

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 – master

Specialty "Entrepreneurship, Trade and Stock Exchange Activity"

Specialization “Categorial Management in Retail”

Kyiv 2018

1. Profile of the educational program 076
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 Master, 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	Master's Diploma, one unit, 90 ECTS credits, term of study – 1 year 4 months
Accreditation	Ministry of Education and Science of Ukraine, accreditation certificate HД No. 1188328 dd. 10.07.2017, valid until July 1, 2024
Cycle/level	National Qualifications Framework of Ukraine – level 8, FQ-EHEA – second course, EQF-LLL – level 7
Academic background	On the ground of Bachelor's degree and Specialist's degree in specialty in case of successful passing of additional entrance exams with regard to GPA of Bachelor's diploma. The following similar specializations refer hereto: - merchandizing and commercial activity; - merchandizing and expertise in customs affairs; - expertise of goods and services; - management of safety and quality of goods; - organization of retail and wholesale trade.
Language(s) of instruction	Ukrainian
Duration of the educational program	until July 1, 2024
Educational program link	https://knute.edu.ua/
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 –

	50.0%, the discipline of professional training cycle - 26.67%, the discipline on the choice of the applicant of higher education - 10.00%, practical training - 13.33%.
Educational program orientation	Professional, research, applied
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, categorial, operational management, quality, safety, competitiveness, assortment matrix, suppliers, commodity turnover, product promotion, demand forecasting
Specific requirements	Requires special practical training according to the specialization
4 - Career opportunities and further learning	
Career opportunities	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: - wholesale and retail trade - G; - warehousing - H. 52.10; - deliveries of finished dishes - I. 56.2. - advising on business and management issues - M. 70.22; - technical testing and research - M. 71.20; - activities in the field of higher education K.85.42. An expert according to the National Classification of Professions DK 003: 2010 may hold the following primary positions: manager in retail food products, manager of department (as a part of administration), marketing director, commercial director, purchase director, head of procurement (marketing) department, head of commercial department, head of stock house, principal merchandiser, manager (administrator) in logistics, manager (administrator) in procurement, manager (administrator) in sales, categorial manager.
Further learning	Studying according to the programs of higher levels of education in the specialty "Entrepreneurship, Trade and Stock Exchange Activity"

5 - Teaching and assessment

Teaching and learning	Lectures, laboratory and practical work in small groups, distance learning courses,
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	practical training, student-centred learning, self-study, problem-oriented learning.
Assessment	According to the Regulations on the organization of the educational process of students.
6 - Program competences	
Integral competence (IC)	The ability of a person to solve complex 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.
General competences (GC)	<p>GC 1. Ability to generate new ideas (creativity).</p> <p>GC 2. Ability to communicate in a professional English language.</p> <p>GC 3. Ability to detect set and solve problems and make informed decisions.</p> <p>GC 4. Ability to adaptation and actions in new situation, to be critical and self-critical.</p> <p>GC 5. Ability to effective external and internal communication.</p> <p>GC 6. Ability to abstract thinking, search, processing, analyze and synthesis of information.</p> <p>GC 7. Aspiration to environmental protection and safety.</p> <p>GC 8. Ability to make scientifically based decisions.</p> <p>GC 9. Ability to engage in professional communication with non-professionals in the area of science and practice.</p> <p>GC 10. Aspiration for health, well-being and safety.</p>
Professional competences of the specialty (PC)	<p>PC 1. Ability to design and implementation of strategy of business, trade and Stock exchange structures development.</p> <p>PC 2. Ability to conduct research using theoretical and applied achievements in the field of entrepreneurship, trade and Stock exchange activities.</p> <p>PC 3. Ability to carry out evaluation of products, goods and services in business, trade and Stock exchange activities</p> <p>PC 4. Ability to effective management of business entities achievements in the field of entrepreneurship, trade and Stock exchange activities.</p> <p>PC 5. Ability to solution of problematic issues and non-standard situations in professional activity under conditions of uncertainty and</p>

risks.

PC 6. Ability to initiation and implementation of innovative projects in business, trade and Stock exchange activities.

PC 7. Ability to plan and carry out scientific research, to prepare the results of scientific papers for publication.

PC 8. Ability to apply fundamentals of pedagogy and psychology in educational and breeding process in Higher Educational Establishments.

PC 9. Ability to apply general scientific and special methods of scientific research for proposal initiation in the field of entrepreneurship, trade and Stock exchange activities.

PC 10. Ability to solve problems in process forecasting of business, trade and Stock exchange structures development using economic and mathematical methods and informational technologies.

PC 11. Ability to use knowledge in merchandising, categorial management devoted to the classification and coding of goods; knowledge of regulatory documentation and modern informational technologies.

PC 12. Ability to demonstrate and use knowledge in trade management, examination, identification and methods of determining falsification of goods, business practices in retail in process of integrated product promotion link and assortment management; ability to improve national requirements in the field of turnover; to harmonize it with international requirements.

PC 13. Ability to carry out marketing analysis of the market in order to determine the company's goals and formulate categorial strategies; the ability to monitor the competitive environment; to form a range of product categories; to calculate the profitability of goods.

PC 14. Ability to evaluate influence of factors of external and internal environment and the functioning of the chain of supply of products from the manufacturer to the final consumer through the trading network; the ability to form an assortment matrix in the framework of certain categories of goods; to establish contact with suppliers, to carry out negotiations and to form suppliers portfolio.

PC 15. Ability to develop purchasing, pricing,

	<p>assortment and communication strategy of product categories.</p> <p>FC 16. Ability to organize, conduct and implement scientific research; to carry out educational activities.</p> <p>PC 17. Ability to forecast the quality of goods; conduct qualimetry of product categories, develop and implement management systems in retail.</p>
7 - Program learning outcomes	
	<p>PRO 1. To be able to produce new ideas on the development of business, trade and Stock exchange structures and implement them.</p> <p>PRO 2. To use foreign language for ensuring effective scientific and professional activities in business, trade and stock exchange structures.</p> <p>PRO 3. To determine, analyze problems of entrepreneurship, trade and stock exchange activities and develop measures to solve them.</p> <p>PRO 4. To take the initiative and independence of actions in different situations; critically evaluate phenomena and processes in entrepreneurship, trade and stock exchange activities.</p> <p>PRO 5. To apply business communications to support the interaction of the enterprise with its internal and external environment.</p> <p>PRO 6. To determine and implement strategic development plans for business entities in the field of entrepreneurship, trade and stock exchange activities.</p> <p>PRO 7. To be able to carry out theoretical and applied research in the field of entrepreneurship, trade and stock exchange activities using modern methods and technologies.</p> <p>PRO 8. To evaluate products, goods, services, as well as the processes occurring in business, trade and stock exchange structures by different parameters and draw appropriate conclusions for making management decisions.</p> <p>PRO 9. To be able to manage business entities in the field of entrepreneurship, trade and stock exchange activities in order to ensure its efficiency.</p> <p>PRO 10. To demonstrate ability to solve problem situations</p>
8 - Resource support for the program implementation	
Academic staff	100% of the faculty members involved in teaching professionally oriented disciplines have academic degrees in their specialty.

	Scientific and pedagogical workers take an upgrade of skills in different forms once every five years
Facilities	Educational, domestic, sporting facilities that meet sanitary norms and rules, state building norms of Ukraine
Information, teaching and learning materials	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.
9 - Academic mobility	
National credit mobility	On the usual terms within Ukraine; short-term study in a pre-determined course at other higher education institutions.
International credit mobility	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 +
Training of foreign students	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
Compulsory components of the educational program (CC)			
Professional training cycle			
CC 1	Categories and systematic of goods in retail	6	exam
CC 2	Identification and methods for determining the falsification of goods	6	exam
CC 3	Pricing in retail	6	exam
CC 4	Categorical management	7.5	exam
CC 5	Goods examination	7.5	
CC 6	GMP, HACCP and goods safety control	6	
CC 7	Data analysis technology in retail	6	
Total amount of compulsory components		43.5	
Optional components of the educational program (OB)			
OB 1.1	Business negotiations	6	exam
OB 1.2	Contract Law	6	exam
OB 1.3	Informational systems in retail	6	exam
OB 1.4	Trade negotiations and commercial diplomacy	6	exam
OB 1.5	Business processes management in trading	6	exam
OB 1.6	Sales management and merchandising	6	exam
OB 2.1	Qualimetry	6	exam
OB 2.2	International technical regulation	6	exam
OB 2.3	Management systems in retail	6	exam
OB 3.1	Trade management	6	exam
OB 3.2	Projects management	6	exam
Total amount of elective components		24	
Practical training			
	Production (pre-graduation) internship 1	9	Credit
Final assessment			
	Qualification work preparation and defence	12	
TOTAL NUMBER OF CREDITS		90	

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 master's degree with the qualification: the degree of higher education master in specialty "Entrepreneurship, trade and stock exchange activities" specialization "Categorical management in retail".

The certification is carried out openly and publicly.