



Business education at NTU "KhPI"

Our specialties:

- **D1 ACCOUNTING AND TAXATION** (*educational levels: bachelor, master*)
- **D2 FINANCE, BANKING, INSURANCE AND STOCK MARKET** (*educational levels: bachelor, master*)
- **D3 MANAGEMENT** (*educational levels: bachelor, master, PhD*)
D5 MARKETING (*educational levels: bachelor, master, PhD*)
- **D7 TRADE** (*educational levels: bachelor, master, PhD*)
- **J2 HOTEL AND RESTAURANT BUSINESS AND CATERING** (*educational levels: bachelor, master*)

D1 ACCOUNTING AND TAXATION

(*bachelor level*)

Educational program "Accounting, Auditing and Taxation"

- The educational program "Accounting, Auditing and Taxation" trains specialists capable of solving complex tasks in the field of accounting, auditing, and taxation. Students learn to work with BAS/SAP and Excel models. Our graduates acquire modern competencies that allow them to work successfully in any segment of the financial sector. An individual educational trajectory allows to choose up to 30% of disciplines.
- Every year, students complete international internships at the University of Maribor (Slovenia), the University of Wrocław (Poland), and also take part in the Summer School organized by "Scheidt & Bachmann" (Germany).
- Among the key advantages of the program are practical focus, cooperation with financial and banking institutions, as well as the opportunity to participate in international academic programs and projects.
- Among the key advantages of the program are practical orientation, the opportunity to undertake internships at European universities, and informal education. This year, our students received grants for internships in international companies (Lenovo) for the position of Business Analyst.
- The department creates a favorable environment for the innovative development of students: a FinTech laboratory operates here, where they can test their own ideas and later present them at the NTU "KhPI" Startup Center and the All-Ukrainian Festival of Innovations.



**Our students at
the summer
school (Germany)**

D1 ACCOUNTING AND TAXATION (*master level*)

Educational program "Accounting, Auditing and Taxation"

- The educational program is aimed at forming deep theoretical knowledge and practical skills in students in the field of accounting, auditing, analysis, and taxation. It provides training for highly qualified specialists capable of generating high-quality management information for making effective business decisions, while complying with the requirements of international legislation and professional ethical standards.
- The educational process is provided by experienced lecturers-practitioners who hold valid international certificates. Master's students participate in online internships, practical seminars, and workshops, as well as present the results of their research at international scientific conferences, including the International Conference of Young Scientists of the Academic Coordination Center of the Neisse Euroregion, the Wroclaw Annual Conference on Health and Lifestyle, and other scientific forums.
- Graduates can pursue roles in Corporate Accounting, Tax Planning & Consulting, Audit & Assurance, Digital Accounting / FinTech, IFRS & International Reporting, Start-up CFO, Forensic & Risk.

**What are the impressions of
our students?**



Zhang Shuyuan
Chengdu, China

My main job is the supervision of banks and insurance companies. Studying at NTU KhPI allows me to expand my knowledge in the field of accounting, auditing, and finance.

D2

FINANCE, BANKING, INSURANCE AND STOCK MARKET (bachelor level)

Educational program "Finance and Banking"

- The educational program "Finance and Banking" trains specialists capable of working in the field of finance, banking, investments and financial analysis. Our graduates receive modern knowledge and practical skills that allow them to effectively carry out financial planning, cash flow management, risk assessment and make informed management decisions in financial institutions and business. An individual educational trajectory allows to choose up to 30% of disciplines.
- Every year, students complete international internships at the University of Maribor (Slovenia), the University of Wrocław (Poland), and also take part in the Summer School organized by "Scheidt & Bachmann" (Germany).
- Among the key advantages of the program are practical focus, cooperation with financial and banking institutions, as well as the opportunity to participate in international academic programs and projects.
- The department creates a favorable environment for the innovative development of students: a FinTech laboratory operates here, where they can test their own ideas and later present them at the NTU "KhPI" Startup Center and the All-Ukrainian Festival of Innovations.



**Our student on internship
at the University of
Wroclaw (Poland)**



D2

FINANCE, BANKING, INSURANCE AND STOCK MARKET (master level)

Educational program "Finance and Banking"

- The educational program "Finance and Banking" is aimed at developing students' deep theoretical knowledge and practical skills in the field of financial management, banking, investment and financial risk management. The program provides training for highly qualified specialists who are able to make effective management decisions in the financial sector and business, adhering to the requirements of international standards and professional ethical norms.
- The educational process is provided by experienced professors and practitioners in the financial and banking fields, some of whom have international certifications. Master's students participate in online internships, professional trainings, practical seminars and master classes such as PwC Personal One Day Offer, Level Up with ProCredit Bank, Bridge the Gap 2.0 with Forvis Mazars, Tax Your Brains with Deloitte, Indicators of enterprise status assessment with PricewaterhouseCoopers. Also present the results of their own research at international scientific conferences and professional financial forums.
- Graduates can pursue roles as Investment Analyst, Trader / Dealer, Financial Advisor, Portfolio Manager, FinTech Product Owner, Treasury Manager, Risk Manager.

What are the impressions of our students?



Zhou Zhui, Sinchuan, China

I majored in English at Sichuan Normal Uni. China, and now I am an insurance broker since I had graduated in 2012. Studying at NTU "KhPI" has expanded my knowledge about my profession. The tasks are presented in a structured way. The learning is accessible and interesting. I can also communicate with my classmates online and share experiences.

D3 MANAGEMENT ***(bachelor level)***

Educational program “Business Administration”

- Our program combines international academic standards with practical, hands-on experience. Students acquire comprehensive knowledge in management, economics, entrepreneurship, and leadership, developing the ability to make strategic decisions and implement modern business solutions.
- We actively cooperate with the Kharkiv IT Cluster and the Industrial Cluster, ensuring that our curriculum meets the real needs of employers. Students participate in team projects, collaborate with startups at the NTU “KhPI” SPARK Startup Center, and apply their knowledge to real-world challenges.
- The program was internationally accredited by ZeVA (Germany) in 2024, confirming its high quality and global relevance. Students also have the opportunity to study abroad under Erasmus+ mobility programs at partner universities in Italy, Slovenia, Hungary, Germany, Poland, and Austria.
- Our graduates are well-prepared for careers in international companies, consulting firms, startups, and public administration — or to launch their own successful businesses in a global market.



**Our students participated in
the summer school
SUSTAINABLE STATE OF
NATURE 2.0. (Poland)**

D3 MANAGEMENT *(master level)*

Educational program “Business Administration”

- This program combines academic excellence with strong practical orientation. Students explore advanced topics in management, entrepreneurship, finance, innovation, and digital transformation. The curriculum focuses on developing critical and analytical thinking, leadership competencies, and strategic problem-solving skills that meet international business standards.
- Our professors include experienced scholars and industry experts who integrate real-life business cases, simulations, and project-based learning into the academic process. Students collaborate on team projects, take part in startups at the NTU “KhPI” SPARK Startup Center, and participate in training and workshops organized jointly with the Kharkiv IT Cluster and other industry partners.
- Students also have opportunities for international mobility through the Erasmus+ program, studying in leading universities in Italy, Germany, Poland, Slovenia, Hungary, and Austria.
- Graduates of the Master’s program in Business Administration are prepared for leadership and consulting positions in international companies, innovative startups, and governmental or non-profit organizations. They possess the strategic mindset, communication skills, and adaptability essential for success in a globalized world.

What are the impressions of our students?



Liu Dong, China

The Business Administration Master's program was instrumental in building my successful career.

The diverse of hands-on projects equipped me with the skills and confidence to tackle complex business challenges.

D3 MANAGEMENT (bachelor level)

Educational program “International business”

- Students gain a broad understanding of management, marketing, international trade, and cross-cultural communication, learning how to operate effectively in multinational environments — from small enterprises to large corporations.
- Our English-taught program (available also in Ukrainian) allows students to improve their English language skills without additional courses. Students take part in startup projects at the NTU “KhPI” SPARK Startup Center, work on real business cases with partner companies, and attend lectures by international professors from Germany, Denmark, and Italy within Erasmus+ cooperation.
- The Department of Management maintains strong ties with employers and continuously updates its curriculum to reflect the latest trends in international management and business strategy.
- Through Erasmus+ exchange programs, students can study in Italy, Slovenia, Hungary, Germany, Poland, and Austria, gaining intercultural experience and building a professional international network.
- Graduates of the program are ready to build careers in international corporations, export-import companies, consulting, logistics, and entrepreneurship — anywhere business crosses borders.



Summer School "Building Sustainable Economies After the Crisis-2" (Germany)

D3 MANAGEMENT (master level)

Educational program “International business”

- The *Master’s program in International Business* at NTU “Kharkiv Polytechnic Institute” offers advanced education for students who aim to succeed in the global business arena and manage operations across borders.
- The program provides deep knowledge in international management, cross-cultural leadership, change management, and strategic business development. It emphasizes a practical, analytical, and research-oriented approach to solving modern business challenges.
- Students learn to design and implement strategies for companies operating in international markets, manage multicultural teams, and adapt to the dynamics of a global economy. The learning process integrates guest lectures by international professors, case studies from multinational companies, and participation in joint research and innovation projects.
- Through the Erasmus+ program, students can enrich their education by studying abroad in partner universities across Europe — gaining valuable intercultural experience and professional connections.
- The Department of Management maintains close cooperation with business associations, the Kharkiv IT Cluster, and the Industrial Cluster, ensuring that the program content aligns with the current needs of the global market.
- Graduates of the Master’s program in International Business are equipped for successful careers in international corporations, consulting firms, governmental and non-governmental organizations, or for launching their own global ventures. They are future leaders capable of shaping sustainable and innovative business environments worldwide.

What are the impressions of our students?



Du Sin, China

I completely enjoyed the Master's program. The curriculum was engaging and well-structured, offering a mix of theory and practical application that kept me motivated throughout. The collaborative environment, supportive professors made the experience even more enriching. I can confidently say that this program exceeded my expectations and helped me grow both personally and professionally.



D3 Management ***(Ph.D. level)***

Educational program “Management”

- This program provides a comprehensive academic foundation and methodological training for conducting independent, original research in areas such as strategic management, organizational behavior, leadership, entrepreneurship, innovation, sustainability, and international business.
- PhD students work under the supervision of experienced academic mentors, developing research projects that combine theoretical rigor with practical relevance. They collect and analyze data, test hypotheses, publish in peer-reviewed journals, and present their results at international scientific conferences and research forums.
- The doctoral program emphasizes the development of critical thinking, analytical skills, and a global research perspective, preparing graduates to engage with complex management issues in both academic and business contexts.
- PhD candidates also have opportunities for international academic mobility and research collaboration within the Erasmus+ framework and through partnerships with European universities and research institutes.
- Graduates of the PhD in Management program are equipped with advanced research competencies and leadership qualities, enabling them to pursue careers as university professors, consultants, policy advisors, and senior executives. They are capable of generating new knowledge, shaping management theory and practice, and driving sustainable organizational transformation in a rapidly changing global environment.

D5 MARKETING (bachelor level)

Educational program "Marketing"

- The educational program "Marketing" trains specialists capable of solving complex tasks in market and consumer analysis, brand management, digital communications, and data-driven decision-making in both online and offline environments. Students acquire modern competencies in digital marketing, consumer behavior, analytics, and strategic communications, applying them to real business cases in collaboration with practitioners and stakeholders.
- Among the key advantages of the program are its practical orientation, regular cycles of lectures, seminars, and master classes within initiatives such as “Marketing Practicum at NTU KhPI” and the “School of Marketing for Applicants” under the theme “Marketing of the Future: global ideas, creative approaches, and AI solutions.” The department maintains strong ties with industry, organizing meetings with national market leaders that open pathways to internships and official employment.
- The educational process integrates international opportunities, including academic mobility and Erasmus+ programs, with study and practice at partner universities and companies across Europe, as well as open guest lectures by international experts. Flexible learning formats and a modern curriculum support individual learning trajectories, ensuring that graduates are well prepared for careers in marketing analytics, brand and communications management, and digital strategy.



**Our student on
an internship at
Lenovo
Corporation**

D5 MARKETING (master level)

Educational program "Marketing"

- The educational program "Marketing" prepares specialists capable of managing and developing an organization's marketing as an integrated management concept, applying information technologies to support well-grounded decisions regarding the assessment of external and internal environments, the degree and nature of market competition, and the organization's market position, followed by proposals to strengthen it and the development of a marketing strategy, including entry into foreign markets with a defined implementation plan and budget.
- The program provides expanded research and academic opportunities for master's students through participation in applied and theoretical research projects, preparation and presentation of results at international and national scientific conferences, and publication-oriented academic writing under faculty supervision. Students may join guest lectures and workshops with international experts, and pursue practice tracks aligned with thesis topics. Additional educational practice-intensive seminars on analytics, digital strategy and AI in marketing, and mentorship for competition entries and portfolio development, which together enhance research depth, professional specialization, and readiness for doctoral studies or advanced industry roles.

What are the impressions of our students?



Jiang Wei, China

I would like to express my heartfelt thanks to KhPI. This prestigious institution has played a significant role in my academic journey, helping me discover my strengths, push my boundaries, and envision a brighter future. My professors and the Mentors have always been a source of inspiration. Thank you for your guidance, dedication, and continuous investment in us, equipping us with knowledge and confidence to move forward.



D5 MARKETING **(Ph.D. level)**

Educational program "Marketing"

- The Department of Marketing at NTU “KhPI” creates all the necessary conditions for the development of a new generation of marketers — specialists capable of working with brands, products, analytics, communications, and digital tools in a real business environment.
- Our educational program, developed in collaboration with business representatives, combine academic rigor with practical orientation. Courses are taught by experienced scholars and industry practitioners who successfully implement marketing projects across various sectors.
- PhD students engage in independent research under the supervision of academic mentors, focusing on the study of consumer behavior, brand strategy, market dynamics, and innovation in marketing communications. They publish scientific papers, participate in conferences, and contribute to the development of modern marketing theory and practice.
- Graduates of the PhD program in Marketing acquire advanced research and analytical skills, a deep understanding of market processes, and the ability to generate innovative solutions that create real value for business and society. They are prepared for successful academic, consulting, and leadership careers in the global marketing environment.

D7 TRADE **(bachelor level)**

Educational program " Entrepreneurship, trade and stock exchange activities"

- The program provides systematic knowledge and practical skills for organizing and operating entrepreneurial, trade, and exchange institutions, enabling graduates to achieve strong economic and social results across traditional and digital marketplaces. Students learn to design and manage product assortment systems, apply category management principles, and build procurement frameworks in collaboration with industry partners, while developing soft skills through interactive formats such as time-management training and practice-oriented business simulations.
- Educational life integrates online learning with full academic support and flexible study from any location, ensuring quality through modern digital tools and mentorship. The department runs applied initiatives with Ukrainian and international companies, including interactive lectures on logistics coordination for global markets, meetings with youth organizations such as AIESEC, and collaboration with e-commerce and digital marketing ecosystems.
- Academic engagement is strengthened by participation in international conferences and innovation-focused events, joint grant initiatives with European partners, and faculty development in digital education technologies, which together expand students' exposure to contemporary trade trends such as e-commerce, blockchain, big data and AI.



**Working visit to
the
Academy of Silesia
(Poland)**



D7 TRADE *(master level)*

Educational program " Entrepreneurship, trade and logistics "

- The educational program "Entrepreneurship, Trade, and Logistics" provides students with the knowledge and skills necessary to succeed in a highly competitive business environment. Graduates of this program gain the ability to start and develop their own enterprises in the fields of production, trade, and logistics, deliver high-quality services, conduct operations on commodity exchanges, and effectively perform key management functions within an organization.
- The program offers in-depth professional training that integrates modern approaches to business management, entrepreneurship, and logistics. Students study disciplines such as international technical regulation, e-commerce and global entrepreneurship, merchandising, commercial logistics, business ethics and social responsibility, technological entrepreneurship, and modern methods of business analytics in entrepreneurship and trade. Particular attention is paid to the development of research competencies through courses in the fundamentals and methodology of scientific research, as well as to the assessment of the economic efficiency of business solutions and the quality management of goods and services.

What are the impressions of our students?



He Xinyu, China

The past year in Ukraine has been one of the happiest and most meaningful times of my life.

I want to take this opportunity to express my heartfelt gratitude to you, the faculty at KHPI, and everyone who has supported me during this journey. The Master's program in Business, Trade, and Logistics played a key role in shaping my successful career.

D7 TRADE ***(Ph.D. level)***

Educational program " Entrepreneurship, trade and stock exchange activities"

- The program is designed to prepare researchers and scholar-practitioners capable of generating original knowledge, solving complex problems in entrepreneurial, trade and exchange systems, and advancing evidence-based managerial practices through rigorous theoretical and applied research. PhD students develop advanced competencies in research design, data analysis, and scientific communication, integrating contemporary methods in economics, management, and digital technologies to investigate market dynamics, institutional development, and innovation in trade and exchange environments.
- Academic training combines coursework in research methodology and the theoretical foundations of entrepreneurship and trade with supervised independent research leading to a dissertation, reinforced by participation in international conferences, seminars with industry and policy stakeholders, and pedagogical practice. The program emphasizes ethical, socially responsible decision-making, cross-disciplinary collaboration, and the use of modern information systems and analytics, enabling graduates to contribute to academic, policy, and industry agendas and to pursue careers in higher education, research institutes, and leadership roles in entrepreneurial and trade organizations.



**Our PhD student
at the POLYTECH
SUMMIT**



J2 HOTEL AND RESTAURANT BUSINESS AND CATERING (bachelor level)

educational program «Hotel and restaurant business»

- The educational program “*Hotel and Restaurant Business*” is designed to train professionals in the hospitality and catering industries who are capable of managing service processes, people, and customer experiences. Students gain modern managerial, technological, and communication skills necessary for building successful careers in hotels, restaurants, and international hospitality companies.
- Key features of the program include practice-oriented learning, international internships, and participation in industry events. Students complete professional internships in Greece, Montenegro, Spain, Tunisia, Bulgaria, Cyprus, Slovakia, Italy, Germany, and Austria. Upon completion, each student receives an international certificate confirming their professional experience in the global hospitality industry.
- The department actively engages students in scientific, professional, and creative projects — such as the *HoReCa & Tourism* research club, guest lectures by tourism practitioners, and international exhibitions including *Antalya Tourism Fair 2025*. Students also take part in webinars and thematic projects like “*Tourism and Hospitality 4.0: How Travel Changes the World*” organized within NTU “KhPI” innovation initiatives.



**Our students on
professional internships**



J2 HOTEL AND RESTAURANT BUSINESS AND CATERING (master level)

educational program «Hotel and restaurant business»

- The master's program "Hotel and Restaurant Business" provides advanced training for leaders in the hospitality and catering industries. It focuses on developing strategic, managerial, and analytical skills that enable graduates to effectively manage hotel complexes, restaurants, and catering companies both in Ukraine and abroad.
- Students study strategic management in HoReCa, innovations and innovative engineering in HoReCa, service quality, and international hospitality standards. The program combines theory with practical business cases and collaboration with industry partners.
- Master's students have opportunities for internships in leading hospitality companies, participate in scientific and professional conferences, and build international networks. Graduates of the program become highly qualified managers, consultants, and entrepreneurs ready for dynamic careers and leadership in the global hospitality industry.



**Our students on
professional internships**