



Sumy National
Agrarian University



THE ROLE AND DEVELOPMENT OF THE UNIVERSITY TO STRENGTHEN COMMUNITY RESILIENCE

Doctor of Economics, professor of the Department marketing and logistics.
Vice-Rector for Scientific-Pedagogical and Educational Work SNAU

Marharyta Lyshenko



Business school

Our mission Restoration and development of the Ukrainian educational and business environment through the formation of a professional multidisciplinary school - a platform for synergy between business, communities, education and science

BUSINESS SCHOOL:
a center of synergy between specialized institutions and international partners

Our dream To contribute to the development and restoration of the country, the agricultural sector and communities to strengthen their resilience

Our core values:
Customer is the source of our inspiration
Leadership - we are always one step ahead of the market
Competence - everything we do, we do well
Partnership - it is always mutually beneficial to work with us





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Visualization



BUSINESS SCHOOL:

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Business-HUB

(space for business consultations,
business meetings)





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Sumy BUSINESS SCHOOL

*a center of synergy between
specialized institutions and
international partners*



**Short-term training courses -
modules**

**Development of joint projects for the
development of agro-formations and
territorial communities, starting and
developing own business in
agribusiness, consulting and
advisory activities**

**Conducting master classes,
trainings, seminars, webinars,
workshops, round tables,
intensives**

Professional development in the following areas:

- Improving the human resource management system at the local level;
- Topical issues of personnel policy;
- Budget process and application of the program-targeted method in it;
- Strategic management and formation of a socio-economic strategy for the development of the region;
- Financial support for development;
- E-governance, basics of business analytics, working with documents using Google services, IT technologies for data visualization and presentation;
- Use of quantitative and qualitative data analysis methods;
- Legal regulation of land relations;
- Project management;
- Fundraising;
- Interactive teaching methods in the educational process



Focus group: WHO?

Business leaders

**Owners of small and
medium-sized agribusinesses**

Future entrepreneurs

Women in business

**Representatives of local
communities**

Representatives of public authorities

Employment centers

Research and teaching staff

**Cooperation with the
Association of
Ukrainian Cities**

**Synergy of international
projects DAAD, TOPAS,
UFMD, UNICOM**

**Benchmarking,
studying best
practices**

**Involvement of
agribusiness
representatives**

**Involvement of foreign
lecturers**

Structure: WHERE?

TOPAS
educational and
scientific
laboratory



Educational and
research plots of
SNAU



Scientific and
practical
laboratory for
in-vitro
biotechnological
research

BUSINESS SCHOOL:

a center of synergy between specialized institutions and international partners

Green
Center SMART
landfill



Center UNICOM



Center for the collective
use of scientific equipment
“Laboratory of
ecological Agriculture and
Nature Management
Laboratory”

Center for
precision
agriculture





Pilot project

organization of training for combatants, persons with disabilities as a result of war and their families, and family members of fallen servicemen

Synergy of specialized institutions of government agencies and international partners, with the support of Sumy RMA

**Department of Social Policy,
Veterans and Reintegration,
information component**

Sumy Business School:

organizing training (online and offline formats), short-term educational programs, financing the education of family members of combatants, persons with disabilities as a result of war, and fallen servicemen (in particular, through grant support from international partners), PROJECT UNICOM

State Employment Service

Financing of training for combatants and persons with disabilities as a result of war (Pilot project Resolution No. 984 of 15.09.2023)

State Educational Institution “Sumy Center for Vocational Education of the State Employment Service”

inclusion of Sumy Business School's short-term educational programs in the list of educational programs for organizing training for combatants and persons with disabilities as a result of war, remuneration of course teachers, provision of places for training in the context of regional structural units



SUMY BUSINESS SCHOOL: PROFESSIONAL ADAPTATION OF VETERANS AND THEIR FAMILIES

Short-term educational programs Sumy Business School, included in the list of educational programs for professional adaptation of persons discharged or released from military service, war veterans, persons with special services to the Motherland, family members of such persons, family members of deceased war veterans, family members of deceased Defenders of Ukraine

Course 'Entrepreneurship and Business Planning'

The course 'INTERNET MARKETING'

The course 'BASICS OF WRITING SUCCESSFUL PROJECTS'

The course 'FINANCIAL LITERACY OF CITIZENS AND BUSINESS OWNERS'



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The course 'Entrepreneurship and Business Planning'

The purpose of the general short-term programme is to provide theoretical and practical skills in doing business in modern conditions and challenges.

Form of study - mixed (distance and on-site)

Duration of study - 3 months.

Programme structure (list of topics):

Topic 1: Who is an entrepreneur? What distinguishes an entrepreneur?

Topic 2. Psychology of business in Ukraine.

Topic 3: Organisation of business processes. Electronic document management.

Topic 4. Fundamentals of small business taxation in Ukraine.

Topic 5. Legal aspects of doing business.

Topic 6. Financial model of small business functioning.

Topic 7. Internet marketing

Topic 8: Management aspects and risks of own business.

Topic 9: Practical business cases of doing business.

Course coordinator: Tetiana Kharchenko,
Doctor of Public
Administration, Associate
Professor, Associate
Professor of the Department
of Public Management and
Administration



The course 'INTERNET MARKETING'



Course coordinator:

Victoria Makarova

Doctor of Economics,
Professor, Professor
of the Department of
Marketing and
Logistics

The purpose of the general short-term programme is to provide theoretical and practical skills in implementing the components of a marketing strategy to promote online store products.

Form of study - mixed (distance and on-site)

The duration of the programme is 3 months.

Programme structure (list of topics):

Topic 1: A person as a brand. Self-PR. Components of a professional CV and promotion of yourself as a brand.

Topic 2. Modern presentation tools using different platforms.

Topic 3: Online communication tools: blogs, websites, online media, social networks.

Topic 4. Social networks and the specifics of their use. Facebook, Instagram, TikTok, etc.

Topic 5. Creating an online store from scratch.

Topic 6. Structure of the communication strategy and PR plan.

Topic 7. Tools for successful cooperation with the media.

Topic 8: Freelancing basics.



The course 'BASICS OF WRITING SUCCESSFUL PROJECTS'

The purpose of the general short-term programme is to provide theoretical and practical skills in the development of project proposals of various types.

Form of study - mixed (distance and on-site)

Duration of study - 3 months.

Programme structure (list of topics):

Topic 1: The concept of fundraising, types of resources, sources of their attraction, types of funds.

Topic 2. Creating a database of financial partners. Fundraising tools, communication and fundraising.

Topic 3. Stages of creating a successful project application.

Topic 4: Target groups, purpose, analysis and justification of the problems/needs addressed by the project.

Topic 5. Planning project implementation and planning the necessary resources.

Topic 6. Formation of the project implementation team.

Topic 7. Project budgeting. Project implementation and ongoing documentation.

Topic 8: Project reporting: preparation of financial and analytical reports.

Course coordinator:

Svitlana LUKASH,

PhD in Economics,
Associate Professor,
Dean of the Department
of Economics and
Management



The course 'FINANCIAL LITERACY OF CITIZENS AND BUSINESS OWNERS'



Course coordinator:
Mykhailo Geenko, PhD
in Economics,
Professor, Head of the
Department of
Finance, Banking and
Insurance

The purpose of the general short-term programme is to provide theoretical and practical skills in financial management.

Form of study - mixed (distance and on-site)

Duration of study - 3 months.

Programme structure (list of topics):

Topic 1: Financial literacy and the formation of financial culture.

Topic 2. Financial discipline on the way to financial success: formation of surplus budgets.

Topic 3. Financial and banking systems of Ukraine. Features of work in wartime.

Topic 4. Activities of non-bank financial institutions.

Topic 5. Insurance protection of households.

Topic 6. The tax system of Ukraine and legal tools for tax optimisation.

Topic 7. Investments and investment climate in Ukraine.

Topic 8: Fraud in the financial services sector. Protection of the rights of consumers of financial services.



State Employment Service:

A document entitling combatants, persons with disabilities as a result of war to undergo training in the approved list of professions and specialities.

The value of the voucher is not more than UAH 30280 thousand.

The voucher is granted for training: retraining, advanced training, training (except for primary training)

Study voucher



071 Accounting and taxation

072 Finance, banking and insurance

073 Management (OP 'Administrative Management'; OP 'Management of Organisations')

075 Marketing

076 Business, trading and exchange activities

051 Economics (EP 'Enterprise Economics'; EP 'Local Development Economics')

281 Public management and administration



SUMY BUSINESS SCHOOL. REINTEGRATION OF VETERANS AND THEIR FAMILIES



Launching the reintegration of
veterans and their families



Presentation of the Business
School and its main directions



Visit to the SNAU Vice Prime
Minister of Ukraine Iryna
Vereshchuk





Reintegration of veterans - effective solutions

Entrepreneurship and business planning course:

From **26 January 2024** to **12 April 2024** and from **18 October 2024** to **30 November 2024**, Sumy Business School held events on reintegration of veterans through the short-term educational programme 'Entrepreneurship and Business Leadership', which was attended by 26 people and 12 people, including combatants, persons with disabilities as a result of war, their families and family members of fallen servicemen living in the Sumy region. During the programme, the students had the opportunity to learn about practical cases on business planning and development, key requirements for business planning, doing business in Ukraine, psychological tools that help businesses find effective solutions, and successful domestic and international business practices.



SUMY BUSINESS SCHOOL. REINTEGRATION OF VETERANS AND THEIR FAMILIES



Short-term study programme 'Entrepreneurship and Business Leadership'



Graduation April 2024 - 26 people
Graduation December 2024 - 12 people



Presentation of educational programmes 'Basics of writing of successful projects', Internet marketing'





Reintegration of veterans - effective solutions

Veronika Kozhemiakina, an expert from the Ukrainian Veterans Fund and a lawyer, trained veterans, female veterans, their family members, and representatives of NGOs working with veterans in Sumy on the specifics of starting their own business. Sumy Business School was a partner of the event.



“Відкриття власної справи ветеранами”

Юридичний семінар

Дата:
Час: 10:00
Місце проведення:

ПРОГРАМА ЗАХОДУ

10:00 - 10:10	Вітальне слово. Реєстрація. Знайомство і очікування
10:10 - 11:00	<ul style="list-style-type: none"> • Що треба продумати наперед, перед тим як розпочати власну справу? • Яку форму підприємництва можна обрати? • ТОВ та ФОП – плюси та мінуси.
11:00 - 11:50	<ul style="list-style-type: none"> • Реєстрація ФОП • Реєстрація ТОВ • Що таке КВЕДИ? Як їх обирати? • Системи оподаткування – загальна та спрощена: переваги та недоліки • Дозволи та ліцензування
11:50 - 12:10	Перерва на каву. Неформальне спілкування.
12:10-13:00	Практичний приклад відкриття бізнесу – покроковий алгоритм відкриття стріт-фуду. Робота в групах.
13:00 - 13:10	Презентація вебплатформи для юридичних консультацій
13:10 - 13:30	Завершення семінару. Підведення підсумків. Контактна інформація для подальших консультацій.



SUMY BUSINESS SCHOOL. SCHOOL OF SOCIAL ENTREPRENEURSHIP



ШКОЛА СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА
Від мрії до бізнесу, який змінює життя!

An educational initiative implemented by the United Nations Development Programme (UNDP) in Ukraine in partnership with Sumy Business School with financial support from the Government of the Netherlands

June - July 2024 17 teams from Sumy, Konotop, Krolevets, Lebedynska hromadas

Funding for 7 social entrepreneurship projects in the amount of EUR 3000-7000





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Школа соціального підприємництва – освітня ініціатива, яку впроваджує Організація Об'єднаних Націй (UNDP) в Україні у партнерстві з Сумською Бізнес-школою за фінансової підтримки Уряду Королівства Нідерландів

Школа соціального підприємництва

Пілотний освітній проєкт, що реалізується з 4 червня 2024 року по 4 липня 2024 року в Сумській Бізнес-школі та орієнтований на перевтілення підприємницьких ідей в цілісні бізнес-проєкти з сильною соціальною складовою. Організація Об'єднаних Націй підтримує створення соціально орієнтованих бізнесів у постраждалих від війни громадах. Такі проєкти пришвидшують локальне відновлення та допомагають оперативніше реагувати на зростання соціальних потреб населення.

Кращі випускники та випускниці школи отримують фінансову підтримку на старт проєкту з розвитку власної соціальної бізнес-ідеї (в середньому від трьох до п'яти тисяч доларів США).



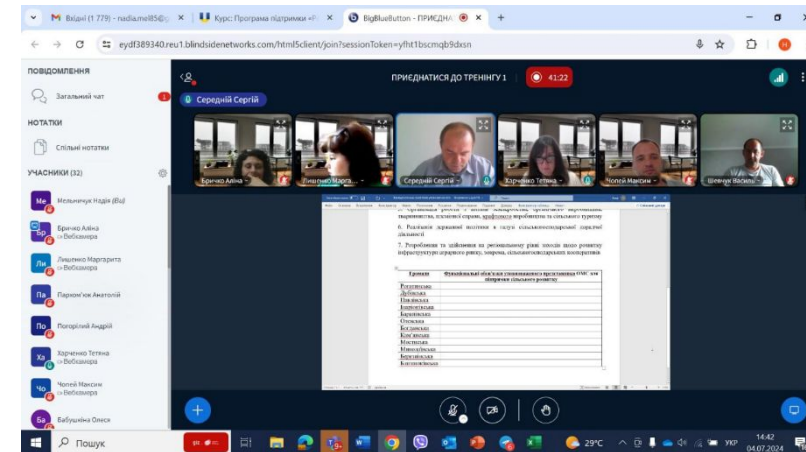
Sumy National Agrarian University

SUMY BUSINESS SCHOOL. GIZ international project, U-LEAD with Europe»

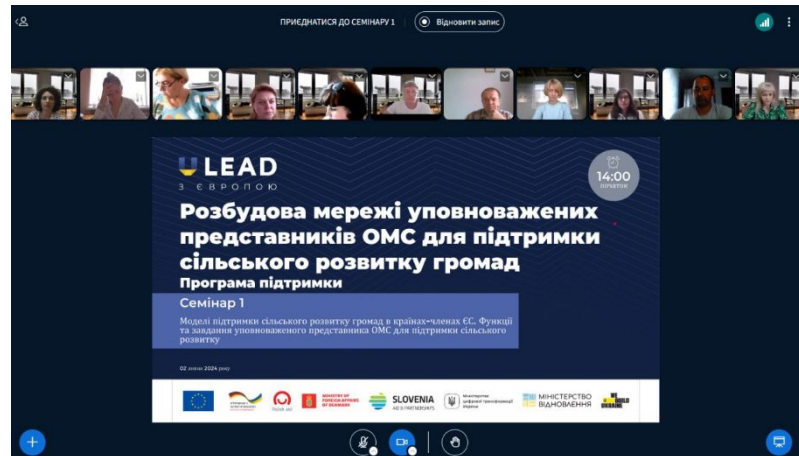


U-LEAD
З Європою

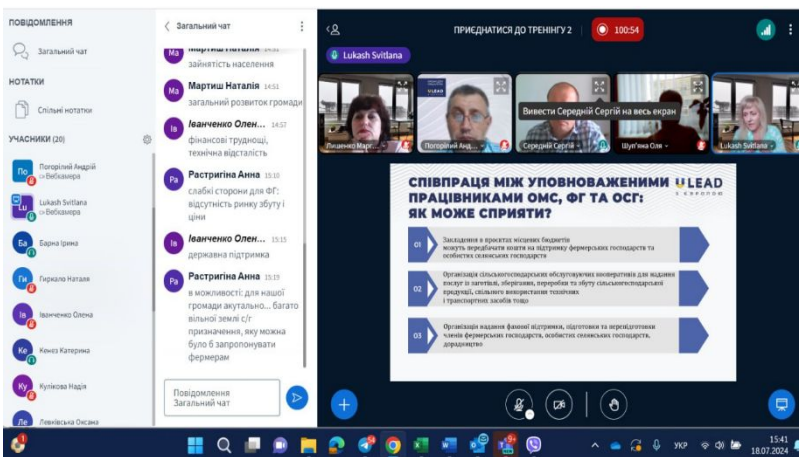
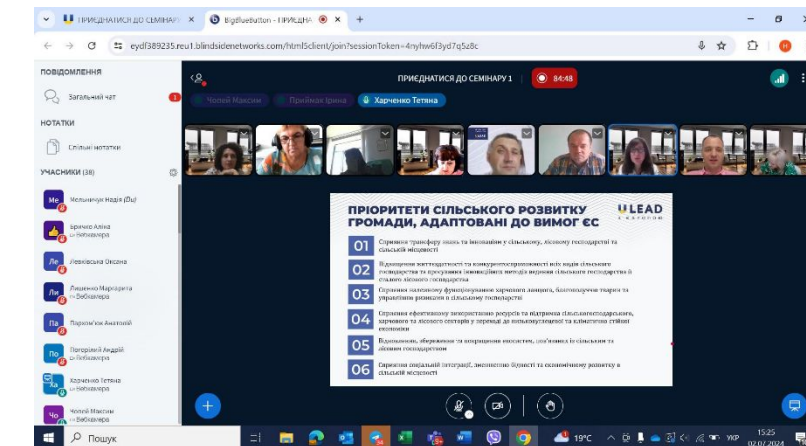
Comprehensive support programme 'Development of a network of authorised representatives of local self-government bodies to support rural community development'



March - September 2024 Selection of 12 communities from different regions of Ukraine



Information sessions on rural development in the context of Ukraine's European integration for the U-Lead community network





Сумський національний
аграрний університет



Університет-
Громади:
посилення
співпраці

*Community Empowerment
Program*

**ROUND TABLE "UNIVERSITY AND SUSTAINABLE
DEVELOPMENT OF COMMUNITIES: CHALLENGES OF
INTERACTION AND DEVELOPMENT" 12.03.2025**

**WORKSHOP: "COMMUNITY ADAPTATION TO CLIMATE
CHANGE IN THE GREEN RECONSTRUCTION OF
UKRAINE" 18.04.2025**

**SUMMER SCHOOL "HUB OF SOCIAL IDEAS"
10.06.2025-12.06.2025**

**ROUND TABLE "SYNERGY OF PROFESSIONAL INSTITUTIONS AND
INTERNATIONAL PARTNERS FOR THE IMPLEMENTATION OF THE
THIRD MISSION AND ENSURING SUSTAINABLE COMMUNITY
DEVELOPMENT: BEST PRACTICES OF UKRAINE" 14.11.2025**



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Thank you for your attention!