

ACADEMIC REVIEW
of the Bachelor's Degree Educational and Professional Programme
"Human Resource Management and Labour Economics"
Specialty 051 Economics
Field of Knowledge 05 Social and Behavioural Sciences
Yuriy Fedkovych Chernivtsi National University, Ukraine

Contemporary transformations in labour markets, the digitalisation of the economy, demographic changes, and increasing international labour mobility create new demands for the education and training of specialists in human resource management. Particular importance is attached to the ability to analyse socio-economic processes, understand employee behaviour, promote equal opportunities, and ensure effective personnel management in conditions of uncertainty.

The Bachelor's Degree Educational and Professional Programme "Human Resource Management and Labour Economics", developed by the Department of Business and Human Resource Management at Yuriy Fedkovych Chernivtsi National University, addresses these challenges and demonstrates a comprehensive approach to undergraduate education.

The programme's objectives are consistent with its content and focus on developing fundamental economic knowledge alongside professional competencies in human resource management, labour economics, and employment relations.

One of the programme's strengths is its interdisciplinary approach. The integration of economics with social psychology, human resource management, employee motivation and performance evaluation, HR communications, and modern digital technologies provides students with a comprehensive understanding of human capital as an important driver of economic and social development.

The programme's attention to the social and psychological dimensions of employment relations is particularly valuable. In contemporary organisations, management effectiveness depends not only on economic performance but also on communication, organisational culture, employee engagement, and the ability to respond to diverse workforce needs.

Another positive feature is the inclusion of competencies related to the application of artificial intelligence in human resource management. This reflects current developments in the HR profession and prepares graduates to operate in increasingly digital working environments.

The structure of the programme is logical and coherent. The combination of theoretical courses, practical training, and work placements creates opportunities for students to apply their knowledge in professional settings. The final qualification project also contributes to the development of analytical, research, and problem-solving skills.

From an international academic perspective, I would particularly emphasise the importance of further integrating gender equality, inclusive human resource management, decent work, and organisational resilience into the curriculum. These areas are essential for sustainable economic and social development, especially in the context of demographic change, displacement, and post-war recovery.

In this regard, I would recommend strengthening opportunities for students to examine international HR practices, analyse gender pay gaps, explore equal career opportunities, and investigate the labour market integration of vulnerable groups. Greater attention to measuring the social impact of HR policies and organisational decisions would also enhance the programme's practical and research relevance.

A further promising direction would be the expansion of international academic cooperation through joint research initiatives, guest lectures by international scholars, the use of English-language academic literature, and comparative analysis of European labour market policies and employment practices.

Overall, the Educational and Professional Programme "Human Resource Management and Labour Economics" demonstrates academic relevance, a coherent structure, practical orientation, and an appropriate balance between economic and managerial education.

I consider the programme to provide a sound foundation for developing the professional competencies required of Bachelor's degree graduates in economics and human resource management. I therefore support its implementation at Yuriy Fedkovych Chernivtsi National University and recommend it for the preparation of undergraduate students.

Reviewer:

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Signature:



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