

Autumn 2023

ALFRED NOBEL UNIVERSITY

UKRAINE, DNIPRO CITY

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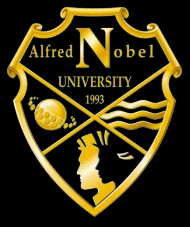
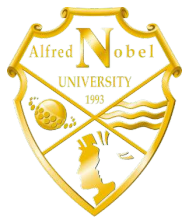


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NOBEL VIRTUAL PROGRAMME

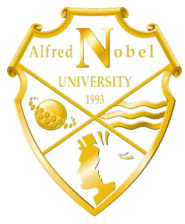
Alfred Nobel University is one of the leading private universities in Ukraine. We hold the top position in the rating of private universities in Ukraine, not resting on our laurels, but continuing to develop internationally, striving for the main goal – the internationalization of the educational process.

One of the initiatives for our partner Universities' students is the Nobel Virtual programme, where they can choose one of the courses offered (Marketing, Economics, Management, Philology direction) and receive credits and a certificate upon successful completion of their studies in ANU.

This program allows students to expand their horizons, communicate with peers from other countries to improve their intercultural competencies, exchange experiences and ideas, and most importantly – all this without leaving their homes, using only online technologies that contribute to the development of digital skills.

It is designed to facilitate cross-cultural learning through group activities and interactions, and to give students experience in international online teamwork.

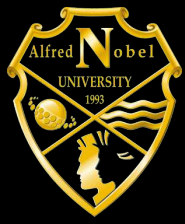
A student who registers for the NOBEL VIRTUAL program has the opportunity to attend classes of experienced ANU lecturers, gaining access to unique case studies while interacting with ANU students in an online class.



ACADEMIC CALENDAR

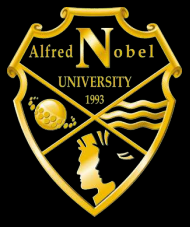
SEPT 4	●	CLASSES BEGIN
OCT 23-29	●	1ST MIDTERM EXAM WEEK
DEC 18-24	●	2ND MIDTERM EXAM WEEK
DEC 24	●	CLASSES END
DEC 25 – JAN 7 HOLIDAY BREAK		
JAN 8 – 21	●	FINAL EXAMINATION SESSION
JAN 22 – 4	●	CERTIFICATES AWARDING





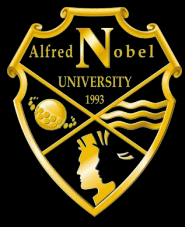
ONLINE COURSES OFFERED IN ENGLISH FOR NOBEL VIRTUAL STUDENTS

COURSE TITLE	DEGREE	ECTS	PRICE	DESCRIPTION
Marketing Mix (Marketing Communications)	BA	4	Free	This course is designed to provide students with knowledge of marketing communication policy of modern enterprises, impact of marketing communication on consumer behaviour, methods of effective marketing communications and marketing communication trends. The course also covers such topics as PR and media relations, personal selling and sales promotion.
Marketing Research	BA	4	Free	The goal of the course is to provide students with knowledge in the field of modern marketing research, as well as teach them to use tools of marketing research in professional activities. Why do we need marketing research? What is qualitative marketing research? Students will learn how to use market research to segment markets and improve brand position and what quantitative marketing research tools to use in the 21st century.



**DEPARTMENT OF INNOVATION MANAGEMENT
AND FINANCIAL ANALYTICS**

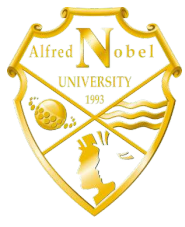
COURSE TITLE	DEGREE	ECTS	PRICE	DESCRIPTION
Introduction to Business and Management	BA	4	Free	<p>Introduction to Business and Management is a key introductory course offered by The Alfred Nobel University. This course provides an accessible and comprehensive introduction to business and management in a globalized world. During lectures and practical classes, students will explore a wide range of topics in contemporary business and management, including what motivates people to work, how to build the organizational soundness of a business, what helps to rise the efficiency of management, how the external environment affect businesses, and moral and psychological challenges in business and management.</p> <p>The course is structured into several semi-independent blocks of materials that cover a wide range of topics in contemporary business management. Such an approach will help students understand the complexities of business and management and how different aspects of a business work together. The final assessment is an exam in form of mini essays which should be written according with creative questions proposed.</p>



**DEPARTMENT OF
EUROPEAN AND
ORIENTAL
LANGUAGES AND
TRANSLATION**

**DEPARTMENT OF
GLOBAL ECONOMICS**

COURSE TITLE	DEGREE	ECTS	PRICE	DESCRIPTION
Stylistics of English Language	BA	3	Free	Stylistics can be defined as a branch of modern linguistics devoted to the detailed analysis of literary style, or of the linguistic choices made by speakers and writers in non-literary contexts (advertisements, blogs, vlogs and other promotional discourse). During the course the students are supposed to understand the principles of structuring effective communication with the purpose groups of different social, cultural and educational backgrounds. The final project to finalize the course is a collective task to roleplay a true to life situation between a customer and managers of an advertising agency.
Business Economics	BA (only for 1st year students)	5	Free	The purpose of studying the Business Economics course is the formation of fundamental economic knowledge based on understanding the basic economic categories, laws, principles and mechanisms, which will allow to understand the functioning of a market economy and its individual components. The tasks of the course: · to show the place of economic science in society; to acquaint with the basic economic categories; to justify the need to overcome the main economic contradiction between the limitless needs of society and limited resources; to highlight the main types of economic systems depending on the ratio of market and state influence on economic processes, economic functions of the state in the modern economy and the main tools of state regulation; to reveal economic regularities for the analysis of problems connected with functioning of modern economic system as mixed; to learn how to assess the impact of factors of change in supply and demand; to analyze the types and classifications of market elements, interactions between entities at different levels of the market; to investigate the causes of imbalance in the commodity market, the labor market; predict trends in the equilibrium price.



APPLICATION AND ADMISSION INFORMATION

01 HOW TO APPLY



1. Explore the NOBEL VIRTUAL Programme brochure.
2. Choose a course and check your eligibility.
3. Fill in the Application Form and submit it.
4. Await an email confirmation from a representative of Alfred Nobel University about your enrolment and an information letter on how to join the online classes.

02 ELIGIBILITY



Students wishing to participate in the programme must be enrolled in a degree program at their home university and have a good command of English (B2 or higher).

10 students can apply from one university.

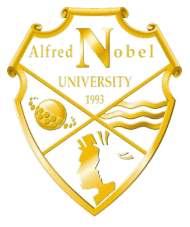
03 APPLICATION DEADLINE AND PROGRAMME DURATION

NOBEL VIRTUAL program duration: 1 semester (September–January)

Application deadline: September 13, 2023, 12:00 PM (Kyiv time)

Application Form

Upon successful completion of the course, certificates will be issued, which will be the basis for academic recognition of credits received.



PATHWAY TO APPLICATION

1. PROGRAMME ANNOUNCEMENT



2. PARTICIPATION CONFIRMATION

Students interested in the programme should fill in the Application Form.

3. APPLICATIONS PROCESSING

[Within five working days ANU processes the applications.]



4. ENROLMENT CONFIRMATION

After processing, ANU sends students their Enrolment Certificates, instructions about how the classes will be held, the course schedule and all the necessary information. Throughout the entire period of study, we provide students with all-round support.



5. COURSES BEGINNING



6. LEARNING PROCESS

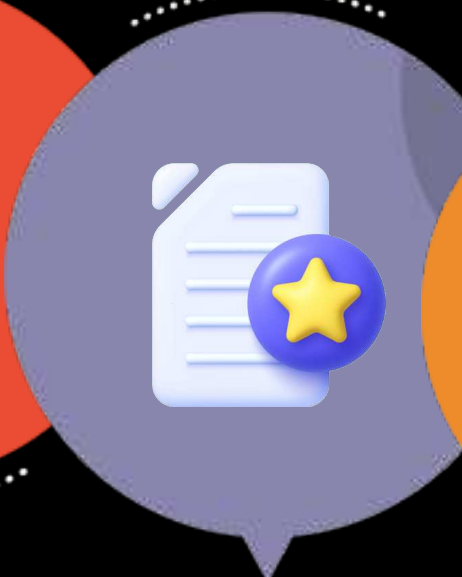
- timely attendance;
- assignment fulfillment;
- active participation in discussions



7. FINAL EXAMINATION

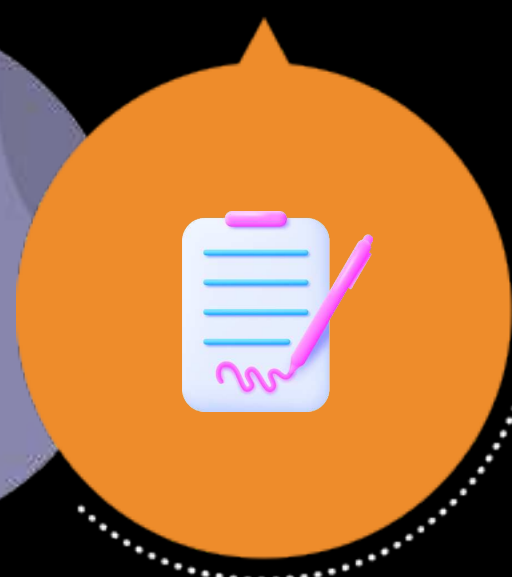


8. CERTIFICATES AWARDING

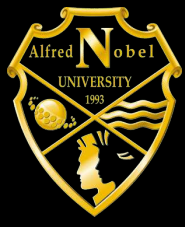


9. FEEDBACK FORM

At the end of the courses, each student will receive a Feedback Form to leave their comments and impressions.



! Please make sure you enter your email address correctly on the Application Form.



Participation in the NOBEL VIRTUAL program is one of the ways to support Ukraine in difficult wartime and gain new knowledge by supporting the activities of Alfred Nobel University.

EDUCATED WE WIN!

