



POLTAVA UNIVERSITY OF  
ECONOMICS AND TRADE

Get More From Life  
With Education

# About university



Out of all Ukraine universities for international students PUET is considered to be open and friendly. More than 300 students arrived from 35 countries to choose PUET as the foundation of their future carrier.

Poltava University of Economics and Trade is one of the leading universities in Central Ukraine. It trains professionals in IT, management and administration, social and behavioral sciences, culture and art, services industry, food technology, biotechnology, law, philology.



### PRESTIGE

European standard diploma  
recognized in many foreign  
countries



### EXPERIENCE

60 years at the educational  
market, more than 15 years of  
active international activities



### ACCESSIBILITY

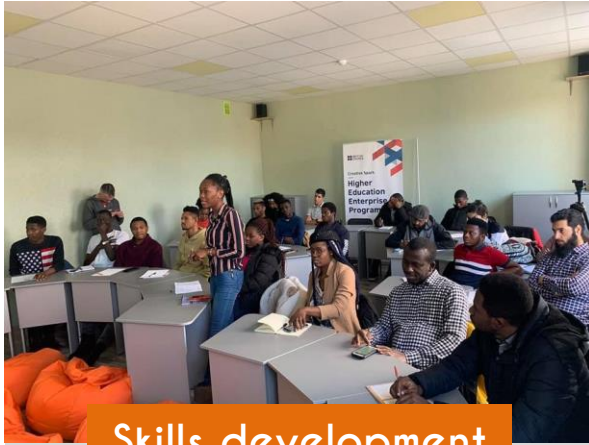
affordable tuition fees, loyalty  
programs available



### QUALITY

management system confirmed  
by international awards and  
certificates (ISO 9001:2015)






Skills development



Scientific research



Creation



## Actual grant opportunities

Fulbright Program in Ukraine

Scholarships from the German Academic  
Exchange Service DAAD

New COURSERA Courses

Culture Bridges

COINS Grand Challenge

Holland Scholarship

## Membership in International Organizations

Observatory of Magna Charta Universities

International Non-Governmental Organization  
"Board of Heads of Cooperative Educational  
Institutions"

European Retail Academy

Eurasian Association of Universities

## Partner universities

PUET cooperates on contracts concluded  
with 82 foreign educational institutions from  
30 countries of the world



# International Credit Mobility

## ERASMUS+ KA1



## Foundation course



Pre-Medical  
or Pre-Engineering  
or Economics / Arts

Ukrainian/Russian  
or English

Business Scholl



# Foundation course

**Foundation Course** is designed for international students who want to acquire communication skills necessary for effective integration into Ukrainian educational environment and gain knowledge of basic disciplines (physics, mathematics, biology, chemistry, geography, informatics, fundamentals of economics) necessary for successful enrollment and study in Ukraine. International students often use this course as a foundation year to study abroad – this is an alternative pathway to ordinary enrollment to undergraduate course.



# Foundation course

Our University offer Foundation Courses in Russian and English languages (upon needs and requests of the students).

Basically, Foundation Course in Russian prepares students for successful continuation of their studies at the other Universities of Ukraine (including PUET).

For international students from French and Portuguese speaking countries, our University offers Foundation Course with intensive English language knowledge, as well as studying all the subjects in English.

The curriculum provides the study of the English language and basic disciplines in English. Foundation course program content can be adapted to the needs and upon request of the group of students.

Ukrainian/Russian  
or English

Pre-Medical  
or Pre-Engineering  
or Economics / Arts

Business School

# Foundation course

Students can study at one of 3-university departments:

- Pre-Medical
- Pre-Engineering
- Economics / Arts

Foundation course in English is a good chance to improve communication skills and set a good base for continued study abroad.

International students are offered bright excursions and trips around the Poltava Region and all over Ukraine.

They will have a chance to see the most picturesque places, to taste the most delicious food and to become closer to Ukrainian culture and traditions.

In Poltava University of Economics and Trade it feels like home!

Ukrainian/Russian  
or English

Pre-Medical  
or Pre-Engineering  
or Economics / Arts

Business School

# Foundation course

## Business Communication Module

- Dating and self-presentation
- Company and product presentation
- Team building
- Effective team communication and networking

## Lidogeneration Module

- Product promotion strategy on the Internet
- Digital marketing tools
- Generation of applications from social networks
- Search engine query generation

## Financial Management Module

- Financial accounting at the enterprise
- Financial strategy and data-driven solutions
- Three financial reporting whales: Balance, Profit & Loss, Cash Flow
- CRI budgeting and evaluation

## Business Strategy Module

- Strategy - We understand the concept of strategy.
- Strategy vs Operational Plan
- Corporate (portfolio) strategy
- Competitive strategy

## Management Module

- Owner's philosophy and position.
- Setting business goals
- Development of business model of the organization
- Strategic management of the company
- Change management and implementation

## Marketing Module

- Market research and competitors
- Consumer Behavior Research
- SWOT analysis of the organization
- Development of UTP and positioning
- Development of marketing strategy

## Active Sales Module

- Sales methodologies, customer typology, determination of customer needs, order of values translation
- Sales funnel, sales scripts
- Dealing with Objections and Shows

## Sales department Module

- Sales department structure
- Creation of sales department
- Creating a sales system
- Automation and standardization
- CRI department and individual specialists

## Personnel Management Module

- Strategy and HR Management
- Recruitment, recruitment, adaptation and staff development
- Staff evaluation and pay / compensation and bonus system
- Corporate culture of the organization

Ukrainian/Russian  
or English

Pre-Medical  
or Pre-Engineering  
or Economics / Arts

Business School



# Bachelors (graduate) program



Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management

# Curriculum

- Programming and Web Application Support (c #, visual studio, c ++, java)
  - Computer Architecture
  - Algorithms and Data Structures
  - Databases and Information Systems (SQL)
- Organization and Processing of Electronic Information (html, xml, c#, etc)
  - Programming and Web Application Support
    - Protection of Information
    - Software Systems Design
    - Image Processing and Multimedia
  - Corporate Information Systems Platform (java, .net)
    - Distributed Information-Analytical Systems
      - Informatics
      - Internet Technologies
      - Information Networks
- Computer Design (Adobe Photoshop, Adobe Premiere, Adobe After Effects, CorelDraw)
  - Information and Coding Theory
    - Internet programming
    - Unix Operating Systems

Computer Science

Marketing

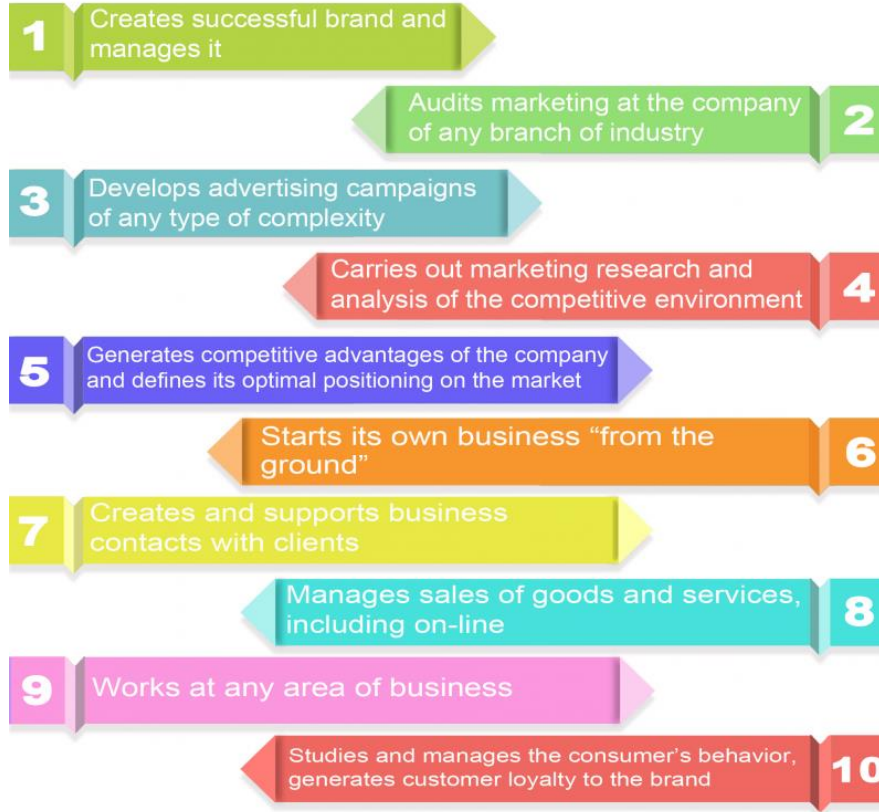
Biotechnology

International Business

Management

Hospitality  
management

# Facts about marketing graduate



Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management



# Facts about biotechnology graduate

## Theoretical content of the subject area:

includes fundamental and applied scientific bases of industrial use of biosynthetic potential of living objects for obtaining practically valuable products.

## Methods, techniques and technologies:

chemical, physico-chemical, biochemical, microbiological. genetic research methods, information and computer technology

## Tools and equipment:

used for the analysis of biological agents and their metabolic products; equipment for cultivating biological agents, selecting and purifying target products; means of automation and automation systems for biotechnological production.

Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management

# Curriculum

- Globalization, world economic regions and economy of foreign countries
  - Corporate management and social responsibility in international business
    - International economic activity in Ukraine
  - International contracts and commercial negotiations
    - International trade
    - International business
  - International economic analysis
    - International marketing
    - International organizations
      - International finance
  - Principles of economic safety and diplomacy
- Theory of international economy and international economic relations
  - Multinational corporations
- Training: cross-cultural management technologies
  - Management of international business projects
    - Finance in international corporations

Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management

# Facts about management graduate

## Theoretical content of the subject area:

- paradigms, laws, regularities, principles, historical background of management development;
- concepts of systemic, situational, adaptive, antisypattic, anti-crisis, innovative, project management, etc.;
- functions, methods, technologies and managerial decisions in management.
  - methodology of scientific research.

## Methods, techniques, technologies and tools:

- general scientific and specifi research methods (calculation and analytical, economic-statistical, economic-mathematical, expert assessment, factual, sociological, documentary, balance sheet, etc.);
- methods of implementation of management functions (methods of marketing research, methods of economic diagnostics, methods of forecasting and planning, methods of designing organizational management structures, methods of motivation, methods of control, methods for evaluating social, organizational and economic efficiency in management, etc.).
- management methods (administrative, economic, social-psychological, technological); tools for the foundation of managerial decisions (economic analysis, simulation, tree of decisions, etc.);
  - information technologies in management

Computer Science

Marketing

Biotechnology

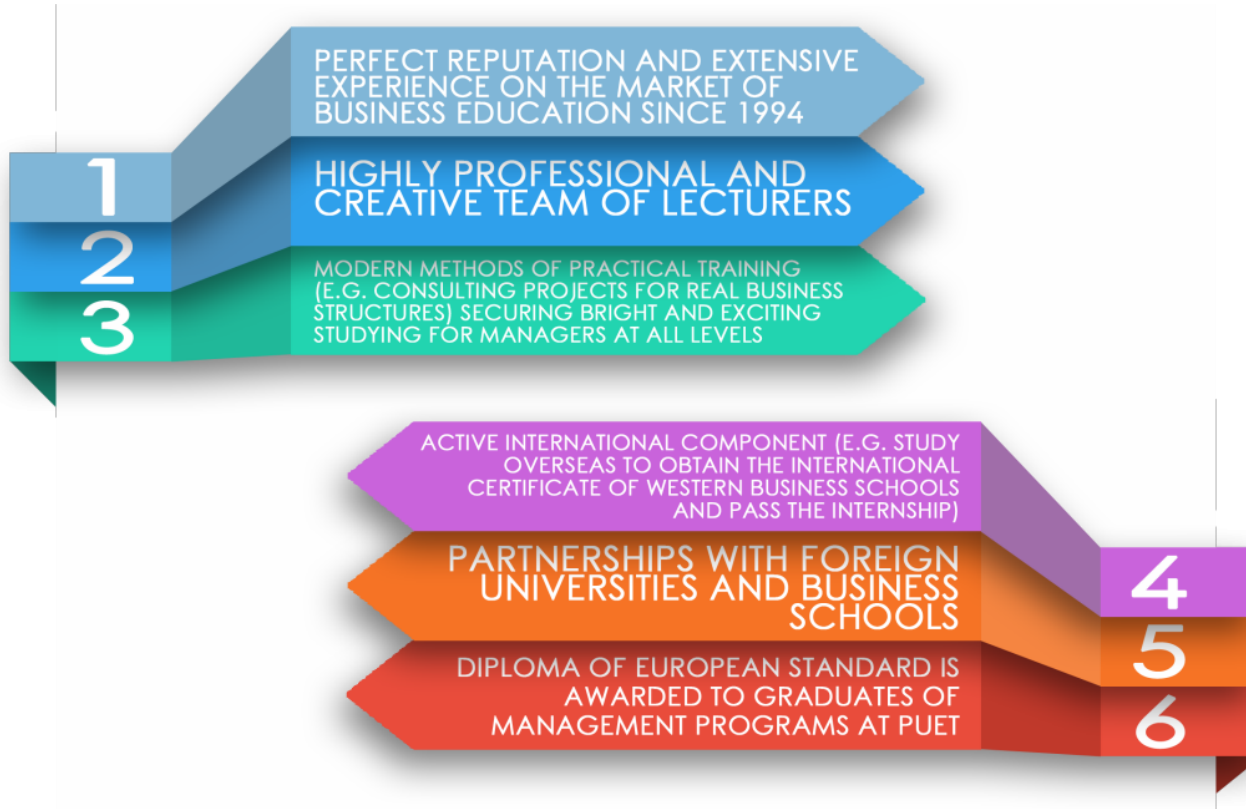
International Business

Management

Hospitality  
management



# Facts about management graduate



Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management

# Facts about hospitality management graduate

## Theoretical content of the subject area:

- the program is based on the generally accepted scientific results, taking into account the current state of the hotel and restaurant business, focusing on the actual specialization, within which further professional and scientific career is possible.

## Methods, techniques and technologies:

- a combination of reproductive and creative learning styles;
- application of organoleptic and physico-chemical methods;
  - conducting technical and economic calculations;
- providing culinary technologies and services for catering establishments;
- technology awareness of providing services in the hotel industry;
  - applying modern information technologies

## Tools and equipment:

- application of technological and computer equipment, innovative computer programs in the sphere of hotel and restaurant industry.

Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management

# Facts about hospitality management graduate



During the study, students will be able to take an annual paid internship from the largest tourism company in Turkey - Kilit Global Tourism, which serves Tez Tour and Biblio Globus guests. During study and internships, students will be able to gain invaluable experience in the field of tourism, hospitality, service, marketing, management, broaden their horizons, and receive many opportunities for their development in the future.

Computer Science

Marketing

Biotechnology

International Business

Management

Hospitality  
management

# Masters (undergraduate) program



Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration



# Facts about computer science undergraduate

## Theoretical content of the subject area:

modern models, methods, algorithms, technologies, processes and methods of receiving, representing, processing, analyzing, transmitting, storing data in information systems in order to systematize them and identify the necessary facts of information nature.

## Methods, techniques and technologies:

mathematical models, methods and algorithms for solving theoretical and applied problems that arise during the development of IT and PC; modern technologies and programming platforms; methods of collecting, analyzing and consolidating distributed information; technologies and methods of designing, developing and ensuring the quality of IT and PC components; methods of computer graphics and data visualization technology; technology knowledge engineering.

## Tools and equipment:

CASE-technologies for modeling and designing IT and PC; distributed computing systems; computer networks; cloud technologies, database management systems, operating systems.

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration

# Facts about marketing undergraduate

## Objects of study and activity:

marketing management, advertising management, logistics management, strategic marketing, international marketing, marketing distribution policy, commodity innovation policy, financial management.

## Learning Objectives:

training of marketing masters possessing an innovative way of thinking and competencies necessary for the effective management of marketing activities and able to handle managerial and research tasks.

## Methods, techniques and technologies:

analysis, synthesis, comparison, modeling, analogy, system approach, dialectics, abstraction, specification, historical, logical, planning, estimation, forecasting, observation, grouping, systematization, generalization, control.

Tools and equipment: modern information and communication databases, software tools and Internet resources.

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration

# Facts about international economics relations undergraduate

**Theoretical content of the subject area:** the economy of world economic relations with its laws of formation and development of social reproduction processes in their interconnection and interdependence on the basis of international economic activity, international division of labor and the institutional regulation mechanism in the process of transformation of international economic relations and international economic cooperation.

**Techniques:** methods of evaluation, modeling and forecasting of development of international economic relations at different levels.  
**Technologies:** systemic method for the creation, application and definition of the process of learning and learning, taking into account the technical and intellectual resources in their interaction, based on the elements of problem-oriented and studentcentered learning.

**Tools and equipment** include modern universal and specialized information systems (information and communication, information retrieval, informationanalytical) and other software products used in the activities of the IE entities.

Computer Science

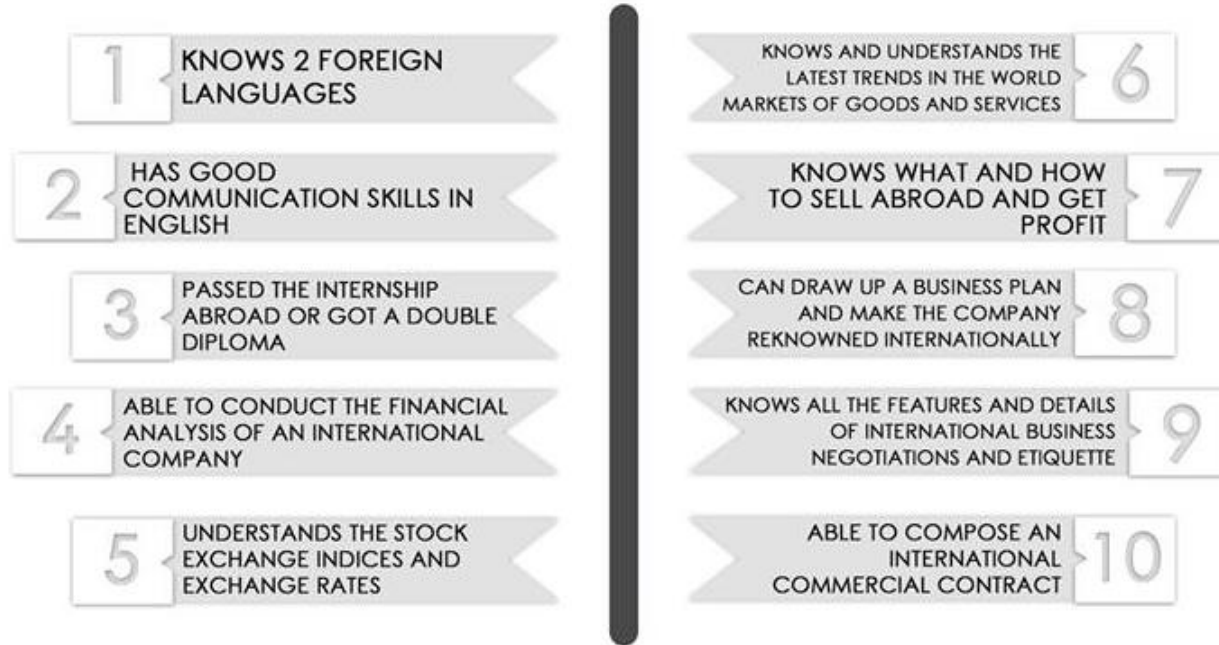
Marketing

International Economics Relations

Management and Administration

Business Administration

# Facts about international economics relations undergraduate



Computer Science

Marketing

International Economics Relations

Management and Administration

Business Administration



# Double Degree Program



HOCHSCHULE  
SCHMALKALDEN  
UNIVERSITY OF APPLIED SCIENCES

Joint Master's Degree Program in  
International Economics with the University  
of Applied Sciences Schmalkalden  
(Federal Republic of Germany)

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration

# Facts about management and administration undergraduate

## Theoretical content of the subject area:

- modern theories and concepts of management;
- innovative concepts and management systems;
- characteristics of business development and business management;
  - the role and features of state regulation of business;
- functions, methods and technologies of management in organizations and their subdivisions;
  - methodology of scientific research.

## Methods, techniques, technologies and tools:

- general scientific and specific research methods;
- methods and instruments of scientific research in the field of management;
- methods, technologies and management tools (strategic management, change management, project management, knowledge management, corporate governance, etc.);
  - methods of realization of management functions;
  - a toolkit for justification of managerial decisions;
- information and communication technologies of management in organizations and their subdivisions

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration

# Double Degree Program



Joint Master's Degree Program in  
Foreign Economic Activity with Higher  
School of Management of Information  
Systems (Latvian Republic)

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration

# Facts about business administration undergraduate

**BUSINESS ADMINISTRATION (MBA)** MASTER'S DEGREE IN



Program designed to prepare students for future careers in business and management



better understanding of business functioning



solid foundation, bringing good dividends in the future



the status, the elite level of qualification

General MBA

MBA in Hospital and Healthcare Management

MBA in Finance

MBA in Accounting

MBA in Hospitality Management

MBA in Human resources management

Computer Science

Marketing

International Economics Relations

Management and Administration

Business Administration



# Double Degree Program

Joint Master's Degree Program in Business Administration with the University of Nicosia (Republic of Cyprus)



Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration





# General MBA

The curriculum covers such specialized management courses as:

- strategic management
- managerial accounting
- personnel management
- marketing management
- crisis management
- financial management
- corporate governance
- efficiency management
- innovation management
- administrative management
- brand management
- fundamentals of leadership
- corporate governance
- security management at the enterprise
- information systems in management
- E -business
- fundraising and other

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POLTAVA UNIVERSITY OF  
ECONOMICS AND TRADE

# MBA

IN HEALTHCARE  
&

HOSPITAL MANAGEMENT



# MBA in Hospital and Healthcare

## SEMESTER I

Leadership in Business	3 CU
Marketing Management and Marketing Research in Business	3 CU
Management of personnel in the field of business	4 CU
Strategic business management	4 CU
Financial Management	4 CU
Accounting Management I	3 CU
Administrative Management	5 CU
Information systems and technologies in business management	3 CU

## SEMESTER II

Psychology of business management	4 CU
Project Management	3 CU
Corporate Administration	3 CU
Innovative-investment management	5 CU
Communication management in business	5 CU
Management of organization and business development	3 CU
Anti-crisis management and business security management	5 CU
Contract Law	3 CU

## SEMESTER III

Management of Health Care Organization	6 CU
Quality Management and Assessment in Health Care Environment	6 CU
Public Health Management	6 CU
Training and Development in Health Care	6 CU
Performance Measurement in Health Care	6 CU

## SEMESTER IV

Specialized Practical Training	6 CU
Pregraduation Practical Practice	3 CU
Master's Thesis	19.5 CU
Final certification	1.5 CU

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration

MBA  
in Finance



# MBA in Finance

SEMESTER I		SEMESTER II	
Leadership in Business	3 CU	Psychology of business management	4 CU
Marketing Management and Marketing Research in Business	3 CU	Project Management	3 CU
Management of personnel in the field of business	4 CU	Corporate Administration	3 CU
Strategic business management	4 CU	Innovative-investment management	5 CU
Financial Management	4 CU	Communication management in business	5 CU
Accounting Management I	3 CU	Management of organization and business development	3 CU
Administrative Management	5 CU	Anti-crisis management and business security management	5 CU
Information systems and technologies in business management	3 CU	Contract Law	3 CU
SEMESTER III		SEMESTER IV	
Economics and finance	5 CU	Specialized Practical Training	6 CU
Financial policy and financial management (states)	5 CU	Pregraduation Practical Practice	3 CU
Financial market (operations on the securities market)	5 CU	Master's Thesis	19.5 CU
Insurance management	5 CU	Final certification	1.5 CU
Fundraising	4 CU		
Financial controlling	3 CU		
Private finance	3 CU		

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration



# MBA in Accounting

SEMESTER I		SEMESTER II	
Leadership in Business	3 CU	Psychology of business management	4 CU
Marketing Management and Marketing Research in Business	3 CU	Project Management	3 CU
Management of personnel in the field of business	4 CU	Corporate Administration	3 CU
Strategic business management	4 CU	Innovative-investment management	5 CU
Financial Management	4 CU	Communication management in business	5 CU
Accounting Management I	3 CU	Management of organization and business development	3 CU
Administrative Management	5 CU	Anti-crisis management and business security management	5 CU
Information systems and technologies in business management	3 CU	Contract Law	3 CU
SEMESTER III		SEMESTER IV	
Financial accounting	6 CU	Specialized Practical Training	6 CU
Accounting Management II	6 CU	Pregraduation Practical Practice	3 CU
Financial statement analysis	6 CU	Master's Thesis	19.5 CU
Audit	6 CU	Final certification	1.5 CU
Taxes and business strategy	6 CU		

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration



**MBA** | in Human Resource Management



# MBA in Human Resource

SEMESTER I		SEMESTER II	
Leadership in Business	3 CU	Psychology of business management	4 CU
Marketing Management and Marketing Research in Business	3 CU	Project Management	3 CU
Management of personnel in the field of business	4 CU	Corporate Administration	3 CU
Strategic business management	4 CU	Innovative-investment management	5 CU
Financial Management	4 CU	Communication management in business	5 CU
Accounting Management I	3 CU	Management of organization and business development	3 CU
Administrative Management	5 CU	Anti-crisis management and business security management	5 CU
Information systems and technologies in business management	3 CU	Contract Law	3 CU
SEMESTER III		SEMESTER IV	
Training and Development	6 CU	Specialized Practical Training	6 CU
Performance of HR Management	6 CU	Pregraduation Practical Practice	3 CU
HR Audit	6 CU	Master's Thesis	19.5 CU
Cross Culture and International HR Management	6 CU	Final certification	1.5 CU
Management of conflict situations at the enterprise	6 CU		

Computer Science

Marketing

International Economics Relations

Management and Administration

Business Administration





# MBA in Hospitality

SEMESTER I		SEMESTER II	
Leadership in Business	3 CU	Psychology of business management	4 CU
Marketing Management and Marketing Research in Business	3 CU	Project Management	3 CU
Management of personnel in the field of business	4 CU	Corporate Administration	3 CU
Strategic business management	4 CU	Innovative-investment management	5 CU
Financial Management	4 CU	Communication management in business	5 CU
Accounting Management I	3 CU	Management of organization and business development	3 CU
Administrative Management	5 CU	Anti-crisis management and business security management	5 CU
Information systems and technologies in business management	3 CU	Contract Law	3 CU
SEMESTER III		SEMESTER IV	
Conceptual and logical hotel projecting	6 CU	Specialized Practical Training	6 CU
Innovative approaches at the hotel business	6 CU	Pregraduation Practical Practice	3 CU
Service quality management in hotels and restaurants	6 CU	Master's Thesis	19.5 CU
Innovation service technology in restaurant business	6 CU	Final certification	1.5 CU
Service technology and standards in hospitality industry	6 CU		

Computer Science

Marketing

International Economics  
Relations

Management and  
Administration

Business Administration



## Program

The program includes 10 modules in 7 main blocks: management, strategy, marketing, sales, finance, human resources, business processes.

## Speakers

Trainers are the system owners and TOP managers of successful companies from different parts of Ukraine, each of which is an expert in their field

## Result

Studying at our school in the next few months will increase the amount of knowledge, the number of business contacts, the value of your business and the level of income.

Computer Science

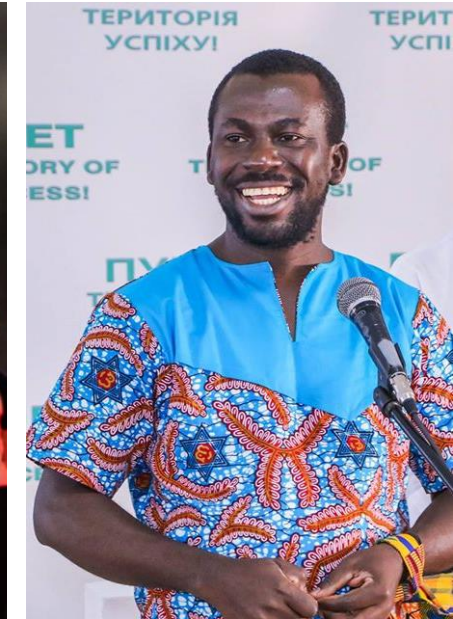
Marketing

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Administration

Business Administration

# Students Life





# University Hostel



# University Sports Complex



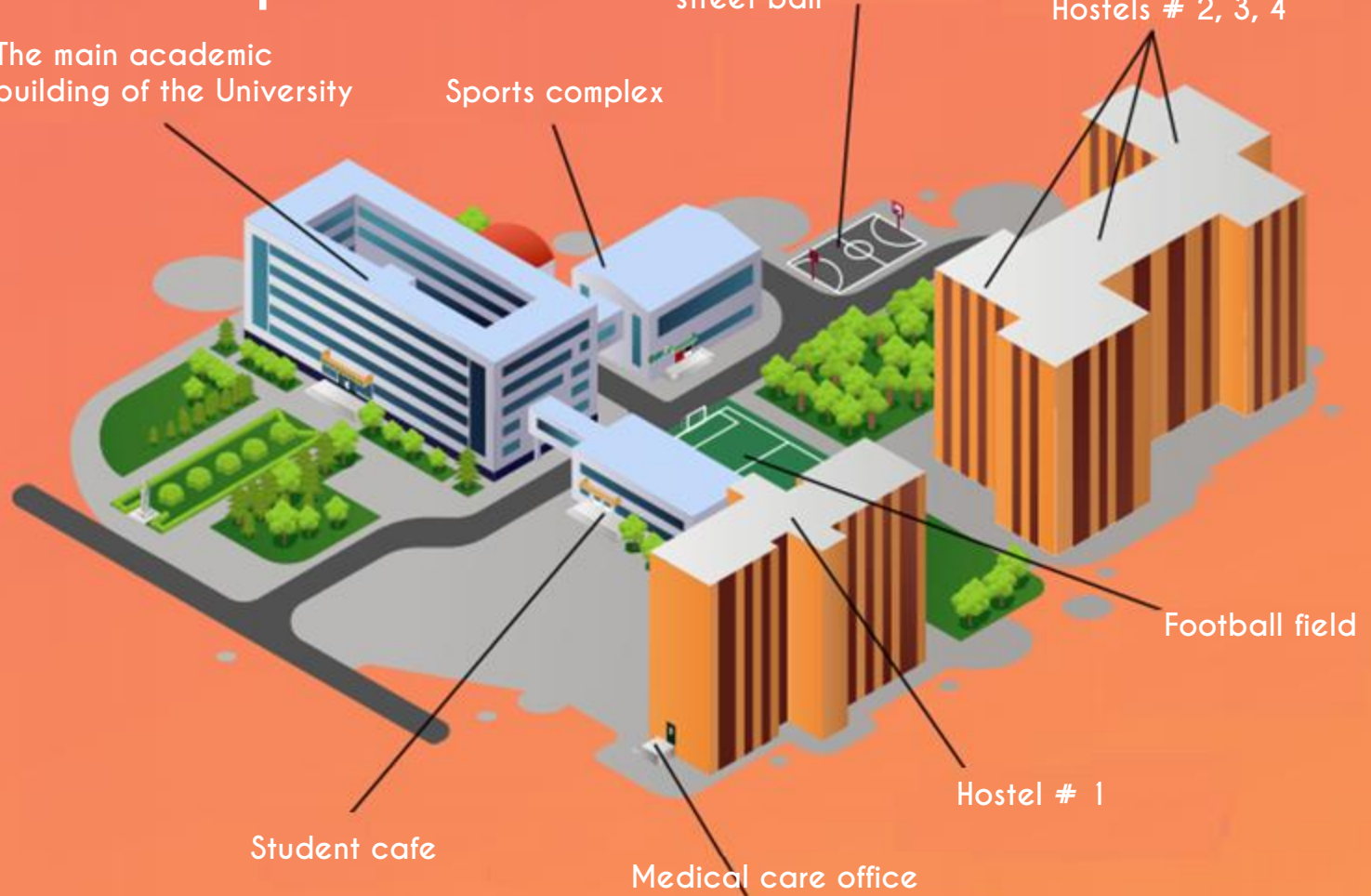
# Map of the campus

The main academic  
building of the University

Sports complex

A breakthrough for a  
street ball

Hostels # 2, 3, 4







# Location of PUET



# Welcome to PUET

