

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS
of the optional educational component
«Imageology in international economic relations»
for bachelor study program

Syllabus of the educational component " Imageology in international economic relations "

AUTHOR PhD in economics, associate professor of
Department of International Economic
Relations
Viktoriiia Kukharyk

Approved
Guarantor of the educational-professional program



(Prof. A. Boyar)

Syllabus of educational component was approved at the meeting of the Department of International Economic Relations

Protocol # 6 as of «10» February 2026

Deputy Head Department



Prof. A. Boyar

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Titles	Branch of knowledge, Specialty, Education Degree	Nature of the academic subject
Full-time study	C Social Sciences, Journalism, Information and International Relations C1 Economics and International Economic Relations International activities of companies and institutions First (Bachelor's) Level	Normative
Total amount of academic hours / Number of credits 150/5		Year of education: 2
		Semester: 3
Individual scientific research task : +		Lectures: 10 h.
		Seminars: 20 h.
		Independent work: 110 h.
Language of learning	Form of control: Pass/fail test	
		<i>English</i>

II. INFORMATION ABOUT THE LECTURER

Lecturer	<u>Viktoria Kukharyk</u>
Degree	<u>PhD in Economics</u>
Academic status	
Position	<u>associate professor</u>
Contact information	kucharyk.viktoria@vnu.edu.ua 0957885233 http://194.44.187.20/cgi-bin/timetable.cgi
Days of classes	

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Course annotation

This optional educational component is designed to familiarize students with the theoretical foundations, mechanisms, and methods of forming personal, corporate, product and service image, as well as the image of countries and territories.

2. Purpose and objectives of the educational component

The **primary aim** of the academic discipline "Imageology in International Economic Relations" is to develop students' proficiency in the conceptual and categorical framework of imageology and its application in professional and everyday activities, to master fundamental methods of image analysis, to understand the psychological aspects of the image of government officials, and to form basic skills in collecting and processing data for image analysis.

The **objectives** of the discipline are to: examine the patterns of image formation and transformation, as well as methods of image correction and management; equip students with knowledge of theoretical foundations, key mechanisms, and methods of creating a positive image; teach the fundamentals of applying image construction principles in practical activities; assist students in mastering self-presentation technologies; facilitate the development of skills for analyzing the components of corporate, professional-managerial, and personal image; enable students to master the technology of creating their own image, organizational image, and national image.

4. The structure of the educational component.

Content modules and topics	Total	Lect	Sem	Cons	IW.	Control form/ Score
Content Module 1. Theoretical Foundations of Imageology in International Economic Relations						
Topic 1. Image as a Phenomenon of the Modern World	20	2	2	1	16	DS, DB, E SP/C /6
Topic 2. Image-making and Its Characteristics	23	-	2	1	20	DS, DB, E SP/C /6
Total content module 1.	43	2	4	2	36	12
Content Module 2. Application of Image Technologies in Social Practice						
Topic 3. Personal Image	28	2	4	2	20	DS, DB, E SP/C /12
Topic 4. Corporate Image	28	2	4	2	18	DS, DB, E SP/C /12
Topic 5. Product and Service Image	25	2	4	2	18	DS, DB, E SP/C /12
Topic 6. National Image	26	2	4	2	18	DS, DB, E SP/C /6 ISW / 40
Total content module 2.	107	8	16	8	74	82
Total scores/ hours	120	10	14	8	88	100

Control methods*: DS – discussion, DB – debates, SP/C – solving problems/cases, ISW – individual student's work, E – essay

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5. Task for independent work

№	Topic	Hours
1.	Image as a Phenomenon of the Modern World	16
2.	Image as a Phenomenon of the Modern World	20
3.	Personal Image	20
4.	Corporate Image	18
5.	Product and Service Image	18
6.	National Image	18
Total amount of hours		110 год.

IV. EVALUATION POLICY

Instructor's policy regarding students: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) learning can take place in online form (Microsoft Teams) under appropriate conditions.

Policy on academic integrity: mandatory compliance with the norms of the Code of Academic Integrity of VNU (<http://surl.li/aagxg>) in the learning process. Cheating during written assignments (including with the use of mobile devices) is prohibited. Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the class.

Policy on deadlines and retakes: assignments submitted with violation of deadlines without valid reasons are graded at a lower grade (75% of the possible maximum number of points for the type of activity). Retaking seminar class topics takes place in case of valid reasons (for example, sick leave). Taking and retaking the pass/fail exam for the course is regulated by the Regulation on Current and Final Assessment of Knowledge of Students of Higher Education of Lesya Ukrainka Volyn National University (dated June 26, 2025) – <https://surl.li/ziekim>

V. EVALUATION SCALE

The scale for evaluating the knowledge of students of educational components, credit (test)

Score	Linguistic assessment
90 – 100	Credited
82 – 89	
75 - 81	
67 -74	
60 - 66	
1 – 59	Uncredited (repassing is necessary)

VI. RECOMMENDED LITERATURE AND INTERNET RESOURCES

Methodological support

1. Кухарик В. В. Провідні чинники крос-культурного переговорного процесу // В.В. Кухарик / Науковий простір: актуальні питання, досягнення та інновації: матеріали III Міжнародної наукової конференції, м. Хмельницький, 13 травня, 2022 р. / Міжнародний центр наукових досліджень. – Вінниця: Європейська наукова платформа, 2022. – с. 138-140. DOI 10.36074/mcnd-13.05.2022
2. Кухарик В. В. Крос-культурні аспекти ділових переговорів // В.В. Кухарик / Економіка, фінанси, облік та право: актуальні проблеми теорії та практики: збірник тез доповідей міжнародної науково-практичної конференції (Полтава, 14 травня 2022 р.): у 2 ч. Полтава: ЦФЕНД, 2022. Ч. 1. с. 10-11
3. Кухарик В. В. Крос-культурні комунікативні бар'єри у діловій комунікації // В.В. Кухарик / Економіка підприємства: вектори розвитку в умовах глобальних змін. Матеріали науковопрактичної конференції (м. Вінниця, 27-28 травня 2022 р.). – Херсон: Видавництво «Молодий вчений», 2022. – с. 5-8

Mandatory

1. Барна Н. В. Іміджелогія: Навч. посіб. для дистанційного навчання / За наук. ред. В. М. Бебика.— К.: Університет «Україна», 2008.— 217 с URL: http://www.dut.edu.ua/uploads/1_1776_66617386.pdf
2. Jian Raymond Rui, Michael A. Stefanone. Strategic image management URL: https://www.researchgate.net/publication/263456479_STRATEGIC_IMAGE_MANAGEMENT_ONLINE

Supplementary

1. Білоус В. С. Зв'язки з громадськістю (паблік рилейшнз) в економічній діяльності: Навч. посіб. – К.: КНЕУ, 2005. – 275 с. // <http://ubooks.com.ua/books/0008/inx2.php>.
2. Шавкун І. Г. Формування іміджу організації : [навчальний посібник для здобувачів ступеня вищої освіти бакалавра спеціальності «Менеджмент»] / І. Г. Шавкун, Я. С. Дибчинська. – Запоріжжя : ЗНУ, 2016. – 111 с.