

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS**

**EDUCATIONAL AND PROFESSIONAL PROGRAM  
"Economy of Trade"  
The first level of higher education  
in specialty 051 Economics  
Branch of Knowledge 05 Social and Behavioral Sciences  
Qualification: Bachelor Degree in Higher Education  
Specialty "Economics"  
Specialization "Economy of Trade"**

**APPROVED BY THE SCIENTIFIC COUNCIL OF KNUTE  
Head of the Scientific Council**

\_\_\_\_\_ / A.A. Mazaraki /

(protocol № \_\_\_ off " \_\_\_ " \_\_\_\_\_ 2018 )

The educational program is brought into action since \_\_\_\_ 2018

Rector \_\_\_\_\_ /A.A. Mazaraki/

(order № \_\_\_ off " \_\_\_ " \_\_\_\_\_ 2018 )

Kyiv 2018

## PREFACE

### Developed by the working group consisting of:

1. Blakita Ganna Vladyslavivna – Doctor of Economic Sciences, Professor, Head of Economy and Finance of an Enterprise Department (Head);
2. Mazaraki Anatoliy Antonovich– Doctor of Economic Sciences, Professor, Rector of KNUTE;
3. Vysiochin Iryna Volodymyrivna– Doctor of Economic Sciences, Professor of Economy and Finance of an Enterprise Department;
4. Trubei Oksana Mykolaivna– Candidate of Economic Sciences, Associate Professor, Associate Professor of Economy and Finance of an Enterprise Department;
5. Kondratyuk Oksana Ivanivna– Candidate of Economic Sciences, Associate Professor, Associate Professor of Economy and Finance of an Enterprise Department;
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7. Roman Yevgeny Viktorovich– Doctor of Science in State Administration, Professor, Head of Marketing Department;
8. Lagutin Vasyl Dmytrovich– Doctor of Economic Sciences, Professor, Head of Economic Theory and Competitive Policy Department;
9. Gurzhy Taras Oleksandrovich– Doctor of Economic Sciences, Professor, Head of Administrative, Financial and Information Law Department;
10. Kryvoruchko Olena Volodymyrivna– Doctor of Technical Sciences, Associate Professor, Head of Software Engineering and Information Systems Department;
11. Korolchuk Mykola Stepanovych– Doctor of Psychological Sciences, Professor, Head of Psychology Department;
12. Suyarko Lidia Volodymyrivna (by consent)–Director of LLC "LASSI", Founder and Hed of the Project "UA Krasa";
13. Yakovenko Volodymyr Yuriyovych– Controller of the store "Ashan Petrivka" LLC "Ashan Ukraine Hypermarket";
14. Kaminska Maryna Mykolaivna– Student of the 4th year of the 12th group of the Faculty of Economics, Management and Psychology, specialization "Economy of an Enterprise "

### Reviews of external stakeholders:

1. Suyarko L.V.– Director of LLC "LASSI";
2. Yakovenko V.Yu.– The Controller of the store "Ashan Petrivka" LLC "Ashan Ukraine Hypermarket"

## 1. Profile of educational program in specialty 051 “Economics “ (specialization “Economy of Trade”)

<b>1-General information</b>	
<b>Full name of the institution of higher education and structural subolivision</b>	Kyiv National University of Trade and Economics; Faculty of Economics, Management and Psychology; Department of Economy and Finance of an Enterprise
<b>Higher education degree and the name of the qualification in the language of the original</b>	Higher education degree– bachelor, specialty "Economics", specialization "Economy of Trade"
<b>The official name of the educational program</b>	"Economy of Trade"
<b>Type of diploma and volume of educational program</b>	Bachelor degree, unitary, 240 ECTS credits, term of study–3 years 10 months
<b>Availability of accreditation</b>	Ministry of Education and Science of Ukraine Accreditation Commission of the Ministry of Education and Science of Ukraine, from 2017 to 2026
<b>Cycle / Level</b>	NRC of Ukraine - 7th level, FQ-EHEA - first cycle, EQF-LLL-6 level
<b>Prerequisites</b>	- education degree "Junior Bachelor";  - full secondary education;  - The terms of admission and training under the Program are governed by the Rules of admission to KNUTE.
<b>Language (s) of teaching</b>	Ukrainian
<b>The duration of the educational program</b>	2017-2026
<b>Internet address of the permanent description of the educational program</b>	<a href="https://www.knteu.kiev.ua">https://www.knteu.kiev.ua</a>
<b>2. The purpose of the educational program</b>	
Training of highly skilled professionals with modern economic thinking, theoretical knowledge and applied skills in managing business processes of the subject of trading activity, capable of solving research and practical problems using tools and algorithm for making managerial decisions for the purpose of further employment; preparation for the successful mastering of higher education programs.	
<b>3-Characteristics of the educational program</b>	
<b>Subject area (branch of knowledge, specialty, specialization)</b>	Branch of Knowledge 05 "Social and Behavioral Sciences" Specialty 051 "Economics" Specialization "Economy of Trade" Compulsory components of the educational program occupy 73%, selective components of the educational program occupy 27%.
<b>Orientation of the educational program</b>	Educational-professional. The program is based on the conceptual theoretical foundations of the leading scientific and economic schools and the generalization of practical experience in the field of the economy of trade, forms the relevant competencies in the labor market, which provide opportunities for the development of professional and scientific careers. It provides the study of relevant, professionally oriented

	disciplines in accordance with the approved programs: "Science of Commodities", "Economy of Trade", "Trade Management", "Trade Marketing", "Trade Organization", "Accounting in Trade", "International Trade", "Pricing", "Behavioral Economics", "Modeling of Financial and Economic Activity of an Enterprise".
<b>The main focus of the educational program and specialization</b>	Key words: socio-economic systems, management decisions, economic and mathematical models, economic objects, efficiency. General education in the field of social and behavioral sciences, specialty-economy of trade, with in-depth study of the theoretical and methodological foundations of the organization of financial relations and their functioning at the macro and microeconomic levels; organizational and economic principles of the functioning of the trading business; the organization of accounting at a trade enterprise; systematic and processing analysis of economic systems, finding predictive assessments of their behavior in the future and developing management decisions on their basis; construction and use of economic and mathematical models, which are tools for the evaluation, analysis and forecasting of complex socio-economic systems; analysis and processing of statistical data using modern computer technologies; diagnostics and search for opportunities for achieving positive changes in the development of subjects of trade activity or other economic objects and their structural divisions; assessment of projects, methods and means of attraction of resources for implementation of projects and mechanisms for their management; analysis of the effectiveness of the business plan, and the use of specialized software.
<b>Peculiarities of the program</b>	It provides the expansion of the obligatory component through the study of relevant profession oriented disciplines in accordance with approved author's programs (Econometrics, Economic Analysis, Electronic Commerce, Digital Technologies in Business, Trade Entrepreneurship, Business Technologies, Business Planning, Franchise Business, Innovations in Trade, Commercial Logistics, Audit), which provide formation of abilities and skills for work in the field of the economy of trade. The industrial practice (6 weeks) at the leading enterprises of Ukraine are foreseen by the training plans.
<b>4-Suitability of graduates for employment and further education</b>	
<b>Suitability for employment</b>	Execution of the functions of the assistant to the head of the trade company, and its divisions. Work in positions: economist of sales, purchasing activities, financial work, pricing, planning, work; specialist of the efficiency of trading activities, project management and programs in the field of commerce, in the regulation and budgeting, of stock exchange transactions, of financial and economic security, in analytics; specialist in trade economics in public administration and local self-government bodies, assistant manager of an enterprise (institution, organization), assistant manager of another main unit. Owning a commercial business (private entrepreneurship).
<b>Further education</b>	Ability to continue education to get the second level of higher education - master degree in economics.
<b>5-Teaching and evaluation</b>	
<b>Teaching and learning</b>	Balanced combination of classroom work (lectures, discussions,

	seminars, practical classes in small groups, independent work with information sources, teacher counseling, distance learning) and independent work based on problem-oriented, interactive learning and self-learning.
<b>Evaluation</b>	<p>Students of KNUTE are evaluated twice a year according to the Regulations on the system of rating assessment of the students of the KNUTE approved by the Academic Council of KNUTE on May 25, 2017.</p> <p>All types of current assessment of students knowledge are made during the implementation of the curriculum (written examinations, presentation of individual works and projects, current control: testing, problem solving and situational exercises, cases, debates, public statements, final control, certification (qualifying examination).</p>
<b>6-Program competencies</b>	
<b>Integral competence</b>	Ability to solve complex specialized economic problems and problems, to take appropriate analytical and managerial decisions in the field of trade activity or in the process of study, which envisages carrying out theoretical and applied researches with the use of innovative technologies and the latest software products.
<b>General Competence (GC)</b>	<p>GC1. Ability to take initiatives, responsibilities and safety skills in accordance with the future profile of work, sectoral rules and regulations, as well as the required level of individual and collective security in emergencies.</p> <p>GC2. Ability to think flexibly in a wide range of possible workplaces and in everyday life. Ability to analyze and synthesize on the basis of logical arguments and verified facts.</p> <p>GC3. Ability to conduct economic research in a group led by a leader; ability to take into account disciplinary requirements, planning and time management.</p> <p>GC4. Ability to continuous and up-to-date training, studying and generalization of best practices in the field of their professional activities, and generation of new ideas.</p> <p>GC5. Ability to conduct business communication in a foreign language.</p> <p>GC6. Ability to communicate effectively and to present complex comprehensive information in a concise form, both verbally and in writing, using information and communication technologies and proper economic terminology.</p> <p>GC7. Formation of psychological culture of interaction in professional and everyday activities.</p> <p>GC8. Ability to adhere to ethical principles both in terms of professional honesty and in terms of understanding the possible impact of financial decisions on the social sphere.</p>
<b>Professional competence of the specialty (PC)</b>	<p>PC1. Ability to use the knowledge about the economic basis and the current trends in the functioning of trade as a sphere of turnover and some kind of economic activity, features of the functioning of the market of goods and services as a complex socio-economic system, and the role of trade in ensuring its development.</p> <p>PC2. Acquiring detailed and comprehensive knowledge of the economic essence, role and functions of retail, wholesale and foreign trade and indicators, allowing to evaluate their efficiency.</p>

	<p>PC3. Acquisition of detailed and comprehensive knowledge about the analysis and planning of the volume of activity (trade turnover) in trade, organizational and economic principles of the formation and use of resources (labor, material, financial), the mechanism for the formation and use of the results of trading activities (costs, revenues, financial results), and methodological fundamentals of assessing its economic efficiency.</p> <p>PC4. Ability to analyze, compare and evaluate critically statistics and market research data on key indicators of the development of the market for consumer and investment goods, analyze and plan the volume of commodity turnover and commodity supply, determine reserves of its growth, carry out analysis and planning of resource support of the trading enterprise, implement search for reserves to increase resource efficiency.</p> <p>PC5. Ability to carry out the analysis and planning of financial resources of the trading company and the main financial and managerial reports, to find reserves to increase the efficiency of their formation and use, to analyze and plan income, expenses and financial results in trade, to substantiate managerial decisions on improving the efficiency of economic activity in the field of trade .</p> <p>PC6. Ability to perform organizational and managerial, and informational and analytical work in the following areas: formation of economic strategy of a trade enterprise; improvement of the organizational structure of a trade enterprise.</p> <p>PC7. Ability to organize and to use workplaces efficiently; and to use information systems and digital technologies in the management of trade enterprises effectively.</p> <p>PC8. Ability to find and to use information from different sources (written, electronic and oral) according to the task with sufficient level of validity.</p> <p>PC9. Ability to use the systematic management of organizations; to acquire skills for analyzing the internal and external environment of an organization and to make adequate managerial decisions.</p> <p>PC10. Ability to build partner relations with all participants, to regulate labor conflicts, to develop productive relations with people on the principles of self-esteem, patience, emotional balance and trust.</p> <p>PC11. Ability to determine and meet the needs of development, to think critically, to demonstrate the skills of critical assessment of oneself and others for personal and professional development.</p> <p>PC12. Ability to use methods of assessing the enterprise results, and motivation to perform the tasks.</p> <p>PC13. Ability to search, collect, systematize and accumulate the regulatory, social, economic, scientific, methodological, reference and other information necessary to perform official duties.</p> <p>PC14. Ability to make effective business communication, to communicate with colleagues in the field on scientific achievements both at the general level and at the level of specialists, and to present complex information in a convenient and understandable way.</p> <p>PC15. Ability to use existing computer programs to increase the efficiency of professional activities.</p>
	<p><b>7-Program outcomes of the training</b></p>
	<p>POT 1. Possession of wide-range horizons;</p>

	<p>POT 2. Knowledge of the socio-economic and political structure of the society and ability to apply it in the activity;</p> <p>POT 3. Understanding of historical laws, ethical and ecological principles of development of society;</p> <p>POT 4. Possession of communicative culture and culture of thinking;</p> <p>POT 5. Possession of formed cognitive, communicative abilities;</p> <p>POT 6. Possession of organized structure of individual traits, recognized values and certain positions;</p> <p>POT 7. Foreign language proficiency;</p> <p>POT 8. Ability to think logically on the basis of formal logic;</p> <p>POT 9. Ability to use mathematical and statistical methods of analysis, and to apply information technologies;</p> <p>POT 10. Knowledge and understanding of economic theory, legal norms regulating entrepreneurial activity;</p> <p>POT 11. Possibility to solve typical specialized tasks and practical problems in the field of economic activity of trade enterprises and in the process of training;</p> <p>POT 12. Ability to identify the reserves for improving efficiency and to justify recommendations for solving situational tasks in the field of economic activity management of the trading company;</p> <p>POT 13. Ability to interpret the results of the analysis of the reporting information of the enterprise, and data of domestic and foreign economic statistics.</p> <p>POT 14. Ability to develop plans, monitor their implementation, and to evaluate the effectiveness of the trading company;</p> <p>POT 15. Ability to apply information technologies in professional activities.</p> <p>POT 16. Ability to justify recommendations for solving the problems of operation and development of the trading company.</p> <p>POT 17. Ability to justify the development of a business plan, conduct an analysis of the effectiveness of the business plan, and to apply specialized software.</p>
<b>8-Resource support for the implementation of the program</b>	
<b>Personnel support</b>	<p>Working group: ten persons with degrees and / or academic ranks, as well as the scientific and pedagogical workers with academic degrees and / or academics, as well as highly skilled specialists are involved.</p> <p>Provision of advanced training for scientific and pedagogical staff of KNUTE in accordance with the Regulations on the upgrading of qualifications and internships of scientific and pedagogical workers of KNUTE. All scientific and pedagogical workers have internships every five years.</p>
<b>Material and technical support</b>	<p>Ensuring the availability of the necessary resources for the organization of the educational process, including independent work of students, for each educational program in accordance with the Provision on the organization of students educational process; Regulations on the independent work of the students and postgraduates of KNUTE.</p> <p>The use of laboratories, computer and specialized classrooms of KNUTE.</p> <p>Availability of social and household infrastructure of KNUTE.</p>
<b>Information and</b>	Ensuring the availability of information systems for effective

<p><b>educational and methodological support</b></p>	<p>management of the educational process through the systems: distance learning MOODLE (provides independent and individual training, control), access to the Internet and e-mail, "Dean's Office", "1- C: Accounting for Ukraine" (financial support ), "Load-schedule", management of WEB-resources of KNUTE, management of the library fund, as well as the system of electronic document flow "OPTiMA - WorkFlow", corporate information field in the form of "personal office" of a user of web portal KNUTE.</p> <p>Ensuring publicity of information about educational programs, degrees of higher education and qualifications: realization of information policy of KNUTE; publication of information packages, educational programs, schedule of classes, as well as all components of the educational process, which are to be published in accordance with the Law of Ukraine "On Higher Education" on the official site of KNUTE;</p> <p>Providing an effective system for preventing and detecting academic plagiarism in the scientific works of the staff of KNUTE and the applicants of higher education (publication of the texts of the dissertation researches on the official site of KNUTE), and adherence to the rules of the Ethical Code of the scientist of Ukraine.</p> <p>Other procedures and measures that ensure the fulfillment of the Licensing terms for conducting academic activities by educational institutions (Resolution of the Cabinet of Ministers of Ukraine dated December 30, 2015, No. 1187 "On Approval of Licensing Terms for Academic Activities of Educational Institutions").</p>
<p><b>9-Academic Mobility</b></p>	
<p><b>National Credit Mobility</b></p>	<p>It is envisaged by law and it is expedient when it is necessary to study (master) by students fundamentally new courses, disciplines that are not taught in the higher educational establishment. There are developed regulations on the procedure for realization of the right to academic mobility in KNUTE .</p>
<p><b>International Credit Mobility</b></p>	<p>The University has signed agreements on cooperation between KNUTE and higher educational institutions, according to which partners exchanges and students training are carried out. In addition, international academic mobility is carried out through international programs and projects within Erasmus + in particular with the following universities: Krakow University of Economics (Poland, Krakow), Szczecin University (Poland, Szczecin), Business School Audencia(France, Nantes), University of Grenoble Alps (France, Grenoble), Paris Es Cretey University (France, Paris), University of Central Lancashire (Great Britain, Preston), Hohenheim University (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), University named after Clement Ohridski (Bulgaria, Sofia).</p>
<p><b>Teaching foreign applicants for higher education</b></p>	<p>For foreign students, the discipline "Ukrainian language" is taught during 1-3 semesters with a separate schedule by teachers who have completed special training in teaching Ukrainian as a foreign language.</p>



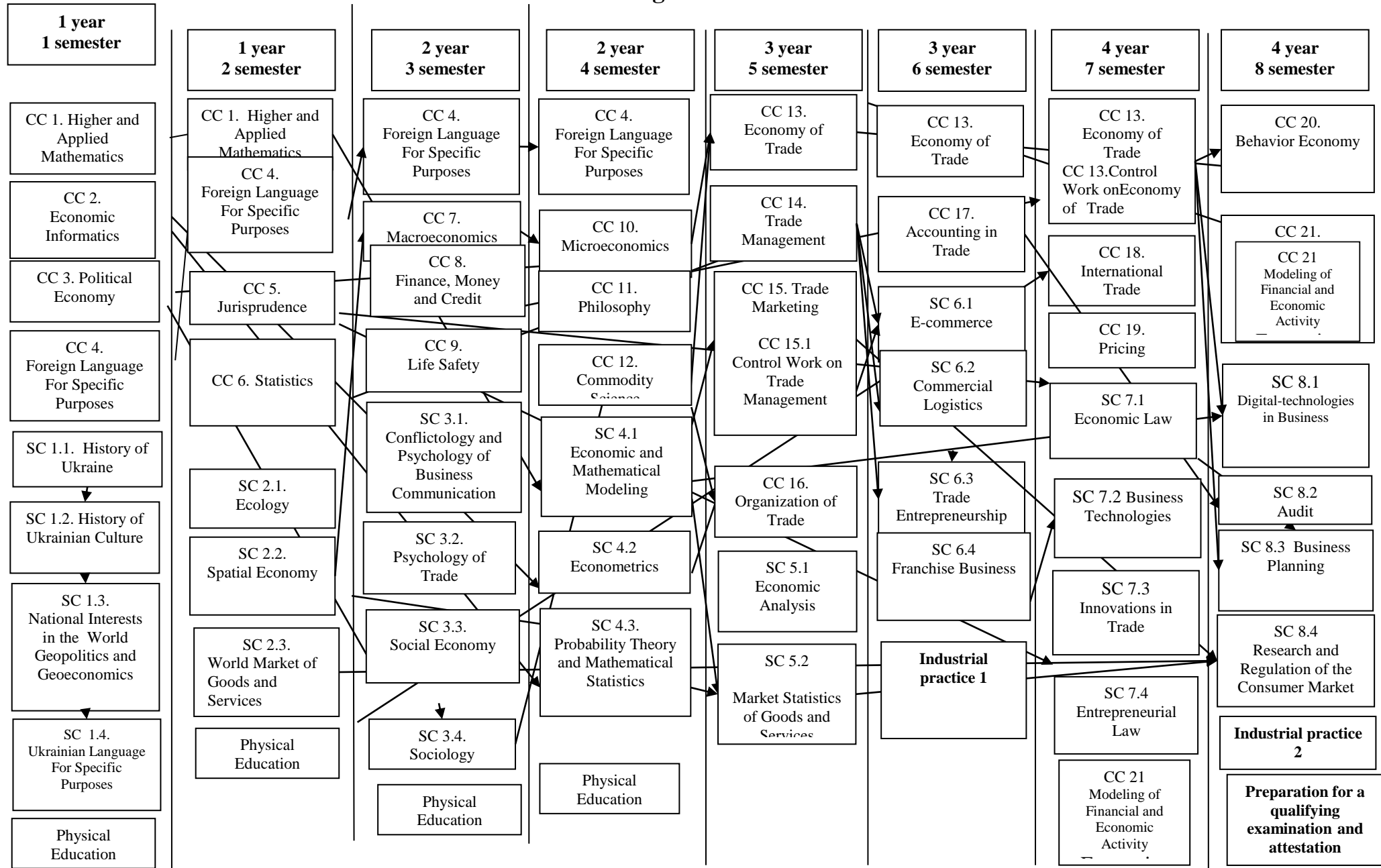
## 2. List of components of the educational program and their logical consistency

### 2.1. List of the EP components

Code a/d	Components of the educational program (academic disciplines, course projects (works), practice, qualifying examination, final qualifying work)	Amount of credits	Form of the final control
1	2	3	4
<b>Compulsory components of the EP</b>			
<b>CC 1.</b>	Foreign Language for Secific Purposes	<b>24</b>	<b>exam</b>
<b>CC 2.</b>	Higher and Applied Mathematics	<b>12</b>	<b>exam</b>
<b>CC 3.</b>	Philosophy	<b>6</b>	<b>exam</b>
<b>CC 4.</b>	Economic Informatics	<b>6</b>	<b>exam</b>
<b>CC 5.</b>	Jurisprudence	<b>6</b>	<b>exam</b>
<b>CC 6.</b>	Political Economy	<b>6</b>	<b>exam</b>
<b>CC 7.</b>	Life Safety	<b>6</b>	<b>exam</b>
<b>CC 8.</b>	Macroeconomics	<b>6</b>	<b>exam</b>
<b>CC 9.</b>	Finance, Money and Credit	<b>6</b>	<b>exam</b>
<b>CC 10.</b>	Statistics	<b>6</b>	<b>exam</b>
<b>CC 11.</b>	Microeconomics	<b>6</b>	<b>exam</b>
<b>CC 12.</b>	Commodity Science	<b>6</b>	<b>exam</b>
<b>CC 13.</b>	Economy of Trade	<b>18</b>	<b>exam</b>
<b>CC 13.1</b>	Control Work on Economy of Trade		
<b>CC 14.</b>	Organization of Trade	<b>6</b>	<b>exam</b>
<b>CC 15.</b>	Trade Management	<b>6</b>	<b>exam</b>
<b>CC 15.1</b>	Control Work on Trade Management		
<b>CC 16.</b>	Accounting in Trade	<b>6</b>	<b>exam</b>
<b>CC 17.</b>	Trade Marketing	<b>6</b>	<b>exam</b>
<b>CC 18.</b>	Pricing	<b>6</b>	
<b>CC 19.</b>	International Trade	<b>6</b>	<b>exam</b>
<b>CC 20.</b>	Modeling of Financial and Economic Activity of an Enterprise	<b>9</b>	<b>exam</b>
	Physical Education		<b>credit</b>
<b>Total volume of compulsory components:</b>		<b>159</b>	
<b>Selective components of the EP</b>			
<b>SC 1.1.</b>	History of Ukraine	<b>6</b>	<b>exam</b>
<b>SC 1.2.</b>	History of Ukrainian Culture	<b>6</b>	<b>exam</b>
<b>SC 1.3.</b>	National Interests in the World Geopolitics and Goeconomics	<b>6</b>	<b>exam</b>
<b>SC 1.4.</b>	Ukrainian Language For Specific Purposes	<b>6</b>	<b>exam</b>
<b>SC 2.1.</b>	Ecology	<b>6</b>	<b>exam</b>
<b>SC 2.2.</b>	Spatial Economy	<b>6</b>	<b>exam</b>
<b>SC 2.3.</b>	World Market of Goods and Services	<b>6</b>	<b>exam</b>
<b>SC 3.1.</b>	Conflictology and Psychology of Business Communication	<b>6</b>	<b>exam</b>
<b>SC 3.2.</b>	Psychology of Trade	<b>6</b>	<b>exam</b>
<b>SC 3.3.</b>	Social Economy	<b>6</b>	<b>exam</b>
<b>SC 3.4.</b>	Sociology	<b>6</b>	<b>exam</b>
<b>SC 4.1.</b>	Economic and Mathematical Modeling	<b>6</b>	<b>exam</b>
<b>SC 4.2.</b>	Econometrics	<b>6</b>	<b>exam</b>

<b>SC 4.3.</b>	Probability Theory and Mathematical Statistics	<b>6</b>	<b>exam</b>
<b>SC 5.1.</b>	Economic Analysis	<b>6</b>	<b>exam</b>
<b>SC 5.2.</b>	Market Statistics of Goods and Services	<b>6</b>	<b>exam</b>
<b>SC 6.1.</b>	E-commerce	<b>6</b>	<b>exam</b>
<b>SC 6.2.</b>	Commercial Logistics	<b>6</b>	<b>exam</b>
<b>SC 6.3.</b>	Trade Entrepreneurship	<b>6</b>	<b>exam</b>
<b>SC 6.4.</b>	Franchise Business	<b>6</b>	<b>exam</b>
<b>SC 7.1.</b>	Economic Law	<b>6</b>	<b>exam</b>
<b>SC 7.2.</b>	Business Technologies	<b>6</b>	<b>exam</b>
<b>SC 7.3.</b>	Innovations in Trade	<b>6</b>	<b>exam</b>
<b>SC 7.4.</b>	Entrepreneurial Law	<b>6</b>	<b>exam</b>
<b>SC 8.1.</b>	Digital-technologies in Business	<b>4,5</b>	<b>exam</b>
<b>SC 8.2.</b>	Audit	<b>4,5</b>	<b>exam</b>
<b>SC 8.3.</b>	Business Planning	<b>4,5</b>	<b>exam</b>
<b>SC 8.4.</b>	Research and Regulation of the Consumer Market	<b>4,5</b>	<b>exam</b>
<b>Total volume of selective components:</b>		<b>66</b>	
<b>Practical training</b>			
<b>Industrial practice 1</b>		<b>6</b>	<b>credit</b>
<b>Industrial practice 2</b>		<b>6</b>	<b>credit</b>
<b>Attestation</b>			
<b>Preparation for a qualifying examination and attestation</b>		<b>3</b>	<b>exam</b>
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>240</b>	

## 2.2. Structural and logical scheme of the EP



### **3. Form of attestation of applicants for higher education**

The attestation of graduates of the educational program of the specialty 051 "Economics", the specialization "Economy of Trade" is carried out in the form of a qualifying examination and ends with the issue of the document of the established sample on awarding him or her a bachelor's degree with the qualification: the degree of higher education – Bachelor, specialty "Economics", specialization "Economy of Trade".

The attestation is carried out openly and publicly.





