

**UKRAINIAN-AMERICAN LIBERAL ARTS INSTITUTE  
“WISCONSIN INTERNATIONAL UNIVERSITY (USA)  
UKRAINE”**

**BBA  
STUDENT HANDBOOK**

**2014**

**UKRAINIAN-AMERICAN LIBERAL ARTS INSTITUTE  
“WISCONSIN INTERNATIONAL UNIVERSITY (USA) UKRAINE”**

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**The Student Handbook is designed to outline the required procedures and policies. Please read this handbook very carefully to get familiar with its content, as it holds the information for the foundation and successful completion of your academic career.**

**For up-to-date information and announcements please refer to WIUU's website:  
[www.wiuu.edu.ua](http://www.wiuu.edu.ua)**

**While every effort has been made to make this handbook as accurate  
and complete as possible, changes may occur.**

## **SECTION 1. INTRODUCTION**

### **1.1. Mission of the University**

WIUU has as its mission the *creation of stimulating teaching and learning environment for multicultural student body and internationally minded faculty*. WIUU's programs have an international business focus. The curriculum, designed to meet the needs of the 21<sup>st</sup> Century learners, includes a broad-based business perspective with an emphasis on moral and ethical values. Since the world today is closely connected by communication and economic systems, it is the goal of WIUU to help its students become productive and responsible citizens of the global society.

WIUU follows the traditions of American and European universities, in terms of its courses, semester sessions, grading systems, and academic records. Classes are conducted in English.

BBA program is designed to provide solid understanding about management education and to train the students to become creative and result-oriented professionals to fill up 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.

### **1.2. Objectives of the BBA Program**

Upon successful completion of the program, students can demonstrate knowledge and understanding in business and management at level that corresponds to the requirements for junior and middle managers. Placing a value on the practical side of business, the program emphasizes case studies and class participation which develops competences demonstrated through devising and sustaining arguments and solving problems as related to business and management. BBA students are determined to succeed and possess the capacity for hard work; their creativity and individuality facilitate the exchange of ideas and ensures result-oriented learning; they can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

This approach in learning makes the BBA graduates competitive in the job market. Also the program offers to acquire a business degree with a global perspective- along with rigorous core business courses; all students are required to study a foreign language by their choice throughout their degree at WIUU. On completing the program, the graduates possess solid knowledge of at least three languages and, therefore, have competitive advantage to obtain a job in an international context or abroad.

## **SECTION 2. ADMISSION**

### **2.1 BBA Admission requirements**

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.

#### **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;
- certificate and record of high school transcript (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 (translated and legalized);
- ten (10) pictures (3×4);

- 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).

## **2.2. 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 Ms. Elena Volovik, the Dean of the American program (380-44-486-0666 [ext 204]) ([elenavolovyk@ukr.net](mailto:elenavolovyk@ukr.net)) or with Ms. Patricia Essien, International Program Coordinator (380-44-486-0666 [ext 206]) ([p.essien@gmail.com](mailto:p.essien@gmail.com)). They advise students on all issues concerning registration and the process of studying including the prerequisite classes that may need to be taken, the offering of courses during each semester. Potential and current students then create their educational schedule with their help and are registered.

**It is the student's responsibility to contact the Accounts Office, which issues bills, and make sure that the fees have been paid according to the schedule established for them.**

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.

## **2.3. 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.

## SECTION 3. ACADEMIC INFORMATION

### 3.1. BBA Curriculum

#### Core Courses

No	Course No.	Course title	Credit hours
1	ECN101	Microeconomics	3
2.	MGT101	Principles of Management	3
3.	BSN101	Introduction to Business	3
4.	BSN201	Introduction to International Business	3
5.	ECN202	Macroeconomics	3
6.	ENG303	Interpersonal Communications	3
7.	ITC303	IT Applications	3
8.	MATH302	Business Statistics	3
9.	ACC301	Accounting I	3
10.	ACC402	Accounting II	3
11.	BSN402	Principles of Marketing	3
12.	ECN403	International Institutions and Organizations in Business	3
13.	FIN501	Principles of Finance	3
14.	FIN602	Business Finance	3
15.	MGT502	Organizational Behavior	3
16.	BSN504	Business Ethics	3
17.	ECN603	Theory of International Economic Relations	3
18.	BSN605	Business Law	3
19.	BSN606	Marketing Research	3
20.	MGT703	Human Resource Management	3
21.	MGT704	Multinational Enterprise	3

22.	ECN704	Monetary Theories and Banking Systems	3
23.	FIN703	Risk Management	3
24.	BSN706	Business Policy	3
25.	ECN805	World Economy	3
26.	MGT805	Operations Management	3
27.	FIN803	International Investments	3
		<b>Total:</b>	<b>81</b>

### General Education Courses

No	Course No.	Course title	Credit hours
1	ENG101	English Composition I	3
2.	ENG102	Business English I	3
3.	ITC101	Computer Science I	3
4.	ENG201	English Composition II	3
5.	ENG201	Business English II	3
6.	ITC202	Computer Science II	3
7.	MATH201	Mathematics for Economics and Social Sciences	3
8.	LNG301	Russian/German/Spanish I	3
9.	LNG402	Russian/German/Spanish II	3
10.	PSY401	Psychology	3
11.	LNG502	Business Russian/German/Spanish I	3
12.	LNG602	Business Russian/German/Spanish II	3
13.	SOC602	Sociology	3
		<b>Total:</b>	<b>39</b>

## 3.2. Course Descriptions

- **ENG101 English Composition I** (*Prerequisites: none*)

This is an introductory course to the logic and structure of the English language with special emphasis upon reading development and the application of language skills to reading comprehension and the art of composition. The goal is to prepare the student not only for success in academic writing but also for effective participation in and critical understanding of the public and professional discourses of the "real" world beyond school. On completion of the course the students develop a flexible and effective command of style, arrange essays effectively to guide readers through complex structures, employ the basics types of arguments and persuasive reasoning using different kinds of proofs and appeals.

### Learning Outcomes for the Unit

At the end of this Unit, students will be able to:

1. Engage in inquiry as a means of learning using strategies like exploration, explanation, evaluation, and reflection.
2. Learn to give and receive feedback on written texts
3. Understand reading as a recursive transaction between a reader and a text
4. Use a variety of technology to facilitate research and drafting
5. Control punctuation, grammar and syntax and spelling

- **ENG102 Business English I** (*Prerequisites: none*)

Presents business-related vocabulary, practice in note-taking skills, preparing presentations; introduces terminology and techniques used in commercial transactions, including interpretation and writing of business materials. Emphasis is given on correct, effective and concise use of the language, both oral and written. The course provides study of letters and documents used in legal, governmental and business transactions.

### Learning Outcomes for the Unit

At the end of this Unit, students will be able to:

1. Achieve oral and written fluency, recognizing and utilizing vocabulary and idiomatic expressions, complex grammatical structures, structure and punctuation for paragraph and essay writing, text comprehension involving oral reading, discussions etc.
2. Engage in effective oral communications in business environments, including ability to introduce themselves and another person.
3. Plan, organize, draft, edit and write a variety of business texts, including letter and memos, aiming for clarity of structure, and appropriate/correct use of language.
4. Use the telephone effectively; articulately and clearly expressing ideas, and leaving messages.

- 5 Give dynamic presentations, expressing ideas articulately, accurately and vividly, using a wide range of communication strategies including appropriate body language, tone and register, along with handling audio-visual equipment correctly with confidence, and answering questions effectively.
- 6 Conduct and participate effectively in meetings and discussions

- **BSN101 Introduction to Business** (*Prerequisites: none*)

This is an introductory level course that specifically focuses on today's business climate. The course reviews the cultural, social, political, and economic factors that shape business institutions and gives an opportunity to understand the basic role of business in the contemporary society.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of business decision making.
- 2 Formulate business solutions to case studies, practical examples and exercises.
- 3 Apply business decision making principles to a wide variety of contexts within the private sector from small as well as large enterprises and from services and industrial markets as well as the traditional area of consumer marketing.
- 4 Develop a business plan for a product or service.

- **ECN101 Microeconomics** (*Prerequisites: none*)

The course presents a study of the fundamental economic principles and theories with emphasis on microeconomics and special application to the organization of different national economic systems in the performance of their tasks of production, exchange and distribution of consumer and capital goods and services.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Analyze microeconomic outcomes, such as costs of production, monopolistic competition, earnings and discrimination, by identifying and evaluation explanations, interpretations, possible solutions, and reliable sources of analysis and data.
- 2 Use economic reasoning and principles to compare and evaluate possible causes of and solutions for microeconomic problems, such as inflation, budget and trade deficits, or slow productivity growth.

- **ITC101 Computer Science I** (*Prerequisites: none*)

Provides an overview of how the computer works and its functional relationship to society. During the course students examine hardware and software, terminology, and foundational Computer Science concepts. Students will learn to use a microcomputer by executing various software application programs.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Develop knowledge of the Internet, WWW, browsers, FTP, email, etc.
- 2 Learn the latest and most popular software for business/home/educational/personal use
- 3 Understand the components of the system unit
- 4 Learn the various techniques of input and common input devices, output and output devices, computer memory, storage media and devices.

- **MGT 101 Principles of Management** (*Prerequisites: none*)

The course introduces the principles and functions of management with an integration of line and staff relationships, theories of management, authority and responsibility, centralization and decentralization, planning, organizing, directing, and controlling.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the importance, dynamics and challenges of the external and internal environments in which organizations operate;
- 2 Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management;
- 3 Define, describe, discuss, compare, and identify essential issues affecting modern management;
- 4 Evaluate the impact of political, economic, social, cultural and environmental factors on managing the organization.

- **MATH201 Mathematics for Business and Economics** (*Prerequisites: none*)

This course is an equivalent to an intermediate algebra course. It provides students with a mathematical foundation in business, economics, social sciences, and the 'life'. It presents concentrated and more detailed study of interval notation, sets and Venn diagrams, linear equations, polynomials, rational and radical expressions, quadratic equations and inequalities, complex number system introduction, applications and modeling. The topics are taught using an approach that integrates algebraic, graphical and numeric methods wherever possible.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Develop the basic mathematical concepts that form the foundation of algebra
- 2 Utilize procedures for manipulating algebraic expressions.
- 3 Apply algebraic principles to various applications.
- 4 Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data and evaluating information.

- 3 Identify the influence and importance of value judgments with regard to microeconomic issues.
- 4 Identify and describe the major institutions through which microeconomic policies are implemented.
- 5 Identify, compare, and use key microeconomic statistics; be able to distinguish between data and conclusions based on data; and be able to explain the methods used to gather reported statistics and identify the misuse of economic statistics.
- 6 Compare and contrast the major traditions of economic thought as they apply to microeconomic theory and policy.

- **ENG201 English Composition II** (*Prerequisites: English Composition I*)

This course develops techniques for effective writing through a study of the writing process and of the skills necessary for producing purposeful, unified, and coherent short essays; it includes outlining as it relates to support for a selected thesis statement and developing skills in writing research papers using on-line and library resources; rhetoric, logical thought, audience, critical thinking, and governing human relationships are considered. The course introduces standard research and bibliographical techniques and research papers are assigned.

#### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Use writing process resources; to generate, develop, share, revise, proofread and edit major writing projects
- 2 Produce polished essays and address a purpose, develop significant content, and structure for an audience.
- 3 Understand and integrate reading into writing
- 4 Develop further proficiency with the English language itself among students.

- **ENG202 Business English II** (*Prerequisites: Business English I*)

The course is designed to bring the real world of international business into the language teaching classroom. It has been developed in association with the Financial Times and the Economist, the world's leading sources of professional information, to ensure the maximum range and authenticity of business content.

On the completion of the course the students should improve their skills in communication, critical thinking, discussion and negotiation, writing for business audiences, design and delivery effective presentations, manners and etiquette.

#### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Read and understand authentic texts related to their studies for general idea and for detail;
- 2 Derive vocabulary meaning from context, they will have developed vocabulary building skills and acquired sufficient vocabulary;

- 3 Plan, draft, structure and write business letters, reports and summaries aiming for clarity of structure, and appropriate/correct use of language.
- 4 Develop business communication skills in key performance areas such as exchanging information, discussing and presenting business issues;
- 5 Give dynamic presentations, participate in meetings, discussions and negotiations;
- 6 Applying critical thinking skills to a business Setting.

- **BSN201 Introduction to International Business** (*Prerequisites: Introduction to Business*)

This course aims to provide a comprehensive foundation for all students studying Business as a formal discipline. It provides an overview of the principles and the terminology associated with the concepts of business and its primary components – financing, objectives, role within the economy, organizational structure, functions and mandatory evolution and change required by internal and external factors. Studies international trade and monetary theories applied to multinational organizations are involved too. Emphasis is placed on understanding trade, customs, unions, foreign exchange rates and balance of payments.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of making decisions in international markets.
- 2 Formulate solutions to case studies, practical examples and exercises.
- 3 Apply international business decision making principles to a wide variety of contexts within the non-profit and private sectors from small as well as large enterprises and from services and industrial markets as well as the traditional area of consumer marketing.
- 4 Develop an international business plan for a product or service.

- **ECN 202 Macroeconomics** (*Prerequisites: Microeconomics*)

The course presents principles and theories of macroeconomics with emphasis on economic analysis and special application to the international trade market and to management economics. Emphasis is given on such macroeconomic issues such as unemployment, inflation, cyclical business fluctuations, economic growth, the role of money, theories of interest rates, stabilization policies, foreign exchange rates, balance of payments difficulties, and comparative economic advantages among nations.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Analyze macroeconomic outcomes, such as inflation, unemployment, economic growth, and trade and payments balances, by identifying and evaluation explanations, interpretations, possible solutions, and reliable sources of analysis and data.
- 2 Use economic reasoning and principles to compare and evaluate possible causes of and solutions for

- macroeconomic problems, such as stagnation, budget and trade deficits, or slow productivity growth.
- 3 Identify the influence and importance of value judgments with regard to macroeconomic issues.
  - 4 Identify and describe the major institutions through which macroeconomic policies are implemented.
  - 5 Identify, compare, and use key macroeconomic statistics; be able to distinguish between data and conclusions based on data; and be able to explain the methods used to gather reported statistics and identify the misuse of economic statistics.
  - 6 Compare and contrast the major traditions of economic thought as they apply to macroeconomic theory and policy.

- **ITC 202 Computer Science II** (*Prerequisites: Computer Science I*)

The course allows the student to develop expertise in using software application packages to solve personal and professional problems. The computer as a tool is emphasized by the in-depth study of word processing, electronic spreadsheets, and data management systems. In addition, graphics, communications, integrated packages, and operating systems from the user's point of view are examined. Students carry out projects using each category of application package.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Demonstrate knowledge of the main computer applications used in business and be able to choose the appropriate application for a given task.
- 2 Use correct terminology to identify features, capabilities and components of the system unit. Describe and explain basic computer components and functions, operating systems, database management systems and traditional applications, networks, and the Internet.
- 3 Perform more complex operations with, and use key functions and features of MS Office.
- 4 Use the various techniques of input and common input devices, output and output devices, computer memory, storage media and devices.
- 5 Identify and describe legal, social, educational, and communication issues related to increased Internet use in the home, workplace, and society.
- 6 Develop knowledge of the major features of the Internet, WWW, Browsers, FTP, email, etc
- 7 Learn the various techniques of database management and database administration
- 8 Understand the operating system software and utility software.

- **MATH302 Business Statistics** (*Prerequisites: Mathematics to Economics and Social Studies*)

This course helps students to analyze and interpret statistical data. Quantitative concepts and basic techniques in research are stressed. The course objectives cover methods of sampling, probability, the normal distribution, constructing confidence intervals, correlation, hypothesis testing and linear regression. Emphasis is given on

applications to real life situations. The course equips students with analytical skills that are relevant to the study of business as a whole.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of statistics in facilitating a decision making process.
- 2 Formulate solutions to case studies, practical examples and exercises.
- 3 Present the results and data in informative and attractive manners including in tables, graphs and numbers to clients, partners and business associates.
- 4 Apply the concepts of statistics to business situation.
- 5 Analyze data using business software packages and interpret the results
- 6 Recognize and evaluate proper and improper usage of statistical data in business

- **ACC301 Accounting I** (*Prerequisites: Mathematics for Economics*)

This course introduces students to underlying principles and concepts relating to financial accounting. The course presents comprehensive instruction in the basic accounting practices, with the emphasis on mercantile and personal service enterprises. The course deals with both the bookkeeping process and the presentation and use of accounting data in the management of a business enterprise.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

1. Recognize the information conveyed in each of the four basic financial statements;
2. Prepare Balance Sheet;
3. Understand a typical business operating cycle. Explain the accrual basis of accounting.
4. Prepare Income Statement;
5. Explain the purpose of a trial balance;
6. Analyze the adjustments necessary at the end of the period to update balance sheet and income statement;
7. Analyze the impact of credit sales, sales discounts, and sales returns on the amounts reported as net sales;
8. Estimate, report, and evaluate the effects of uncollectible accounts receivable (bad debts) on financial statements;
9. Account for and report Inventory and Cost of Goods Sold;
10. Account for and report Property, Plant, and Equipment; Intangibles; and Natural Resources;

11. Define, measure, and report Liabilities;
12. Account for and report Bonds Payable and respective interest expense.
13. Report Owners' Equity. Prepare Statement of Changes in Equity;
14. Classify cash flow statement as part of net cash flows from operating, investing, and financing activities;
15. Prepare Cash Flow Statement.

- **ITC303 IT Applications** (*Prerequisites: Computer Science II*)

Students are introduced to Microsoft Windows XP and Office 2003 applications of popular software using spreadsheets, word processors, and databases. This course provides an in-depth look at Microsoft Office Word, Excel, Access, and Power Point 2003 use, terminology and interfaces. "Hands-on" experience is provided through student use of computer lab.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Demonstrate proficiency in the use of word processing, spreadsheet, database, and presentation applications.
- 2 Demonstrate basic understanding of internet utilization in business environment
- 3 Describe the uses of the Internet and Demonstrate basic understanding of internet utilization in business environment
- 4 Demonstrate proficiency in basic operating system functions.

- **ENG303 Interpersonal Communications** (*Prerequisites: English Composition II, Business English II*)

This course gives a comprehensive view of communication, its scope and importance in business. It will cover the role of communication in establishing a favorable internal and external business environment. The course will also address and place emphasis upon the practical side of planning, composing, and keyboarding business and employment correspondence, reviewing basic English skills, delivering oral reports and interviewing for jobs. Organizational communication topics will also be considered.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Demonstrate how interpersonal communication strategies and techniques can be applied to prepare effective communication in everyday and international business situations.
- 2 Demonstrate problem-solving and critical-thinking skills by analyzing business problems, resulting in functional business documents, memoranda, letter, reports and so on.
- 3 Draft, revise and edit effective business correspondence.
- 4 Demonstrate language skills competency in grammar, spelling, punctuation, sentence structure etc.

- 5 Apply for a job writing effective resumes, application letters and also by practicing their responses to potential job interview questions by participating in mock job interviews.
- 6 Participate in group projects and deliver their results in a symposium format. Through research, discussion and brainstorming, they will create and use visual aids to give dynamic presentations, expressing ideas articulately, accurately and vividly.

- **ACC402 Accounting II** (*Prerequisites: Accounting I*)

The course emphasizes accounting as a practical and useful tool of control for business management. The fundamental bookkeeping process is presented from the background of a simple balance sheet equation. A logical development and unfolding of the subject then follows the profit and loss statement, the ledger, the special journal, scientific account classification and control. The course also introduces students to costing principles and techniques, to elements of managerial accounting which are used to make and support decision making process.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

1. Explain the major differences between financial and managerial accounting.
2. Understand the nature of direct/indirect, fixed/variable, production/non-production costs.
3. Apply efficiently managerial accounting techniques as follows:
  - accounting for materials
  - accounting for labour
  - accounting for overheads
  - marginal and absorption costing
  - job-order costing
  - process costing
  - activity based costing
4. Understand the nature and purpose of budgeting.
5. Explain what is meant by key budget and functional budgets.
6. Prepare budget.
7. Perform basic Cost-Volume-Profit (CVP) analysis.
8. Explain what is meant by relevant costing and apply efficiently respective technique.
9. Understand the problem of limiting factors in decision making, use respective techniques.

- **PSY401 Psychology** (*Prerequisites: none*)

This course will survey the science of psychology and will address such topics as research methods, biological bases of behavior, sensation and perception, states of consciousness, process of learning, memory peculiarities, motivation and emotion, language, lifespan development, intelligence, stress and health, social behavior, personality, and abnormal behavior and treatment as well as applications of psychology in a culturally diverse world.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of Psychological studies.
- 2 Formulate solutions to case studies, practical examples and exercises.
- 3 Apply the knowledge of the theories of Psychology for analysis of individual behavior.
- 4 Apply the knowledge of the theories of Psychology for analysis of group (including organizational) behavior.
  - **ECN403 International Institutions and Organizations in Business** (*Prerequisites: Macroeconomics*)

This course will introduce students to key concepts and theories of international institutions and their dynamics in international relations and world politics. Key theoretical concepts and analytical frameworks will be investigated through case studies and the literature on international organizations and non-state organizations. Emphasis is on the legal basis of activity of international organizations and their international interaction.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Identify major international institutions and describe what problems they solve and how they solve them.
- 2 Understand the existing logics, theories, concepts, and functions of international institutions.
- 3 Think critically and theoretically about the dynamic roles of international institutions in world politics that impose consequences on countries and citizens of the world.
- 4 Appraise the political and legal dimensions of international organizations; examine the role of international organizations in the global arena.
- 5 Gather, organize and analyze information on the legal framework of international organizations' activities
  - **BSN402 Principles of Marketing** (*Prerequisites: Intro to Business*)

The course presents an analysis of marketing problems and techniques relating to management and marketing in the profitable operation of a business enterprise. Attention is given to evaluating consumers and their needs, product strategy, distribution strategy, promotional strategy, and price determination. This course allows students to build foundational marketing skills, which are utilized while preparing a marketing plan.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of marketing decision making within consumer and organizational buying

situations.

- 2 Formulate solutions to case studies, practical examples and exercises.
- 3 Understand the marketing environment and the scope of tasks undertaken in marketing in the context of different real-life business settings in which marketing is applied
- 4 Apply marketing decision making principles to a wide variety of contexts within the non-profit and private sectors from small as well as large enterprises and from services and industrial markets as well as consumer markets.

- **FIN501 Principles of Finance** (*Prerequisites: Accounting II, Business Statistics*)

Students examine the role of financial management with emphasis on multinational corporations. Studies principles and practice of financing; sources and control of funds, financial instruments, capital market analysis. Some major topics are state budget, state revenue, tax system, regional finance, insurance, interest rates, stock and bond values, financial strategies.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand and apply various methods and techniques to evaluate a company's financial position and results;
- 2 Understand and apply DCF valuation techniques for stocks and bonds;
- 3 Understand and apply the conceptual risk-and-return relationship of individual financial assets and portfolios;
- 4 Measure historical return, abnormal return, standard deviation, and beta of a single financial asset; measure correlation between two financial assets.

- **BSN504 Business Ethics** (*Prerequisites: Introduction to Business, Introduction to International Business*)

The course provides an analysis of ethical issues arising in contemporary business life. Sample topics include: fair and unfair competition; responsibilities towards employees, society and the environment; honesty and integrity in business; the moral status of corporations; corporate culture and group think, racial and sexual discrimination, affirmative action, the responsibilities of American companies abroad, and leveraged buyouts. Text, articles, and case studies will be employed.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Reflect critically the problems of Business ethics.
- 2 Formulate solutions to case studies, practical examples and exercises

- 3 Apply ethical reasoning decision making principles to a wide variety of contexts within the non-profit and private sectors from small as well as large enterprises and from services and industrial markets as well as the traditional area of consumer marketing.

- **MGT502 Organizational Behavior** (Prerequisites: Psychology, Intro to Business, Interpersonal Communication)

This course explores the fundamentals of organizational behaviour using a system approach- examining how each component of the organization (individual, group, organization, etc.) contributes to the functioning of the whole. The study of organizational behaviour includes a broad array of topics including cultural diversity, ethics, group psychology and communication. The course objective is to illustrate how people work together in business environments and how to utilize course material in real life situations.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Identify mechanisms for setting organizational goals and their achievement through modifying employee behaviour.
- 2 Identify the causal determinants of organizational structure
- 3 Use a variety of models of organizational effectiveness to suggest changes to an organization.
- 4 Discuss approaches to management power and control within different org. settings
- 5 Discuss organizational issues related to group dynamics by reflecting on group structures.

- **BSN605 Business Law** (*Prerequisites: Principles of Management, Principles of Business*)

This course is designed to familiarize students with some of the basic concepts underlying daily business legal transactions. Topics examined include the law as it affects sole proprietors, partnerships and corporations, bankruptcy and insolvency, and ethical behaviour. Practical examples are cited by the instructors who are active practitioners in the field of law.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand key legal principles and concepts related to business
- 2 Follow the contemporary legal issues related to business and the economy
- 3 Analyze relevant legislation, legal cases and judicial decisions and understand their consequences
- 4 Incorporate legal considerations into business decision-making

- **BSN606 Marketing Research** (*Prerequisites: Principles of Marketing, Business Statistics*)

This is an introductory course in Marketing Research that will explore how managers make better marketing decisions by using scientific research tools. The course follows the logic of the marketing research process, specifically the planning, collection and analysis of data relevant to marketing decision making and communication of the results of this analysis to management. The course introduces tools which help to identify marketing opportunities and problems, evaluate marketing actions and monitor marketing performance. Case studies will enable the students to develop practical skills in communicating the marketing research findings to various publics.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of marketing decision making through marketing research.
- 2 Formulate solutions to case studies, practical examples and exercises.
- 3 Apply marketing research tools to formulate a marketing research proposal, define the marketing research problem and objectives, prepare a questionnaire that addresses identified marketing research objectives and to suggest appropriate courses of action based on marketing research information.
- 4 Develop a marketing research plan for a product or service.
- 5 Adapt to apply various and changing technologies, systems and computer applications used in marketing environments.

- **FIN602 Business Finance** (*Prerequisites: Principles of Finance*)

This course covers many advanced finance topics, with the emphasis on valuation techniques and managing real and financial investments. It is corporate-oriented and includes practical applications and problem-solving techniques. The individual project includes a real time stock contest game, where students shall manage their stock portfolios on international financial markets.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand and apply methods and techniques of stock portfolio management.
- 2 Understand and apply the 4 traditional evaluation techniques of capital budgeting projects.
- 3 Understand and apply business valuation techniques, including M&A cases.
- 4 Understand and apply the models and techniques of working capital management.
- 5 Understand the concepts of cost of capital and financial leverage, and apply those in the determination of the optimal capital structure.

- **SOC602 Sociology** (*Prerequisites: Psychology*)

This course provides an applied sociological analysis of the major trends shaping current and future business worldwide. The course will examine these issues in light of demographic effects, ethical concerns,

technological innovation, the role of producers and consumers, and the changing role of government. We will use ‘applied sociology’ in achieving a firm understanding of the social structures and processes involved in business and management systems. Topics also include institutions and social structures, group interactions, group think, and a host of other ideas directly relevant to business.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Recognize the crucial role that social-economic decisions have in society and the way in which each economic problems and issues dominate media and politics;
- 2 Develop effective economic and sociological thinking, demonstrated through the application of skills and knowledge to contemporary and hypothetical situations;
- 3 Apply ideas and concepts of economic sociology to individual experiences;
- 4 Understand the market and consumer behavior;
- 5 Solve major business issues with the help of sociology;

- **ECN603 Theory of International Economic Relations** (*Prerequisites: Microeconomics, Macroeconomics*)

This course emphasizes the knowledge and skills managers need to face global competition and evaluate international business opportunities. The course equips students with a perspective of industrial relations systems as practiced in major trading countries in the world. It provides an in-depth and practical study of cross-national industrial relations in the multinational business environments

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the effects of the international business environment on companies’ strategies.
- 2 Work out effective strategy for a company.
- 3 Develop an understanding of important international business terms and concepts.
- 4 Identify the role and impact of cultural variables in international business.
- 5 Appreciate and integrate the ethical and societal dimensions of international business.
- 6 Recognize the impact of technology in opening up global markets and changing the ways in which international business is conducted.
- 7 Develop a truly global approach in identifying, analyzing and solving problems.

8 Discuss international exchange rates and their effects on global business.

- **MGT703 Human Resource Management** (*Prerequisites: Principles of Management*)

This is an under-graduate course in Human Resource Management that gives an overview of major aspects of human resource management with the aim of providing students with introductory adequate knowledge toward managing human resources.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of Human Resources Management decision making.
- 2 Formulate solutions to case studies, practical examples and exercises.
- 3 Apply HRM decision making principles to organizational contexts.
- 4 Be able to analyze the work of an HR department of a company

- **MGT704 Multinational Enterprise** (*Prerequisites: Intro to International Business*)

This course is a study of international management focusing on the role of executive, middle, and front-line management in directing and improving organizational performance in a global environment. Major topics include strategic, cultural, behavioral, legal, socio-ethical issues, and functional aspects of international management. Concepts covered include the management of various types of international risk, strategic planning, operations, communications and negotiations, legal and socio-ethical issues facing modern institutions. Development of management systems, as well as, the functions, strategies, and structures of management will be discussed. Students will be exposed to the tools of management used in the international environment.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

2. Recognize different forms of business approaches, tactics and strategies and see how they are applied to market opportunities and economic conditions
3. Define and understand role of international management, products/services, social relevance within market and economies
4. Gain research, analysis and forecasting techniques critical to success and survival of business and how these skills relate to production, operations, sales and marketing; rules and principles of the performing business related researches achieving the competitive advantage
5. Define the effects of macro-/microeconomics and legal issues on the planning, running and operating business in international environment
6. Understand socio-cultural and ethical issues and various effects of running business in international environment
7. Recognize key technological developments and impact on international business
8. Define motivation, leadership, and explore cultural and organizational features
9. Describe leadership and management style across cultures
10. Understand management practices which allow companies to successfully operate in the current challenging business environment; overview of the “competitiveness” concept as a focal point of the business world

11. Understand the theory and practice of international management
12. Develop a marketing/sales plan for a product or service
13. Formulate solutions to case studies, practical examples and exercises

- **ECN704 Monetary Theories and Banking Systems** ( *Prerequisites: Microeconomics, Macroeconomics, Principles of Finance* )

The course examines basic theories in monetary economics and international finance and the impact of the domestic and foreign monetary policies on the Ukrainian economy. Topics include Ukrainian and international financial institutions, financial intermediaries, financial instruments, interest rates, money demand, money supply, exchange rate, balance of payments, and central banking and monetary policies.

#### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand the conduct of monetary policy and theoretical issues behind it.
- 2 Critically assess monetary and financial policies.
- 3 Apply the knowledge of monetary variables and market indicators to form expectations and make competent predictions.
- 4 Be familiar with the operation and acquire skills needed for working in the financial and banking system.

- **Risk Management** (*Prerequisites: Principles of Management; Business Statistics, Business Finance* )

This course offers an overview of risk management goals and strategies, including the concepts of risk, creating a risk management program, current issues and trends, and career options. The impact of the modern risk management to an organization is critically analyzed. Case studies are used to enable students to develop practical risk management skills and an understanding of the basics of risk management.

#### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Understand a risk management process that can be applied to a risk universe in businesses
- 2 Understand and apply diversification in portfolio risk management;
- 3 Understand and apply revenue and profit optimization models and forecasting techniques;
- 4 Understand and apply the decision-making techniques under uncertainty

- **BSN706 Business Policy** (*Prerequisites: Principles of Management, Accounting II, Business Finance* )

The course examines the development of the planning, financing, marketing and personnel management functions unique to the international company. The analysis of major international organizations will provide current information on how these companies operate, and relate theory to actual practice. The course utilizes the knowledge of all business areas for broad involvement in the management decision making process.

## Learning Outcomes for the Unit

At the end of this Unit, students will be able to:

- 1 Asses the external and internal environments of a business or an organization
- 2 Asses the overall industry condition
- 3 Formulate tentative future strategic plans and implement them
- 4 Measure the quantitative and qualitative impacts on a corporation or a small business
- 5 Determine how the success or failure of the plans will be tracked

- **ECN805 World Economy** (*Prerequisites: Microeconomics, Macroeconomics*)

This course is a study of economic development in the Third World nations. Emphasis is on the analysis of critical development problems combined with theoretical, empirical, and policy-oriented perspective. The course will also explore the historical, political, social, and economic roots of underdevelopment and the future of the world economy in the age of increasing independence.

## Learning Outcomes for the Unit

At the end of this Unit, students will be able to:

1. Understand fundamental concepts and principles of economic development.  
Evaluate the impact of political, economic, social, cultural and environmental factors on it.
- 2 Use economic reasoning and principles to compare and evaluate economic development of different countries.
- 3 Identify the stages of economic development.
- 4 Identify and describe indicators that are used to measure and compare development across time and countries.
- 5 Identify and compare key problems in developing countries and the role of policies in resolving them.
- 6 Compare and contrast the major traditions of economic thought as they apply to theory and policy of economic development.

- **FIN803 International Investments** (*Prerequisites: Principles of Finance, Business Finance*)

This course covers many advanced financial investment topics, with the emphasis on the stock indices behavior. It contains practical applications and problem-solving techniques and models. Advanced topics include unsystematic risk, appraisal ratio, and coefficient of determination, Z-beta, and Z-alpha. The team project includes the optimization and analysis of diversified portfolio of 3 stock indices.

## Learning Outcomes for the Unit

At the end of this Unit, students will be able to:

- 1 Understand and apply the models of CAPM and Sharpe's for a stock, a stock portfolio, and/or stock index performance evaluation. Make decisions on the required and relevant risk-free rate. Make decisions on the required and relevant proxy market indicator.
- 2 Understand the implications of EMH and Behavioral finance for stock portfolio management. Passive vs. active strategies.
- 3 Understand and apply the concepts of Z-beta and Z-alpha for a stock, a stock portfolio, and/or stock index performance evaluation. Unmanaged portfolios.
- 4 Understand and apply the concepts of GSS, CfDR, and NSS for a stock portfolio performance evaluation. Managed portfolios.

- **Operations Management** (*Prerequisites: Principles of Management, Microeconomics, Business Statistics, Business Finance*)

The course examines the methods of planning, coordination, and execution of activities in transformation processes in manufacturing and service organizations. The role of the operations manager is explored, and attention is given to analytical methods that improve production processes and enhance competitiveness. The course illustrates how manufacturing and service operations can apply quantitative tools to decisions using queuing theory, staffing, scheduling or product mix planning using linear programming, and using simulation in inventory control. Emphasis is given on applications to real life situations.

## Learning Outcomes for the Unit

At the end of this Unit, students will be able to:

- 1 Understand the theory and practice of decision making in operational management.
- 2 Understand how the Operations Management fits into the organization
- 3 Build both quantitative and qualitative analysis skills, especially those needed for operating systems
- 4 Formulate solutions to case studies, practical examples and exercises.
- 5 Apply common-sense modeling concepts into a wide variety of context within a manufacturing or service business which can help managers to evaluate and solve various management problems.
- 6 Develop ability to gain insights from popular press articles.

- **LNG301 Russian/German/Spanish I** (*none*)

Emphasizes study of Russian/German/Spanish grammar with aim of mastering all grammatical forms; development of speaking ability, reading and interpretation of simple texts; introduction to all basic grammatical structures; intensive drill in written and conversational skills; systematic discussion of selected grammatical difficulties; intermediate composition; expansion of conversational and writing skills through discussion and written exercises; development of oral proficiency.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Comprehend simple sentences both written and oral.
- 2 Form simple sentences and compose them into paragraphs.
- 3 Demonstrate oral production of the language (phonetics and pronunciation)
- 4 Form simple dialogues of about five-six phrases.
- 5 Demonstrate basic writing skills with correct usage of grammar and spelling.

- **LNG402 Russian/German/Spanish II** (*Prerequisites: Russian/German/Spanish I*)

The course examines fundamentals of grammar, composition, conversation and reading. More time is spent in development of reading and writing skills. Students are encouraged to form their own dialogues based on new topics as they are presented. Cultural information supplements the course.

### **Learning Outcomes for the Unit**

At the end of this Unit, students will be able to:

- 1 Read and write longer paragraphs.
- 2 Read and comprehend cultural material (articles, films, stories, etc.)
- 3 Compose written documents with logic and clarity.
- 4 Communicate written and oral information accurately and clearly enough to be understood by native speakers without misunderstanding and confusion.

### **3.3. Course Syllabus**

During the first class meeting a course syllabus is handed out to each student and time is taken to go over the syllabus. A copy of the syllabus is also filed to the Academic Office and posted on ServerT for the student's access.

A course syllabus is the **basic structure of every course and offers an outline and summary of what should be completed by the time the course is over. TAKE THE TIME TO UNDERSTAND AND**

CONSIDER all aspects of the syllabus. The final design of the syllabus will reflect the individual differences of the faculty member but every syllabus should have, at a minimum, the following information:

✓ **Course Information**

The first items of information in a syllabus provide course information: course title, days and hours for class as well as office hours, prerequisites if any, instructor information.

✓ **Instructor Information**

Instructor's full name, title (if applicable), where and how to leave assignments, office hours, contact address (phone or e-mail). Please note that many instructors give students their home telephone number, this information should be used with discretion and not be misused. If the teacher is helped by teaching assistants or other instructors, their names, location, and contact address are also usually included.

✓ **Course Synopsis**

A course synopsis is the official description of the course as stated in the institution's catalog of courses. The synopsis may also provide additional detail, offer an updated view, and emphasize certain aspects of the course. Broadly speaking, it indicates the overall goal of the course, briefly, characterizes the main topics to be covered, points out why the course is important, identifies any special instructional methods to be used, and comments on what background students should have in order to best appreciate the course content.

✓ **Student Evaluation Methods**

The syllabus clearly explains the grading policies that will be followed in the course. It should include the dimensions for gauging student performance that include evaluation of participation in class discussion, work on knowledge management exercises, papers, projects, and reports in terms of the quality of both written and verbal presentations, etc.

✓ **Text, Readings, Materials**

The syllabus provides you with detailed information about the following:

- Textbook(s) – Including title and author.
  - Supplementary reading(s) – if applicable the syllabus should indicate whether the readings are required or only recommended, and whether the readings are on reserve in the library or available on the server for reading.
- ✓ **Class policy**
- **Attendance, lateness** - the syllabus also includes some statement about attendance and about lateness, at least if it is penalized.
  - **Class participation** - in the medieval lecture hall, class participation was not an issue, but if you as students are to learn to apply, analyze, synthesize, etc, you **NEED** to be active.

- **Missed exams or assignments** - Syllabi should inform the student whether exams and assignments can be made up; statements regarding earning extra credit should also be included if that is an option.
- **Academic dishonesty and class disturbance** - WIUU approaches cheating, plagiarism and classroom disturbance to be **unseemly, academically unacceptable and therefore any such behavior must be penalized**. WIUU approaches cheating and disruptive behavior with a **ZERO-TOLERANCE** policy.
  - Students caught cheating during an exam will be asked to leave the classroom immediately.
  - The Academic Office will be informed of the incidence including the students name, number and circumstances. Subsequently disciplinary action will be taken.
  - The student will receive a '0' (zero) grade for the exam/test or quiz.

#### ✓ **Available Support Services**

The university intranet server (Server T) offers faculty members and students an easy way to share and download information. The syllabus should state where to access all necessary information for the course.

### **3.4. BBA Graduation Requirements**

Graduate students will be granted a Bachelor's degree upon satisfactory fulfillment of the following requirements:

- Completion of the required courses and credit hours required for the degree.
- Submission of an acceptable thesis when required.
- A passing grade on the final comprehensive examination or oral defense of the thesis.
- A cumulative grade point average of 2.00 or above.

During the course of the graduate program, the student's work is subject to continuous review by the Program Advisor. Students are responsible for satisfying the requirements for graduation in their specific program and for observing the academic regulations of WIUU.

Petitions for graduation will be approved by the Academic Department 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 Department.

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.

### 3.5. Academic Transcript

An Academic Transcript is an official document detailing a student's academic record for the period of enrolment at WIUU. It is a student's complete and permanent academic record, and includes all courses undertaken or attempted and the final letter grade for each course.

Note: The Transcript records all courses successfully and unsuccessfully completed courses, and are calculated in the cumulative GPA.

Contents of an academic transcript:

- Student name and ID number
- Year of study and program
- Course and unit titles
- Credit points
- Marks and letter grades including their ECTS' equivalents - all recorded grades and marks, including any fail grades or courses you discontinued after the official add/drop period.
- Grade point averages (GPA) for each semester and a cumulative GPA for the overall period of study.
- Total number of credits and its ECTS equivalent.
- The percentage of students achieving the respective grade category in previous cohorts.

The Academic Transcript is **only available in hardcopy** - we do not have a softcopy option.

Routine

- Transcripts can be requested in person only by filling out the Transcript Request Form in the Academic Office (room 2-5)
- Provided that all fees are paid, the transcript will be prepared between 3 - 5 working days.
- Official Transcripts are signed by the Dean and have the University seal imprinted on it.

## SECTION 4. ACADEMIC REGULATIONS

### 4.1. Expectations

As mentioned earlier, the Student Handbook covers the major regulations which will affect you as a student. They are presented as guidelines, a frame on which to build your academic career. There are certain aspects that should be brought to light, or areas that require special attention.

The following list of expectations, by no means all-inclusive, is intended to serve as a guide. Please read through these expectations carefully because you must accept responsibility for planning your educational experience within the confines of the policies of WIUU. Please contact the Academic Director if you are unsure about expectations or institutional policies.

General Expectations of students:

- Academic responsibility

- Integrity of Character
- Ability to work constructively in a collegial environment and contribute to collective efforts.
- Compliance with the established policies and procedures of the institution
- Ethical behavior in relations to fellow students, faculty, staff, in the use of institutional resources as well as in scholarly activities.

## 4.2. Disciplinary Actions

Students are subject to disciplinary actions for any of the following reasons:

- Dishonesty, such as cheating, plagiarism, or knowingly providing false information to WIUU.
- Forgery, alteration, or misuse of WIUU documents, records, or identification.
- Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other WIUU activities, including authorized activities on WIUU premises.
- Physical abuse of any person or of property owned or controlled by WIUU, or conduct which threatens or endangers the health or safety of any person.
- Theft of or damage to property of a member of WIUU community, or of a campus visitor.
- Unauthorized entry into or use of WIUU facilities.
- Violation of WIUU policies or regulations.
- Use, possession, or distribution of illegal narcotics, and drinking or possession of alcoholic beverages.
- Disorderly conduct, including lewd, indecent or obscene conduct or expression on property owned or controlled by WIUU.
- Failure to comply with directions of WIUU officials acting in the performance of their duties.

Disciplinary action will be taken for any of the above mentioned points, expulsion is not excluded.

## 4.3. Classroom management and policies

- Attend classes on time and for the full period.
- Mark attendance in class rosters carefully, all discrepancies' will be reported to the Academic Office.
- Make sure you receive a course syllabus for each course. The syllabus should be distributed by your instructor at or near the beginning of the semester.
  - The syllabus will contain all information the teacher wants you to know or pay attention to, over the duration of the semester.
- Use Office Hours provided by your instructors.
  - Office hours are outside of class time in which you can meet with your teacher to discuss covered material or to get help.
- Provide appropriate notification and, as applicable, seek approval if you are:
  - Unable to attend classes (in cases of emergency).
  - Going to be absent for any reasons.
  - Provide a signed leave document (i.e. Doctor's note etc) if unable to attend class.

- As world citizens we must be mindful of diversity. At WIUU, we have students and teachers who are old and young, who are of different races, religious backgrounds, nationalities, genders, family backgrounds, ethnic groups, and who have different physical or learning abilities and disabilities.
- Be prudent about the use of possibly offensive language, allusions, or humor in the classroom and in general. The university seeks to maintain an environment in which there is freedom of inquiry and expression but also freedom from discrimination and intimidation.

Keep in mind that your words and conduct are influential.

### Classroom Policy and Student Responsibility

Students are expected to leave the classroom and its equipment in good order (e.g., blackboards clean, chairs arranged, electronic equipment shut off). Removing furniture from any classroom (even if it is intended for use in an alternate classroom) is not permitted.

Food, drink, gum, seeds, or tobacco products are prohibited in all WIUU classrooms, including the Library and Computer Lab, at all times.

The designated areas for taking meals include the cafeteria on the 6th floor, Domashna Kuhnya, Coffee Life and other eateries off campus.

University policy prohibits smoking in all classrooms. Smoking is specifically prohibited "in all public classrooms, auditoriums, seminar rooms, elevators, and other designated public areas within buildings. University policy prohibits the possession and consumption of alcoholic beverages, and the unlawful possession, use, or distribution of illicit drugs. Failure to adhere to these policies may result in severe consequences including suspension, or expulsion.

### Midterms/Tests/Quizzes

Most instructors prefer to have a midterm and a final examination at the end of the semester; however WIUU encourages faculty to prepare more graded assignments over the duration of the semester. This will aid in the follow up of overall progress of students, and if necessary provide timely aid to poor/struggling students.

The following are general expectations for midterms, tests and quizzes:

- All tests, exams and/or quizzes will be proctored.
- Examinations will objectively represent the material covered in the course and will be graded and returned in a timely matter.
- All examinations will be designed to distinguish between knowledge levels of students.
- No re-take of examinations to improve grades is allowed.

## Final Examinations – Scheduling and Grading Policies

- The scheduling of final examinations is done by the Academic Office, and is usually completed by the thirteenth (13<sup>th</sup>) week.
- The schedule will include the auditorium and time for all final examinations.
- Faculty can choose at their discretion how to conduct final examinations, i.e. material for final examination can be cumulative.
- Students who want to change a final examination time must receive approval from the Dean.
- Final grades are usually provided to the Academic Office no later than two (2) weeks after the final class.
  - No grade changes will be accepted after the deadline.
  - Grade changes must be approved by the Dean, and processed officially. A completed Change of Grade form must be submitted within the deadline.

## Official Policy on Missed or Make-Up Exams

All examinations must be taken when scheduled. A student who misses an exam with a valid excuse is responsible to contact the Academic Office within one (1) week to schedule a time to take the exam.

If the rescheduled exam is missed, a zero (0) will be given for the exam, and the student will receive an appropriate grade mark, based on previous performance. (See Course Grades and Grade Distribution)

- No re-take of examinations to improve grades is allowed.
  - Extra credit work is only acceptable if it is stated in the original course syllabus. Therefore if extra credit work or re-take exams are to be conducted they must be given to ALL students.
- Grade changes will only be allowed if a student provides a well-justified appeal and must be approved by the Academic Office.

## Course Grades and Grade Distribution

Specific Grading requirements:

- Final course grade sheets are usually submitted to the Academic Office by the Instructor, no later than two (2) weeks after the final class.
  - No grade changes will be accepted after the deadline.
  - Grade changes must be approved by the Dean, and processed officially. A completed grade change form must be submitted within the deadline.
- All examinations will be designed to distinguish between knowledge levels of students.
- Grades are useful in helping you as students to plan your overall academic programs. Many of the choices students make about the courses should be influenced by performance in previous courses since that performance is a legitimate assessment of the student's readiness for subsequent courses.

## 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 part of another's work as one's own in an academic exercise such as an examination, a computer program, or 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 WIUU 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.

### Penalty for Academic Dishonesty

Each incident of academic dishonesty will be reported in writing to the appropriate academic Dean. A disciplinary notation for academic dishonesty may be entered on the student's academic record. The penalty for the first incident of academic dishonesty will be a score of zero on the item in question. A second incident of academic dishonesty will result in disciplinary dismissal, unless appealed.

## **4.4. Grading system**

A grade is a symbol used to impart information to students, to parents, and to other individuals and institutions with a legitimate need for that information. Grades are the teacher's best assessment of a student's

performance in reaching the goals and objectives of a particular course, including mastery of content and demonstration of skills.

A rich variety of evaluation methods are used, from essays and tests to demonstrations and projects, not all of which lend themselves to numerical evaluations on a 100-point scale. How a numerical scale, if used, translates into letter grades is left up to the discretion of the individual teacher. The following descriptions of letter grades:

**A grade of "A" in a course** indicates exceptional mastery of the course's objectives in both knowledge and skills. While a grade of "A" may not symbolize perfection, it does indicate that the student has demonstrated consistently high standards of commitment, clarity, and application. Typically, the "A" grade further signifies a student's creativity, insight, and breadth of comprehension. Because we all bring to our academic work a variety of developed skills and abilities, as well as interests and talents, students should not expect to earn an "A" in every course they take.

**A grade of "B" in a course** indicates solid mastery of the course's objectives in both knowledge and skills. Further, the "B" grade indicates a student's facility with analyzing course material and his/her clarity in expressing that facility although he/she may not demonstrate the depth and breadth of comprehension that merits the "A" grade, regardless of the amount of time spent on a specific assignment.

**A grade of "C" in a course** indicates competent mastery of the course's objectives in both knowledge and skills. A student who earns a "C" should feel reasonably confident about his/her ability to move on to the next course in a sequence within a discipline or about his facility with the course's objectives. For some students, a grade of "C" may represent significant intellectual growth; for others, only modest growth.

**A grade of "D" in a course** indicates less than sufficient mastery of the course's objectives in both knowledge and skills.

**A grade of "E" in a course** indicates an extremely poor mastery of the course's objectives.

**A grade of "F" in a course** indicates insufficient mastery of the course's objectives in knowledge and skills.

The grade of "E" and "F" are not meant to discourage students about their academic work, but rather to afford them an accurate appraisal of their performance.

Because the five grades described above still include a range of performance levels and because grades need to be seen, in part, as gauges to future achievement, teachers use the plus (+) and minus (-) to further refine their grades, indicating how close a student's performance comes to the adjacent levels.

#### **Grades of Incomplete:**

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 year 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.

### Grade Distribution (US system)

GRADE	DISTRIPTION	PERCENTAGE	GPA (4.0 scale)
A	<b>Excellent</b> Indicates exceptional mastery of the course's objectives in both knowledge and skills	A+ 98-100	4.00
		A 93-97	4.00
		A- 90-92	3.75
B	<b>Good</b> Indicates solid mastery of the course's objectives in both knowledge and skills.	B+ 88-89	3.25
		B 83-87	3.00
		B- 80-82	2.75
C	<b>Average</b> Indicates competent mastery of the course's objectives in both knowledge and skills	C+ 78-79	2.25
		C 73-77	2.00
		C- 70-72	1.75
D	<b>Poor</b> Indicates less than sufficient mastery of the course's objectives in both knowledge and skills. <b>Note: NOT a passing grade for MBA Students</b>	D+ 68-69	1.25
		D 63-67	1.00
		D- 60-62	0.75
E	<b>Poor</b> Performance meets the minimum criteria	50-59	0.25
F	<b>Fail</b> Unsatisfactory performance or failure to meet course requirements.	F 49 and less	0.00
I	<b>Incomplete:</b> Assigned by the instructor when, student is unable to complete the requirements of a course.		
W	Authorized withdrawal within the official drop period.		

### ECTS (European Credit Transfer System)

LETTER GRADE	DISCRIPTION	PERCENTAGE	GPA(4.0 scale)
A	<b>Excellent</b> Indicates exceptional mastery of the course's objectives in both knowledge and skills	90-100	4.00

<b>B</b>	<b>Good</b> Indicates solid mastery of the course's objectives in both knowledge and skills.	83-89	3.00
<b>C</b>	<b>Average</b> Generally sound work; indicates competent mastery of the course's objectives in both knowledge and skills	75-82	2.00
<b>D</b>	<b>Fair</b> Indicates less than sufficient mastery of the course's objectives in both knowledge and skills.	70-74	1.00
<b>E</b>	<b>Poor</b> Performance meets the minimum criteria	60-69	0.25
<b>FX</b>	<b>Fail</b> Some more work is required before the credit can be awarded	35-59	0.00
<b>F</b>	<b>Fail</b> Unsatisfactory performance or failure to meet course requirements; considerable further work is required	1-34	0.00

**NOTE:** Students have the right to withdraw from a course during the official drop period, the first (1) official week. A final list of students will be given to faculty after the official drop period.

How a Student's GPA is Calculated

It is essential for you to know how to calculate your semester point-hour ratio and your cumulative point-hour ratio (GPA). When setting academic goals, which helps lead to success, it is important to understand how success is measured.

A student's point-hour ration is calculated by taking the total number of points earned and dividing it by the number of hours attempted for a letter grade (not including I, W, Pass/Non-Pass, or transferred credits.) First, multiply the credit hour value of each course by the point value of the grade. For example, a three-hour course in which you earn a B(3.0) is worth 9 points. Next, total the points you have earned in all your courses. Finally, divide by the number of hours you have attempted for a letter grade.

See example below:

<b>Course</b>	<b>Hrs</b>	<b>Grade</b>		<b>Points</b>
Marketing	3	B	(3x3.00)	9.0
IT Applications	3	C	(3x2.00)	6.0
Statistics	3	F	(3x0.00)	0.0
Accounting I	3	C-	(3x1.75)	5.25
	<b>12</b>			<b>20.25</b>

This student's point-hour ratio would be 1.69 (20.25 points divided by 12 hours attempted).

**NOTE:** no points are earned for an "F", but the hours are calculated into the point-hour ratio.

#### **4.5. Academic office**

The Academic Office exists to help facilitate, initiate and co-ordinate the academic work of the Institute, particularly the teaching and assessment of students. The Academic Office implements academic policies and procedures to manage academic records. The goals of the Academic Office are to:

- Publish academic policy, interpret it correctly, and enforce it fairly.
- Organize and supervise an efficient registration process and maintain clear and accurate institutional enrollment records.
- Develop, maintain, and safeguard a complete and accurate academic record for each student according to institutional policy and in keeping with professional and legal standards.
- Respond appropriately to requests for information from institutional and student academic records.

The Academic Office provides support and advice to faculty members and students. The Office also provides guidance for Staff and Students about how to handle circumstances that might have affected students' performance in examinations/assessments.

Labeled Teacher Boxes are also located in the Academic Office. Teacher boxes are labeled and therefore allow students to turn-in material to faculty that otherwise would not be able to be turned in.

### **SECTION 5. GENERAL INFORMATION**

#### **5.1. The campus**

Our campus is conveniently located at the center of the city. It is easily accessed by all types of public transport, as well as by a personal vehicle.

#### **5.2. The Library Resource Room**

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. The WIUU server holds catalog and dictionaries which can be easily accessed. Students can use the reading room for their conveniences. WIUU library staff is always willing to assist you in your information search.

WIUU 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.

### 5.3 IT Support services

The Computer Lab mission is to provide students, faculty and staff with an environment conducive to academic research and writing. Any inappropriate or disruptive behavior that compromises this mission will NOT be tolerated.

#### Personal Logins

In order to use any computer in the Computer Lab, you must login using your assigned personal username and password.

Once you login to a computer, you must remember to logout. Someone else can access your files and use your profile if you leave it logged in and vulnerable.

Personal files left on the classroom computers will be deleted.

You may not lock your workstation (thereby saving it for yourself) and leave the room for more than 10 minutes. If an Information Assistant finds a computer that has been locked for longer than 10 minutes, he/she will restart the computer.

When classes are scheduled in the Computer Lab, all other users must vacate the room by the start of the class\*. If you are logged in to a classroom computer but have left the room at the start of a class, your computer will be restarted.

\*Lab hours are subject to change and may vary throughout the semester — please check the schedule posted on the bulletin board at the entrance to the Lab.

#### Server T

The Server T is an authorized internal server used to facilitate the education process at WIUU. Faculty and students alike have access to the use of Server T, as a storage database.

In order to use the server T, you must login using your assigned personal username and password.

The server T provides students access to the courses they are enrolled into, and are labeled by the Instructor's name.

Students may use the learning materials posted in the relevant folder, as well as save materials on personal flash-drives or send to their personal email.

#### Computer Hardware and Software

You may not alter/remove any component of the computers' hardware (cables, drives, monitors), even on temporary basis.

You may not attempt to circumvent the security protections included with any of the software applications.

You may not attempt to change configuration settings during setup. All computers are set to the same Classroom standard (i.e. monitor resolution and refresh rate, bios, etc.) and are protected from changes with security measures.

You may not make permanent changes to any computer or install your own software on any computer in the Computer Lab.

Any violation of these rules regarding computer hardware & software in the Computer Lab will result in the revocation of user privileges for the period of no less than one semester.

### Courtesy

Programs using sound or music CD's may be used in the Computer Lab only with effective headsets. If someone else can hear the sound, you will be asked to turn down the volume.

If you are working with a partner or in a small group, talk quietly.

Do not sit on the desks or arms of chairs. All Classroom furniture must be used appropriately.

Do not use a computer that is already logged on. In order to access any computer in the Classroom, you must use your own personal username and password.

Cell phones need to be turned off or set on vibrate when entering the computer lab.

Calls are to be answered or made outside the computer lab

Anyone failing to act appropriately in the Computer Lab will receive a verbal warning. If that verbal warning is ignored, he/she will be asked to leave.

## **5.4. Recreational/Refreshment Facilities**

WIUU students take part in yearly sport events and competitions. The sports facilities used by WIUU students include the Sports Center with a swimming pool and athletic fields as well as a stadium and smaller sports halls.

## **5.5. Electronic Device Policy**

Technology use in the classroom is intended to enhance the learning environment for all students. To this end, WIUU establishes the right of each faculty member to determine if and how personal electronic devices are to be used in the classroom. Any use of technology that substantially degrades or jeopardizes the learning environment, promotes dishonesty or illegal activities, is prohibited and will be penalized by the instructor.

Students are permitted to possess cellular phones and other electronic devices\* on campus provided that any such device is switched "off" and stored in a backpack, purse, pocket, or other place where it is not visible. "Vibrate" mode or "silent" mode is not considered "off". Ear-buds and earphones must also be stored away.

\*Electronic Devices include, but are not limited to: Cellular Phones, Smart phones, Pagers, CD Players, MP3 players, PDAs, Handhelds, Palm Pilots, laptops, cameras, bluetooth earpieces, iPods™ or other media players, other forms of technology with image taking, listening and communication capabilities, calculators with alphanumeric keyboards or other programmable forms, and similar devices: **Please switch off all devices during class sessions and store them in your backpack, purse or bag.**

University instructors may restrict or prohibit the use of personal electronic devices in his or her classroom, lab, or any other instructional setting. An instructor may allow students to use laptops or other devices for taking notes or class work. However, communication devices such as **phones must be turned off**. Students who fail to comply with an instructor's restrictions or prohibition will be subject to penalty or be asked for leave the class.

All forms of electronic devices are **prohibited in exams**, except when otherwise directed by the instructor. If a student violates the stated policies, he/she will receive a zero for the assignment or exam, and may be subject to further disciplinary action.

### **Office Hours**

Most departments have office hours of Monday-Friday, 9 am – 6 pm, Saturday 10 am – 4 pm. Faculty hours are usually posted on their syllabus. For personal issues a student may see the Admission Director, Dean, Provost, First Vice-Rector or the BBA Program Coordinator during the following hours:

Olga A. Glasova Admissions Director

Room 1-4

Monday, Wednesday, Friday 11 am – 1pm, 2 am – 5 pm

Elena I. Volovyk, Dean of International Programs

Room 2-6

Tuesday, 3 pm – 5 pm

Olga A. Verkhohlyad, Provost for Research

Room 2-6

Monday 10 am – 12 pm

Patricia Essien, International Program Coordinator

Room 2-5

Thursday, 12 am – 3 pm

The office hours may vary during the semester breaks and holidays weekends.

