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REVIEW
in the specialty 073 "Management"
for educational and professional program «International business»
of the first education level (bachelor degree)
in National Technical University «Kharkiv Polytechnic Institute»

The curriculum of the "International Business" program is exceptionally well-structured, effectively integrating theoretical knowledge with practical application. Key disciplines such as international business, fundamentals of international marketing, strategic management, human resource management, customs regulation, and management of export-import operations equip students with a comprehensive understanding of the global market. The strong emphasis on practical training—through internships, case studies, and real-world business scenarios—significantly enhances students' ability to apply their knowledge in professional environments. Furthermore, collaboration with business professionals and international organizations enriches the program's industry relevance, ensuring that students gain a deep understanding of real-world business operations.

A particularly noteworthy aspect of this program is its robust focus on internationalisation. The use of English as the medium of instruction, coupled with opportunities for students to engage in academic mobility programs such as Erasmus+, positions them to thrive in international business settings. The flexibility offered through elective courses allows students to tailor their educational experiences to their interests and career goals, striking an admirable balance between essential management knowledge and specialized international business skills. This prepares graduates for a diverse array of career paths in multinational companies and global markets.

As the Vice-President for Internationalisation and Diversity at Rhine-Waal University of Applied Sciences, a stable cooperation partner of National Technical University «Kharkiv Polytechnic Institute» I have a profound appreciation for the significance of international education, and I am pleased to evaluate the educational and professional program "International Business" at the National Technical University "Kharkiv Polytechnic Institute." This program stands out for its

potential to greatly contribute to the internationalisation of higher education and to promote enriching global experiences for its graduates.

While the program excels in many areas, I believe there are opportunities to further enhance its effectiveness. For instance, although the curriculum includes essential topics like self-management and human resource management, the addition of a structured module focused on global leadership and cross-cultural communication would significantly benefit students. Such a module would strengthen their ability to work effectively in multinational teams, navigate international business negotiations, and manage cross-border projects—skills that are increasingly vital in today's interconnected world.

Moreover, I recommend expanding the course "International Supply Chains Management" to provide a more comprehensive understanding of modern global logistics and supply chain optimization strategies. Given the complexities of international trade and the rapid advancements in digital technologies, integrating advanced topics such as digital supply chain transformation, artificial intelligence applications in logistics, and blockchain for supply chain transparency is essential.

Additionally, broadening the elective course offerings to include subjects that reflect emerging trends in international business would be advantageous. Courses on digital transformation, sustainable business strategies, international project analysis and business planning, international teamwork, management of joint ventures, global trade trends, and international economic integration would provide students with relevant insights into contemporary business challenges and opportunities. This alignment with current market demands will ensure that graduates are well-prepared for the dynamic and evolving business environments they will encounter.

In conclusion, the educational and professional program "International Business" is a well-developed academic offering that meets international educational standards. Its strong combination of theoretical foundations, practical applications, and international exposure makes it an invaluable choice for students aspiring to careers in global business. I wholeheartedly support the continued implementation of this program and encourage the consideration of the suggested enhancements to further elevate its quality, ensuring that its graduates remain competitive in the international job market.



Prof. Dr. Habil. Tatiana Zimenkova Vizepräsidentin für Internationales und Diversität