

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

CURRICULUM

(Enrolment 2020)

by Academic Council	Level	Master		Form of study	full-time		
Igor Sikorsky Kyiv Polytechnic Institute (meeting protocol № from 2020)	Speciality	075 Mar	keting	Faculty (Institute)	(full-time, part-time) Management and Marketing		
Head of Academic Council	Educational and P	rofessional program		Qualification	Master degree in Marketing		
Mykhaylo ILCHENKO	-	"Industrial Ma	rketing"	Study duration	1 year 4 months		
	Graduation Depart	ment Ir	ndustrial Marketing	Base level	Bachelor degree		

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	II. St	ummary t	able of	time b	udget	(Weeks	s)
YEAR	Learning period	Examination	Practice	Assessment	Research	Holiday	Total
- 1	36	4					52
II			8	10		12	18

III. Practice									
Type of practice	YEAR	Weeks							
Pre-diploma practice	2	8							

IV. Graduates assessment									
Subjects	Form of graduates assessment (exam, graduation project)	YEAR							
Master's Dissretation	Defence of Master's Dissertation	2							

	V. Plan of E	ducati	onal p	rocess								
		Dis	tributio		rms			Numb	er of h	ours		
			(seme	esters)		ts .						
			,n	3sk	# #	edi		Lect	ures/prac lessons	ctical		
Code	educational components	Exams	Final tests	Individual task	Module test	ECTS Credits	Total	Lectures	Practical	Laboratory	Self-study	
1	2	3	4	5	6	7	8	9	10	11	12	
1. Compulsory educational components												
	1.1. Gener	ral tra	ining o	cycle								
30 1	Scientific Research in Economy		1	1	1	3	90	36	18		36	
30 2	Basics of Sustainable Development of Society		2		2	2	60	18	18		24	
30 3	Practicum in Foreign Professional Communication		2	1	1	3	90		72		18	
30 4	Startup Projects Development		1		1	3	90	18	36		36	
	Total number of part 1.1		4	2	4	11	330	72	144	0	114	
	1.2. Vocation	onal ti	aining	g cycl	е							
ПО 1	Strategic Marketing	1			1	5	150	36	36		78	
ПО 2	Coursework in Strategic Marketing					1	30				30	
ПО 3	Marketing Management		1	1	1	5	150	36	36		78	
ПО 4	Consumer Behaviour on Industrial Market	1		1	1	4,5	135	18	36		81	
ПО 5	Product Innovation Policy of Industrial Enterprise	1		1	1	5	150	18	36		96	
ПО 6	Innovative Marketing on Industrial Market	anh Car	1, 2 nponent		1,2	4	120	9	36		75	
ПО 7	Practice	ich Cor	nponeni 3			14	420				420	
ПО 8	Work on and Defence of Master's Dissertation		-			16	480				480	
110 0	Total number of part 1.2	3	4	3	6	54.5	1635	117	180	0	1338	
	TOTAL IN NORMATIVE educational components	3	8	5	10	65,5	1965	189	324		1452	
	2. Optional edu	catio	nal co	mpon	ents	-						
	2.1. Vocational training cycle (Op					culty	catalog	nne)				
ПВ 1	Educational component 1 of the F-Catalog		2	2	2	4	120	18	36		66	
ПВ 2	Educational component 2 of the F-Catalog	2			2	4,5	135	36	36		63	
ПВ 3	Educational component 3 of the F-Catalog	2		2	2	4	120	18	36		66	
ПВ 4	Educational component 4 of the F-Catalog		2	2	2	4	120	18	36		66	
ПВ 5	Educational component 5 of the F-Catalog		2	2	2	4	120	18	18		84	
ПВ 6	Educational component 6 of the F-Catalog	2		2	2	4	120	18	36		66	
	Total number of part 2.1		6	3	6	24,5	735	126	198	0	411	
	TOTAL IN SELECTIVE educational components	0	6	3	6	24,5	735	126	198		411	
	TOTAL	3	14	8	16	90	2700	315	522	0	1863	

Head of the Departmen	t/ <u>Serhii SOLNTSEV</u> /
Dean of the Faculty _	/Oleh GAVRYSH_/