC RELATIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8/8 weeks, 32 hours in class	3 / Elective	Antonina Miamlina, Lecturer	90 hours (16 h. lectures, 16 h. seminars/practical, 58 h. self-study time)
Course aims: The course's aim is to provide students with basic theoretical knowledge of public relations as a specific field of communicational and managerial activity as well as develop student's skills in planning, organizing, running and evaluating PR-campaigns.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) understand the nature of PR as a specific field of organizational activity;		Lecture, Internet search, self-study activity, practical classes		Participation in the discussion, case study (CAS)
2) analyze PR's role in the contemporary system of social, political and economic relations;		Lecture, Internet search, self-study activity, practical classes		Participation in the discussion, essay (CAS)
3) single out the main objects and subjects of PR-activities;		Lecture, Internet search, self-study activity, practical classes		Participation in the discussion, test, practical skills assessment, case study (CAS)
4) evaluate problems most commonly faced by those responsible for PR-activities;		Problem lecture, Internet search, self-study activity, practical classes		Case study, test (CAS)
5) rationally choose and compare the effectiveness of methods of PR;		Problem lecture, panel discussion, workshop		Participation in the discussion, practical skills assessment (CAS)
6) reasonably and responsibly apply basic PR-methods and "technologies" in the field of his/her future professional activity;		Lecture, workshop		Case study, practical skills assessment (CAS)
7) acts individually and as a member of a team in the course of a PR-campaign of any nature (political, business, non-profit, non-governmental, domestic, international, etc.).		Lecture, self-study activities		Participation in the discussion, practical skills assessment (CAS)

Learning outcomes 1-7		Final exam (FAS)
<p>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 2 factual questions and analytical task) 60% Continuous assessment: 10% Participation in the discussion 10% Test (written form) 10% Essay 20% Case study 20% Practical skills assessment</p>		
Contents		
<p>Thematic structure of the course: Module 1. The essence and organization of public relations. Methods and “technologies” of public relations 1. The essence and major functions of public relations. History of public relations. 2. Organization of public relations: objects, subjects, major functions. 3. PR-campaigns. 4. Methods and “technologies” of public relations. 5. Image-building and branding in the structure of public relations. Module 2. Main fields of public relations 6. Public relations in business and marketing. 7. Political public relations. 8. Public relations and public administration. 9. Public relations and lobbying. 10. Crisis public relations.</p>		
Literature		
<i>Language of teaching Ukrainian</i>		
Compulsory reading		
1. Примак Т.О. PR для менеджерів та маркетологів. Навч. посібник. / Т.О.Примак. – К.: ЦНЛ, 2019. – 202 с. 2. Балабанова Л.В. Паблік рилейшенз. Навч. посібник. / Л.В. Балабанова, К.В. Савельєва. – К.: ВД «Професіонал», 2008. – 528 с. 3. Сучасні PR–технології: навчально-методичний посібник для самостійного вивчення дисципліни / Уклад. А.М. Зленко. – Бориспіль: Ризографіка, 2018. –260 с.		
Recommended reading		
1. Королько В.Г. Зв'язки з громадськістю. Наукові основи, методика, практика: Підручник [Текст] / В.Г. Королько. – К.: Вид. дім «Києво-Могилянська академія», 2009. – 831 с. 2. Полторац В.А. PR в бізнесі: Конспект лекцій [Текст] / В.А. Полторац. – Д.: Издательство ДУЭП, 2008 – 112 с. 3. Політичний маркетинг: сутність, функції, проблеми використання: монографія [Текст] / [В.А. Полторац, І.А. Руденко, Д.В. Прошин та ін.] /За ред. В.А. Полторака. – Д.: Вид-во ДУЕП імені Альфреда Нобеля, 2010. – 152 с. 4. Панасюк А.Ю. Формирование имиджа: Стратегия, психотехники, психотехнологии [Текст] / А.Ю. Панасюк. – М.: Фолио, 2007. – 303 с. 5. Ушакова Н.В. Имиджология: Учебное пособие [Текст] / Н.В. Ушакова. – М.: Ин кварто, 2010. – 352 с. 6. Oliver S. Public Relations Strategy [Text] / S. Oliver. – London: Kogan Page, 2010. –		

357 p.

7. Freitag A. Global Public Relations: Spanning Borders, Spanning Cultures [Text] / A. Freitag. – London: Routledge, 2008. – 306 p.

Language of teaching English

Compulsory reading

1. Oliver S. Public Relations Strategy [Text] / S. Oliver. – London: Kogan Page, 2010. – 357 p.

2. Tom Watson, Paul Noble. Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation (PR in Practice) 2nd ed. CIPR. London: Kogan Page, 2007. – 256 p.

Recommended reading

1. Sandra M. Oliver. Handbook of Corporate Communication and Public Relations. – London: Routledge, 2011. – 306 p.

2. Freitag A. Global Public Relations: Spanning Borders, Spanning Cultures [Text] / A. Freitag. – London: Routledge, 2008. – 306 p.

3. Wilcox D.L. Public Relations: Strategy and Tactics. – [Б.М.]: Harper-Collins Publ, 1992.

4. Broom Y., Dozier D. Using Research in Public Relations -New Jersey: Prentice-Hall, 1990.

PROFESSIONAL TRAINING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Coordinator	Student workload
Ukrainian English	1, 6 / 7 weeks, 28 hours in class/	7,5 / Mandatory	Svitlana Yaremenko, Candidate of Science, Associate Professor	225 hours (28 h. practical classes, 197 h. self-study time)
Professional training aims: Professional training is geared towards giving students knowledge and understanding of the subject area and understanding of the profession, its role and importance in today's reforms in Ukraine, formation of students' approaches to the analysis and evaluation the modern economic and marketing issues, obtaining basic skills in the search for and analyze information, project work, individual and group presentation and teamwork.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the Professional training, students will be able to:				
1) demonstrate understanding of the role of marketing in the activities of market entities;		Practical classes, discussion, guided preparation of presentation		Participation in the discussion, presentation (CAS)
2) apply knowledge in practical situations;		Tutorials, self-study activity, project work, role play		Participation in the role play, report, project (CAS)
3) search for, process and analyse information from a variety of sources		Self-study activity, internet search, project work		Report, project (CAS)
4) perform responsibilities in the group led by the leader, ability to work in a team;		Self-study activity, work in small groups, role play		Participation in the role play, group presentation (CAS)
5) present and explain information, ideas, problems experts and non-experts in marketing;		Tutorials, preparing presentation, role play		Participation in the role play, presentation (CAS)
6) demonstrate skills of independent work;		Self-study activity, project work		Report, project, presentation (CAS)
7) demonstrate capacity to generate new ideas (creativity);		Self-study activity, project work, role play		Project, group presentation (CAS)
8) be responsible for their performance;		Self-study activity, project work		Project, individual presentation (CAS)
9) increase the level of personal training.		Self-study activity, project work		Project (CAS)
1 semester Learning outcomes 1-6				Final assessment (FAS)
6 semester Learning outcomes 1-9				Final assessment (FAS)
Assessment The results of each semester are evaluated separately by the final grade 1 semester Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion				

20% Participation in the role play

40% Report

30% Presentation

6 semester

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

60% Project

40% Presentation

Contents

1 semester

1. The meaning and essence of marketing. The value of marketing in the modern market economy
2. The role of marketing in the enterprise
3. Search for information. The sources of marketing information.
4. Presentation of information, ideas and project results.
5. Marketing department in the enterprise management system
6. Marketing manager's functions and its duties

5 semester

1. Guided project work
2. Project presentation

Literature

Language of teaching Ukrainian

Compulsory reading

1. Гаркавенко С.С. Маркетинг. Підручник / С.С. Гаркавенко. – К.: Лібра, 2010. – 712 с.
2. Петруня Ю.Є. Маркетинг: навчальний посібник / Ю.Є. Петруня. – К.: Знання, 2010. – 223 с.

Recommended reading

1. Маркетинг: Підручник / В. Руделіус, О.М. Азарян, Н.О. Бабенко та ін. – К.: Навчально-методичний центр «Консорціум з удосконалення менеджмент-освіти в Україні», 2008. – 648 с.
2. Джоббер Д. Принципи и практика маркетинга: Пер.с англ.: Учеб. пособие / Д. Джоббер. – М.: Изд. дом «Вильямс», 2000. – 688 с.
3. Presentation Skills / <https://www.skillsyouneed.com/presentation-skills.html>
4. Tips On Making Presentation / <https://www.kent.ac.uk/careers/presentationskills.html>
5. Principles of Marketing (14th Edition). – Philip Kotler, Gary Armstrong. – 740 p.

Internet

1. Marketing Week – <http://www.marketingweek.co.uk/>
2. Компания – <http://www.ko.ru>
3. Маркетинг. Менеджмент – <http://www.mgmt.ru/index.html>
4. Маркетолог – <http://www.marketolog.ru/>
5. Новий маркетинг – <http://marketing.web-standart.net/>
6. Практический маркетинг – <http://www.bei-marketing.aha.ru/>

Language of teaching English

Compulsory reading

1. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.
2. Brassington F., Pettitt S. (2013) Essentials of Marketing. 3rd ed. Pierson, 2013.

Recommended reading

1. Kotler Ph., Armstrong G. Principles of Marketing (14th Edition). (2011). Prentice Hall, 2011, 740 p.
2. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.
3. Dibb S., Simkin L., Pride W.M., Ferrel O.C. Marketing (5th European Edition). Concepts and Strategies. Houghton Mifflin Company. Boston-New York-Abingdon.
4. Tanner J., Raymod M.A. Marketing Principles (v.2.0). – 581 pages

INTERNSHIP				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	8 / 6 weeks, 6 hours in class/	9 / Mandatory	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	270 hours (6 h. seminars/practical, 220 hours work at the enterprise, 44 h. self-study time)
Internship aims: Internship aims to deepen and consolidate the theoretical knowledge acquired during the study process in real enterprise (company) conditions; understand the organization of enterprise (company) marketing management and the acquisition of basic skills and practical ability to carry out marketing activities.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) demonstrate knowledge and understanding of the marketing activity and understanding of the profession of marketer; 2) explore the market of goods, which has an enterprise (company) and its environment; 3) understand the principles of and participate in the formation of the marketing policy of the enterprise (product, price, communication, distribution); 4) forecast the demand for certain goods (services); 5) demonstrate skills in the use of information and communications technologies; 6) demonstrate spirit of enterprise, ability to take initiative; 7) present and explain information, ideas, problems experts and non-experts in marketing; 8) demonstrate capacity to generate new ideas (creativity); 9) demonstrate responsibility for their performance; 10) increase the level of personal training.		Practical classes, self-study activity, work at the enterprise Work at the enterprise, self-study activity Work at the enterprise, self-study activity Self-study activity, internet search, work at the enterprise Self-study activity, writing a report, preparing presentation Work at the enterprise Self-study activity, preparing presentation Work at the enterprise, writing a report Work at the enterprise Work at the enterprise, self-study activity, writing a report	Internship report, presentation (CAS) Internship report, presentation (CAS) Internship report, presentation, comment of a company (CAS) Internship report, presentation (CAS) Internship report, presentation (CAS) Internship report, comment of a company (CAS) Internship report, presentation (CAS) Internship report, comment of a company (CAS) Comment of a company (CAS) Internship report, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Comment of a company 50% Report 30% Presentation				

Contents

1. Understanding of the profession of marketer
2. Research the market of goods, which has an enterprise (company) and its environment
3. The principles of and participate in the formation of the marketing policy of the enterprise (product, price, communication, distribution)
4. Forecast the demand for certain goods (services)
5. Use of information and communications technologies in marketing
6. Generation new ideas (creativity)
7. Internship report presentation

Literature

Language of teaching Ukrainian

Compulsory reading

1. Гаркавенко С.С. Маркетинг. Підручник / С.С. Гаркавенко. – К.: Лібра, 2010. – 712 с.
2. Котлер Ф. Маркетинг менеджмент / Пер. с англ. под ред Л.А. Волковой, Ю.Н. Каптуревского / Ф. Котлер. – СПб.: Питер, 2010. – 752 с.

Recommended reading

1. Джоббер Д. Принципы и практика маркетинга: Пер.с англ.: Учеб. пособие / Д. Джоббер. – М.: Изд. дом «Вильямс», 2000. - 688 с.
2. Маркетинг: підручник / А.О. Старостіна, Н.П. Гончарова, Є.В. Крикавський та ін.; за ред. А.О. Старостіної. – К.: Знання, 2009. – 1070 с.
3. Омеляненко Т. В., Барабась Д. О., Вакуленко А. В. Управління конкурентоспроможністю підприємства: Навч.-метод. посіб. для самост. вивч. дисц. – К.: КНЕУ, 2006. – 272 с.
4. Портер М. Конкурентное преимущество: как достичь высокого результата и обеспечить его устойчивость / Пер. с англ. – М.: Альпина Бизнес Букс, 2005. – 715 с.
5. Коноваленко, М. Ю. Деловые коммуникации [Текст]: учебник для бакалавров. Гриф МО РФ / М. Ю. Коноваленко, В. А. Коноваленко. – М.: Юрайт, 2014. – 468 с.
6. Полторац В.А. PR в бизнесе: Конспект лекций [Текст] / В.А. Полторац. – Д.: Издательство ДУЭП, 2008 – 112 с.
7. Жильцова, О. Н. Рекламная деятельность: учебник и практикум для бакалавриата и магистратуры / О. Н. Жильцова, И. М. Синяева, Д. А. Жильцов. – М.: Юрайт, 2019. – 233 с.
8. Ферріс Поль У. Маркетингові показники: більше 50 показників, які важливо знати кожному керівнику / Поль У. Ферріс, Дейл Т. Бендл та інші / Пер. з англ.; за наук. ред. І.В. Тараненко. – Дніпропетровськ: Баланс Бізнес Букс, 2009. – 480 с.
9. Бойчук І. В Маркетинг промислового підприємства. [текст]: навч. посіб. / І. В. Бойчук, А. Я. Дмитрів – К.: «Центр учбової літератури», 2014. – 360с.
10. Петелін, В.Г. Основи менеджменту виставкової діяльності [Електронний ресурс]: підручник / В.Г. Петелін. - М.: ЮНИТИ-ДАНА, 2015. – 448 с.
11. Информационные технологии в маркетинге: Учебник для вузов / Г.А. Титоренко, Г.Л. Макарова, Д.М. Дайитбегов и др. / Под ред. проф. Титоренко Г.А. – М.: ЮНИТИ-ДАНА, 2014.
12. Лютий І.О. Банківський маркетинг. Підручник затверджений МОН України. – К.: ЦУЛ, 2010. – 775 с.
13. Principles of Marketing (14th Edition). – Philip Kotler, Gary Armstrong. – 740 p.
14. Presentation Skills / <https://www.skillsyouneed.com/presentation-skills.html>
15. Tips On Making Presentation / <https://www.kent.ac.uk/careers/presentationskills.html>
16. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.

Internet

1. Marketing Week – <http://www.marketingweek.co.uk/>
2. Маркетинг. Менеджмент – <http://www.mgmt.ru/index.html>
3. Маркетолог – <http://www.marketolog.ru/>
4. Новий маркетинг – <http://marketing.web-standart.net/>
5. Практический маркетинг – <http://www.bei-marketing.aha.ru/>

*Language of teaching English***Compulsory reading**

1. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.
2. Brassington F., Pettitt S. (2013) Essentials of Marketing. 3rd ed. Pierson, 2013.
3. Gordon R. Foxall (2014). Consumer Behaviour: A Practical Guide Routledge. 210 p.
4. Oliver S. Public Relations Strategy [Text] / S. Oliver. – London: Kogan Page, 2010. – 357 p.
5. Noah Grey Social Media Marketing 2019: Step by Step Instructions For Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, Linkedin and Various Other Platforms [2nd Edition] – Kindle Edition, 2018. – 378 p.

Recommended reading

1. Kotler Ph., Armstrong G. Principles of Marketing (14th Ed.). (2011). Prentice Hall, 2011, 740 p.
2. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.
3. Dibb S., Simkin L., Pride W.M., Ferrel O.C. Marketing (5th European Edition). Concepts and Strategies. Houghton Mifflin Company. Boston-New York-Abingdon.
4. Tanner J., Raymod M.A. Marketing Principles (v.2.0). – 581 p.
5. Gerardus Blokdyk Marketing Analytics A Complete Guide – 2020 Kindle Edition 2019. – 385 p.
6. Laura Johanna Oberle (2020) Servitization of Industrial Enterprises through Acquisitions: A Success Story – Springer – Switzerland.
7. Warwick Frost, Jennifer Laing (2017) Exhibitions, Trade Fairs and Industrial Events (Routledge Advances in Event Research Series) 1st Edition, 230 p.
8. Bank Marketing Management Arthur Meidan Palgrave, London. Macmillan Publishers Limited 1984. – 234 p.
9. Chitale A.K., Ravi Gupta. Product Policy and Brand Management: Text and Cases, Second Edition / A. K. Chitale, Ravi Gupta/ PHI Edition, Private Limited/ – Delhi-110092, 2013.
10. Pelsmacker de P., Geuens M., J. Van Den Bergh. Marketing Communications (2013). Pearson Education Limited, 2013, 640 p.
11. Preston McAfee, Tracy R Lewis. Introduction to Economic Analysis (2009) Duke University. 2009. – 335 p.

Internet

1. Marketing Week – <http://www.marketingweek.co.uk/>

Structure of the Study Programme Marketing, Bachelor's degree

Semesters

1	2	3	4	5	6	7	8
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Teaching Units (Courses), ECTS*
Mandatory

Courses of General
Training
Courses of
Professional
Training
TOTAL

27	15,5	10,5	6	9	4		
	10	4,5	10,5	17,5	11,5	18,5	10,5
27	25,5	15	16,5	26,5	15,5	18,5	10,5

Teaching Units (Courses), ECTS
Elective**

Courses of General Training
13

Courses of General Professional Training
19

Courses of Special Professional Training
29

Introductory Professional Training 3 ECTS				Professional Training 4,5 ECTS		Internship 9 ECTS	
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Bachelor's Thesis

7,5 ECTS

TOTAL:

Mandatory 155 ECTS	Elective 61 ECTS
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Professional Training and Internship 16,5 ECTS
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Bachelor's Thesis 7,5 ECTS

*One ECTS credit = 30 academic hours.