

**NATIONAL TECHNICAL UNIVERSITY
«KHARKIV POLYTECHNIC INSTITUTE»**



ECONOMIC FACULTY

**BUSINESS ADMINISTRATION AND
PERSONNEL MANAGEMENT
DEPARTMENT**

Welcome to the BUSINESS ADMINISTRATION AND PERSONNEL MANAGEMENT DEPARTMENT!



OUR DEPARTMENT:

- ▶ Creativity, professional competence, relevant expertise and new opportunities!
- ▶ Modern educational environment, unique tools and professionalism of each member of the team!
- ▶ Achievements of international projects, global best practices and technologies!
- ▶ Openness to find the best educational decisions!



SPECIALTIES OF THE DEPARTMENT



051 ECONOMY

Specialization PERSONNEL MANAGEMENT & LABOR ECONOMICS (Bachelor & Master)

073 MANAGEMENT

Specialization MANAGEMENT of ENTERPRISES & ORGANIZATIONS (Bachelor & Master)

Specialization MANAGEMENT of ENTREPRENEURSHIP ACTIVITY (Bachelor & Master)

Specialization MANAGEMENT OF INNOVATION (Master)

075 MARKETING

Specialization MARKETING & LEGAL PROTECTION of INTELLECTUAL PROPERTY (Bachelor)

076 BUSINESS, TRADE & EXCHANGE ACTIVITIES

Specialization ECONOMICS & MANAGEMENT OF INTELLECTUAL PROPERTY (Master)



Specialty

051 ECONOMY



- ▶ Specialization PERSONNEL
MANAGEMENT & LABOR ECONOMICS



- ▶ Educationally-qualifying levels:
 - Bachelor of Economics (4 years)
 - Master of Economics (1 year and 4 months)

Labour Economy and Human Resource Management!



- Today, this *is universal professionals* who combine a deep understanding of economic processes and leadership skills, ability to work with people and create an effective strategy for the development of personnel.
- Such specialists are very necessary in all sectors of the economy, in manufacturing, banking and commercial businesses, IT - technologies, social activities, the tourism industry, in the state executive authorities, local government and so on.



Students acquire the necessary knowledge and practical skills for: performance of economic - administrative functions and management, analytical and research work, study and make strategic and tactical decisions, formation of personnel potential of the enterprise, the development of human resource management systems and improve the efficiency of the enterprise.



PERSPECTIVES OF EMPLOYMENT



Future activities of the alumni related with prestigious, high-paying jobs in the various sectors of the economy:

- Economists (economist for planning, economist-demographer, economist and statistician, labor economist);
- Management (HR-manager coachers, training manager, office manager, motivational speaker, manager of educational and socio-political projects);
- HR-managers of departments, head of training and development of staff, head of professional recruitment and training of personnel;



PERSPECTIVES OF EMPLOYMENT

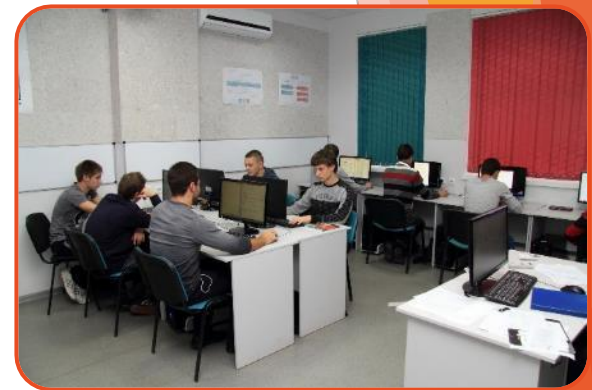
- Professionals of the labor and employment sectors (an analyst of labor market and professional employment, an expert on social responsibility of business, engineering of labor norms);
- Professional agents on employment and labor contacts (a recruiter, personnel outsourcing specialist on staff leasing specialist);
- Experts on social protection (a social insurance specialist, a specialist in solving labor conflicts, a social worker);
- Teachers and researchers.

When you select a specialty and specialization considered the need for highly skilled personnel



MAIN DISCIPLINES: BACHELOR DEGREE

- Economics of Enterprise;
- Finance of companies;
- Organization of production;
- The investment activity of the enterprise;
- Planning and control of the enterprise;
- Logistics;
- HR Management;
- Labor Organization;
- Rationing of labor;
- Management of labor potential;
- Motivation;
- Audit of personnel;
- Conflictology;
- Labor Economics and socially - labor relations.



MAIN DISCIPLINES: MASTER DEGREE

- Innovative development of enterprise;
- Economic Enterprise Management;
- Intellectual business;
- Project Management;
- Management of enterprise competitiveness;
- Management of the enterprise potential;
- Strategic Enterprise Management;
- Information Systems in Personnel Management and Labor Economics;
- Methodology of scientific research of the labor market;
- Modern technologies in personnel management;
- Management of personnel development;
- Employment Strategy.

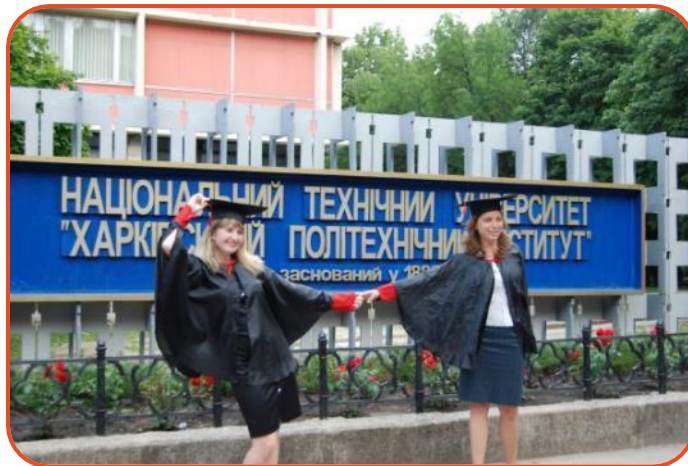


Specialty

073 MANAGEMENT



► **Specialization** *MANAGEMENT OF ENTERPRISES & ORGANIZATIONS*



- **Educationally-qualifying levels:**
- **Bachelor of Management (4 years)**
 - **Master of Management (1 year and 4 months)**

PROFESSIONAL COMPETENCIES



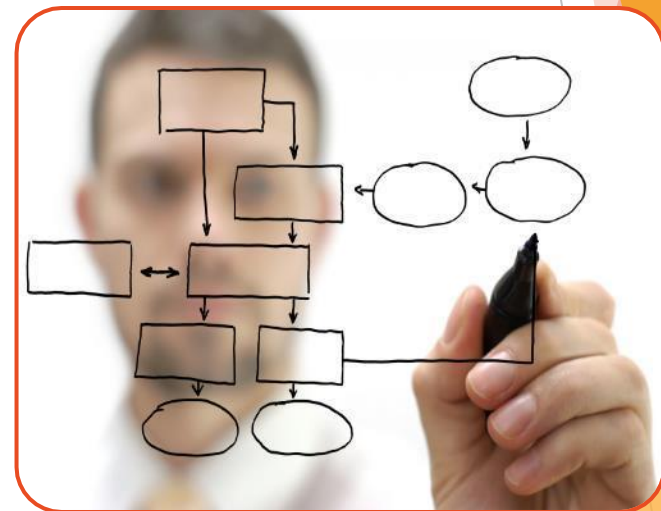
- Ability to analyze domestic labor market, plan and analyze KPI of the enterprise; understand principles of functioning, development and regulation of social and labor relations in society
- Ability to recognize influence of macro- and microeconomic processes on the activity of the enterprise
- Ability to manage resources of the enterprise (labor, information, financial and material resources)
- Ability to set the strategy for the enterprise at commodity market and evaluate its performance



AFTER GRADUATION YOU WILL BE ABLE TO



- Regulate social and labor relations with a help of modern elements of human resource management and psychology
- Make organizational and managerial decisions and estimate its consequences by using economical and mathematical modeling
- Plan and organize activity of the enterprise considering available resources and risks
- Create strategy of the enterprise on the commodity market and manage its logistical flows



PERSPECTIVES OF EMPLOYMENT



- **Manager** is professionally engaged to the managerial activities; he controls day to day functions of the enterprise in order to save its main proportions; it is a person empowered to make managerial decisions and implement them. The main goal of the manager is to ensure stable competitiveness of the enterprise.

As a manager you will be able to:

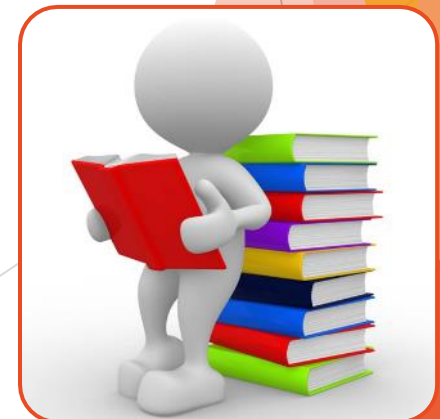
- Get a leading job at the domestic and international companies, including global multinational corporations;
- Get high monetary and social compensation;
- Have significant perspectives of development of your career;
- Become qualified and effective director of the enterprise.



MAIN DISCIPLINES: BACHELOR DEGREE



- Infrastructure of the commodity market
- Methods of making managerial decisions
- Enterprise activity planning
- Operational management
- Logistics
- Organization of the entrepreneur activity
- Resource management
- Risk management of the enterprise
- Economics of labor and social relationships
- Economical and mathematical modeling
- Psychology of Human Resource Management



MAIN DISCIPLINES: MASTER DEGREE



- Management psychology and conflict resolution techniques
- Enterprise potential management
- Strategic management
- Innovation management
- Modern technologies in management of the enterprise



Specialty

073 MANAGEMENT



- Specialization MANAGEMENT of ENTREPRENEURSHIP ACTIVITY



- **Educationally-qualifying levels:**
 - Bachelor of Management (4 years)
 - Master of Management (1 year and 4 months)

PROFESSIONAL COMPETENCIES



- Ability to estimate a concrete situation from doing business, using corresponding instruments for the analysis of business-environment
- Ability to carry out work on a management, optimization of organizational structure, development of strategy and subject of entrepreneurial activity
- Ability to take away and apply mathematical and mathematical economics methods and models in a management by small and middle organization taking into account its specific and limitations
- Ability to coordinate activity of functional subdivisions of enterprise
- Ability to create creative commands for the prosecution of innovative projects, to develop the systems of motivation and conduct teaching of personnel

STUDY RESULTS



- To select indexes for the estimation of potential on the whole on an enterprise and after his constituents with the use of modern methods and instruments of estimation;
- To develop and realize innovative and general corporate strategy of enterprise
- To generate business-ideas for organizations and transform them in practical actions which bring a socio-economic and commercial result
- To execute work, sent to providing of profitability height, competitiveness and quality of commodities and services, increase of efficiency and profitability of production
- To develop and realize the new business
- Models of entrepreneurial activity



PERSPECTIVES OF EMPLOYMENT



The got knowledge will help graduating students to become the **leader of own business or manager of higher level on an enterprise**, knowing the newest achievements and tendencies in a management by business;

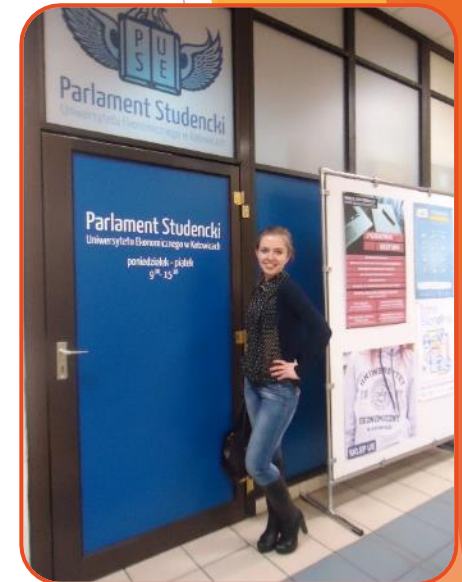
Graduated students work in the leading Ukrainian and international companies, in consultative centers, consulting organizations, innovative-investment agencies, scientific-productive-technical complexes, financially-industrial groups, They conduct independent entrepreneurial activity also.



MAIN DISCIPLINES: BACHELOR DEGREE



- Business-communications and business-culture
- Commercial logistic
- Economy and management of entrepreneurial activity
- A risk and acceptance of administrative decisions in entrepreneurial activity
- Resource management in entrepreneurial activity
- Enterprise's potential management
- International enterprise
- Management at enterprises of small and middle business
- Economic-mathematical methods and models are in entrepreneurial activity
- Anticrisis management of entrepreneurial activity



MAIN DISCIPLINES: MASTER DEGREE



- Creative management
- System analysis and acceptance of innovative decisions
- Entrepreneurship and business-planning
- Financial management
- Informative systems on innovative activity
- Economy of innovative enterprise
- Innovative management
- Transfer of technologies
- Account and accounting of small and middle business enterprises
- Strategic management of innovative development at enterprise



Specialty

073 MANAGEMENT



► Specialization MANAGEMENT OF INNOVATION



► Educationally-qualifying levels:

- Master of Management (1 year and 4 months)

PROFESSIONAL COMPETENCIES

- Ability to analyze and evaluate the innovation potential of the company and its external environment
- Ability to identify new target markets innovative products using modern techniques
- Ability to create innovative environment of organization, a culture of innovation and creative human potential
- Ability to select the innovation strategy and tactics of the enterprise by using of modern technologies and methods
- Ability to manage innovative projects to justify the need for investments for their implementation



PROFESSIONAL COMPETENCIES

- Ability to manage technological, food, logistics and other types of innovation based on their patterns and paths of development
- Ability to manage innovative risk
- Ability to organize activities of technology parks and venture businesses
- Ability to manage subordinates
- Ability to commercialize the results of intellectual development ensuring the rights of owners



PERSPECTIVES OF EMPLOYMENT



Master in Management of innovation can find its application in various areas of business and public administration:

- industrial and commercial enterprises
- IT-enterprises
- local authorities and public administration



PERSPECTIVES OF EMPLOYMENT



Graduate specialization "MANAGEMENT OF INNOVATION" can work for the following positions:

- Head of the innovative development of the enterprise;
- Head of patent and license departments;
- HR-manager on issues of innovation development;
- Manager-managing of innovation projects and programs;
- Specialist in logistics support of innovation;;
- Specialist in the commercialization of new products and services;
- Specialist in standardization, certification and quality of new products;
- Analyst at research and development of new markets.



MAIN DISCIPLINES: MASTER DEGREE

- Marketing Innovation;
- Management of innovative projects;
- Investment management;
- Creative Management;
- Strategic management of innovative development of the enterprise;
- Management of processes of development and assimilation of new products;
- Innovation Management;
- Technology transfer, intellectual property;
- Information systems in innovation management;
- Patent and market research;
- Intellectual Property Law.



Specialty

075 MARKETING



- Specialization MARKETING & LEGAL
PROTECTION OF INTELLECTUAL PROPERTY



Educationally-qualifying levels:

- Bachelor of Marketing (4 years)

Specialty 076 BUSINESS, TRADE & EXCHANGE ACTIVITIES



- ▶ **Specialization** *ECONOMICS & MANAGEMENT OF INTELLECTUAL PROPERTY*



- ▶ **Educationally-qualifying levels:**
 - **Master of Entrepreneurship**
(1 year and 4 months)

PROFESSIONAL COMPETENCIES



- Ability to model business processes with the use of intellectual property in the enterprise and to exercise their diagnosis with the use of optimization methods and models;
- Ability to organize, plan and control the creation and implementation of intellectual property;
- Ability to develop and implement tools and activities for the transfer of intellectual property rights;
- Ability to carry out the process of identification of intellectual property;
- Ability to implement measures of international marketing activity in conditions of globalization of markets;
- Ability to assess the commercial potential of technology and the transfer of intellectual property rights;



PROFESSIONAL COMPETENCIES

- The ability to carry out activities for the management of innovative activity of the enterprise;
- Ability to carry out marketing activities in international markets;
- Develop and maintain the necessary information support for e-commerce;
- Assess the effectiveness and efficiency of marketing and communication activities;
- Develop and implement effective management of rights to intellectual property;
- Ability to form the transfer of intellectual property rights policy;
- Ability to organize, plan activities for the protection of intellectual property rights;
- Ability to carry out a comprehensive analysis and monitoring of the global intellectual property management system.



PERSPECTIVES OF EMPLOYMENT



- **Bachelor of Marketing can find its application in various areas of business and public administration:**
- on the industrial and commercial enterprises;
- in services: sports, tourism, insurance;
- financial institutions: banks, tax and other organizations;
- institutions of local and state government.

Moreover Bachelor of Marketing can work in the field of traditional marketing and e-commerce: online marketing, Internet exchanges, online stores, etc.



PERSPECTIVES OF EMPLOYMENT



Graduate specialization "Economic and Management of Intellectual Property" can work in positions:

- Manager for intellectual property management;
- Marketing analyst;
- Sales Manager;
- Consultant on rationalization of production;
- Consultant of patent and inventive work department;
- Inspector of the Department of protection of intellectual property rights;
- Assistant Patent Attorney;
- Head of the patent department.



MAIN DISCIPLINES: BACHELOR DEGREE



- Development and implementation of intellectual property;
- International intellectual property management system;
- Economic models in the international innovation;
- Intellectual property in the innovation activities;
- The infrastructure of the national market;
- Optimization methods in international innovation;
- E-commerce;
- Industrial Property Law;
- Copyright and related rights.



MAIN DISCIPLINES: MASTER DEGREE



- Intellectual property information security;
- Patent engineering;
- Economics of Intellectual Property;
- Intellectual Property Marketing;
- Transfer of intellectual property rights;
- Creative Management;
- Technology Transfer;
- Management of intellectual property;
- Personnel management and sociology of management;
- Assessment of intellectual property commercial potential



ADVANTAGES OF LEARNING



- Modern infrastructure of classrooms;
- Specialized computer classes;
- International competitions and projects;

- Opportunities for sport;
- Practice on the effectively working enterprises of Ukraine and other countries;
- Participation in international projects and the possibility of credit mobility in European universities.



ADVANCED TEACHING METHODS



In the process of studies there is the foreseen application of both active and interactive educational technologies: meeting with the representatives of leading domestic and foreign enterprises and organizations/ of guest speakers, visiting professors; to the mine-lecture, work in small groups, seminars-discussions, brainstorming, case-method, presentations, imitation training with the elements of mathematical design, bases of visual maintenance



INTERNATIONALIZATION AND INTERNATIONAL PROJECTS



- ▶ Academic exchange with the Otto von Guericke University (Magdeburg, Germany) within the framework of the Eastern Partnership program DAAD;



- ▶ Double degree project with the School of OSH management in Katowice (WSZOP)



- ▶ 6 projects ERASMUS + KA 1 International credit mobility;



- ▶ The international online business plan competition, organized by the School of Business Barney, University of Hartford (USA);



- ▶ Professional practice of the student-internship at the University of Miskolc (Hungary);
- ▶ 10 projects implemented by TEMPUS, INTAS, DAAD, EuropeAid, ERASMUS + KA2.



PROFESSIONALIZATION, SPECIAL FEATURES



- ▶ Doctoral School in Economics and Management;
- ▶ Bureau of Entrepreneurship Development;
- ▶ Scientific Journal "Vestnik NTU" KhPI": Economic Science";
- ▶ School of Entrepreneurship «FESK»;
- ▶ Training center «InnoEnterprise»;
- ▶ Innovation Skills Laboratory;



PROFESSIONALIZATION, SPECIAL FEATURES



- ▶ Education and Information and Research Center of European Economic Studies (CEES);
- ▶ International Conference: «The Strategy of Innovative Development of Economy: Business, Science, Education» (SIDECE)
- ▶ The platform of regional innovation ecosystems (InnoLab)
- ▶ Center capacity development and internationalization of education;
- ▶ NTU “KhPI” ENACTUS Team.



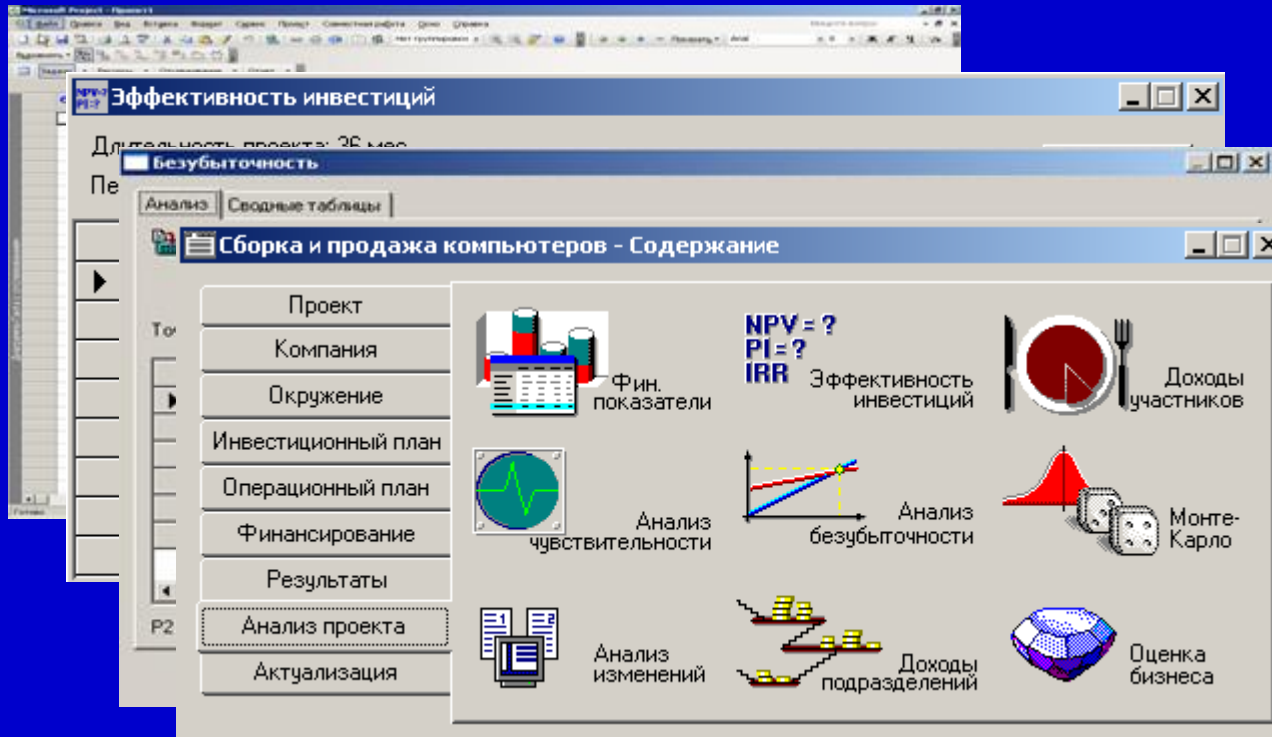
DEPARTMENT IS PROVIDED BY



- **Specialized classrooms;**
- **Computer software;**
- **Modern teaching materials.**



THE DEPARTMENT IS PROVIDED WITH



SOFTWARE PROJECT SUPPORT

TEACHING STAFF

- 4 doctors and 35 candidates of sciences
- The training process uses modern, advanced teaching methods
- Teaching staff of the department has a strong intellectual potential and practical experience of working in domestic enterprises



Our teachers are held training and internships by advanced enterprises, and leading universities of Ukraine and Europe

THE FOCUS OF THE DEPARTMENT

Personality-oriented approach,
project work, self-development,
leadership, readiness to the changes
and responsibility in making decision

