



# Educational program «TRADE MANAGEMENT»

MASTER'S DEGREE

## PURPOSE OF THE EDUCATIONAL PROGRAM

Training of managerial staff for trade enterprises, who are able to ensure the adoption of effective management decisions in accordance with modern trends in the development of trade business and the new culture of consumer behaviour.

## EMPLOYMENT OPPORTUNITIES (POSITIONS)

- ✓ Director of the trade enterprise
- ✓ Commercial Director
- ✓ Regional Director
- ✓ Head of Retail Company
- ✓ Trade Manager (Retail and Wholesale trade managers)
- ✓ Head of Sales (Marketing) Department
- ✓ Head of Commercial Department
- ✓ Head of the marketing department
- ✓ Managers of middle and upper level management in international and national companies with a high level of remuneration

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

Epicenter-K LLC, Toyota-Ukraine FIE, Retail-Trend LLC, NOVUS UKRAINE LLC, ZAMMLER Ukraine LLC, Gallery-Alex LLC, Uaprom LLC, Nova Light Engineering Company LLC, HUSKIE MANAGEMENT LLC, etc.

## MAIN EDUCATIONAL DISCIPLINES (COURSE) OF THE EDUCATIONAL PROGRAM

Trade Management; Brand management; Reputation management; Change Management; Project Management; Innovative Development of the Enterprise; Corporative Management; Information Systems and Technologies in Management; Contract Law, and others.

## COMPETITIVE ADVANTAGES

- Participation in the creation of a new trade management philosophy at the enterprise thanks to the implementation of unique professional competencies
- Generating the achievements of modern digital technologies in conditions of high risks caused by war and the Covid-crisis, taking into account new requirements for personnel in the field of trade
- Acquisition of competences for solving strategic tasks of trade enterprises in connection with the spread of CSR practices and ESG concept
- Participation in the educational process of leading practitioners - managers of domestic and international business, strategic partners of the university (open lectures, master classes, trainings, etc.)
- Opportunity to study in an English-language educational program with the prospects of obtaining the C+ level
- Constant updating and improvement of the education content with orientation to the world standards of trade business, best international educational programs
- State-of-the-art educational material base of European level (specialized laboratories, computer classes, SMART-library, numerous coworking spaces and modern recreation areas)
- An extensive system of connections with business partners/stakeholders, which allows to choose a promising organization for successful employment
- Academic mobility program that allows to get an education abroad
- Possibility of realizing creative and scientific potential, involvement in sports, cultural and business events, participation in conferences, webinars, round tables with representatives of business and government structures



Website of the  
University

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