

Studying at the Faculty of International Economic Relations and Information Technology is Your Confident Step into the Future!

"International Economic Relations" Speciality

The rapid growth of international trade, the attraction of foreign investments, the activities of foreign companies on the national market and other processes associated with the intensification of international relations, cause the need for economic maintenance of these phenomena. All of these lead to increase the specialists needs on the labor market, who are able to analyze the patterns of the global market environment development with the skills of business negotiations and are fluent in several foreign languages. So, nowadays to be a specialist in the field of international economic relations means to belong to business elite and to be highly paid one.

Future specialists gain a profound knowledge of international management, international finance, international trade, diplomatic protocol and etiquette, international strategies of economic development, practical methods of international management etc. All of these give the opportunity to work in government agencies and non-government organizations and enterprises engaged in international activities, multinational corporations' representations, enterprises with the foreign capital, business entities of all spheres of the economy of Ukraine and foreign countries, travel agencies, international advisory centers, etc., and also at higher educational establishments and academic institutions.



"Marketing" Speciality

The consumer is a guideline of the modern market. In the market economy, under the conditions of a strong competition, the main task is to meet the needs of customers better than competitors do. Production business and sales success largely depend on specialists in the marketing field.

The marketing specialist is an expert whose function is market research, the development and sale of commodity and enterprise price policy, finding the most effective channels of goods promotion, evaluating the sales promotion system, choosing the methods of advertising and other activities related to the creation of goods and services attractive for a consumer; ensuring their sales; maintaining a positive enterprise image for consumers for its further sustainable development. The duties of a marketing specialist are to study consumers' preferences and increase the enterprise turnover level.

The speciality of "Marketing" provides the study of a wide range of subjects related to economics and business, which allows graduates to work in various fields of economic activity, both in marketing, commercial, marketing departments, and in positions related to the management and organization of different industries.



"Journalism" Speciality ("Advertising in Business" Specialisation)

A specialist in advertising is one of the most interesting and popular trades in today's job market. This speciality combines creative and economic components, it meets modern world standards of qualification and innovative trends of the labour market, and it enjoys the same growing demand among employers. Advertising is the engine of sales, and sales are important in the functioning of any company.

Students gain the knowledge of advertising conjointly with the instruction in various spheres of economic, commercial and financial activity of enterprises. Much of the training process is devoted to issues of modern business, entrepreneurship, management, marketing, which contributes to expanding the scope of future specialist's possible employment.

The range of professional activities in advertising is extremely broad, as the specialist in this field plans advertising campaigns and coordinates the work of those engaged in the manufacture of advertising – designers, copywriters; defines the conceptual framework of advertising and public relations; prepares and disseminates information about quality, specific features and advantages of goods and services; thinks over the concept of the advertising product; supervises the advertising budget of organizations; creates an attractive image of any personality or organization in the public eye, and the like.



"Computer Science and Information Technology" Speciality

Computer technologies have a significant impact on the development of science, technology, business and many other areas of human activity. Speciality of "Computer Science and Information Technology" enables students to acquire profound knowledge of modern information technologies and find challenging jobs in IT companies, including outsourcing and foreign ones. Such specialists are offered a great number of vacancies by IT-companies (software designers) and other industries (maintenance, support, modification, updating and upgrading software).

Graduates of "Computer Science and Information Technology" have a great possibility to acquire both deep knowledge of IT-technologies and skills of economics and business, therefore they can work as a system administrator, specialist in the field of Internet communications. They can design interesting and useful programmes, websites, 3D-models, computer games, find themselves in IT-companies, and in the field of economy and business. Teachers of graduating department are highly qualified and experienced. They communicate with students not only in the classroom but also on the Internet.