

National Technical University “Kharkiv Polytechnic Institute”
Faculty of Business and Finance
Department of Economic Cybernetics
and Marketing Management



Specialty: Economics

Specialization: Economic Cybernetics

Degrees: Bachelor's, Master's



Professional Curriculum



Bachelor's Level

- *Statistics & Econometrics*
- *Business Forecasting*
- *Operations Research*
- *Economic Modeling*
- *Simulation Models*
- *Database Management*

Master's Level

- *Project Management*
- *Risk Management*
- *Systems Theory*
- *Intellectual Data Analysis*
- *E-commerce*



Specialty: Economics

Specialization: Marketing Management

Degrees: Bachelor's, Master's



Professional Curriculum



Master's Level

- *Corporate Strategy*
- *Marketing Research*
- *Internet Commerce*
- *Statistical Methods*
- *Brand Management*

Bachelor's Level

- *Marketing*
- *Management*
- *Business Communications*
- *Promotion Strategies*
- *Web Design*



Employment Opportunities

- Business Analyst
- Project Manager
- SEO-specialist
- Software Developer
- Web Designer
- Financial Analyst
- Sales Manager
- Database administrator
- Logistic Manager



About the Department



- Own Library and Computer Lab
- Opportunities for Research and Post-graduate studies
- International Cooperation
- Traineeships Agreements with leading Kharkiv firms
- ▶ *Department students during a study visit to the Bradford University, UK*

- Founded in 1997
- Head – D.Sc. (Economics), Professor V. Zaruba
- 4 Professors
- 9 Associate Professors
- 2 Assistant Professors
- Instruction in Russian and English

