BBA PROGRAM CATALOG

Ukrainian-American Liberal Arts Institute

“Wisconsin International University (USA) Ukraine”
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Welcome to Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”!

Our University is a dynamic higher education establishment which recently celebrated the seventeenth anniversary of its first student's enrollment, which means that we are an established institution with its own rich history, traditions and the culture of excellence. WIUU is the only higher education establishment in Kyiv and Ukraine with full immersion in English language, where all classes of the American program are taught entirely in English by highly qualified instructors.

WIUU is the only educational establishment in Kyiv and Ukraine which assists its students and graduates in obtaining good jobs in companies thanks to the rich network of cooperation with national and international companies in Ukraine. Companies in Ukraine know WIUU’s graduates, the quality of their education and the quality of their character. Therefore, they always welcome our graduates. Good library, computer lab, free internet access, outstanding teaching and administrative staff – all these contribute to the quality education that our students receive. The extracurricular activities that WIUU students enjoy are varied and diverse: our students participate in humanitarian and charity activities as they visit orphanages to help disadvantaged children; they play sports as a well-equipped gym is ready for their needs; they organize various holidays, student parties and other events.

I hope that this Catalogue will provide you with helpful information regarding your BBA program.

Warmest wishes,

Prof., Dr. Oleksander Romanovskyi

Rector
Welcome to Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” BBA Program!

WIUU BBA program is designed to provide solid understanding about management education and to train the students to become creative and result-oriented professional to fill up the junior and middle level management positions in the rapidly growing business sector and to prepare students for higher degrees in business administration and career opportunities in research. It is my hope that in WIUU you will find many opportunities to grow and develop both professionally and personally.

Best Wishes,

Prof., Dr. Oleksandr Grebelnyk

Provost for Academic Affairs and the Head of the International Management and International Business Department
Welcome to the BBA Program at Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”!

Welcome to WIUU! I am sure you will find your learning experience valuable, meaningful and enjoyable here.

Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” is proud to offer the BBA program. Our program is focused on the traditional BBA curriculum, and exemplifies a good balance of qualitative and quantitative courses. Courses are taught from the middle and senior management perspective and develop the skills, knowledge and insights that enable a shift from functional expertise to broad-based strategic leadership. The participants receive solid fundamentals along with the tools which can be immediately applied in a current business setting. Our goal is to prepare a competent and confident leader who can face the challenges of tomorrow.

Again, welcome to WIUU! I hope you will have a wonderful experience at our BBA School.

Hon. Dr. Olena Volovyk

The Dean of the International Programs
General Information

Mission
Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” is a higher education institution committed to helping its students become productive, entrepreneurial, competitive and responsible citizens assuming moral and ethical values.

WIUU has as its mission the creation of a stimulating teaching and learning environment for multi-cultural student body and internationally minded faculty.

The programs having an international business focus are designed to meet the needs of the 21st century professionals and leaders of the global society.

Accreditation and Licensure
Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”, the first joint Ukrainian-American University, was established in 1997.

WIUU was founded by National M.P. Dragomanov Pedagogical University (Kyiv, Ukraine) and Wisconsin International University (Wauwatosa, Wisconsin, USA).

Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” is accredited by the Ministry of Education and Science, Youth and Sports of Ukraine and the State Accrediting Board of Ukraine to offer Bachelor and Master Programs.

MBA Program at the Ukrainian–American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” was accredited by the Foundation for International Business Administration Accreditation (FIBAA) agency, which is strongly respected in the world business and academic circles. The purpose of FIBAA is to promote the quality and transparency in education and science by awarding quality certificates to educational programs and educational institutions in the areas of higher education and continued professional development.

WIUU Membership
• Academy of Higher Education of Ukraine
• American Chamber of Commerce in Ukraine
• Association of Ukrainian Non-State Owned Universities
• Council of Rectors of Universities of Ukraine (Kyiv Region)
• German-Ukrainian Society of Economics and Science (Berlin, Bonn, Mainz)
• International Trade Club in Ukraine
• Social Association "International Personnel Academy".
Partners abroad

WIUU students are given an opportunity to practice, study and train abroad (the USA and Western Europe), developing a significant measure of expertise concerning culture, politics, economics and languages. Students are offered a full range of summer and winter programs in Florida, Munich, London, Plymouth, Madrid, Paris and Strasbourg. WIUU students integrate the knowledge of Ukrainian and American curricula into the activities of real international companies and enterprises. Courses and internship taken at partner universities are recognized by Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”.

Partner Universities and Institutions abroad include:

- City of London Academy (London, Great Britain)
- Co-Serve International (Oregon, USA)
- East Central University (Oklahoma, USA)
- German-Ukrainian Society of Economics and Science (Mainz, Germany)
- Highmark, Inc. (Georgia, USA)
- Institute of Commercial Management (Hampshire, Great Britain)
- Indiana Wesleyan University (Indiana, USA)
- Kazakh American Free University (Ust-Kamenogorsk, Kazakhstan)
- Precedent Academics (Indianapolis, USA)
- Richmond, the American International University (London, Great Britain)
- Schiller International University (Florida, USA)
- Ukrainian Free University (Munich, Germany)
- University of Applied Sciences (Fachhochschule Worms, Worms, Germany)
- University College Plymouth St. Mark and St. John (Plymouth, Great Britain).

Countries Represented by Students at WIUU

Students from different countries have attended WIUU: Algeria, Egypt, Ghana, Iran, Libya, Nigeria, Pakistan, Republic of Cameroon, Republic of Gambia, Republic of Kenya, Republic of Serbia, Russian Federation, Saudi Arabia, South Africa, Syria, Turkey, Ukraine, the USA etc.
## Degree Programs

<table>
<thead>
<tr>
<th>Degrees Offered</th>
<th>Diplomas Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Ukrainian - American Bachelor Degree in</td>
<td>Ukrainian State Diploma - Bachelor of Management (BM)</td>
</tr>
<tr>
<td>Business Administration and Management</td>
<td>International Diploma - Bachelor of Business Administration (BBA)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>American Degree - Bachelor of Business Administration</td>
<td>International Diploma - Bachelor of Business Administration (BBA)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Ukrainian Degree - Bachelor of Management</td>
<td>Ukrainian State Diploma - Bachelor of Management (BM)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of International Business Degree</td>
<td>Ukrainian and International Diplomas in International Business (BIB)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>American Degree - Master of Business Administration</td>
<td>International Diploma - Master of Business Administration (MBA)</td>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Ukrainian Degree - Master of International Management</td>
<td>Ukrainian State Diploma - Master of International Management (MIM)</td>
</tr>
</tbody>
</table>

Bachelor of Business Administration (BBA) is an integral part of the programs offered at Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”. 
BBA Program Information

Bachelor of Business Administration Program is an integral part of all degree programs offered at WIUU. It attracts excellent applicants and is taught by highly-qualified teaching staff. A more detailed description of the program is given below.

Learning Objectives

The learning objectives of BBA program can be summarized as follows:

- Give students a clear understanding of the main methods and techniques of strategic management, financial planning and corporate management;
- Encourage students to evaluate management problems in economic, political, social and technical environments within which managers work;
- Introduce students to all the latest developments in the fields of international management;
- Consider the study of international business in a variety of cultural settings;
- Train students on how to integrate and apply the knowledge, approaches and methods they have learned to a variety of practical situations;
- Prepare students to identify problems, consider alternative solutions, evaluate and analyze situations and make decision.

Business education at WIUU prepares students to become effective and responsible entrepreneurs and leaders in organizations and companies while introducing them to all the latest developments in the fields of international business. Students must earn a minimum of 120 semester credits (approximately 40 courses). Completion of the intermediate level of at least one foreign language (except English) is required.
Learning Philosophy and Curriculum Content

At Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”, we help you gain the competencies you need to become a successful business leader. Our curriculum is built in such a way as to combine strong theoretical preparation with developing excellent practical skills. Developing competencies, confidence, and ability to make significant contribution to organizational success is the main goal with which our curriculum content and other activities are aligned with.

Research shows that three major factors are required to become a successful business leader and to rise to the top in the business world: good understanding of all aspects of the organization’s business; well-developed communication skills; ability to deliver results quickly, efficiently and effectively. All BBA course syllabuses are designed with these factors in mind. WIUU’s BBA teaching staff utilizes different teaching approaches to deliver this high-content curriculum with impressive results.
Curriculum

Business education at WIUU prepares students to assume effective and responsible leadership roles in organizations and business. A three-part curriculum has been designed to meet this goal.

First, the liberal arts classes provide the foundation for students to understand themselves and their dynamic work. Students learn to communicate and develop an understanding of cultural, social, economic, international and technical environments in which we live.

The second part of the curriculum is a core required of all business graduates. This major provides students with an introduction to the functional areas of an organization, basic managerial and organizational concepts, and an overall view of policy making. The qualitative and quantitative nature of this common core enables students to develop their critical and analytical skills.

The third section of the curriculum provides students an opportunity to gain more insights on specific business areas of their interest as well as greater understanding of the global society. Also the entire program is designed to foster a strong command of the English language.

Students must earn a minimum of 120 semester credits (approximately 40 courses). Completion of the intermediate level of at least one foreign language (except English) is required.

Students who enroll in summer courses at WIUU or at partner universities abroad can complete the program in less than four years. The program leads to International BBA Diploma.

The BBA program comprises of the following course components:

1. Core Courses………………………………………. 81
2. General Education Courses …………………………….. 39
   Total : 120 credit hours

Core Courses

<table>
<thead>
<tr>
<th>No</th>
<th>Course No.</th>
<th>Course title</th>
<th>Credit hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ECN101</td>
<td>Microeconomics</td>
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</tr>
<tr>
<td>2</td>
<td>MGT101</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>BSN101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>BSN201</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>ECN202</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>ENG303</td>
<td>Interpersonal Communications</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>ITC303</td>
<td>IT Applications</td>
<td>3</td>
</tr>
<tr>
<td>No.</td>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
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<tr>
<td>8.</td>
<td>MATH302</td>
<td>Statistics</td>
<td>3</td>
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<tr>
<td>9.</td>
<td>ACC301</td>
<td>Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>10.</td>
<td>ACC402</td>
<td>Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>11.</td>
<td>BSN402</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>12.</td>
<td>ECN403</td>
<td>International Institutions and Organizations</td>
<td>3</td>
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<tr>
<td>13.</td>
<td>FIN501</td>
<td>Business Finance I</td>
<td>3</td>
</tr>
<tr>
<td>14.</td>
<td>FIN602</td>
<td>Business Finance II</td>
<td>3</td>
</tr>
<tr>
<td>15.</td>
<td>MGT502</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>16.</td>
<td>BSN504</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>17.</td>
<td>ECN603</td>
<td>Theory of International Economic Relations</td>
<td>3</td>
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<tr>
<td>18.</td>
<td>BSN605</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>19.</td>
<td>BSN605</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>20.</td>
<td>MGT703</td>
<td>Human Resource Management</td>
<td>3</td>
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<tr>
<td>21.</td>
<td>MGT704</td>
<td>Multinational Enterprise</td>
<td>3</td>
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<tr>
<td>22.</td>
<td>ECN704</td>
<td>Monetary Theories and Banking Systems</td>
<td>3</td>
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<tr>
<td>23.</td>
<td>FIN703</td>
<td>Risk Management</td>
<td>3</td>
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<tr>
<td>24.</td>
<td>BSN706</td>
<td>Business Policy</td>
<td>3</td>
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<td>25.</td>
<td>ECN805</td>
<td>World Economy</td>
<td>3</td>
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<td>26.</td>
<td>MGT805</td>
<td>Operations Management</td>
<td>3</td>
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<tr>
<td>27.</td>
<td>ACC803</td>
<td>Audit</td>
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</table>

**Total:** 81
General Education Courses

<table>
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<tr>
<th>No</th>
<th>Course No.</th>
<th>Course title</th>
<th>Credit hours</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>ENG101</td>
<td>English Composition I</td>
<td>3</td>
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<tr>
<td>2</td>
<td>ENG102</td>
<td>Business English I</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>ITC101</td>
<td>Computer Science I</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>ENG201</td>
<td>English Composition II</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>ENG201</td>
<td>Business English II</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>ITC202</td>
<td>Computer Science II</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>MATH201</td>
<td>Mathematics</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>LNG301</td>
<td>Russian/German/Spanish I</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>LNG402</td>
<td>Russian/German/Spanish II</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>PSY401</td>
<td>Psychology</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>LNG502</td>
<td>Business Russian/German/Spanish I</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>LNG602</td>
<td>Business Russian/German/Spanish II</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>SOC602</td>
<td>Sociology</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total:** 39
Our Instructors

Instructors of the BBA program at WIUU bring their great theoretical and practical expertise to the classroom. They offer students an opportunity to learn, what really works in Ukrainian and International business. With their help, students develop an in-depth understanding of business operations in different areas of business. Among the instructors are:

Mr. Mark Sawchuk, General Manager, Professional Products Division, L’Oreal Ukraine, teaches International Marketing. BBA students enjoy Mark’s classes thanks to the high quality theoretical and practical content. Mr. Mark Sawchuk is an employee of the L’Oreal Group for the past 15 years, having worked in various marketing positions and managing numerous brands in Montreal, Paris and Kyiv. Currently residing in Ukraine, Mark also devotes some time at WIUU, lecturing in Marketing, Branding and International Marketing. He has been with the University for six years.


Mr. Nazariy Syrotyuk, Marketing Director of Eucerin brand, Beiersdorf Ukraine, teaches Business Policy. Mr. Nazariy Syrotyuk graduated with Honors from Kyiv Institute of International Relations in International Economic Relations. After having worked both in mass-market marketing and commerce departments in Ukrainian affiliates of international FMCG companies, he is focused on the highly promising and dynamic pharmacy market. Mr. Nazariy Syrotyuk is a young and dynamic person with a positive attitude and strong work ethic. His passion towards knowledge sharing makes his an invaluable member of our team.
Mr. Andriy Zaporozhetz, CPA, is an instructor of Finances classes. Degrees and certifications: Master of Business Administration (MBA), California State University, Hayward/Institute of Business and Economics, Moscow; Professional Diploma in Management, President’s Business Management Training Initiative, Moscow/Vladikavkaz; Professional Diploma in Finance, Plekhanov's Russian Academy of Economics; Certified Professional Accountant (CPA), IPBR, Moscow; 6 Sigma Green Belt project management, Caterpillar University, USA; Higher Education Diploma in Linguistics (English), NOSU, Vladikavkaz; 20+ Trainings/courses in Finance/Management/HR - in Spain, Switzerland, Turkey, France, Russia.

Dr. Olga Verkhohlyad teaches Human Resource Management and Organizational Behavior classes. Students enjoy her classes very much as they develop comprehensive understanding of the theory and practice of employee management, as well as learn to understand and positively influence employee behavior in a company.

Olga Verkhohlyad received her Master’s and Doctoral degrees in the United States. Her dissertation, “The Development of an Improved Human Capital Index for Assessing and Forecasting National Capacity and Development” received two prestigious awards: Dissertation of the Year Award (EAHR Department, Texas A&M University) and Malcolm S. Knowles Dissertation of the Year Award (Academy of Human Resource Development, USA). Dr. Verkhohlyad's expertise lies in the area of organizational/national development through human capital development, measuring organizational/national human capital, designing effective educational/training systems. Her other interests include Transfer Pricing (International Transfer Pricing Certificate, TAMU) and International Affairs (Certificate in Advanced International Affairs, TAMU).

Dr. Glib Buryak teaches Theory of International Economic Relations. He graduated from Taras Shevchenko National University of Kyiv, Institute of International Relations. In 2006-2008 worked in public office as an assistant-consultant of the Member of Ukrainian Parliament and Councilor of the First Vice-Prime-Minister of Ukraine. In 2010 defended the PHD thesis "Corruption in the Modern-day Institutionalization of the Global Economy" in Taras Shevchenko National University of Kyiv, Institute of International Relations. The same year occupied a position of assistant professor in the Department of International Business in the IIR. In 2012 published a monography "Economic Institutes in the System of Corruption. International Aspect." Since 2013 takes a position of Associate Professor in WIUU. Research interests: the new institutional economy, shadow economy and corruption, economics of developing countries, organizational culture, irrational behavior and decision making.
Alumni and Social Network, Career Planning

BBA degree is more than a degree. It is a life-changing opportunity which can open many doors for you in the professional world. One of the ways it is done is through the network students can build while at WIUU. Our students have diverse functional expertise. Our alumni work in different business sectors in national and international companies. This is a great resource students can use to expand the network.

At WIUU, we take the question of helping students build their professional network very seriously. Different events are organized where students and alumni can meet each other. Furthermore, WIUU is interested in helping our alumni in their professional growth.

Dr. Oleksandra Romanovska, an Internship and Career Development, PR and Communications Coordinator runs the questions regarding Alumni Network, Internships and Career planning.

The following companies are internship places for our students where many WIUU graduates continue to work on a full time basis:

To make the co-operation more systematic and better available for the students, WIUU developed and has been using successfully Facebook Internship Page - https://www.facebook.com/groups/214506911984458/.

The Facebook Alumni Page is of great importance too as it helps to bring together the organized efforts of alumni, to encourage participation more fully in the life of the University, to provide information about the University and to facilitate association among alumni of the same community for the benefit of their cooperation.
Facebook Alumni Page - https://www.facebook.com/groups/wiuu.alumni/.
Leadership Education at the Program

Being a student at WIUU has many advantages, one of which is meeting distinguished corporate, non-profit, and political leaders. BBA students are always invited to the events which enable them to learn more from the great expertise of such individuals.

Experts who have spoken at the events sponsored by WIUU include:

- **Block Jörn**, Prof., Dr. - Professor of Business Management at the University of Trier (Germany), Professor of Applied Economics, Erasmus University Rotterdam and the Erasmus Research Institute of Management;
- **Doss Hansjuergen**, Prof. Dr. - Honorary Consul in Germany, Ex-Member of the Deutscher Bundestag (1981-2002), President of German - Ukrainian Society of Economics and Science (DUG-WW) (Germany);
- **Doss Hendrik**, Prof. Dr. – Professor of the Mainz University of Apply Science, Member of the Board of German-Ukrainian Society of Economics and Science (Mainz, Germany);
- **Feng Li**, Ph.D. - WIUU Representative for East Asian Countries Program (PR. of China);
- **Gardner Douglas W.** - UN Coordinator in Ukraine (2002-2005);
- **Christensen Marshall**, Dr. - Leadership Team Member, Co-Serve International;
- **Haas Axel**, Dr. rer. oec.h.c. - Managing Partner of Arend Process Automation GmbH, guest lecturer in teaching at the Department of Management in the Department of Business Administration, University of Trier (Germany), Master of Business Administration;
- **Herbst John E.** - Ambassador of the United States in Ukraine (2003-2006);
- **Hoffmann Lars**, specializes in online marketing, which includes building and optimizing websites and developing internet strategies;
- **Hunzinger Moritz**, Prof. Dr. - Hon. Senator, Chief Executive Officer (CEO) Emeritus of Action Press Holding AG; Founder and Managing Partner of GFI Communications (Mainz, Germany);
- **Johnson John**, Ph.D. - Senior Partner of Precedent Academics; Coordinator of the Doctorate Programs of Indiana Wesleyan University and the University of Phoenix (USA);
- **Karl Beck** - The Director of the United States Peace Corps in Ukraine (2001-2007);
- **Klee Wolfgang**, Prof. Dr. - Member of the Board of German-Ukrainian Society of Economics and Science (Germany);
- **Kravchuk Leonid M.** - First President of Independent Ukraine;
- **Kyritsis Nick**, Prof. Dr. – Principal of London City College, Schiller International University (London Campus, UK);
- **Lhota Adalbert**, Advisor to the Central Advisory Board of D. Swarovski limited partnership and the Board of Swarovski companies (Austria), Honorary Consul General, Senator;
- **McMurrin Roger** - President of Music Mission Kyiv (1993 -2009); (USA);
- **Noble Margaret**, Prof. Dr. – Principal of the University College Plymouth St. Mark and St. John (UK);
- **Schupbach Stephan**, Prof. Dipl.-Industries - Honorary Professor at the Department of Industrial Design at the Department of Computer Science and Engineering from Fachhochschule Frankfurt am Main/University of Applied Sciences (Germany);
- **Spary Peter**, Dr. h.c. - General Secretary of German-Ukrainian Society of Economics and Science;
- **Stüdemann Dietmar**, Prof., Dr. - German Ambassador, retired, Chairman of the Board of German-Ukrainian Association of Trustees;
- **Wadle Peter**, Prof., Dr. - Lawyer, President of Rotary Club;
- **Yakyba Valentina** – Professor at Borys Grinchenko Kyiv Municipal Pedagogical University and many other distinguished representatives.
Prof., Dr. Hansjuergen Doss – Honorary Consul of Ukraine in Germany. Ex-Member of the Deutscher Bundestag (1981-2002). President of the German-Ukrainian Society of Economics and Science (DUG-WW) (Germany) is giving a lecture to WIUU students.

Hon. Senator Moritz Hunzinger – Chief Executive Officer (CEO) Emeritus of Action Press Holding AG; Founder and Managing Partner of GFI Communications (Germany) (in the middle) enjoys sharing his wisdom of building effective international business with WIUU administrators and students.

Representatives of Highmark Inc. visit WIUU every semester delivering lectures on the broad spectrum of business issues.

Dr. Marshall Christensen, President of the Co-SERVE International (USA) teaches the course "Leadership" to WIUU students.
BBA Program Academic Policies

BBA Graduation Requirements

Undergraduate students will be granted a Bachelor’s degree upon satisfactory fulfilment of the following requirements:

- Completion of the required courses and credit hours required for the degree.
- A cumulative grade point average of 1.00.

During the course of the graduate program, the student’s work is subject to continuous review by the Dean of the International Programs and Program Advisor. Students are responsible for satisfying the requirements for graduation and for observing the academic regulations of WIUU.

Petitions for graduation will be approved by the Academic Office if all degree requirements have been completed before the proposed graduation date and if all required documents have been submitted and fees paid.

A student may be dropped from candidacy for serious academic or personal misbehavior by decision of the Academic Office. WIUU students are offered an opportunity to become interns in the field of international management at prestigious Ukrainian, international and joint companies with the perspective of obtaining a job after graduation.

Course Credit

A student performance in each course is evaluated with letter grades with equivalent grade point average ranging from an “A” (4.00) through “F” (0.00). “Plus” or “Minus” grades may be used at the instructor’s discretion.

Transfer Credits

In order to transfer credits from another educational institution to WIUU, a potential student must provide WIUU with the information regarding the learning outcomes of the course, for which the credit transfer is sought. Furthermore, adequate information on certification/accreditation/quality assurance of the HEI from where the credit transfer is sought must be provided by the potential student.

If the HEI possesses nationally/internationally recognized accreditation, and if the learning outcomes are not substantially different from the ones at WIUU, credit transfer may be allowed. In case of rejection of a foreign qualification, substantial differences in the learning outcomes have to be substantiated.

There is no limitation to the quantity of the courses that may be transferred.

Incompletes

An incomplete grade (I) may be assigned by the instructor when, in the judgment of the instructor, the student is unable to complete the requirements of a course because of unforeseeable emergency and justifiable reasons at the end of the semester. To receive credit for the course, the incomplete work must be finished no later than one month from the end of the semester in which it was assigned. A final grade will be assigned when the work stipulated has been completed and evaluated or when the time limit for completing the work has elapsed. A student may petition for a time extension due to unusual circumstances.
Academic Integrity

Academic integrity is submitting one’s own work and properly acknowledging the contributions of others. Any violation of this principle constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. Forms of academic dishonesty include:

- **Plagiarism** — submitting all or a part of another’s work as one’s own in an academic exercise such as an examination, a computer program, or a written assignment.
- **Cheating** — using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.
- **Facilitating Academic Dishonesty** — helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
- **Fabrication** — altering or transmitting, without authorization, academic information or records.

Principles of academic integrity require that every student:

- Properly acknowledge and cite all use of the ideas, words or results of others.
- Make sure that all work submitted as his/her work in an academic activity is produced without the aid of unsanctioned collaboration or unsanctioned materials.
- Treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference.

Compliance with these principles is necessary in order to insure that:

- Every student is given proper credits for her/his ideas, words, results and other academic accomplishments.
- All academic work done by a student is fairly evaluated and no student has an inappropriate advantage over others.
- The academic and ethical development of all students is fostered.
- The reputation of the University for integrity in teaching and research is maintained and enhanced.

Failure to adhere to these principles of academic integrity threatens both the reputation of the University and the value of the degree awarded to its students.
Library and Internet Center

WIUU has a high-quality library, which serves as one of the major tools for studying at WIUU. The library holds textbooks, books, science journals and other academic literature in Ukrainian, English, German, Russian and other languages. WIUU server holds catalog and dictionaries which can be easily accessed. Students can use a reading room for their conveniences. Library staff is always willing to assist you in your information search.

Internet Center opens access to virtual Internet data bases: libraries, information centers, foreign publishing houses, archives and science magazines. Internet provides distance learning technologies and connects WIUU to colleagues and partners throughout the world.

Mr. Vladislav Nadtochiy, Head of IT and On-Line Education Center, is always happy to assist students with any of internet access-related needs.

Mr. V. Nadtochiy graduated from National Pedagogical Dragomanov University. His majors are Information Technology and Pedagogics. He has been almost twelve years with WIUU.
Applying for Admission

Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” admissions procedure is streamlined and highly personalized, and our Admissions staff is available to assist you at every step of your application process.

Mrs. Olga Glazova,
Admission Director

Admission Criteria

Students applying to study at WIUU must have completed secondary school with a satisfactory grade point average. In addition, students must prove English proficiency by submitting a TOEFL score (or an equivalent English test) or by taking a placement test at WIUU to begin study according BBA curriculum.

Students scoring below standard will be expected to enrol in WIUU Language School until such time that they have reached satisfactory English proficiency. The American faculty teach classes with the understanding that students have the required English proficiency.

Every year WIUU hold Business English Competition for the graduating high school students who are going to pursue degree in Business Administration. As the result of the competition, students get a 100%, 75% and a 50% discount in tuition fee at WIUU.

Students applying to study at the Programs Accredited by the Ministry of Education and Science, Youth and Sports of Ukraine are required to submit the Test Certificate (not less than 124 points for general subjects and 140 points for major subjects).

List of the Documents Required for Admission of Ukrainian students:

- application form;
- certificate and record of high school transcript;
- medical certificate of health condition;
- copy of passport and copy of national ID card;
- military recruits’ registration certificate for men;
- six (6) pictures (3×4);
- proof of fully paid tuition and other fees (including library deposit, dormitory).

List of the Documents Required for Admission of International students:

- application form;
- official transcripts and diplomas (translated and legalized by your country’s official authorities either in your home country or in the embassy of your country in Ukraine);
- birth certificate (translated and legalized);
- medical certificate of health condition (translated and legalized);
- AIDS certificate (translated and legalized);
- copy of passport;
- ten (10) pictures (3×4);
- two (2) recommendation letters (from former or present employees, institutions, lecturers and other relevant sources);
- return ticket with open date (for the period of one (1) year);
- proof of fully paid tuition and other fees (including library deposit, dormitory, medical health insurance, immigration insurance and registration).

**Requirements for admission for BBA program**

- Certificate and record of high school transcript;
- English Proficiency: WIUU English Placement Test (minimum score of 40-50%);
- TOEFL (minimum score of 40%; the test is valid within two years) or IELTS (a minimum IELTS band score of 4.5) or equivalent proficiency tests (please refer to the Admissions office for clarification).

**BBA Placement Tests**

Applicants whose score falls below 40% on the placement test will be expected to enrol in the WIUU English School. Applicants can also provide proof of English proficiency by submitting a TOEFL test (or an equivalent English test) to begin study in the Bachelor degree. The International faculty teaches classes with the understanding that students have the required English proficiency.

Graduating high school students who are the Business English Competition winners could be exempted from the Placement tests.

**Criteria for Entrance in Higher Levels**

In order to transfer credits from another educational institution to WIUU, a potential student must provide WIUU with the information regarding the learning outcomes of the course, for which the credit transfer is sought. Furthermore, adequate information on certification/accreditation/quality assurance of the HEI from where the credit transfer is sought must be provided by the potential student.

If the HEI possesses nationally/internationally recognized accreditation, and if the learning outcomes are not substantially different from the ones at WIUU, credit transfer may be allowed. In case of rejection of a foreign qualification, substantial differences in the learning outcomes have to be substantiated.

There is no limitation to the quantity of the courses that may be transferred.
Registration

Each fall and spring semester, academic advisors offer preregistration counseling. Preregistration for the Fall semester takes place during the Spring and Summer, and for the Spring semester preregistration takes place during the Fall semester. Each potential or current student is required to make an appointment with Hon. Dr. Olena Volovyk, Dean of International Programs (380-44-486-0666 [ext 204]) (elenavolovyk@ukr.net) or with Mrs. Olga Glazova, Admissions Director (380-44-236-1916 [ext 108]) (wiuu@wiuu.kiev.ua). They advise students on all issues concerning registration and the process of studying, the offering of courses if applicants will take separate subjects during the semester. Potential and current students then create their educational schedule with their help and are registered.

After the start of a semester, a student may take one week to decide whether to keep certain classes or not. Any class may be dropped during the first week with no penalty.

Tuition and Payment Terms

WIUU has competitive tuition rate. Each course costs 1730 UAH for Ukrainian students and 1730 (+5%) for international students, and payment is due the second week of a semester. The cost of one semester of the program is 9900 UAH, and the cost of the whole program is 79200 UAH for Ukrainian students. The cost for international students is 5% higher.

(For your information: 1 USD equals 8 UAH as of October, 2013).

If you have questions about tuition or payment terms, please, contact the Accountant Office at (+38 044) 236-1916 [ext 109].
Why Choose BBA Program at WIUU?

Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine” combines solid content program with well-developed international environment. Ukrainian and international students together make the program worth studying at.
Words from our BBA graduates

Here is what our graduates tell about their educational experience at BBA program of Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”

Name: Patricia Essien  
Graduated: 2007  
Country: Ukraine  

Why I chose WIUU: After completing my first two years at an American university, I relocated to Ukraine. I was eager to find a university that followed the same system of education I was used to, a program that was suited to my needs, where the medium of study was English and where I would be able to transfer my credits to. I was very surprised and lucky to find WIUU, and even luckier to be able to enroll in the Spring semester, which meant that I would not lose an entire semester, this is not usually, practiced in higher education institutes of Ukraine.

Where do I work: Currently, I am on maternity leave. However previously, I worked as International Program Coordinator at WIUU.

How did WIUU prepare me: I am still in the process of attaining my MBA. Once completed I believe it will provide the platform for which I need to build my future career.

What would I say to future students: Strive toward self-direction and autonomy during your learning process. Take the initiative in making use of the variety of resources available to you, rather than wait to be spoon fed information by your instructors. Use team projects as an opportunity to build self-advocacy, decision-making and problem-solving skills.

Name: Olena Gryn  
Graduated: 2004  
Country: Ukraine  

Why did you choose WIUU: The two main reasons for me were American teaching methods and foreign instructors. Education based on case study analysis, group presentations and discussions were novice for Ukraine at the time.

Where do you work: Self-employed with extensive background of work experience at various international development organizations (Peace Corps, USAID, WHO). Also, currently teaching at WIUU.

How did WIUU prepare you for your career: I got my first job at Peace Corps Ukraine office (part of the US Embassy in Kyiv) after a summer internship, that I initially got through WIUU. Choosing WIUU for my Bachelor's was a pivotal point in my whole career for sure.

What would you say to future WIUU students: Study hard and try different internships until you find your passion. Concentrate on finding passion in your internships, not just income.
Name: Yaroslava Chopey  
Graduated: 2003  
Country: Ukraine

Why did you choose WIUU: WIUU was one of the first Universities to offer both Ukrainian and international qualifications thus providing better career prospects.

Where do you work: Program Leader for Foundation Business and Tourism programs at London School of Business and Finance.

How did WIUU prepare you for your career: The program enhanced my awareness of international business, accounting, management, marketing, finance and human resources management. My educational background has aided my work in various positions including the present.

What would you say to future WIUU students: By choosing to study at WIUU, you will have the opportunity to meet and interact with students and staff from across the world and to gain a truly international experience. You will be able to develop a broad technical knowledge over a wide range of business disciplines while also improving your communication and analytical skills. To achieve a degree demands hard work and considerable amounts of your own time, there are no short-cuts. However, a dedicated academic and administrative team will work tirelessly to assist you towards attaining your degree. I am sure you will establish many lifelong friendships and professional contacts during your time with WIUU.
I wish you the very best in all your future endeavors!!! And enjoy your time at WIUU!!!

Taras Hivchak, WIUU alumnun, 2012

After graduating from WIUU, I am experiencing a great inflow of skills and benefits as a young entrepreneur and a co-founder of a consulting company in Ukraine. WIUU gave me courage, confidence and inspiration to start up different business projects, create work places for other younger graduates and work
for the benefit of future mankind. Being alumni of 2012 is an honor for me, thanks to friends, professors and staff which left precious memories in my soul for the rest of my life.

Mariya Petrova, WIUU alumnum, 2010
I work at Ove Arup and Partners International Limited, Moscow office. BBA degree from WIUU equipped me with strong analytical skills and business acumen which help me a lot in my employment and in everyday life.

Tatiana Skrygina, WIUU alumnum, 2007
I am a Co-Founder and Head of the Board of the Charity Fund «BLAGOMAY». When I look at this picture of myself from university life, I realize how much I've grown and changed, not only physically, but also mentally as a person in the last couple of years. I could say that studying in WIUU made a great influence on me. At first, I got a big experience of working in big international companies during my several internships
at WIUU. Thanks to WIUU, I know how to be just human no matter who your dad is or how much you earn, you are just a human and a professional person. Now at my best job ever, I could apply my knowledge from our lessons and internships into my charity fund. Every day I use my knowledge from OB, Human Resource, International Marketing, Business Policy classes, not only in strategic planning of some projects, but in communication with our partners, volunteers and kids from orphanages.

Yury Polgorodnyk, WIUU alumnunm, 2011

I work at Daewoo International Corporation. During my Study in WIUU I had a great experience in both education and student life. I would describe university program as quite competitive on Ukrainian education market, it provides students with ability to work in groups, enhance critical thinking and decision-making. It is worth mentioning that student empowerment in WIUU is on a higher level than in most of other educational institutions. Of course knowledge of language can be improved here as well. University also encourages students to take part in different events of social and professional thematic. Personally I took a great pleasure from taking part at 2 economic conference. Also university staff really does help students find internship possibilities and study program on latest courses is mainly designed in such a manner that students are able to visit at least a part time job jointly with university classes.
Visiting Ukrainian-American Liberal Arts Institute “Wisconsin International University (USA) Ukraine”

Campus visits may be offered for students considering coming to WIUU. Contact the office if interested in arranging a visit. You will be offered a tour around WIUU as well as video and published materials about the University.

For further information about BBA program at WIUU, visit www.wiuu.edu.ua or call (+380 44) 236-1916.
Administration

WIUU Rector and the Head of the Fundamental Studies Department – Prof. Dr. Oleksander Romanovskyi
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wiuu@wiuu.kiev.ua

Vice-Rector – Prof. Dr. Juliia Romanovska
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Disclaimer: The information contained in this BBA catalogue is applicable to students entering on or after January 2013.

Wisconsin International University Ukraine (WIUU) reserves the right to revise, supplement, or rescind any content of this publication at any time.