

National Technical University “Kharkiv Polytechnic Institute”

Institute of Economics, Management, and International Business

**Department of Economic Cybernetics
and Marketing Management**



Specialty: Economics

Specialization: Digital Economy

Degrees: Bachelor's, Master's



Areas of Study



- *Data Analysis*
- *Forecasting*
- *Planning*
- *Logistics*
- *Risk Management*

- *Project Management*
- *Business Computer Systems*
- *Web Automation*
- *E-commerce*



Professional Curriculum



Master's Level

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

Bachelor's Level

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



Specialty: Economics

Specialization: Marketing Management

Degrees: Bachelor's, Master's



Areas of Study



- **Brand Management**
- **Advertisement & PR**
- **Marketing Research**
- **Business Forecasting**
- **Sales Management**
- **Internet Commerce**

CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET

A red marker pointing to the word 'MARKET' in the list.



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



- Founded in 1997
- Head – D.Sc. (Economics), Professor V. Zaruba
- 3 Professors
- 7 Associate Professors
- Instruction in Russian and English

- 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*

