

## **Studying at the Faculty of International Economic Relations and Information Technologies is your confident step into the future!**

### **Speciality «International Economic Relations»**

The intensification of globalization processes, the integration of Ukraine into the global economy lead to an increase in the needs for specialists in the labor market who know the trends and are able to analyze the regularity of the global market environment development, with skills in business negotiations and fluency in several foreign languages. So nowadays the profession of a specialist in international economic relations is considered elite, well-paid and prestigious. Our graduates within professional activities have the opportunity to travel around the world, explore the economic and business environment of foreign countries and master several foreign languages.

The knowledge, obtained by the students in learning process, will enable them to work in government agencies, offices of multinational corporations, enterprises with foreign capital, business structures in all economic spheres of Ukraine and foreign countries, universities and academic institutions. Students master the complex of subjects that train modern highly qualified specialists in various spheres of economy and foreign trade, including: international economic relations, foreign policy of Ukraine, theory of international relations, diplomatic and consular service, conflict and theory of negotiations, international trade, international management, international law, international information, international customs controls, foreign language for specific purposes.

### **Speciality «Marketing»**

The expert in marketing is a specialist whose functions are to provide market research, to develop and implement the commodity and price policy of the enterprise, to find the most effective channels of product promotion, to process the sales

promotion system, to select the advertising techniques and other activities associated with 1) the creation of attractive consumer goods and services; 2) ensuring consumer goods and services implementation; 3) a positive company image maintaining for its further steady development.

The speciality of "Marketing" in a higher education system involves studying a wide range of subjects related to economics and business, allowing graduates to work in various fields of economic activity, both in marketing, commercial and sales departments, and on the positions connected with management and business activity organization of different industries.

### **Speciality «Journalism» (Specialization of «Advertising in Business»)**

We face the advertisement dozens or even hundreds of times a day. The growth of its volumes shows an increase in specialists required in this sphere. Advertising is closely connected with *Public Relations* – PR. Nowadays advertising is used by politicians and artists, small and large firms, industrial and commercial enterprises, small cafes and giant service sectors. Advertising is the engine of sales and at the same time sales are very important in the activity of any company.

It is significant that students gain the knowledge of advertising in the interconnection with various spheres of economic, commercial and financial activity of enterprises. A considerable part of educational process is devoted to issues of modern business, entrepreneurship, management, marketing and expanding the scope of specialist future employment.

### **Speciality «Computer Sciences and Information Technology»**

The speciality trains specialists in the field of Information Technologies. Considerable amount of vacancies is offered to the specialists by IT-companies

(for software development) and by other fields of the economy (for maintaining, modifying and sustaining the existing software).

For graduates it is possible to gain profound knowledge of IT and economics and business, and therefore, how to get a job at IT-companies, as well as in any field of the economy and business. The lecturers of the graduate department have a wide practical experience and continually communicate with the students not only in the auditoriums, but also via the Internet.

### **Speciality «Economics» (Specialization of «Economic Cybernetics»)**

Training specialists in this area aims at exploring methods and means of research and organization of processes in economic systems.

The graduates specializing in "Economic Cybernetics" are economists and analysts highly qualified in the areas of analysis and management of various sectors of the economy including: manufacturing, accounting, finance, banking, marketing, etc. They master up-to-date methods of information collecting; forming databases; analysing and forecasting economic situations applying modern mathematical models and new information technologies; managing economic objects under uncertainty.

The students gain basic knowledge of economics, mathematical methods and models application, forecasting economic development of enterprises, markets and regions.

