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## **REVIEW of the Bachelor of International Economic Relations Program at Ukrainian-American Concordia University**

I have been in cooperation with Ukrainian-American Concordia University ever since 2010 as a guest professor, facilitating UACU partnership with German universities, non-government organizations, businesses, state and political organizations. During many years I am watching UACU business programs development responding to the demands of the global world. Great attention at UACU is being paid to internationality, innovations, faculty professionalism, internships, graduates' employability, alumni connections with the university and among themselves.

As I know UACU is the only school in Ukraine that is accredited by the international accreditation body FIBAA (Germany, Austria, Switzerland, Netherlands) since 2012, I personally met FIBAA experts during their onsite visit at UACU and was happy to hear their very positive feedback.

Speaking of International Economic Relations Program (bachelor level), there's no doubt one of its high points is that it is offered in English - a language of international business. Great attention is paid to liberal arts constituents: English Composition, Business English, Second Foreign Language (German/Spanish) etc. There's a good balance between business and economics courses, as well as international relations area. As my background combines being a Professor of Communication and Design at German Universities and CEO at DOSSCOM Design Company I should say that UACU students and alumni are internationally competitive professionals, and IER program meets international standards and quality requirements.

One of my last webinars in the frame of the Entrepreneurship Course for UACU IER students in October 2020 was devoted to picture style in connection with the increased visualization impact on all spheres including many aspects taught for IER students. The students expressed great interest in the subject and it brought me to conclusion that it is desirable to include to UACU IER Program an elective course connected with visual communication.

Mit freundlichen Grüßen,

Prof. Dr. h.c. Dipl. Des. Hendrik Doss

pocetnyj doctor, Kyiv National University of Technologies and Design (Dr.h.c.)