

«...faculty trains highly qualified specialists in management, economics and business, who are capable to make well-grounded decisions on personnel management, production management, marketing control, foreign trade activities, to ensure the effective functioning of the economy...»



## INFORMATION PACKAGE

## FACULTY OF MANAGEMENT AND MARKETING

Kyiv, 2018

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## CONTENT

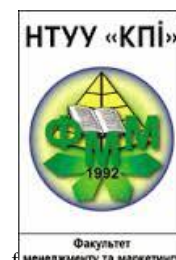
1. COMMON DESCRIPTION AND THE STRUCTURE OF FACULTY.....	3
2. EDUCATIONAL PROGRAMS.....	7
3. RESEARCH ACTIVITY .....	8
4. INTERNATIONAL PROJECTS AND COLLABORATION.....	11
5. CONTACT INFORMATION.....	13

\*\*\* Information is current as for 2018/2019 academic year. In the next academic year, there may be minor changes in the list of specialties and specializations of training.



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# 1. COMMON DESCRIPTION AND THE STRUCTURE OF FACULTY

The **Faculty of Management and Marketing (FMM)** trains professionals needed by modern national and international business – leaders who have a quality education



in economics. FMM is one of the most prestigious faculties of the Igor Sikorsky KPI, famous throughout Ukraine and far beyond its borders. Faculty trains highly qualified specialists in management, economics, and business, who are capable of making well-grounded decisions on personnel management, production management, marketing control, foreign trade activities, to ensure the effective functioning of the economy.

## Structure

1. **Department of International Economics** trains experts with a degree in Economics (specialization "International Economics") and with a degree in Management (specialization "Management of Defense Industry").

**Faculty consists of 6 departments and Research Laboratory of Management**

The graduates of the department are capable of:

- analyze factors of the external and internal environment of the enterprise;
- perform market research;
- develop business and governmental economic strategies;
- make economic assessments and feasibility study of innovations and investment projects;
- establish mechanisms and estimate the efficiency of international cooperation;
- solve accounting and analytical tasks on international commercial transactions;
- organize, supervise, and coordinate the execution of international agreements.



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**2. Department of Management** trains professionals with a degree in Management (specializations "Management and Business Administration", "Investment and Innovation Management", "Management of International Business", and "Logistics").

Graduates of specialization "Management and Business Administration" acquire knowledge, skills, and competence to conduct a comprehensive analysis of the organization; monitoring the target markets, develop strategies for development of enterprises of various types of ownership; formation of human resource management strategy; development of current plans and long-term plans of the company.

Graduates of specialization "Investment and Innovation Management" acquire the knowledge, skills, and competencies in system analysis and evaluation of the innovative potential of the company, its environment; identify new opportunities and target markets of innovative products using the latest techniques.

Graduates of specialty "Management of International Business" acquire knowledge, skills and competence in the use of modern methods of diagnosis and examination of foreign economic activity of the enterprise taking into account its organizational and legal form; strategy of foreign economic activity, taking into account an acceptable level of risk; analysis, planning and optimization of the basic economic indicators of foreign economic activity of the enterprise with the use of modern techniques and appropriate tools.



**3. Department of Industrial Marketing** trains highly competitive multi-skilled



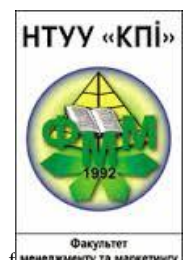
experts with a degree in Economics (specialization "Business Analytics") and in "Marketing" (specialization "Industrial Marketing"), who can organize effective operation of enterprises in the current market environment. Teaching is based on modern interactive techniques; educational and professional training programs are established taking into account the world experience. The special feature of the educational process consists in designing of student's course and degree projects on the base of materials of specific

enterprises. Due to this theoretical knowledge are complemented by a comprehensive practical training.



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Graduates are employed in the following positions: marketing expert, marketing analytics, brand manager, sales manager, advertising manager, PR-manager, the head of an advertising agency, marketing manager of the enterprise.

**4. Department of Mathematical Modeling of Economic Systems** trains experts with a degree in Economics (specialization "Economic Cybernetics"), who are capable of creating mathematical and computer models of economic systems, analyze the components of these models and provide practical recommendations for improving the economy.



The structure of the educational process includes the first phase of an in-depth study of mathematics and computer science, and the first acquaintance with economics, together with students from other disciplines; senior years - depth study of economics, modeling, and information technologies. Microeconomics, macroeconomics, finance, and credit are analyzed using mathematical methods and models with the use of the latest world achievements, approaching the Post Graduate Study in the School of Management at the Massachusetts Institute of Technology, USA.

**5. Department of Theoretical and Applied Economics** trains professionals with a degree in Economics (specialization "Personnel Management and Labor Economics").



This specialty is quite prestigious and actual in a market economy.

Demand for professionals is growing every year, as the effective operation of any organization depends on a well-functioning team of employees, which should be formed by HR specialist. Specialists in Personnel Management and Labor Economics are in demand in all areas of human activity, and in enterprises of any organizational-legal form and ownership, for this reason, this specialty shall be taken to be unique. Department graduates have a good employability. HR resources management and labor economics professionals, having sufficient knowledge and skills, a deep understanding of economic processes and leadership, are capable of carrying on his own business, and the masters of this specialty may be a teacher in higher and vocational education institutions.



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## 6. Department of Economics and Business

Specialization "Economics of Businesses" of the specialty "Economics" is a comprehensive economic specialty. Professional figures in such a profile need deep knowledge of microeconomics, macroeconomics, management, finance, marketing, foreign trade, logistics, economy and development strategy, financial accounting, auditing, production, innovation, economic rights, and the like. A mandatory component of skills is a fair knowledge of foreign language, information systems, and technologies. The fundamental training in "Business Economics" is carried out in all these areas.



The department has stable relations with enterprises, commercial firms, educational and research organizations. Contacts with international and national institutions are maintained and developed in order to improve business education.

**Research Laboratory of Management** was established in 1992. Scientific directions of its work related to the solution of problems of economic objects management at the micro and macro level. Teachers and students of the department involved in laboratory activity. Scientific structure maintains close ties with the National Academy of Public Administration under the President of Ukraine, Institute of Economics of NAS of Ukraine, ministries, departments, and enterprises.



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## 2. EDUCATIONAL PROGRAMS

**Levels of higher education.** Training of students at the FMM is carried out at several levels of higher education. The first (Bachelor's course, I-IV years) – the students acquire knowledge in basic and special disciplines. During the IV year, they defend bachelor's thesis and obtain qualification degree Bachelor. At the second level, (Master's course, V - VI years) training is carried out according to the Master program. Students are trained and acquire relevant skills including laboratory practice. Additionally, students have the opportunity to continue their education in a Graduate course, and then in a Doctoral candidacy of the University.

**Terms of specialists training:** Bachelor (b) – 4 years; Master (m) – 2 years (standard terms of training in Bachelor's course and Master's), Graduate course / Doctoral candidacy – 3 years (4 years by the correspondence study).

Training of specialists is carried out on the full-time and correspondence forms of education.

**The second (parallel) education:** In recent years become a very popular form of paid training in order to get the second education. It is for those who have received a college education or have not



finished training in technical specialties but is willing to acquire knowledge in economics and management, was created the branch of second higher education. Students of technical specialties of the Igor Sikorsky KPI, and professionals who already have work experience and wish to enhance their knowledge and get a diploma on the appropriate education study at the branch of the second higher education.



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## Areas and specialties of students training at the FMM:

### Doctor of Sciences

- Economic Theory and History of Economic Thought
- The World Economy and International Economic Relations
- Economics and Management of National Economy
- Economics and Management of Enterprises
- Mathematical Methods, Models and Information Technologies in Economics
- System Analysis and the Theory of Decision-making

### Doctor of Philosophy (Ph.D.)

### Master's course

#### Economics

- Economic Cybernetics
- International Economics
- Economics of Businesses
- Personnel Management and Labor Economics
- Business Analytics

#### Management

- Management of Defense Industry
- Management and Business Administration
- Investment and Innovation Management
- Management of International Business
- Logistics

#### Marketing

- Industrial Marketing

### Bachelor's course



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### 3. RESEARCH ACTIVITY

The main line of research at the FMM – Actual Problems of Economics and Management.

#### *Department of Management*

- Innovation Management in the Knowledge-based Economy
- Management of Industrial Enterprises in an Unstable Environment

#### *Department of Industrial Marketing*

- Marketing of Innovative Activity of Enterprises

#### *Department of Economics and Business*

- Theoretical and Methodological Problems of the National Economy Development

#### *Department of Theoretical and Applied Economics*

- Global Paradigm of the Industrial Potential Formation: Establishing and Development Imperatives

#### *Department of International Economics*

- International Scientific and Technical Cooperation

#### *Department of Mathematical Modeling of Economic Systems*

- Management Theory and Information Technology in the Development Strategy of Economic Systems

#### *Research Laboratory of Management*

- Socio-economic and Environmental Problems of the National Economy of Ukraine



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## Scientific clubs

### Department of Management

- Management of Enterprise
- Management of Innovative Activity
- Personnel Management
- Logistics Management

### Department of Industrial Marketing

- Marketing Research
- Industrial Marketing
- Innovative Marketing and Marketing of High-Tech
- Advertising
- International Marketing

### Department of International Economics

- Modeling the Economic Dimension of Sustainable Development of Regions of Ukraine
- Organizational-administrative Mechanism for the Development of Business
- Theoretical and Methodological Foundations of High-Tech Enterprise Management in the Globalized World
- The Mechanism of Integration of the Industrial Complex of Ukraine into the World Economy: Education, Science, and Technology
- International Innovation Activity in Ukraine: Regional Aspects
- Banking: Valuation, Financial Stabilization
- Development of Ukrainian Insurance Market in the Conditions of World Integration Processes

### Department of Economics and Business

- Economics and Organization of the Chemical Industry of Ukraine
- Strategist
- Financier



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## 4. INTERNATIONAL PROJECTS AND COLLABORATION

Faculty develops international cooperation through participation in international projects and programs. The result of the implementation of the international project is the acquisition by FMM of ranking position in the world scientific community.



### 1. Educational programs:

- The provision of educational services to the citizens of other countries;
- Double degree programs, Université du Maine, (France);
- The program "second education", School of the Lyon (France).

2. The grant agreement of the Commission of the European Economic Community №225546 SSH-CT-2008-225546-FRIDA.

3. The scientific and technical program "Laboratory of ideas" (Sweden).

4. Business projects of the Ukrainian-Polish center

### List of programs:

- Lectures by scientists and politicians from various countries for students FMM;
- Joint teaching in Management - FMM and the Leon Kozminski Academy, Warsaw, Poland (since 2011);
- Program "Education in Europe" (since 2011);
- The experience of Japanese management for domestic business (since 2005);
- Economic faculties of technical universities: problems and health (2001-2006).

Faculty signed cooperation agreements with leading international university centers and participates in the research program of the European Union.

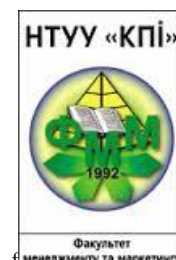
Department of Industrial Marketing cooperates with a number of foreign institutions and organizations, including:

- Alma Mater Studiorum - Universita 'Di Bologna (Italy);
- Universita Degli Studi Di Catania - University of Catania (Italy);
- Technische Universitaet Kaiserslautern - Technical University of Kaiserslautern (Germany);
- Universite Pierre Mendes (France)



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- Akademia Ekonomiczna im. Karola Adamięckiego w Katowicach (Poland);
- The University of Sussex (UK);
- European Commission Grant Agreement №225546 SSH-CT-2008-225546-FRIDA.

Teachers of the department have been trained at leading world universities (USA, Sweden, Germany) and have international certificates. Department gives particular importance to the international activities of their students. Students represented the department in many countries, namely Russia, France, Germany, Austria, Portugal, Poland, Estonia, Turkey, Serbia, Bulgaria, Finland, and others.

Students and graduate students from 11 countries, including the People's Republic of China, Vietnam, Iran, Jordan, Turkey, Turkmenistan, Georgia, Russia, Belarus, Uzbekistan, Republic of the Congo and other were trained at the department.

**Department of International Economics** supports creative relationships with the economic departments of the leading technical universities of Ukraine (Lviv, Kharkiv, Donetsk, Sevastopol, Dnipropetrovsk), Russia, Belarus, Latvia, Bulgaria, Germany, Lithuania, Macedonia, Estonia, Poland, France, Finland, Hungary, the Czech Republic, Romania, Iran, Kazakhstan, Slovakia.

Scientific and technical cooperation with foreign organizations and the results of the **Department of Economics and Business**:

- Belarusian National Technical University (Problems of the World Economy and Business Administration);
- Warsaw Polytechnic, Poland (Prospects for academic mobility of teachers of economic specialties in technical education institutions);
- Leon Kozminski Academy, Poland (Prospects for the exchange of students, creating school start-ups, sharing teaching methods).

**Department of Mathematical Modeling of Economic Systems** maintains business contacts with a number of high education institutions from Ukraine, USA, Canada, Germany, France, Spain, and Georgia.



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