

**INTENDED LEARNING OUTCOMES OF THE PROGRAMME
“BUSINESS ADMINISTRATION” (MASTER’S DEGREE)**

<p>The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:</p>	
<p>A Knowledge and understanding</p>	
<p>On successful completion of the programme a student should be able to demonstrate knowledge and understanding of:</p>	<p><i>Acquisition of ILOs through the following courses:</i></p>
<p>1) content and basic provisions of humanitarian and fundamental disciplines to the extent required to master general professional economic courses and use their methods in their chosen profession;</p>	<p><i>Microeconomics and Macroeconomics, Business Economics, Management</i></p>
<p>2) trends of development of modern science, research methods and techniques;</p>	<p><i>Microeconomics and Macroeconomics, Business Analytics, Project Management</i></p>
<p>3) major theoretical issues of innovation as source and mean of implementing strategic changes within an organization;</p>	<p><i>Business Strategy, Innovative Development of the Enterprise, Modern Technologies of Marketing and Sales Management, Management of Changes</i></p>
<p>4) theoretical foundations, basic concepts and fundamental tools of financial management, control of movement of an organization’s financial resources;</p>	<p><i>Business Economics, Financial Management, Investment Management and Risk Management</i></p>
<p>5) methods and models for analysis of status and trends of the environment of an enterprise, the main methodological assumptions and methodological approaches to the choice and development of a strategy for a company;</p>	<p><i>Business Law, Marketing management, Business Process Modeling, Business Strategy, Management of Competitiveness, Business Planning</i></p>
<p>6) the theoretical and methodological principles of strategic management, methods for the effective application of research results to create marketing</p>	<p><i>Management, Business Strategy, Marketing Management, Development of Creative Thinking</i></p>

<p>strategies and management organization based on the modern approaches and concepts;</p> <p>7) methods and techniques of developing, implementation and controlling of business project and evaluating their effectiveness;</p> <p>8) the theoretical and practical foundations of management of innovation product, implementation the principles of innovation management in the strategic planning of the innovation process to create commercially successful products and brands.</p>	<p><i>Project Management, Fundraising, Human Resource Management, Business Analytics, Business Planning, Time Management</i></p> <p><i>Management of Competitiveness, Branding, Innovative Development of the Enterprise</i></p>
<p>Teaching and Learning</p>	<p>Assessment methods</p>
<p>Lectures, workshops, seminars, group work, tutorials, textbooks, monographs, journals, internet sources, e-learning, self-directed and guided study, research projects, contest papers, conducting research on the topic of the Master`s thesis (individual and guided by the tutor).</p>	<p>Examinations, tests, individual coursework (essays, reports, reviews etc.), seminar and practical-based assessment, presentations and projects, mid-term control works, course papers, Master`s thesis.</p>
<p>B. Application of knowledge and understanding</p>	
<p>On completion of the programme students will be able to:</p> <p>1) use professional knowledge and practical skills for strategic planning and organization their company`s marketing activity in a changing competitive environment; study and analyze the main characteristics of macro and micro environments, market indicators in conditions of the economic instability;</p> <p>2) analyze an enterprise`s major economic, financial and marketing indicators for development of programmes aimed to improve the effectiveness of activities on domestic and foreign markets through innovative technology;</p> <p>3) use knowledge and practical skills to analyze the</p>	<p><i>Business-Planning, Business Law, Marketing Management, Microeconomics and Macroeconomics, Marketing of Services, Industrial Marketing</i></p> <p><i>Business Economics, Business Analytics, Investment Management and Risk Management, Marketing Management, Management of Competitiveness</i></p> <p><i>Marketing Management, Business</i></p>

business portfolio of a company, developing business strategies and business plans, bringing to market commercially successful products and brands, making effective business solutions.	<i>Strategy, Management of Competitiveness, Consumer Behavior, Brand Management</i>
Teaching and Learning	Assessment methods
Practical classes, group work, self-directed and guided study, role games, case studies, workshops, internships, research projects, contest papers, conducting research on the topic of the Master's thesis (individual and guided by the tutor).	Examinations, practical tasks, course works, presentations, projects, internship reports, defence of research projects, contest papers, of Master's thesis.
C. Making judgments	
On successful completion of the programme a student should be able to: 1) integrate knowledge of humanitarian, socio-economic and professional disciplines to formulate goals and objectives based on the results of the strategic and competitive analysis of a company (organization), develop strategic measures to implement the goals and objectives; 2) make decisions under conditions of limited or incomplete information; 3) realize economic and social outcomes of their decisions, implement into business activity the principles of social-ethical marketing, corporate social responsibility for sustainable development of companies and society.	<i>Students acquire skills 1–3 during study of all courses. This determines the choice of corresponding methods of teaching and learning as well as assessment methods.</i>
Teaching and Learning	Assessment methods
Problem-based learning, projects, workshops, seminars, business games, case studies, internships, research projects, contest papers, writing and publishing research articles, conference reports, conducting research on the topic of the Master's thesis (individual and guided by the tutor).	Exams, seminar and practical-based assessment, course papers, self-directed and guided study, presentations, cases, defence of research projects, contest papers, defence of Master's thesis.
D. Communication skills	
On successful completion of the programme students	

<p>should be able to:</p> <ol style="list-style-type: none"> 1) effectively present and defend their own ideas, concepts, suggestions, both orally and in written form; 2) present, to argue and to defend their own concepts and views in discussion with opponents; 3) deliver information, ideas, problems and solutions, clearly and unambiguously, to both specialist and non-specialist audiences, promote their ideas in their organization and beyond; 4) use communication and management skills to improve efficiency and achieve the objectives of their organizational unit (department) and the enterprise (organization). 	<p><i>Students acquire skills 1–4 during study of all courses. This determines the choice of corresponding methods of teaching and learning as well as assessment methods.</i></p>
<p>Teaching and Learning</p>	<p>Assessment methods</p>
<p>Seminars, discussions, group work, defence of projects and course works, business games, case studies, internships, defence of contest papers, writing and publishing research articles and conference reports, conference presentations, roundtables, discussion of papers and articles in groups and with a tutor, defence of the Master’s thesis.</p>	<p>Seminar-based assessment, presentations, course work and project defence, reviewing articles, provide feedback on contest papers, evaluating Master’s thesis performance.</p>
<p>E. Learning skills</p> <p>On completion of the programme students will be able to:</p> <ol style="list-style-type: none"> 1) independently and creatively work out theoretical and practical material; 2) independently find important sources of information for educational, research and professional needs; 3) to produce, process, summarize, analyze and present information in accordance with specific goal; 4) carry out research on the basis of information technology; 5) submit results of their research in the form of scientific articles and conferences reports; 6) develop obtained learning skills for continuing their study in a manner that may be largely self-directed and 	<p><i>Skills 1-7 are developed in all courses and related to relevant teaching and learning methods and assessment methods as appropriate. Self-directed learning forms and requirements for independent search and use of a wide range of sources are the elements of all courses.</i></p>

<p>autonomous;\</p> <p>7) determine the direction and stages of lifelong learning, improve their own professional skills.</p>	
Teaching and Learning	Assessment methods
<p>Self-directed learning forms, University library, ICT packages, conducting research (individual and guided by the tutor), writing research papers and Master's theses.</p>	<p>Assessment of learning skills is accomplished through a range of methods, which include self-directed learning forms assessment, essays, projects, presentations, tests, exams, reviewing articles, provide feedback on contest papers, evaluating course papers and Master's thesis defence.</p>