

3O 9	Microeconomics		2		2	4	120	54	36	18		66
3O 10	Mathematics for Economists:						0	0				0
3O 10/a	Higher Mathematics 1		1	1	1	3,5	105	72	36	36		33
3O 10/6	Higher Mathematics 2	2		2	2	4,5	135	72	36	36		63
3O 11	Theory of Probability and Mathematical Statistics for Business Analytics	3		3	3	4,5	135	72	36	36		63
3O 12	Fundamentals of Programming		1		1	3	90	54	18	36		36
3O 13	Law		2		2	3	90	36	18	18		54
3O 14	Statistical Methods in Business Analytics	4		4	4	5	150	72	36	36		78
Total number of part 1.1		4	13	5	17	56	1680	1008	360	648	0	672
1.2. Vocational training cycle												
ПО 1	Marketing in the Information Society	1		1	1	4,5	135	72	36	36		63
ПО 2	Industrial Merchandising		2	2	2	3,5	105	54	18	36		51
ПО 3	Goods Market Infrastructure	2		2	2	4	120	54	18	36		66
ПО 4	Marketing:						0	0				0
ПО 4/a	Marketing: Introduction to Specialty	1		1	1	4,5	135	72	36	36		63
ПО 4/6	Marketing: Theoretical Fundamentals of Marketing	2		2	2	4,5	135	72	36	36		63
ПО 4/6	Marketing: Fundamental Marketing	3			3	4,5	135	72	36	36		63
ПО 5	Coursework in Marketing: Fundamental Marketing					1	30	0				30
ПО 6	Assessing the Investment Attractiveness of the Business		3	3	3	4	120	72	36	36		48
ПО 7	Industrial Marketing	4			4	4,5	135	72	36	36		63
ПО 8	Coursework in Industrial Marketing					1	30	0				30
ПО 9	Consumer Behaviour	4		4	4	4,5	135	72	36	36		63
ПО 10	Business Analytics Software		4	4	4	3,5	105	54	18	36		51
ПО 11	Diagnosis of Business Models of the Enterprise	5			5	4,5	135	72	36	36		63
ПО 12	Coursework in Diagnosis of Business Models of the Enterprise					1	30	0				30
ПО 13	Analysis and Decision Making in Business		5	5	5	4	120	72	36	36		48
ПО 14	IT Technologies in Business Analytics		5	5	5	3,5	105	54	18	36		51
ПО 15	Analysis of Structured and Unstructured Data	6		6	6	4	120	54	18	36		66
ПО 16	Market research	6			6	4,5	135	72	36	36		63
ПО 17	Coursework in Market research					1	30	0				30
ПО 18	Riskology	6		6	6	4	120	54	18	36		66
ПО 19	Methods of Analysis of Product Policy of the Enterprise		6		6	3	90	54	18	36		36
ПО 20	Data Processing and Visualization:						0	0				0
ПО 20/a	Market Research Data Processing		6	6	6	3	90	54	18	36		36
ПО 20/6	Data Visualization		7	7	7	4	120	36	18	18		84
ПО 21	Business Intelligence	7			7	4,5	135	72	36	36		63
ПО 22	Coursework in Business Intelligence					1	30	0				30
ПО 23	Digital Marketing		7		7	4	120	72	36	36		48
ПО 24	Pricing and Cost Analysis in the Enterprise	7		7	7	4,5	135	72	36	36		63
ПО 25	Sales Diagnostics	7		7	7	4	120	54	18	36		66
ПО 26	International Marketing		7	7	7	3,5	105	54	18	36		51
ПО 27	Machine Learning		8	8	8	3,5	105	36	18	18		69
ПО 28	Marketing Audit		8	8	8	3,5	105	54	18	36		51
ПО 29	E-Commerce		8		8	3	90	36	18	18		54

ПО 30	Pre-diploma Practice		8			6	180	0				180
ПО 31	Preparing of Diploma Work					6	180	0				180
Total number of part 1.2		14	14	19	27	124	3720	1638	720	918	0	2082
TOTAL IN NORMATIVE educational components		18	27	24	44	180	5400	2646	1080	1566	0	2754
2. Optional educational components												
2.1. General training cycle (Optional subjects from University catalogue)												
3B 1	Educational components 1 U- Catalog		4		4	2	60	36	18	18		24
3B 2	Educational components 2 U- Catalog		3		3	2	60	36	18	18		24
3B 3	Educational components 3 U- Catalog		4		4	2	60	36	18	18		24
3B 4	Educational components 4 U- Catalog		6		6	2	60	36	18	18		24
3B 6	Foreign Language for Specific Purposes	8	6		5,7	6	180	126		126		54
Total number of part 2.1		1	5	0	6	14	420	270	72	198	0	150
2.2. Vocational training cycle (Optional subjects from Faculty catalogue)												
ПВ 1	Educational components 1 F- Catalog		3	3	3	3,5	105	54	18	36		51
ПВ 2	Educational components 2 F- Catalog		3		3	3,5	105	72	36	36		33
ПВ 3	Educational components 3 F- Catalog	3			3	4,5	135	72	36	36		63
ПВ 4	Educational components 4 F- Catalog		4	4	4	4,5	135	72	36	36		63
ПВ 5	Educational components 5 F- Catalog		5	5	5	4	120	72	36	36		48
ПВ 6	Educational components 6 F- Catalog		5	5	5	3,5	105	36	18	18		69
ПВ 7	Educational components 7 F- Catalog	5			5	4	120	54	36	18		66
ПВ 8	Educational components 8 F- Catalog	5			5	4	120	54	36	18		66
ПВ 9	Educational components 9 F- Catalog		6		6	3	90	54	18	36		36
ПВ 10	Educational components 10 F- Catalog		6	6	6	4	120	72	36	36		48
ПВ 11	Educational components 11 F- Catalog		7		7	3	90	36	18	18		54
ПВ 12	Educational components 12 F- Catalog	8			8	4,5	135	27	9	18		108
Total number of part 2.2		4	8	6	12	46	1380	675	333	342	0	705
TOTAL IN SELECTIVE educational components		5	13	6	18	60	1800	945	405	540	0	855
TOTAL		23	40	30	62	240	7200	3591	1485	2106	0	3609

Approved by University Academic Council, Meeting protocol № __ from _____ 2020

Dean of the Faculty _____ / Oleh Gavrysh /

Head of the Department _____ / Solntsev Sergii /

