



Educational Program «DIGITAL ECONOMY»

MASTER'S DEGREE

PURPOSE OF THE EDUCATIONAL PROGRAM

Training of master's degree students in a digital economy, who are capable to create and research mathematical models of development of various spheres of economic activity in the digital space, implement and use digital technologies for the effective functioning of complex economic objects, processes, and systems.

EMPLOYMENT OPPORTUNITIES (POSITIONS)

- ✓ Smart City analyst.
- ✓ Mobile application architect.
- ✓ Information security engineer.
- ✓ Head of the digital transformation.
- ✓ Head of the information and computer center.

EMPLOYERS - PARTNERS OF THE EDUCATIONAL PROGRAM INVOLVED IN THE FORMATION OF THE STUDY CONTENT AND PRACTICAL TRAINING

International Academic Partners: Bratislava University of Economics and Management, Comenius University Bratislava, Slovak University of Technology.

Business Partners: Ministry of Digital Transformation of Ukraine, Bratislava University of Economics and Management, IT Association of Slovakia, LLC PROCOM («ПРОКОМ»), LLC BGS Solutions, «IT Specialist» company, Ukrainian Association ODOO, Coca-Cola Beverages Ukraine Limited, «Center Research & Development» company, «Global Message Service» company, «Genesis» business ecosystem company.

MAIN EDUCATIONAL DISCIPLINES (COURSE) OF THE EDUCATIONAL PROGRAM

Business Engineering, Intelligent Systems, Mathematical Methods and Models of Complex Economic Systems, Data Analysis Technologies, Mobile Application Development Technology, Digital Economy of Ukraine.

COMPETITIVE ADVANTAGES

- The educational program is designed to train professionals capable of creating and researching complex mathematical models of economic development in the context of global digitalization. Master's students acquire methods for implementing innovative digital technologies to ensure the effective operation of complex systems and objects in digital environment. The curriculum focuses on the advanced study of intelligent systems, business engineering, and data analytics technologies that enable solving management problems in conditions of high uncertainty.
- A unique advantage is the availability of an English-taught program, which allows students to study in classes taught in English and to integrate into the international professional environment. The curriculum aligns with current global trends, particularly the development of the Internet of Things (IoT), which, according to World Economic Forum assessments, has seen a 43% increase in the number of job vacancies over the past year. The program supports continuity of education by offering graduates a pathway to a PhD, as well as opportunities for international mobility and the chance to obtain a double degree in partnership with European universities.
- The career-oriented approach of the master's program is focused on preparing managers and digital transformation architects for various sectors of the economy. Formed competencies enable graduates to realize yourself as project managers, Smart City analysts, mobile application architects, and information security engineers. The program provides training for specialists capable of leading IT service units and information and computing centers, as well as providing strategic leadership of digital transformation within organisations.
- Practice-oriented learning is realized through the involvement of industry practitioners, representatives of the Ministry of Digital Transformation of Ukraine, and international IT companies in the teaching process. The educational process involves work in specialised computer laboratories using up-to-date software for big data analytics and business process modelling. Students have access to the resources of the Educational and Research Center for Business Simulation and the Smart Library to address real-world innovation challenges in the field of digitalisation.



Website of the
University

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