



List of credits on the specialty “Media Management and Administration of Publishing and Printing Industry”

<b>BACHELOR</b>		
NAME OF SUBJECTS	SEMESTER	CREDITS
Fundamentals of Economic Theory	Autumn	5.5
Microeconomics	Autumn	5
Fundamentals of Law	Autumn	3
Labour Law	Autumn	3
Administrative Law	Autumn	3
Finance of Enterprises	Autumn	3.5
Finance, Money and Credit	Autumn	5.5
State and Regional Governance	Autumn	4
Historical courses	Autumn	2
Ukrainian Speaking courses	Autumn	2
Psychological courses	Autumn	2
Social and humanitarian courses	Autumn	2
Economic Forecasting	Autumn	4
Fundamentals of Media Business	Autumn	5.5
Printed Product Making Technique	Autumn	5.5
Fundamentals of Management	Autumn	5
Distribution Management of Media Product	Autumn	4
Operations Management of Media and Publishing and Printing Enterprises	Autumn	6
Innovations Management	Autumn	5
Administrative Management of Media and Publishing and Printing Enterprises	Autumn	3
Strategic Management of Media and Publishing and Printing Enterprises	Autumn	5
Crisis Management of Media and Publishing and Printing Enterprises	Autumn	4.5
Economic Analysis of Media and Publishing and Printing Enterprises	Autumn	4.5
Logistics of Media and Publishing and Printing Enterprises	Autumn	4.5
Information and Communication Technologies in Media Business	Autumn	4
Courses on commercial activity - <i>Fundamentals of commercial activity, Legal regulation of commercial activity</i>	Autumn	3.5
Courses on Business Planning of Media Industry - <i>Business Planning of Media and Publishing Enterprises, Business Planning of Printing Enterprises</i>	Autumn	4
Higher and Applied Mathematics	Spring	11
Economic statistics	Spring	4.5
Information Systems and Technologies	Spring	3
Macroeconomics	Spring	4
Life Safety and Civil Defence	Spring	2
Economic Law	Spring	3
Economy of Enterprises	Spring	6.5

Accounting and Audit	Spring	5.5
Marketing	Spring	5.5
International Economic Relations	Spring	5.5
Personnel management	Spring	6
Management of International Activity on Enterprise	Spring	6
Ecological courses	Spring	2
Philosophical courses	Spring	2
Law courses	Spring	2
Machines and Equipment for Publishing and Printing Enterprises	Spring	3.5
Legal Regulation of Media Business	Spring	4
Economics and Organization of Media Business	Spring	4
Econometrics	Spring	4
Organization of fair and exhibition activity	Spring	3
Accounting at Small Business Enterprises	Spring	3
Courses on Printed Product Making Technique - <i>Bindings Processes, Special types of printing, Materials for Printing</i>	Spring	3.5
Courses in Labour Economics - <i>Labour Organization, Norming and Remuneration on Media and Publishing and Printing Enterprises, Labour Economics and Socio-Labour Relations</i>	Spring	5
Courses on organization of advertising activity - <i>Advertising marketing, Advertising management</i>	Spring	3
Courses on Economic management of Media, Publishing and Printing Enterprises - <i>Management of Economic Potential at Media and Publishing and Printing Enterprises, Cost management at Media and Publishing and Printing Enterprises</i>	Spring	4

<b>MASTER</b>		
NAME OF SUBJECTS	SEMESTER	CREDITS
Patenting and Copyright Law	Autumn	3
Courses on Pedagogy	Autumn	2
Courses on Management	Autumn	3
Fundamentals of Scientific Research	Autumn	2
Project Management	Autumn	5.5
Financial Management	Autumn	5
Risk Management of Media and Publishing and Printing Enterprises	Autumn	4
Corporate Management in Media Industry	Autumn	4
Contract Law	Autumn	3.5
Human Recourse Management	Autumn	5
Methods of Management Decision Making	Autumn	5
Administrative Consulting	Autumn	4.5
Information Systems and Technologies in Media Management	Autumn	5
Courses on Sustainable Development	Spring	2
Practicum in Foreign Language Vocational Communication	Spring	3
Scientific-Research Work on Thesis Topic	Spring	2
Quality Management	Spring	4
Management of Media and Publishing and Printing Enterprises	Spring	6
Marketing Management of Media Enterprises	Spring	4
Media Marketing	Spring	4
Public Administration	Spring	3
Changes Management	Spring	3.5