

Ministry of education and science of Ukraine  
Kyiv National University of Trade and Economics

EDUCATIONAL PROGRAM

“Categorial Management in Retail”

First level of higher education

Specialty 076 "Entrepreneurship, Trade and Stock Exchange Activity"

Field of study 07 “Management and Administration”

Qualification: “degree of higher education – bachelor

Specialty "Entrepreneurship, Trade and Stock Exchange Activity"

Specialization “Categorial Management in Retail”

1. Profile of the educational program  
specialty "Entrepreneurship, Trade and Stock Exchange Activity"  
(specialization "Categorical Management in Retail")

1- General information	
Full name of the higher education institution and its structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Commodity Studies, Safety and Quality Management
Academic degree and qualification title in the original	Degree in Higher Education Bachelor, specialty "Entrepreneurship, Trade and Stock Exchange Activity" specialization "Categorical Management in Retail"
Educational program title	"Categorical Management in Retail"
Qualification title, program credits and duration	Bachelor's Diploma, one unit, 240 ECTS credits
Accreditation	Ministry of Education and Science of Ukraine, accreditation certificate HД No. 1196398 dd. 21.11.2017, valid until July 1, 2024
Cycle/level	National Qualifications Framework of Ukraine – level 8, FQ-EHEA – first course , EQF-LLL – level 6
Academic background	Complete general secondary education, initial level of higher education
Language(s) of instruction	Ukrainian
Duration of the educational program	until July 1, 2024
Educational program link	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
2 - Educational program aim	
To prepare highly skilled specialists in the field of categorical management in retail for the purposeful work in the field of entrepreneurship, trade and exchange activities with the aim of creating the optimal range of goods through procurement policy, supplier selection, identification of consumer needs, supply planning, product categories development to achieve the planned turnover of goods and increase profit of the enterprise.	
3 - Educational program general information	
Subject area (field of study, specialty and specialization) (if available)	Knowledge Areas 07 "Management and Administration" Specialty "Entrepreneurship, Trade and Stock Exchanges" Specialization "Categorical Management in Retail" The discipline of the general training cycle - 16.25%, the discipline of professional training cycle - 51.87%, the discipline on the choice of the applicant of higher education -25.00%, practical training - 5.63%.
Educational program orientation	Educational-professional
Educational program and specialization goals and objectives	Special education in the field of "Management and administration" in the field of "Entrepreneurship, trade and stock-taking activity" Keywords: commodity research, product categories, categorical, operational

	management, quality, safety, competitiveness, assortment matrix, suppliers, commodity turnover, product promotion, demand forecasting
Specific requirements	Requires special practical training according to the specialization
<b>4 - Career opportunities and further learning</b>	
Career opportunities	<p>According to the National Classifier of Types of Economic Activities DK 009: 2010, as well as taking into account the requirements of the labour market, the types of professional activity of the graduate are:</p> <ul style="list-style-type: none"> <li>- wholesale and retail trade - G;</li> <li>- warehousing - H. 52.10;</li> <li>- deliveries of finished dishes - I. 56.2.</li> <li>- advising on business and management issues - M. 70.22;</li> <li>- technical testing and research - M. 71.20;</li> <li>- activities in the field of higher education K.85.42.</li> </ul> <p>An expert according to the National Classification of Professions DK 003: 2010 may hold the following primary positions: manager in retail food products, manager in non-food retail, specialist-analyst for commodity market research, delivery agent, delivery organizer, sales organizer, quality control inspector; inspector for quality of bakery products, fruit and vegetable, technical crops and livestock products; State Quality and Trade Inspector; State Inspector on Purchasing and Quality of Agricultural Products; quality controller; commodity specialist; shopper; inspector-merchant; food product controller, categorial manager.</p>
Further learning	Studying according to the programs of the second (master's) level of higher education, the 8 <sup>th</sup> level in the field of categorial management in retail, commodity research, technology, safety, logistics, supply chain management and consumer goods turnover organization.

<b>5 - Teaching and assessment</b>	
Teaching and learning	Lectures, laboratory and practical work in small groups, distance learning courses, practical training, student-centred learning, self-study, problem-oriented learning.
Assessment	According to the Regulations on the organization of the educational process of students.
<b>6 - Program competences</b>	
Integral competence (IC)	The ability of a person to solve complex

	<p>specialized tasks and practical problems in a particular field of professional activity or in the process of study, which implies the application of certain theories and methods of the corresponding sciences and is characterized by complexity and uncertainty of the conditions.</p>
<p>General competences (GC)</p>	<p>GC 1. Ability to think, analyze and synthesize.  GC 2. Ability to apply knowledge in practical situations.  GC 3. Ability to communicate in a foreign language.  GC 4. Knowledge and understanding of the subject area, professional activity.  GC 5. Ability to communicate in the state language both verbally and in writing.  GC 6. Ability to learn and master modern knowledge.  GC 7. Ability to search, process and analyze information from various sources.  GC 8. Ability to identify, put and solve problems, ability to show initiative, responsibility and skills for safe operation in accordance with the profile of work, individual and collective level of safety in emergencies.  GC 9. The desire to save the environment.  GC 10. Ability to make informed decisions.  GC 11. Ability to engage in professional communication with non-professionals in the industry.  GC 12. Aspiration for health, well-being and safety.</p>
<p><b>Professional competences of the specialty (PC)</b></p>	<p>PC 1. Ability to show that use the knowledge of commodity, category management, economics, marketing, trade arrangement  PC 2. Ability to organize and collect analytical information on the planning, formation and management of assortment at the trade enterprise.  PC 3. Ability to form and implement effective procurement activities, to form product categories in the assortment structure, to carry out operational control of inventory management at an enterprise  PC 4. Ability to implement measures aimed at ensuring the efficiency of technology management processes of inventories, formation of management business models, relevant strategies categorial management.  PC 5. Ability to apply knowledge of the coding, classification, standardization of goods, the principles of formation of commodity categories in the retail, the ability</p>

to determine the indicators of consumer properties of goods using the organoleptic and instrumental research methods

PC 6. Ability to exercise control over personnel responsibilities within the management systems of an enterprise, to conduct staff training on categorial management issues

PC 7. Ability to determine the conformity of categories of goods with current requirements of national and international legislative standards, to justify the level of implementation of national requirements in the field of circulation of goods, to communicate with suppliers, representatives of controlling bodies.

PC 8. Ability to use methods and practical approaches to the formation of assortment of goods based on the results of consumer segmentation, evaluation of the effectiveness of the assortment policy of the enterprise

PC 9. Ability to choose means and methods of categorial management at different stages of management of commodity categories, to supervise the execution of contracts, agreements.

PC 10. Ability to monitor the competitive environment, to form an assortment of product categories, to calculate the profitability of goods, to organize and monitor each commodity category on the consumer market

PC 11. Ability to organize and carry out the collection of analytical source information for the control of the quality of goods, to conduct incoming quality control of goods, to test goods

PC 12. Ability to plan measures to position the product on the market and formulate pricing policies

PC 13. Ability to forecast and implement measures for the preservation of consumer properties of goods in retail, management of illicit goods

PC 14. Ability to establish contacts with suppliers of goods in the accountable category of goods and carry out audits

PC 15. Ability to carry out procurement activities and inventory accounting, carry out an analysis of selling goods

FC 16. Ability to identify and implement measures to stimulate the sale of goods

PC 17. Ability to use modern information

	<p>technologies in the process of formation and control of goods assortment  PC 18. Ability to develop, implement and maintain a merchandising system.</p>
<b>7 - Program learning outcomes</b>	
	<p>PRO 1. To use basic knowledge of entrepreneurship, trade and stock activities, and skills of critical thinking, analysis and synthesis for professional purposes..  PRO 2. To apply the acquired knowledge for identifying, staging and solving problems in different practical situations in business, trading and stock-taking activities.,  PRO 3. To have written and oral communication skills in state and foreign languages.  PRO 4. To use modern computer telecommunication technologies for the exchange and distribution of professionally-directed information in the field of entrepreneurship, trade and exchange activities  PRO 5. To organize search, self-selection, qualitative information processing from various sources for the formation of data banks in the field of entrepreneurship, trade and stock-taking activities  PRO 6. To be able to work in a team, have interpersonal skills that allow you to achieve professional goals  PRO 7. To demonstrate entrepreneurship in different areas of professional activity and take responsibility for the results.  PRO 8. To apply the acquired knowledge and skills to initiate measures in the field of preservation of the environment and the safe operation of business, trade and stock structures.  PRO 9. To know the requirements for activities in the specialty, conditioned by the need to ensure sustainable development of Ukraine, its strengthening as a democratic, social and legal state.</p>
	<p>PRO 10. To demonstrate the ability to act socially responsibly on the basis of ethical, cultural, scientific values and achievements of society.  PRO 11. To demonstrate basic and well-structured knowledge in the field of entrepreneurship, trade and stock activities for further use in practice.  PRO 12. To possess methods and tools for substantiating managerial decisions on the</p>

	<p>creation and operation of business, trade and exchange structures.</p> <p>PRO 13. To use knowledge of forms of interaction of subjects of market relations for maintenance of activity of business, trading and stock structures.</p> <p>PRO 14. To be able to apply innovative approaches in entrepreneurial, trade and exchange activities.</p> <p>PRO 15. To evaluate the characteristics of goods and services, innovative approaches in business, trade and exchange activities with the help of modern methods.</p> <p>PRO 16. To know the legal and regulatory framework for business, trade and exchange structures and apply it in practice</p> <p>PRO 17. To be able to solve professional tasks on the organization of business, trade, exchange structures and solve problems in crisis situations taking into account external and internal influences</p> <p>PRO 18. To know the basics of accounting and taxation in entrepreneurial, trading and stock-taking activities</p> <p>PRO 19. To apply knowledge and ability to ensure effective organization of foreign economic activity of business, trade and stock structures, taking into account market conditions, consumer rights protection and existing legal norms</p> <p>PRO 20. To demonstrate skills of business-planning, assessment of market conditions and performance of business, trade and stock-taking structures taking into account risks.</p> <p>PRO 21. To organize and monitor each commodity category on the consumer market, to form an assortment of product categories, to calculate the profitability of goods</p> <p>PRO 22. To carry out procurement activities and inventory accounting of the enterprise and ensure the effectiveness of logistics activities, to communicate with suppliers and carry out their audit.</p> <p>PRO 23. To organize and collect the analytical output information for the quality control of goods, to conduct the testing goods.</p> <p>PRO 24. To supervise execution of contracts and agreements.</p>
<b>8 - Resource support for the program implementation</b>	
<b>Academic staff</b>	<b>100% of the faculty members involved in teaching professionally oriented disciplines have academic degrees in their specialty.</b>

	Scientific and pedagogical workers take an upgrade of skills in different forms once every five years
<b>Facilities</b>	Educational, domestic, sporting facilities that meet sanitary norms and rules, state building norms of Ukraine
<b>Information, teaching and learning materials</b>	During the training, distributed office applications of the MS Office package, test programs developed in KNTEU, the Moodle distance learning platform, professional programs for simulating the dynamics of hazardous factors are used, and the development of measures to manage their open access by FDA, FAO organizations. Each discipline is provided with an educational-methodical complex, which necessarily includes a program and a work program of discipline, methodical recommendations for self-study of students by discipline, a reference abstract of lectures, methodical recommendations for carrying out practical works or laboratory workshops, a program of qualifying examination, a work program of preparation for qualification exam, as well as an optional collection of test tasks and situational exercises, methodical instructions for course work, textbooks.
<b>9 - Academic mobility</b>	
<b>National credit mobility</b>	<b>On the usual terms within Ukraine; short-term study in a pre-determined course at other higher education institutions.</b>
<b>International credit mobility</b>	Co-operation agreements between KNTEU and higher education institutions of France, Great Britain, Poland, Germany, in which partner exchange and student training are carried out. Training in the direction of KA1 at pre-defined courses for obtaining loans at the universities of the member countries of the Erasmus Program +
<b>Training of foreign students</b>	Foreign applicants of higher education have the opportunity to study at the preparatory department for foreigners and stateless persons and as per specialization.



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

### 2.1 List of educational program components

No.	Components of the educational program (academic disciplines, term projects (term papers), practical training, qualification exam, graduation)	Total credits	Final assessment form
1	2	3	4
<b>Compulsory components of the educational program (CC)</b>			
Academic cycle			
CC 1	Foreign language in professional direction	21	exam
CC 2	Economic Informatics	6	exam
CC 3	Economic theory	6	exam
CC 4	Science of law	6	exam
Professional training cycle			
CC 5	Trading business	6	exam
CC 6	Organization of trade	6	exam
CC 7	Categories and systematics of retail products	6	exam
CC 8	Organization of purchases	6	exam
CC 9	Trade Economy	6	exam
CC 10	Pricing in retail	4.5	exam
CC 11	Commodity nomenclature of foreign trade	6	exam
CC 12	Accounting	6	exam
CC 13	Exchange trading	12	exam
CC 14	Commodity studies. Food	10,5	exam
CC 15	Commodity studies. Non-food products	10.5	exam
CC 16	KP of commodity research	4,5	exam
CC 17	Trading marketing	6	exam
CC 18	Management	6	exam
CC 19	Contract law	6	exam
CC 20	Category management	6	exam
CC 21	KP on categorical management	6	exam
CC 22	Logistics	6	exam
CC 23	Sales management and merchandising	6	exam
CC 24	Information systems in retail	6	exam
CC 25	Modelling of financial and economic activity of the enterprise	9	exam
Total amount of compulsory components		163.5	
<b>Optional components of the educational program (OB)</b>			
OB 1.1	Aesthetics	6	exam
OB 1.2	History of Ukraine	6	exam
OB 1.3	History of Ukrainian Culture	6	exam
OB 1.4	National interests in world geopolitics and geo- economics	6	exam
OB 1.5	World culture	6	exam
OB 1.6	Sensory analysis	6	exam
OB 1.7	Ukrainian language (professional direction)	6	exam
OB 1.8	Physical methods of research	6	exam
OB 1.9	Philosophy	6	exam
OB 1.10	Financial Mathematics	6	exam

OB 1.11	Chemistry	6	exam
OB 2.1	Diplomatic and business protocol and etiquette	6	exam
OB 2.2	Business ethics	6	exam
OB 2.3	Logic	6	exam
OB 2.4	Consumer behaviour	6	exam
OB 2.5	Politology	6	exam
OB 2.6	Psychology of trade	6	exam
OB 2.7	Social Leadership	6	exam
OB 2.8	Sociology	6	exam
OB 3.1	World market of goods and services	6	exam
OB 3.2	Market statistics of goods and services	6	exam
OB 4.1	Safety of life	6	exam
OB 4.2	Product safety	6	exam
OB 4.3	Standardization, metrology and quality management	6	exam
OB 5.1	E-commerce	6	exam
OB 5.2	Internet Technology in Business	6	exam
OB 5.3	Cloud and GRID technologies	6	exam
OB 6.1	Business negotiations	6	exam
OB 6.2	Aesthetics of goods and design	6	exam
OB 6.3	Advertising in trade	6	exam
OB 6.4	Commodity studies. Flowers	6	exam
OB 6.5	Commodity studies. Specialty products	6	exam
OB 6.6	Commodity studies. Nutritional supplements	6	exam
OB 6.7	Commodity studies. Vehicles	6	exam
OB 6.8	Commodity studies. Civilian weapons	6	exam
OB 6.9	Commodity studies. Fuel and lubricants	6	exam
OB 6.10	Trade negotiations and commercial diplomacy	6	exam
OB 7.1	Consumer rights protection	6	exam
OB 7.2	Customs business	6	exam
OB 7.3	Conformity assessment	6	exam
OB 7.4	Comparative testing of goods and services	6	exam
Total amount of elective components		60	
Practical training			
	Pre-graduation internship 1	4,5	Credit
	Pre-graduation internship 2	3	Credit
	Pre-graduation internship 3	6	Credit
Final assessment			
	Final exam preparation and assessment	3	Exam
<b>TOTAL NUMBER OF CREDITS</b>		240	

### 3. Form of certification of applicants for higher education

Certification of graduates of the educational program "Categorical management in retail" specialty 076 "Entrepreneurship, trade and stock exchange activities"; is carried out in the form of a qualification examination and ends with the issuance of the diploma of the established standard on awarding the bachelor's degree with the qualification: the degree of higher education bachelor in specialty "Entrepreneurship, trade and stock exchange activities" specialization "Categorical management in retail".

The certification is carried out openly and publicly.