

## DTI UNIVERSITY

### ACADEMIC PROGRAM REVIEW

Program's Title: **Business Administration**

Program's Type: **Educational-and-Professional**

Level of Higher Education: **second (master's)**

Knowledge Field: **07 Management and Administration**

Specialty: **073 Management**

Institution: **Uzhhorod National University**

The success of every business venture in conditions of unpredictability, constant challenges and dynamism of the external environment largely depends on the use of modern management capabilities. Every business owner or employer is interested in highly qualified personnel capable of using modern management methods. In the conditions of war and further recovery of the Ukrainian economy, the attraction of official and private capital leads to the emergence of new companies and organizations, and as a result, to even greater demand for qualified personnel in the field of management and administration.

Business Administration is one of the most sought-after and widely known specialties in the world. Master's degree students receive comprehensive knowledge in the field of economics, management, and marketing, allowing them to perform both ordinary economic and managerial work, as well as to manage enterprises and projects aimed at the creation and introduction of new and innovative products (services) to the market. The relevance of the Business Administration academic program implementation is caused by the increased demand demonstrated by enterprises (companies) of various industries and forms of ownership. The program implementation is adapted to the needs of the local and international labor market.

The MBA program contains general information, a defined training goal, main characteristics of the program and the graduates' suitability for the employment, compulsory and selective educational components, program competencies, the matrix of the program competencies corresponding with the educational program components, and the matrix of ensuring program learning outcomes in accordance with program components. The peculiarities of teaching, learning and assessment are also determined.

The uniqueness of the academic program consists in providing master's degree seekers with theoretical and practical abilities and skills sufficient to ensure effective management of business processes in the organization with an emphasis on creative thinking, innovativeness, leadership skills development, in-depth project management training, practical orientation in business management and adaptability to the changing environment, which provides graduates with competitiveness on the national and global labor markets.

A detailed study of the MBA program content leads to the conclusion about its well thought structure, consistency in studying theoretical material and acquiring the necessary



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skills. The employers' requirements for the organization of the educational process and internship are also considered. Compulsory components make up 67 credits (74%), and elective components - 23 credits (26%). The educational components offered in the program allow to form general and special competences meeting the modern requirements for the highly professional Master of Management training.

The reviewed academic program, developed by the Department of Business Administration, Marketing and Management of the Uzhhorod National University, provides a comprehensive and targeted approach to the training of a qualified Master of Management. The program is promising for the national and international labor markets, and its graduates can be of particular interest and value for the employers. Considering the above, there is every reason to recommend the implementation of the educational-and-professional program «Business Administration» (specialty 073 «Management») in the educational process at the Uzhhorod National University for master's degree seekers training.

**Reviewer:**

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