

OBLIGATORY DISCIPLINES:

OPERATIONS RESEARCH AND OPTIMIZATION METHODS

Number of ECTS credits: 5

Content module 1. Basic concepts of mathematical modeling of economic systems. Methods of linear programming. Integer programming.

Topic 1. General concepts of optimization economic and mathematical methods and models.

Topic 2. The problem of linear programming and methods of its solution.

Topic 3. The theory of duality and analysis of linear models of economic optimization problems in the international economy.

Topic 4. Transport problem and its application in the international economy.

Topic 5. Integer programming.

Content module 2. Methods of nonlinear and dynamic programming. Game theories. Queuing and inventory management systems.

Topic 6. Nonlinear optimization models of economic systems.

Topic 7. Game theory. Analysis and risk management in the international economy based on the concept of game theory.

Topic 8. Dynamic programming.

Topic 9. Multicriteria optimization problems and methods for solving them.

Topic 10. Methods of network planning and management.

Topic 11. Inventory management models.

Topic 12. Models of queuing systems.

STATISTICS

Number of ECTS credits: 5

Content module 1. Introduction to statistics

Topic 1. Methodological principles of statistics.

Topic 2. Statistical observation.

Topic 3. Presentation of statistical data: tables, graphs, maps.

Topic 4. Compilation and grouping of statistics.

Content module 2. Statistical indicators and distribution series

Topic 5. Generalized statistical indicators.

Topic 6. Analysis of distribution series.

Topic 7. Selective method.

Topic 8. Analysis of concentration, differentiation and similarity of distributions.

Content module 3. Methods of analysis of the relationship of phenomena and processes

Topic 9. Statistical methods for measuring relationships.

Topic 10. Analysis of the intensity of dynamics.

Topic 11. Analysis of development trends and fluctuations.

Topic 12. Index method.

ECONOMY OF FOREIGN COUNTRIES

Number of ECTS credits: 5

Content module 1. National economies in the world economic process

Topic 1. National economies and their interaction.

Topic 2. Classification of countries in the world economy.

Topic 3. Resource potential of modern civilization.

Topic 4. Regional integration structure of the world.

Topic 5. Global development of the world economy.

Content module 2. Strategies of economic development of the world

Topic 6. Economy of developed countries.

Topic 7. Economy of countries with transformational economies.

Topic 8. Economy of developing countries.

Topic 9. Ukraine in the world economic space.

Topic 10. Regulation of international economic activity of countries.

BUSINESS ECONOMICS

Number of ECTS credits: 5

Content module 1. Economic principles of operation and resource provision enterprises in a market environment

- Topic 1. Enterprise as a subject of market relations.
- Topic 2. The structure and management of the enterprise.
- Topic 3. Enterprise staff, productivity and wages.
- Topic 4. Fixed assets of the enterprise.
- Topic 5. Working capital of the enterprise.
- Topic 6. Intangible resources and assets of the enterprise.

Content module 2. Financial and economic results and economic efficiency activities of the enterprise

- Topic 7. Investment resources of the enterprise.
- Topic 8. Production, quality and competitiveness of products.
- Topic 9. Costs and prices for products.
- Topic 10. Financial results of the enterprise.
- Topic 11. Economic efficiency of the enterprise.

INTERNATIONAL TRADE

Number of ECTS credits: 5

- Topic 1. Genesis of theoretical concepts of international trade
- Topic 2. The current state and structure of international trade
- Topic 3. The impact of international trade on the national economy
- Topic 4. Trade policy of the world and its varieties
- Topic 5. Tariff and non-tariff methods of regulating international trade
- Topic 6. Hidden protectionism as a modern tool of international trade
- Topic 7. Trade wars in international trade.
- Topic 8. The formation of world market conditions depending on trade policy countries of the world.
- Topic 9. The impact of the country's trade policy on trade and balance of payments.
- Topic 10. Strategies of the world in the context of international trade: export orientation and import substitution. Activities of international organizations and integration associations with regulation of international trade.

ECONOMETRICS

Number of ECTS credits: 5

Content module 1. Paired and multifactor linear regression models

- Topic 1. Features of econometric models and principles of their construction.
- Topic 2. Simple regression and correlation in econometric studies.
- Topic 3. General issues of construction multiple regression model.
- Topic 4. Estimation of parameters of the linear equation of the plural regression and quality of the model as a whole.
- Topic 5. Partial regression equations. Partial correlation. Forecasting by regression models in the international economy.
- Topic 6. Problems in construction of linear multiple regression models.

Content module 2. Types of econometric models

- Topic 7. Generalized regression analysis schemes.
- Topic 8. Systems of econometric equations.
- Topic 9. Dynamic econometric models.
- Topic 10. Modeling of one-dimensional time series
- Topic 11. Study of relationships in time series.
- Topic 12. Factor analysis and its application in solving problems of the international economy.

MANAGEMENT

Number of ECTS credits: 5

Content module 1. The essence of organizational management, its internal and external environment.

- Topic 1. Management: essence and basic concepts.
- Topic 2. The internal environment of the organization.
- Topic 3. The external environment in business.
- Topic 4. Strategic planning.
- Topic 5. Methods of strategy implementation.
- Topic 6. Organizational management structures.
- Topic 7. Organization in the management system.
- Topic 8. Theoretical foundations of motivation.
- Topic 9. The function of control in the management system.

Content module 2. Connecting processes and socio-psychological aspects in the system management.

- Topic 10. Communication processes in the management system.
- Topic 11. Making management decisions.
- Topic 12. Modeling and application of models in management.
- Topic 13. Social responsibility of management and corporate culture.
- Topic 14. Group dynamics.
- Topic 15. Conflict, change and stress management.
- Topic 16. Leadership and power.

INTERNATIONAL ECONOMICS

Number of ECTS credits: 5

Content module 1. Theoretical foundations of the formation and development of international economics

- Topic 1. International economic system.
- Topic 2. International economic activity.
- Topic 3. World market of goods and services.
- Topic 4. World financial market.
- Topic 5. Direct investment and international cooperation.
- Topic 6. International credit.
- Topic 7. World labor market and international labor migration
- Topic 8. World technology market.

Content module 2. World monetary system and international settlements. Current trends development of the world economy in the context of globalization and international economic integration

- Topic 9. World monetary system.
- Topic 10. International settlements.
- Topic 11. Balance of payments and macroeconomic balance.
- Topic 12. International economic integration.
- Topic 13. Globalization of economic development.
- Topic 14. Integration of Ukraine into the system of world economic relations.

COURSE WORK: INTERNATIONAL ECONOMICS

Number of ECTS credits: 1

HUMAN RESOURCES

Number of ECTS credits: 5

- Topic 1. Personnel management in the enterprise management system.
- Topic 2. The main characteristics of the personnel of the enterprise.
- Topic 3. Organization of staffing for the company.
- Topic 4. Evaluation and certification of personnel.
- Topic 5. Professional development of staff.
- Topic 6. Motivation and incentives for staff.
- Topic 7. Management of the process of staff release.
- Topic 8. Personnel service and personnel records management.
- Topic 9. Socio-psychological aspects of personnel management.
- Topic 10. Corporate culture and organizational behavior of staff.
- Topic 11. Strategy and policy of enterprise personnel management.
- Topic 12. Social partnership in the enterprise.
- Topic 13. Resource management of personnel management.
- Topic 14. The effectiveness of personnel management.

EDUCATIONAL DISCIPLINE OF SOCIO-PSYCHOLOGICAL DIRECTION (SELECTIVE):

Number of ECTS credits: 5

PSYCHOLOGY

Content module 1. Psyche, forms of its manifestation and properties

Topic 1. Psychology as a science. Goals and objectives of psychological training.

Topic 2. Psyche and its development.

Topic 3. Forms of manifestation of the psyche: psychological processes, states and properties.

Topic 4. Levels of expression of the psyche: conscious and unconscious.

Content module 2. Personality, its activities and behavior

Topic 5. Personality, personality structure.

Topic 6. Personality development. "I am a concept".

Topic 7. Activity as a form of personal activity.

Topic 8. Communication and interpersonal relationships.

CONFLICT MANAGEMENT

Content module 1 General theory of conflict

Topic 1. Development of the science of conflict as a science and academic discipline.

Topic 2. The essence of the conflict and its structure.

Topic 3. Types of conflicts and the cause of their occurrence.

Topic 4. The dynamics of the conflict and the mechanism of its occurrence.

Content module 2 Conflict interaction regulation

Topic 5. Conflict management process.

Topic 6. Methods and forms of conflict management.

Topic 7. Conflict prevention in the organization.

SOCIAL PROBLEMS OF SOCIETY

Content module 1. Theoretical foundations of the study of social problems of public life

Topic 1. Sociological sciences as a basis for the study of social problems of society.

Topic 2. Society as a social system, its social structure.

Topic 3. Personality in the system of social relations.

Topic 4. Organization of sociological research.

Content module 2 Practical features of research of social problems of separate spheres public life

Topic 5. Demographic problems of society.

Topic 6. Economic problems of modern society.

Topic 7. Problems and challenges of modern political processes.

Topic 8. Social challenges of modern changes in the family, marriage and personal life.

Topic 9. The problem of preservation and development of human culture.

BUSINESS PSYCHOLOGY

Content module 1. Theoretical aspects of business psychology

Topic 1. Business psychology as an interdisciplinary science.

Topic 2. Prospects for the development of science. The problem of method and methodology.

Topic 3. Characteristics of psychological symptoms entrepreneurship.

Topic 4. Analysis of the property status of the enterprise.

Topic 5. Psychology of business communication in business.

Content module 2. Applied aspects of business psychology

Topic 6. Psychology of business communication in business.

Topic 7. The specifics of doing business in business organization.

Topic 8. Psychological essence of entrepreneurial activity.

Topic 9. Psychological features of advertising policy.

Topic 10. Psychological features teamwork.

EDUCATIONAL DISCIPLINES IN LEGAL DIRECTIONS (SELECTIVE):

Number of ECTS credits: 5

INTERNATIONAL ECONOMIC LAW

Content module 1. General provisions of international economic law

- Topic 1. International economic law in the system of international relations.
- Topic 2. Sources of international economic law.
- Topic 3. Principles of international economic law.
- Topic 4. States as subjects of international economic law.
- Topic 5. International economic organizations.
- Topic 6. International economic agreements.

Content module 2. A special part of international economic law

- Topic 7. Legal regulation of foreign economic activity in Ukraine.
- Topic 8. International trade law.
- Topic 9. International monetary law.
- Topic 10. International transport law.
- Topic 11. International customs law.
- Topic 12. International investment law.

LABOR LAW

- Topic 1. Labor law as one of the branches of law of Ukraine. The source of labor law.
- Topic 2. Labor relations and their subjects.
- Topic 3. Collective agreements and collective agreements. Legal provision of employment and employment.
- Topic 4-5. Employment contract.
- Topic 6-7. Legal regulation of working hours and rest time.
- Topic 8. Remuneration.
- Topic 9. Discipline of works.
- Topic 10. Liability of the parties employment contract.
- Topic 10. Liability of the parties.
- Topic 11-12. Labor disputes.

COMMERCIAL LAW

Content module 1. General provisions of commercial law

- Topic 1. The concept of economic activity. The concept of economic law. Economic legal relations.
- Topic 2. General characteristics of economic entities. Legal bases of creation business entities and the procedure for their state registration
- Topic 3. Legal regulation of business licensing. Legal regulation of standardization and certification. "
- Topic 4. Legal status of companies. Legal status of enterprises and their associations "
- Topic 5. General characteristics of the termination of economic activity. The concept of bankruptcy and its legal significance. "

OPTIONAL:

FOREIGN LANGUAGE IN PROFESSIONAL DIRECTION (English, German, French)

SECOND FOREIGN LANGUAGE: ENTRY LEVEL (German, French, Spanish, Arabic, Russian)

PROFESSIONAL FOREIGN LANGUAGE (Russian)

PROFESSIONAL UKRAINIAN AS A FOREIGN LANGUAGE

ANTI-CRISIS MANAGEMENT OF THE ORGANIZATION

Content of the educational discipline

- Theme 1. Fundamentals of crisis management
- Theme 2. Legal bases of crisis management
- Theme 3. Diagnostics of the enterprise economic condition and assessment of the insolvency prospects
- Theme 4. Mechanism and technology of crisis management
- Theme 5. Strategy and tactics of crisis management
- Theme 6. Human resources management in crisis situations

BUSINESS PLANNING

- Theme 1. The concept of a business plan
- Theme 2. Analysis of the market
- Theme 3. Marketing Plan
- Theme 4. Operational Plan
- Theme 5. Organizational plan
- Theme 6. Financial plan
- Theme 7. Risk Management
- Theme 8. Registration of a business plan

CONFLICTOLOGY

Content module 1. Features of conflicts in different spheres

- Theme 1. Subject, content, structure and tasks of the discipline.
- Theme 2. Conflict and its nature.
- Theme 3. Conflict situation and incident.
- Theme 4. Personality as a subject of conflict.
- Theme 5. Conflict as a form of communication. Barriers to misunderstanding and ways to overcome them.
- Theme 6. The nature of conflicts that arise as a result of working together. Objective reasons for the emergence of business conflicts.

Content module 2. Conflict resolution technologies

- Theme 7. Conflict in the "Team - Leader" system and ways of managing it.
- Theme 8. Personnel management as a source of conflicts.
- Theme 9. Potential conflicts in the non-productive sphere.
- Theme 10. The range of possible outcomes from the conflict. Consequences of conflicts.

SOCIAL RESPONSIBILITY

- Theme 1. Introducing corporate responsibility
- Theme 2. Issues concerning Sustainability
- Theme 3. CSR strategy and reporting
- Theme 4. Employee related CSR issues
- Theme 5. Stakeholders and the social contract
- Theme 6. Environment issues Theory of management of CSR
- Theme 7. Social partnership as an instrument for the formation of social responsibility
- Theme 8. Monitoring of Corporate Social Responsibility
- Theme 9. Evaluating the effectiveness of social responsibility

BLOCKCHAIN: BASICS AND EXAMPLES OF USE

Content module 1. Basics of cryptographic methods

- in blockchain technology
- Topic 1. Trust and vulnerability.
- Topic 2. Fundamentals of cryptography
- Topic 3. Application of cryptography in the blockchain
- Topic 4. Blockchain technology, its capabilities and limitations

Content module 2. Features and examples of blockchain technology

- Topic 5. Implementation of blockchain in bitcoin
- Topic 6. Blockchain as a platform
- Topic 7. Smart contracts
- Topic 8. Non-financial examples of blockchain technology

FINANCIAL ASPECTS OF CREATING AN IDEA AND STARTING A BUSINESS

Content module 1. Business idea. Organizing and opening your own business

- Theme 1. Starting your own business
- Theme 2. Which business is more profitable? Benefit assessment of business idea
- Theme 3. Creating a new product and defining a business idea
- Theme 4. Costs and cost of production

Content module 2. Starting capital and basics of financial calculations

- Theme 5. Fundamentals of financial calculations
- Theme 6. Forms of raising capital
- Theme 7. Starting a business as a form of investment project realization
- Theme 8. An innovative form of investment
- Theme 9. Financing of the investment process
- Theme 10. Selling property

FINANCIAL DIAGNOSTICS AND BUSINESS VALUE ASSESSMENT

Content module 1. Theoretical and methodological foundations of cost-oriented management enterprise

- Topic 1. The subject and content of business valuation
 - 1.1. Economic meaning of value
 - 1.2. The essence of financial diagnostics
 - 1.3. The value of value management in the enterprise management system
- Topic 2. The system of financial diagnostics of the enterprise
 - 2.1. Approaches to financial diagnostics of the enterprise
 - 2.2. Methodical tools of financial diagnostics of the enterprise
 - 2.3. Information support of financial diagnostics
- Topic 3. Approaches to estimating the value of the enterprise
 - 3.1. Profitable approach to business valuation
 - 3.2. Cost-effective approach to estimating the value of the enterprise
 - 3.3. A comparative approach to estimating the value of the enterprise

Content module 2. In-house organization of value management enterprises

- Topic 4. Positioning of the enterprise in the stock market as an element of management cost
 - 4.1. Forms and types of financial instruments
 - 4.2. Factors influencing the growth of the market value of securities of the enterprise
 - 4.3. Sources of information about the fund activity of the enterprise
 - 4.4. Determining areas of enterprise value management by activating it activities in the stock market
- Topic 5. Rationalization of capital structure by the criterion of enterprise value
 - 5.1. Criteria selection of the optimal capital structure of the enterprise

BUSINESS REGISTRATION AND FINANCIAL REPORTING

Content module 1: The market analysis and business planning

- Theme 1. Market analysis
- Theme 2. The Methods of strategic analysis: definitions and practical use.
- Theme 3. Forms of capital raising and financial settlements.
- Theme 4. Making a business plan for the project.

Content module 2: Register and accompany own business in tax and financial aspects

- Theme 5. Forms of business organization
- Theme 6. Systems of taxation for legal entities
- Theme 7. Taxation systems for entrepreneurs
- Theme 8. Financial Statements

BASICS OF BUSINESS AND ENTREPRENEURSHIP

Content module 1. The organizational aspects of entrepreneurship.

- Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.
- Theme 2. Entrepreneurial ideas and methods of their implementation.
- Theme 3. Registration of enterprises of different forms of ownership.
- Theme 4. Sources of financing the business activity.
- Theme 5. Taxation, accounting and reporting for business.
- Theme 6. The risks of doing business.
- Theme 7. Protection of business and entrepreneurial secrecy.

BUSINESS ETHICS AND BUSINESS COMMUNICATIONS

Content module 1. Main components of the business ethics concept formation

- Topic 1. Business ethics and its features
- Topic 2. Corporate ethics
- Topic 3. The role of image in business

Content module 2. Business communications

- Topic 4. Communication: basic concepts and methodology
- Topic 5. Intercultural business communications
- Topic 6. Features of negotiations in business

LEADERSHIP BASICS AND ORGANIZATIONAL DYNAMICS

Content module 1 Theoretical bases of interaction of an individual (leader) and a group during managerial activity

- Theme 1 Management of human and group activities
- Theme 2 The essence of leadership theories
- Theme 3 Leadership style and image of the manager
- Theme 4 Types of group dynamics. Implementation of leadership in social groups
- Content module 2 Mechanisms of organizational dynamics
- Theme 5 The nature and essence of organizational conflict
- Theme 6 Resolution of internal contradictions

Theme 7 Psychological exchange

PROJECT MANAGEMENT

Content module 1 Theoretical and methodological principles of project management

Theme 1. General characteristics of project management

Theme 2. Project management organization

Theme 3. Team and key human factors in project management

Content module 2 Practical issues of project management

Theme 4. Project content planning. Project structuring.

Theme 5. Project planning in time.

Theme 6. Project cost management.

Theme 7. Project implementation control.

Theme 8. Project risk management

FOREIGN LANGUAGE OF INTERNATIONAL COMMUNICATION

Content module 1. Business etiquette and culture of communication with foreign partners

Topic 1. Organization of business meetings.

Topic 2. Travel to the country of a business partner

Content module 2. Features of communication in the field of services

Topic 3. Medical care

Topic 4. Hotel service, food

Content module 3. Business cooperation with business partners

Topic 5. Basic concepts of economics as a science

Topic 6. Types of companies. International relations

Content module 4. Features of business communication in the modern world

Topic 7. Business correspondence

Topic 8. Job search

CONDUCTING BUSINESS NEGOTIATIONS

Topic 1. Specificity and peculiarities of negotiations

1.1. Features, types of business negotiations

1.2. The definition of business negotiations

1.3. Structure of negotiations

Topic 2. Stages of conducting business negotiations.

2.1. Strategic approaches to negotiations

2.2. Principled approach

2.3. System approach in negotiations

Topic 3. Negotiation strategy

3.1. Control points of negotiations

3.2. 10 key points of negotiations

3.3. Arguments for successful negotiations

Topic 4. Negotiation tactics.

4.1. Concept of tactics.

4.2. Rhetorical methods of negotiations.

4.3. Ways to influence the partner.

Topic 5. Psychological impact in negotiation process.

5.1. Fundamentals of psychology.

5.2. Manipulation as a means of hidden influence

5.3. Civilized psychological influence.

Topic 6. Analysis of business partner character

6.1. Rules of success in negotiations

6.2. Analysis of partners nature

6.3. Types of interlocutors.

Topic 7. Negotiation process. Caucus

7.1. Tasks for starting negotiations

7.2. Methods of attracting attention

7.3. Concept and purpose of caucus

Topic 8. Answers to questions and objections.

8.1. Answers to questions.

8.2. Tricks for avoiding an answer

8.3. Algorithm for handling objections.

Topic 9. Effective completion of negotiations

9.1. Objectives of the final phase of negotiations

9.2. Ways to accelerate decision making

9.3. Common errors in negotiations.

MATHEMATICAL MODELS AND METHODS OF DECISION-MAKING

Content module 1. Fundamentals of decision making methodology

- Theme 1. Basic definitions and concepts of decision making theory
- Theme 2. General formulation of problems of decision-making
- Theme 3. Single-criterion problems of decision-making
- Theme 4. Multi-criterion decision-making problems

Content module 2. Methods of decision making

- Theme 5. Methods of solving single-criterion problems
- Theme 6. A statement of the multi-criteria problem of linear programming
- Theme 7. Statistical methods of decision making
- Theme 8. Problems of decision-making in conditions of uncertainty
- Theme 9. Problems of decision-making in conditions of certainty
- Theme 10. Decision-making problems at risk
- Theme 11. Stochastic decision making problems
- Theme 12. Game theory as a tool of decision making theory

ETHICS, PSYCHOLOGY AND BUSINESS COMMUNICATION SKILLS (ETHICS, NEUROPSYCHOLOGY, SKILLS OF BUSINESS COMMUNICATION)

Content module 1. The basis of business communication

- Theme 1. Ethics, neuropsychology, skills of business communication: introduction
- Theme 2. Needs of a personality as a foundation of business communication
- Theme 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation, humor
- Theme 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxiety, love as factors of the quality of communication
- Theme 5. Typology of a personality in business communication
- Theme 6. Self concept of personality and image as the foundation of business communication

Content module 2. Communication technologies and procedures

- Theme 7. The art of dialogue
- Theme 8. Defense mechanisms of a personality in communication
- Theme 9. Interview: interviewer characteristics, documents, letters of recommendation, selfpreparation for the interview
- Theme 10. Business clothes, perfumery
- Theme 11. Etiquette at the table
- Theme 12. Superstitions, signs, self-hypnosis and auto-training in communication
- Theme 13. Written agreements in business negotiations
- Theme 14. Modern problems of business communication

ECONOMICS AND KNOWLEDGE MANAGEMENT

Content module 1. Scientific and theoretical foundations of knowledge economy

- Topic 1. Methodological foundations of knowledge economy
- Topic 2. Knowledge as special information
- Topic 3. Application of knowledge in modern organizations
- Topic 4. Intellectual capital management

Content module 2. Features of knowledge management

- Topic 5. Knowledge management and its connection with innovation
- Topic 6. Knowledge management in the practice of organization management
- Topic 7. Knowledge economy and scientific and technological development
- Topic 8. Organization of knowledge transfer
- Topic 9. Formation of the system of scientific work and education in Ukraine

PUBLIC GOVERNANCE

Content module 1. Models of decentralized management: international experience

- Topic 1. Management traditions in Europe
- Topic 2. Modern approaches to modernization of management
- Topic 3. Analysis of global models of decentralized management
- Topic 4. Criteria for comparing political and administrative systems
- Topic 5. Trends in decentralization in selected countries: Italy, France, Great Britain
- Topic 6. Decentralization in the United States, Canada
- Topic 7. Development of models and practical experience of Eastern European countries

Content module 2. New public management and public governance

- Topic 8. Prerequisites and principles of new public management
- Topic 9. Forms of modern administrative activity. Administrative activities competitive orientation
- Topic 10. Public Governance: conceptual apparatus, essence and types

- Topic 11. Evaluation of territorial management on the basis of good Governance criteria
- Topic 12. Regional governance
- Topic 13. Practical application of technologies public private partnerships
- Topic 14. Possibilities of application of elements of the concept of new public management i public governance in the cities of Ukraine

CREATIVE MANAGEMENT

Section 1. Creative economy: formation, development and initating environment

- Theme 1. The conceptual principles of the creative economy
- Theme 2. The features of the formation of a creative economy in Ukraine and abroad
- Theme 3. Protection of intellectual property rights in the creative economy
- Theme 4. Creative management as a basis for building a creative economy

Section 2. The theoretical foundations of creative management

- Theme 5. The process and nature of human thinking. The types of thinking
- Theme 6. Formation of a creative person
- Theme 7. The creative type manager
- Theme 8. Formation of creative environment at an organization
- Theme 9. Integral intelligence as an object of management in creative management
- Theme 10. Team building in creative management
- Theme 11. Motivation of personalities of creative type

BUSINESS ETHICS

Content module 1. Business ethics as a science and a discipline

- Theme 1. Business ethics as a science and discipline: object, subject and task
- Theme 2. Language culture of business conversation

Content module 2. Culture and ways of communication, the image of a businessman

- Theme 3. Culture and communication techniques as part of language etiquette
- Theme 4. Non-verbal ways of communication
- Theme 5. Power of image
- Theme 6. Technology of business (commercial) negotiations
- Theme 7. Ethics of distance communication

TIME MANAGEMENT

Content module 1. Time management tools

- Topic 1. The concept of time and its types.
- Topic 2. Internal and external obstacles or "time wasters"
- Topic 3. Inventory and time analysis
- Theme 4. Effective methods and tools of time management
- Topic 5. Delegation of powers as an effective time management tool

IT ENTREPRENEURSHIP

Content module 1. Organizational and legal aspects of entrepreneurship

- Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.
- Theme 2. Entrepreneurial ideas and methods of their implementation.
- Theme 3. Registration of enterprises of different ownership forms.
- Theme 4. Sources of financing of business activity.
- Theme 5. Business taxation, accounting and reporting.

Content module 2. Peculiarities of doing business in IT area

- Theme 6. Business models for IT area.
- Theme 7. General characteristics of IT business.
- Theme 8. Business-planning.
- Theme 9. Marketing of IT projects.

THE ART OF TRAINING

Content Module 1. Schedule, lecture and the audience "touch"

- Theme 1. Forming the plan of training and making an interactive lecture
- Theme 2. Mini-games in classroom
- Theme 3. Debates

Content module 2. Big tutorials

- Theme 4. Socratic seminar
- Theme 5. Role-playing games
- Theme 6. Classroom simulations

PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT

Content module 1. Basics of personal branding

- Theme 1. A systemic view on a personal brand
- Theme 2. Creating a personal brand
- Theme 3. Promotion of a personal brand

Content module 2. Management of business image

Theme 4. Theoretical basis for a business image development

Theme 5. Technological bases for creating a business image

Theme 6. Features of business image management

SMALL BUSINESS MANAGEMENT

Content module 1. Organizational and legal aspects of small business

Topic 1. The concepts and approaches to business.

Topic 2. Main activities in business.

Topic 3. Entrepreneurial ideas and methods of their realization.

Topic 4. Registration of enterprises of various forms of ownership.

Topic 5. Licensing of entrepreneurial activity.

Topic 6. The concept of patenting.

Topic 7. Entrepreneurship in trading activities.

Topic 8. The order of liquidation of the enterprise and suspension of activity

Content module 2. Small business financing, staffing and small business security

Topic 9. Sources of financing of small businesses.

Topic 10. Taxation, accounting and reporting in small business enterprises.

Topic 11. Supervisory and supervisory bodies.

Topic 12. Franchising. The concept of franchising.

Topic 13. Business Risks

Topic 14. Business protection and business secrets

Topic 15. Business ethics and culture in business.

MANAGEMENT OF PRODUCTION OF GOODS AND SERVICES

Content module 1. Operations strategy and managing change

Topic 1. Introduction to the field

Topic 2. Operations Strategy and Competitiveness.

Topic 3. Project management

Topic 4. Process analysis

Topic 5. Service process selection and design

Content module 2. Supply chain design

Topic 6. Supply chain strategy

Topic 7. Strategic capacity management

Topic 8. Lean production

Topic 9. Operations consulting and reengineering

Topic 10. Aggregate sales and operations planning

VALUATION ACTIVITY IN BUSINESS

Content module 1. Conceptual basis for business valuation

Theme 1. Subject and content of business valuation

Theme 2. Organizing the evaluation activity and its legislative support

Theme 3. Methodical tool for valuing business value.

Content module 2. Valuation of business for specific purposes

Theme 4. Approach to assessing the value of a business

Theme 5. Comparative approach to business valuation

Theme 6. Cost-effective approach to business valuation

ELECTRONIC MARKETING

Content module 1. Theoretical basics of electronic marketing.

Theme 1. Essence and main characteristics of e-business, e-commerce, electronic and Internet marketing.

Theme 2. E-marketing tools and technologies.

Content module 2. Application of e-marketing tools in the activities of modern enterprises.

Theme 3. Fundamentals of Content Optimization.

Theme 4. Search Marketing.

Theme 5. Social Media Marketing.

Theme 6. Web analytics and analysis of the effectiveness of e-marketing activities.

Theme 7. Features of mobile marketing.

INTERNATIONAL ADVERTISING BUSINESS

Content module 1. International advertising as a process of business activity

Theme 1. The essence of international advertising. Advertising as an industry.

Theme 2. Advertising as a process of marketing activity. Psychological aspects of marketing and advertising.

Theme 3. International advertising: understanding cultural differences. The impact of culture on global marketing and advertising.

Theme 4. International advertising as a process of communication. The language of cross-cultural advertising.
Content module 2. International advertising activity as the process of management.
Theme 5. Global brands development. Global brands management.
Topic 6. Organization of an advertising campaign in the foreign market.
Theme 7. The role of the Internet in promoting the company in international markets
Topic 8. Advertising tools in social media

MODERN MANAGEMENT TOOLS

Content module 1. Search for business model, problem-solving tools.

Theme 1. Business ecosystem.
Theme 2. Design Thinking.
Theme 3. Contemporary business models.
Theme 4. Business Model Canvas.

Content module 2. Business model validation management tools.

Theme 5. Team management tools.
Theme 6. Minimum viable product.
Theme 7. Management tools for the market evaluation and marketing.
Theme 8. Basics of investment and finance in business.

HR MANAGEMENT

Content module 1. Managing the Internal and External Environment

Topic 1. Human Resource Management: Definitions and Main Functions
Topic 2. The Analysis and Design of Work
Topic 3. Human Resource Planning and Recruitment
Topic 4. Selection and Placement
Topic 5. Training and Development
Topic 6. Performance Management

Content module 2. Acquiring, Developing and Compensating Human Resources

Topic 7. Employee Relations
Topic 8. Employee Separation and Retention
Topic 9. Leadership
Topic 10. Career Management
Topic 11. Pay Structure Decisions and Individual Contributions
Topic 12. Employee benefits
Topic 13. Strategic Human Resource Management

PUBLIC RELATIONS

Content module 1. Fundamentals of the theory of public relations.

Theme 1. Public relations and social communication.
Theme 2. History of the origin and development of public relations.
Theme 3. Public relations in modern society.
Theme 4. Public opinion as an object of PR activities.
Theme 5. The media is an important tool of PR.

Content module 2. Applied aspects of public relations.

Theme 6. The role of public relations in shaping the image of the organization.
Theme 7. Event communication in the public relations system.
Theme 8. International public relations.
Theme 9. Crisis public relations.
Theme 10. Organization of public relations system.
Theme 11. Legal regulation and ethical norms of public relations.

