

**«...faculty trains highly qualified specialists in management, economics, and marketing, who can 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, 2021**

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**\*\*\* Information is current as for the 2021/2022 academic year. Next academic year, there may be minor changes in the list of specialties and educational programs.**



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## 1. COMMON DESCRIPTION OF THE FACULTY

The **Faculty of Management and Marketing (FMM)** was established at the Kyiv Polytechnic Institute (now the National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute” on March 31, 1992, 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.



This decision was promoted by many years of experience in organizational and economic training of students, the significant creative potential of university’s 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 PhD students in ten educational programs.

The training is carried out in two directions: educational and practical components. 21 Doctors of Sciences and 66 PhD provide the educational component. Agreements with enterprises, organizations, and institutions of Ukraine secure the practical component.

**FMM** trains specialists in need of modern national and international business, the future 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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## 2. STRUCTURE

The faculty consists of five departments:

- **Department of International Economics;**
- **Department of Management of Enterprises;**
- **Department of Industrial Marketing;**
- **Department of Economic Cybernetics;**
- **Department of Economics and Business.**

## 3. EDUCATIONAL PROGRAMS

**Levels of higher education.** All areas of training and education programs have an IV level of accreditation, which allows training specialists at the following educational and qualification levels:

- Bachelor;
- Master;
- PhD.

Students train on a full-time, part-time basis and within the framework of second higher education.

**Terms of 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 a second education. It is for those who have received college education or have not finished training in technical specialties but are willing to acquire knowledge in economics and management, which was created as 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.



**1. Department of International Economics** trains specialists under the following Educational Programs:

Specialty	Educational Program	Levels of higher education		
		First	Second	Third
<b>051</b> Economics	International Economics	Bachelor <i>EPP</i>	Master <i>EPP</i>	–
	Economics	–	–	PhD <i>ESP</i>
<b>073</b> Management	Management in the Sphere of Military-Industrial Complex	–	Master <i>EPP</i>	PhD <i>ESP</i>

*Comment: EPP – Educational-Professional Program  
ESP – Educational-Scientific Program*

Among the key tasks of the scientific and pedagogical activity of the department is a 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.

Highly lecturers provide teaching of economic disciplines with appropriate methodological support, among them, there are 6 doctors of science and 14 PhD.

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, and state institutions.



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**2. Department of Management of Enterprises** trains specialists under the following Educational Programs:

Specialty	Educational Program	Levels of higher education		
		First	Second	Third
<b>073</b> Management	Logistics	–	Master <i>EPP</i>	–
	Media Management and Administration of Publishing and Printing Industry	Bachelor <i>EPP</i>	Master <i>EPP</i>	–
	Management and Business Administration	Bachelor <i>EPP</i>	Master <i>EPP</i>	–
	Management of Investments and Innovations	–	Master <i>EPP</i>	–
	Management of International Business	–	Master <i>EPP</i>	–
	Management	–	–	PhD <i>ESP</i>

*Comment: EPP – Educational-Professional Program  
ESP – Educational-Scientific Program*

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

Graduates from the "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 from the "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.







**3. Department of Industrial Marketing** trains highly competitive multi-skilled experts under the following Educational Programs:

Specialty	Educational Program	Levels of higher education		
		First	Second	Third
075 Marketing	Industrial Marketing	Bachelor <i>EPP</i>	Master <i>EPP</i>	–
	Marketing	–	–	PhD <i>ESP</i>

*Comment: EPP – Educational-Professional Program  
ESP – Educational-Scientific Program*

Teaching is based on modern interactive techniques; educational- 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. Comprehensive practical training complements and deepens this theoretical knowledge.



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 11 PhD.

Graduates hold positions of a marketing expert, marketing analytics, brand manager, sales manager, advertising manager, PR-manager, head of an advertising agency, marketing manager of the enterprise.

**4. Department of Economic Cybernetics** trains experts under the following Educational Programs:

Specialty	Educational Program	Levels of higher education		
		First	Second	Third
051 Economics	Economic Cybernetics	Bachelor <i>EPP</i>	Master <i>EPP</i>	–
	Economics	–	–	PhD <i>ESP</i>

*Comment: EPP – Educational-Professional Program  
ESP – Educational-Scientific Program*





The department trains specialists who can create mathematical and computer models of economic systems, analyze the components of these models and provide practical recommendations for improving economic development.

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.

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.



**5. Department of Economics and Business** trains experts under the following Educational Programs:

Specialty	Educational Program	Levels of higher education		
		First	Second	Third
051 Economics	Economic of Business Enterprise	Bachelor <i>EPP</i>	Master <i>EPP</i>	–
	Economics	–	–	PhD <i>ESP</i>

*Comment: EPP – Educational-Professional Program  
ESP – Educational-Scientific Program*

Professionals of specialization "Economics of Business Enterprise" 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 good knowledge of the foreign language, information systems, and technologies.



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. Seven professors – doctors of sciences and 18 PhD train the students.

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 ten institutes and faculties of the Igor Sikorsky KPI: teaches more than 50 economic disciplines, adapted for more than ten directions of preparation at all educational and qualification levels (bachelors, masters, PhD).

The department has stable relations with enterprises, commercial firms, educational and research organizations. To improve business education faculty maintains and develops contacts with international and national institutions.



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## 4. 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.

## 5. RESEARCH ACTIVITY

The mainline of research at the **FMM** is Actual Problems of Economics and Management.

### *Department of Management of Enterprises*

- 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 Economic Cybernetics*

- Global Paradigm of the Industrial Potential Formation: Establishing and Development Imperatives
- Management Theory and Information Technology in the Development Strategy of Economic Systems

### *Department of International Economics*

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



## **Scientific clubs**

### **Department of Management of Enterprises**

- "Foreign economic activity of enterprises"
- "Talent management of managers"
- "Logistic management"

### **Department of Industrial Marketing**

- "Problems of theory, methodology, and practice of marketing in an age of Industry 4.0."
- "Marketing Analytics"
- "Digital technologies in marketing activity"

### **Department of International Economics**

- "Economic dimension of sustainable development"
- "Organizational and economic mechanism of entrepreneurship development"
- "Economics of high-tech enterprises"
- "The global context of industrial development"
- "Development of international business in an age of globalization"

### **Department of Economics and Business**

- "Economics, organization, and management of chemical and biotechnological enterprises"

### **Department of Economics Cybernetics**

- "Human capital formation and development and social challenges in an age of Industry 4.0."
- "Economics: theory and practice"
- "Social and economic development in post-totalitarian countries"
- "Data Science and Economic Modelling"
- "ESTIEM Local Group Kyiv"



## 6. 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 clear start and end dates.



## 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).

## International Grant Projects of FMM

- 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
- Seven Framework Program, TEMPUS.
- Science and Technology Program "Ideas Lab" (Sweden).

The **Faculty of Management and Marketing** participates in the Igor Sikorsky KPI cooperation educational agreements with 26 specialized (economic units) of universities in such countries as France, Macedonia, Bulgaria, Latvia, Lithuania, Estonia, Belarus, Germany, Slovakia, Poland.



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**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.

**FMM** teachers have certificates from members of international organizations, are members of editorial boards of international scientific journals (Macedonia, Bulgaria, and 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 students 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, four PhD (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 subjects are taught in English. Doctors of philosophy are also trained in English.



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