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## **Assessment for the International Business Bachelor Program at UACU**

The Bachelor Program in International Business at UACU was first established in 2011. Early on the University placed a high emphasis on international contacts, internships and exchanges for their students to enrich a profound theoretical education with meaningful practical experiences, that are often neglected in academic surroundings, even though they are imperative for a successful future career. My recommendation in general is a mandatory international internship or a study semester abroad as part of every Bachelor Program in International Business. In light of the Covid pandemic, virtual activities are a reasonable alternative.

UACU successfully maintains a long-time and productive relationship with Germany. As a result, every semester a number of students are able to take part in exchange programs with different German universities.

Throughout the last decade the school continuously developed the program further to meet increasing demands of the educational and business market in the Ukraine and abroad.

As an Honorary Doctor and visiting professor at Ukrainian-American Concordia University I have met numerous IB-students over the last years during my regular guest lectures and delegation visits. From my perspective students at UACU in general are highly open-minded, eager to learn and very active participants. Their overall contributions demonstrate not only a high level of dedication to their field of study but are a clear indication of a profound skill set of the student body. I followed the development of some students very closely: Some of them started a very promising career in Ukraine, others began their work life in Poland, Germany or the United States of America immediately after they obtained their degree.

To further nurture the international perspective and to establish a closer interaction with the UACU students, together with the university we initiated a delegation program for selected students to Berlin: An intensive one-week knowledge seminar to grant insights and encourage dialog in an international surrounding through various fields: political, diplomatic



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and business. The workshops and summits took place in the German Parliament, the Ukrainian Embassy to Germany or the headquarters of companies like Google and Facebook in Berlin among others. We are evaluating the options to institutionalize this seminar on a regular basis for the students.

Furthermore, we encourage and assist the UACU students to participate in a number of projects developed by the German Government to intensify the exchange between both countries and to develop interactive and solid partnership between students and organizations.

From my perspective – and very recognizable by the significant FIBAA certification for its MBA program – UACU underlines its dedication and emphasis on sophisticated business programs that meet international standards and thus lay a profound basis for young people to strive and succeed in their career.

Sincerely

Dr. h.c. Philipp Schmidt

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Philipp Schmidt

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