



Private higher education institution

INSTITUTE OF PSYCHOLOGY AND ENTREPRENEURSHIP

"Nature gives potential to everyone, giving selfishness, instinct to be the best in the world, but few people know how to build, to create themselves. From the point of view of instinct – everyone is first and nobody is second. It is necessary to learn how to realize the instinct of superiority given by nature".

(c) professor Antonio Meneghetti



ABOUT THE INSTITUTE OF PSYCHOLOGY AND ENTREPRENEURSHIP

The Institute of psychology and entrepreneurship is a challenge for creating a new quality educational environment.

The Institute's team shares the sustainable development goals (hereinafter – SDG), which were approved in 2015 at the UN summit on sustainable development.

The SDR are a common agenda for all. In practice, this means that there are many options for participating in the implementation of the program: consulting and defining new policies and programs, implementing specific goals, influencing changes in cultural and behavioral stereotypes and many other opportunities for realizing the transformational potential of SDR.

MISSION OF THE INSTITUTE

The mission of the IPE is based on the principles of ontopsychological pedagogy – to teach a person to understand and create himself, to educate himself as a leader in this world, to develop the ability to win.

STRATEGIC GOAL

Founding an Institute – a scientific environment in Ukraine, which based on the methodology of humanistic, existential psychology and methodology of ontopsychology, produces innovations and contributes the development of person's creative potential, leadership and active life position.

VALUES OF THE INSTITUTE

- Humanism
- Personality
- Spirituality
- Leadership-service
- Freedom
- Responsibility
- Professionalism
- Civil identity

LOCATION OF THE INSTITUTE

Private higher education institution «**INSTITUTE OF PSYCHOLOGY AND ENTREPRENEURSHIP**» is located on the territory of ecobiological center **Aletheia**.

- Creative space
- Majestic architecture
- Own library
- Place of inspiration and creative thinking

Silence, nature and the surrounding harmony – all this in symbiosis creates ideal conditions for learning, knowledge and creativity.



MAIN DIRECTIONS OF THE INSTITUTE'S FUNCTIONING



The achievement of the Institute's strategic goal is implemented according to the following strategic priorities, which determine the main directions of the Institute's functioning:

- The Institute's educational process is based on the idea of an organic connection of science and education. One of the tasks is to preserve and deepen the principle of Liberal Arts Education as a necessary condition for the formation of a highly educated, creative personality – a leader.
- Ensuring the formation of high-quality educational services in accordance with international standards and further integration of the Institute into the educational environment.
- The training programs are based on innovative author's courses, elements of problem-based learning are introduced in order to develop students' creative and critical thinking and acquire professional skills. Has been introduced the practice of comparing several teachers of one academic discipline according to the principles of interdisciplinarity.



- Improving the methodological, organizational, legal and financial framework for ensuring academic mobility of students, trainees and teachers, as well as for developing dual and joint degree programs.
- Adoption and implementation of a large-scale program of informatization of the Institute for the purpose of optimal and effective organization of educational, scientific and managerial activities.

- It ensures that the structure and content of the educational process are adapted in advance of the society's long-term needs. Conditions have been created for students to freely choose the share of higher education content in the amount of at least 25% of the total time. State-of-the-art technologies have been introduced to ensure learning outcomes.
- In order to ensure the successful entry of graduates into the labor market, the Institute is developing mechanisms to ensure a combination of theoretical and applied aspects of training, the introduction of the principles of dual education, strengthening cooperation with business, government agencies and non-governmental organizations in this direction.
- The Institute has created conditions for professional growth and advanced training of scientific and pedagogical staff.
- Modern educational programs have been developed to meet the learning needs of all age groups of citizens on the principle of Life Long Learning. In particular, the development of educational programs «HR-management», «Business Psychology», «Communication Management» was provided.



- The Institute has implemented a system of attracting capable, responsible, active, creative people, who share the Institute's values.
- The fight against plagiarism is determined as general and extremely important task of students and teaching staff of the Institute.





- Presentation of the Institute's scientific achievements at national and international scientific, practical and innovative conferences and exhibitions by increasing funding for relevant business trips.
- Has been started the creation of the Institute's library as a scientific, cultural and educational cell of Ukraine and Kiev. Mechanisms for the development of the institutional repository have been developed for the purpose of presenting scientific achievements in the open access and ensuring that interested business structures have access to the developments of the Institute's research and production enterprise.
- Intensification of the Institute's participation in international and European associations of research universities and the Magna Charta of universities. Expansion of cooperation in the framework of the existing and most fruitful partnerships. Development of double degree programs at the Institute.
- Updating the Institute's fundamental research. Obtaining new scientific knowledge and its direction for the creation and introduction of new competitive technologies, types of equipment, materials for ensuring innovative development of society, training of competent specialists in accordance with the requirements of the labor system.
- Based on the concept of corporate culture, was organized a system for improving the psychological and pedagogical climate of the Institute. Improving the algorithms of team activity based on the awareness of the interdependence of results. Formation of autonomy and responsibility among the members of the labor collective as the ability to independently perform tasks and be responsible for the results.



STRUCTURE OF THE INSTITUTE

The Institute established the Faculty of Management, which includes three departments:

- ◆ **The Department of ontopsychology**
- ◆ **The Department of social and humanitarian disciplines**
- ◆ **The Department of management and entrepreneurship**



EDUCATIONAL PROGRAMS

The Institute offers educational programs for applicants (school graduates) and candidates with a bachelor's or master's degree (mini MBA programs)

PROGRAMS FOR APPLICANTS:

- «HR-MANAGEMENT»
- «COMMUNICATION MANAGEMENT»

MINI MBA PROGRAMS:

- «HR-MANAGEMENT»
- «BUSINESS PSYCHOLOGY»
- «COMMUNICATION MANAGEMENT»

These specialties are aimed at forming a full range of professional competencies that allow graduates to carry out staff management and effective communication in the field of modern entrepreneurship.

PROGRAMS FOR APPLICANTS:

«HR-MANAGEMENT»

HR-manager is a complex and at the same time universal and unique profession that reveals key skills: analytical, managerial, creative and communication. Growth to the Human Resources Director means actually full control over all processes of the company, because human capital is the main engine of any business.

CONTENT OF THE PROGRAM:

- HR-engineering and consulting
- Recruiting and staffing
- Psychology of staff management, leadership
- Technologies of staff development
- Staff audit and corporate standards
- Employee motivation and conflict management
- Staff and employment management
- Strategic staff management, methods of adoption of the management decisions
- Technology of personal brand



WHO IS THE GRADUATE WHO COMPLETED «HR-MANAGEMENT» PROGRAM?

- **HR-manager:** a specialist in staffing the organization with employees, who studies market, coordinates work, makes decisions, advises, effectively manages staff and the so on.
- **Headhunter:** attracts the best staff to the company, thinks in business categories, understands the relationship «specialist – income, that the specialist is able to bring to the company».
- **T&D Manager:** provides a constant process of training and development of the company, stimulates staff to long-term and effective work in the company.
- **Happiness Manager:** a specialist who reduces staff turnover, is responsible for the happiness and well-being of employees, creates a positive atmosphere in the company.

«COMMUNICATION MANAGEMENT»

The program «Communication Management» is the foundation, based on which graduates will have accurate knowledge for career growth in various fields, using all the tools: psychology, emotional intelligence, applied sciences and mastered skills.

CONTENT OF THE PROGRAM:

- Mastering staff communication skills as important soft skills
- Preparation of public speeches, ways to attract and retain an audience
- Nonverbal communication
- Debates, political imagemaking
- Negotiations: procedures, techniques, strategies, styles
- Mediation as a method of dispute resolution and effective communication
- Communication barriers and ways to eliminate them
- Marketing and PR-strategies
- The development of creative thinking
- Philosophy of successful entrepreneurship

WHO IS THE GRADUATE WHO COMPLETED «COMMUNICATION MANAGEMENT» PROGRAM?



- **Sales Manager**
- **Client Services Manager**
- **PR-manager**
- **Journalist**
- **Speechwriter**
- **Imagemaker**
- **Public relations specialist**
- **Communications specialist**
in various fields: tender
procurement, hospitality, fashion,
SPA & Wellness and so on.

MINI MBA PROGRAMS:

«HR-MANAGEMENT»

THE PROGRAM IS INTENDED FOR:

- HR Directors and specialists in the field of staff management at different levels;
- Specialists and managers in many areas of human resource management: T&D, recruitment, happiness-management;
- Specialists and managers of line divisions of companies and those who need perfect knowledge of the HR consulting sphere;
- Specialists in business areas interested in staff management (commercial and financial functions, audit).



BASED ON THE RESULTS OF THE PROGRAM, GRADUATES WILL:

- Learn the basics of building an effective team that can continuously expand business territory and make a profit;
- Use leading approaches and practices from different countries branches of knowledge for the development of the company or business direction;
- Work out the acquired skills for solving problems in the field of staff management;
- Form a mentality (forma mentis) of an effective manager who is able to make the correct decisions;
- Provoke personal changes in each individual employee – business participant, the result of which is not the only constant growth and development of the employee, but also significant achievements of the company.

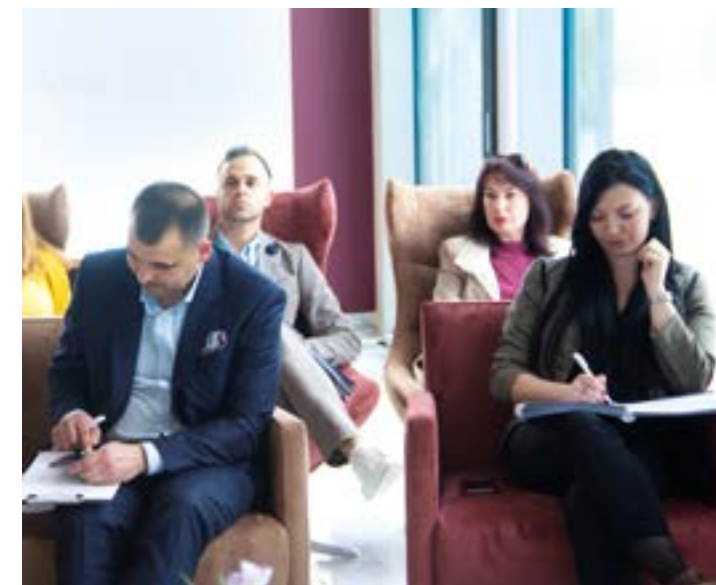
«COMMUNICATION MANAGEMENT»

THE PROGRAM IS INTENDED FOR:

- Specialists, managers of line divisions of companies and business areas aimed at growth and development, seeking to improve competencies in the field of communication management;
- Specialists in sales and brand management, public and financial sectors, law, political imagemaking and bidding procurement, advertising and PR that are intended to provide career height.

BASED ON THE RESULTS OF THE PROGRAM, GRADUATES WILL:

- Study how to achieve the business goals using all tools, including emotional intelligence, psycholinguistics, corporate culture, business etiquette and image management;
- Master and work out the skills of preparing a public speech, methods of attracting and retaining an audience;
- Study how to develop effective presentations and business letters;
- Study communication barriers and their ways of elimination;
- Study how to identify the company's communication and management problems, contribute to the prevention of conflicts in the team;
- Develop your own communication style and identify areas of development and growth.



«BUSINESS PSYCHOLOGY»

THE PROGRAM IS INTENDED FOR:

- Mid-level managers and top managers who are focused on growth and development and are able to create effective teams and make a profit (with management experience of 2 years or more);
- Entrepreneurs of new formation who have critical thinking and open to new ones knowledge and experience;
- Young ambitious professionals who strive to achieve maximum results in business and hold senior positions in the future.

BASED ON THE RESULTS OF THE PROGRAM, GRADUATES WILL:

- Form an effective team that can continuously expand business territory and make a profit;
- Master and use leading approaches and practices from different countries areas of knowledge for company development;
- Work out the skills you have acquired to solve problems in the field of staff management;
- Successfully identify areas of development of the manager and his team;
- Provoke personal changes in each individual employee – business participant, the result of which is not only constant growth and development of the employee, but also significant achievements of the company.



PROFESSORS

WHO TEACHES THE SUBJECTS?

Professors and teachers of the Faculty:

22% Doctors of science

78% Teachers with PhD degree

75% Practices and coaches in business sphere

WHAT KNOWLEDGE DO PROFESSORS POSSESS?

The educational process at the Faculty is provided by the scientific and pedagogical staff, which consists of specialists who are:

- practices in the field of business with long-term experience
- have a high level of training in the sphere of psychology
- apply the latest techniques and innovations
- work on the basis of modern theories, which are closely related to the practical application in the business environment



WHAT TEACHING METHODS ARE USED?

- role modeling course
- interactive discussion
- integrative format work in groups
- theoretical knowledge that is inextricably linked with practice



ON THE TERRITORY OF CREATIVE CENTER «ALETHEIA» THERE ARE:

- Hotel in OntoArte style with authentic design and the delicate decoration
- Pizzeria «Bella Vista»
- Confectionery «Dolci»
- Restaurant «Il Primo»
- Boutique «Massimo Sarto»
- Interior Floristics Studio «Giardino»
- Intelligence club «Athens school»
- Clothing Studio
- Photo Studio
- Laundry «Lavanderia Presto»
- Bookstore



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