

«...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, 2020

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***** Information is current as for the 2020/2021 academic year. In the next academic year, there may be minor changes in the list of specialties and educational programs/specializations.**



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1. COMMON DESCRIPTION AND THE STRUCTURE OF FACULTY

To deepen the economic component of engineering training, as well as taking into account the needs of the national economy of Ukraine in skilled management, on March 31, 1992, the **Faculty of Management and Marketing (FMM)** was established at the Kyiv



Polytechnic Institute (now the National Technical University of Ukraine “Kyiv Polytechnic Institute”). This decision was aided by many years of experience in organizational and economic training of students, the significant creative potential of university departments of economy and organization of production and political economy, whose activity dates from 1934-1937.

Today **FMM** is one of the most prestigious faculties of the Igor Sikorsky KPI, famous throughout Ukraine and far beyond its borders trains specialists in economics, marketing, management at all levels of higher education: bachelors, masters, and Ph.D. students in ten educational programs.

The training is carried out in two directions: educational and practical components. The educational component is provided by 21 Doctors of Sciences and 66 Ph.D. The practical component is secured by agreements with enterprises, organizations, and institutions of Ukraine.

FMM trains specialists in need of modern national and international business – leaders with quality economic education: highly qualified managers and analysts who can identify potential risks, analyze and forecast situations, make sound decisions on external management, personnel management, and international activities, to ensure the effective functioning of the national economy.

Professional titles of work performed by **FMM** graduates: economist, economic advisor, manager, expert, manager, inspector, consultant.



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Structure

1. Department of International Economics trains experts with a degree in Economics

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

(educational program/specialization "International Economics") and with a degree in Management (educational program/specialization "Management of Defense Industry").

Among the key tasks of the scientific and pedagogical activity of the department are: preparation of highly qualified economists, competitive in the domestic and world labor markets, who successfully navigate the tendencies of the development of science and technology, have computer programs, know several foreign languages, educated, and have their own opinions and respect the opinion of others.

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.

The teaching of economic disciplines with appropriate methodological support is carried out by highly qualified teachers, among them 6 doctors of science and 14 Ph.D.

An economist in the field of International Economics can work as a specialist and head of the economic unit of enterprises of various organizational and legal forms, expert and consultant on foreign economic issues, advisor and representative in international organizations, chambers of commerce, representative offices of foreign firms, joint ventures, embassies, state institutions.



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



The graduates of the department specialize in business planning, organization of management systems at enterprises, development of strategies of foreign economic activity.

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; a 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.

Teaching of disciplines according to the curricula is carried out by 6 doctors of science and 20 Ph.D. The annual scientific and practical conference of young scientists in management is held based on the department, and a collection of works is published according to the results of the conference.

Graduates of the department can occupy positions of experts, heads, leaders, consultants, managers.

Since 2017, the department provides the studying under the International Business Management program in both Ukrainian and English. The preparation and defense of the master's theses are carried out in English, a state diploma of an international model is given.



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



with a degree in Economics (educational programs/specialization "Business Analytics") and in "Marketing" (educational programs/specialization "Industrial Marketing"). The graduated expert can organize the 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 of designing a student's course and degree projects based on

the materials of specific enterprises. Due to this theoretical knowledge is complemented by comprehensive practical training.

An integral part of the qualitative training of marketers is the high level of qualification of the scientific and pedagogical staff of the department. All teachers of the department have experience in the areas of marketing, marketing research, business planning, innovation, marketing communications. Teaching is carried out by 2 Doctors of Sciences and 7 Ph.D.

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 (educational programs/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.



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All courses taught by students of the first and second levels of higher education are combined into three cycles:

- Computer science;
- Basic mathematical and economic disciplines;
- Special economic and mathematical disciplines.

The “Economic Cybernetics” specialization combines fundamental economic education and a thorough knowledge of computer technology. An expert in economic cybernetics can build information models of economic systems, to study the behavior of such models depending on the influence of various factors, to develop an optimal strategy for managing these models.

Graduates of this specialization, according to state standards, have the right to hold the following positions:

- Economist-analyst, information analyst, system analyst, financial analyst;
- Analyst for computer communications, computer systems, and databases;
- Developer of information systems;
- Mathematician-economist;
- Application programmer, programmer-analyst, application developer;
- Webmaster, Web Programmer;
- IT consultant;
- Engineer for automated production management systems;
- Economic consultant;
- Information manager, and others.



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5. Department of Theoretical and Applied Economics trains professionals with a degree in Economics (educational programs/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 an 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 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.

Basic skills of graduates:

- Ability to develop and implement staff management plans, evaluate their real capabilities, prospects with the involvement of highly qualified specialists in this work;
- Ability to estimate the volume of labor needs under the competition in the marketplace;
- Ability to carry out operational personnel management of the enterprise (organization);
- Ability to calculate the optimal number of personnel of an enterprise (organization) needed to perform production tasks;
- Ability to apply modern effective methods of recruitment, training, staff development;
- Ability to hire and fire personnel of an enterprise (unit) following labor law;
- Ability to find and analyze information from different sources;
- Ability to build communication network for information exchange and feedback, to make correspondence;
- Ability to monitor changes in legislation, navigate the system and content of regulations to ensure the legitimacy of decisions;
- Ability to ensure interrelation of HR management functions with the financial results of the enterprise, various incentive methods;
- Ability to calculate labor productivity and justify measures to increase it;
- Ability to select and implement an effective motivation system;



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- Ability to implement rational schemes of planning and organization of workplaces, to set tasks following the number and qualification of contractors, to determine the order of works, to calculate the terms of their execution;
- Skills of personnel accounting, determining the number of staff following the structure of the enterprise.

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 the foreign language, information systems, and technologies. The fundamental training in "Business Economics" is carried out in all these areas.

The department has strong scientific and pedagogical potential. The teaching staff of the department has 26 highly qualified full-time teachers with experience in scientific-pedagogical and industrial activity. Many of them have been trained at leading universities in Europe and the USA. Students are trained by 5 professors - doctors of sciences and 16 Ph.D.

The department is one of the leading units of the **FMM**. In addition to preparing students in economics, it provides the economic component of training specialists of 10 institutes and faculties of the Igor Sikorsky KPI: teaches more than 50 economic disciplines, adapted for more than 10 directions of preparation of all educational and qualification levels (bachelors, masters, Ph.D.).

The department has stable relations with enterprises, commercial firms, educational and research organizations. Contacts with international and national institutions are maintained and developed 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. The 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. All areas of training and education have an IV level of accreditation, which allows training specialists at the following educational and qualification levels:

- Bachelor
- Master,
- Ph.D
- Doctor of Sciences.

Specialist training takes place on a full-time, part-time basis and within the framework of second higher education.

Terms of specialists training: Bachelor (B) - 3 years 10 months (4 years in absentia form); Master's (M) - 1 year 4 months, postgraduate/doctoral studies - 3 years (4 years in correspondence form).

The second (parallel) education:

In recent years become a very popular form of paid training to get the second education. It is for those who have received 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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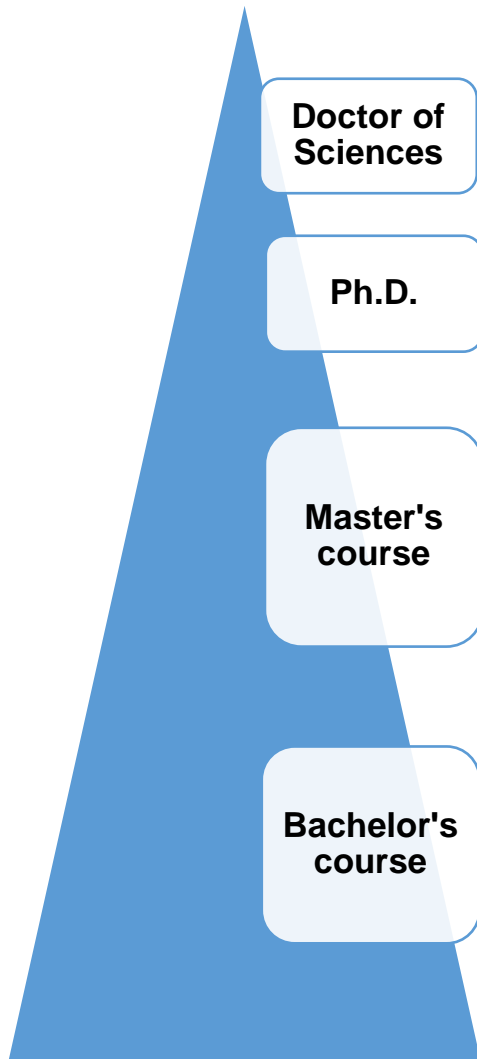
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Specialties and educational programs/specializations



Economics
Management
Marketing

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

3. TRAINING AND LABORATORY BASE

The faculty has 5 classrooms equipped with mobile technical training facilities, 6 computer classes for 100 workplaces, 5 halls of course, and diploma design, which uses the whole infrastructure of the Igor Sikorsky KPI.



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4. 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
- Socio-economic and environmental problems of development of the national economy of Ukraine

Department of Industrial Marketing

- Marketing of Innovative Activity of Enterprises
- Forms and methods of marketing in a digital economy

Department of Economics and Business

- Theoretical and Methodological Problems of the National Economy Development
- Features of development of innovative forms of doing business.

Department of Theoretical and Applied Economics

- Global Paradigm of the Industrial Potential Formation: Establishing and Development Imperatives
- Labor economics in a post-industrial economy

Department of International Economics

- International Scientific and Technical Cooperation
- Features of functioning of industrial enterprises in the conditions of industry 4.0

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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5. INTERNATIONAL PROJECTS AND COLLABORATION

The Faculty's international activities are organized and managed through the **FMM's** International Office at the Dean.

Areas of activity of the International Office:



1. Organizational-methodical and educational-pedagogical work on providing educational services for training specialists in other countries.

2. Organizational work on the formation of international mobility of students, graduate students, and teachers, specialists of the faculty.

3. Formation of international contacts of the faculty, departments.

4. Organizational and methodological work on the formation of international projects with the

participation of the faculty, departments.

5. Presentation of spheres of scientific and regional interests of departments, specialists in the international space.

6. Formation of international project management skills of students, lecturers? and faculty.

7. Formation of the international rating of faculty, university.

The Faculty actively participates in international projects and programs, which form its rating positions both in Ukraine and abroad.

International activities are carried out in the following main areas:

- Providing educational services to foreign citizens,
- Participation of teachers and students in international grant programs,
- Participation of leading faculty members in scientific consortia and international projects.

International projects are divided into ongoing ones and projects with a clear start and end dates.



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List of ongoing projects:

- **FMM** - France
- **FMM** - Macedonia
- **FMM** - Bulgaria
- **FMM**- Baltic countries
- **FMM** - Poland
- **FMM** - Czech Republic
- **FMM** - Norway
- **FMM** - Turkey
- «Businesses as mediators of activism. Theorizing the roles and motives of organizations for engaging with consumption activism» jointly with Dr. Eva Kipnis, School of Management University of Sheffield Research project
- **FMM** - Higher Colleges of Technology (UAE)
- International educational projects

The Faculty of Management and Marketing has a double degree program in cooperation with the University of Du Manne (France).

FMM International Grant Projects

- 2017 Grant Agreement No 2017-2173 / 001-002 of the European Educational Program ERASMUS + jointly with the Jean Monnet Found International Foundation and the European Union Education, Audiovisual and Culture Executive Agency
- EBM-THI No. 587138-EPP-1-2017-1-UA-EPPJMO — MODULE (European business models: transformation, harmonization, and implementation in Ukraine)
- Erasmus + Academic Mobility Programs
- Horizon 2020 International Science Program
- Grant Agreement of the European Economic Community Commission No.225546 SSH-CT-2008-225546-FRIDA
- 7 Framework Program, TEMPUS.
- Science and Technology Program "Ideas Lab" (Sweden)

The Faculty of Management and Marketing is a party to the Igor Sikorsky KPI cooperation educational agreements with 26 specialized (economic units) universities in countries such as France, Macedonia, Bulgaria, Latvia, Lithuania, Estonia, Belarus, Germany, Slovakia, Poland. **FMM** participates in academic exchange programs with partner universities, adopts foreign colleagues, and sends its students and teachers to internship and study programs. **FMM** teachers gave lectures to students from the USA, South Korea, Turkey, Luxembourg, Germany, Sweden.



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FMM teachers have certificates from members of international organizations, are members of editorial boards of international scientific journals (Macedonia, Bulgaria, Lithuania), members of organizing committees of international conferences, and are certified reviewers of international journals. Faculty staff co-organizes international seminars, training, round tables, conferences, as well as summer schools and student practices.

Up to 5% of the student academic staff of the faculty are citizens of other countries. **FMM** has trained experts for Ecuador, Iran, Iraq, Canada, Kenya, China, Congo, Libya, Mongolia, Germany, Peru, Vietnam, Turkey, Ghana, Poland, Japan, and others. The Faculty of Management and Marketing has prepared for other countries more than 500 bachelors, more than 200 masters, 4 Ph.D. (Iran, China).

The faculty, both within the framework of interstate and inter-university cooperation, invites lecturers – scientific and political figures from around the world. The Faculty participates in the work of common educational centers established by the Igor Sikorsky KPI and the world's leading industrial companies (e.g. Samsung).

The Faculty is actively involved in the international system of exchange of experience through conducting international conferences, international educational events (training, forums, round tables, days of culture and science, seminars, lectures, meetings). based on Igor Sikorsky KPI

Employees have the opportunity to represent the University and Ukraine in international programs, projects, agreements, contracts, international centers.

FMM actively entered the English language space. The faculty prepares one bachelor's program and two master's programs in English for teaching and learning. More than 90 courses are taught in English. English language training is also offered for Ph.D. students.



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3. Department of Management

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4. Department of Industrial Marketing

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7. Department of Mathematical Modeling of Economic Systems

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