

3. Educational Programme

Head of the project group (director of the educational programme) –**O.O. Paliienko**, Acting Head of the Department of Design and Engineering.

3.1 Profile of the educational program “Design”

1 – General Information	
Full name of the institution of higher education and structural unit	State University of Trade and Economics Faculty of Restaurant, Hotel, and Tourism Business Department of Design and Engineering
Academic Degree and the title of the qualification in the original language	Bachelor’s Academic Degree “Design” Subject Area
Official title of the educational programme	“Design”
Compliance with the Higher Education Standard of the Ministry of Education and Science of Ukraine	In line with the Higher Education Standard of the Ministry of Education and Science of Ukraine
Type of diploma and scope of the educational program	Single Bachelor’s Degree, 240 ECTS credits, the term of study is 3 years and 10 months
Accreditation availability	Ministry of Education and Science of Ukraine, until 01.07.24
Cycle	National Qualifications Framework of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Grounds	Having obtained a full secondary education/ junior specialist degree
Language(s) of Training	Ukrainian
Duration of the educational programme	3 years and 10 months
The permanent web address where the description of the educational programme is posted online	https://knute.edu.ua
2 – Objective of the educational programme	
The objective of the educational program is to develop both general and professional competencies that are necessary for effectively addressing intricate specialized tasks and practical challenges in the field of design. This field is characterized by complex and uncertain conditions, requiring the application of specific design theories and methodologies.	
3 – Characteristics of the educational programme	
Subject area	Field of study 02 “Culture and art” Subject Area 022 “Design” Educational and Professional Programme “Design”

Orientation of the educational program	Educational and Professional Programme. The programme is aimed at providing initial education in the field of design.
Focus of the educational programme	<p>The program places a strong emphasis on practical learning pathways. Its specific focus is made on providing specialized education and professional training to individuals who possess the skills necessary to undertake creative projects involving objects within the subject environment. Furthermore, it aims to equip students with the ability to effectively address organizational, economic, and management challenges within the design industry.</p> <p>Key words: design, object design, design project, designing, interior design, exterior design, furniture design, graphic design, marketing in design, design management</p>
Features of the educational programme	<p>The educational program utilizes interdisciplinary and multidisciplinary training approaches to prepare design specialists. It also involves the participation of foreign experts, including scientists and industry practitioners, in the educational process.</p> <p>The program emphasizes the importance of attaining a high level of professional training essential for practical work in the design field. This includes mastery of modern techniques for working with diverse materials, designing both simple and complex multi-functional objects, translating design ideas into artistic expressions, utilizing professional three-dimensional and web design software, ensuring and assessing the quality of design works, as well as developing organizational and business management skills within the design industry.</p> <p>To achieve this, interactive in-person practical classes are conducted to facilitate the acquisition of hands-on skills in utilizing technologies for managing a design business entity.</p>
4 – Graduates’ suitability for employment and further study	
Suitability for employment	<p>SC 003:2010 Ukrainian National Classification. Occupation Classification</p> <p>2213.2 Landscape Design Specialist</p> <p>3471 Executive Designer</p> <p>3471 Graphic Works Designer-Performer</p> <p>3471 Multimedia Objects Designer-Performer</p> <p>3471 Artistic and Decorative Works Performer</p> <p>3471 Packaging Designer</p> <p>3471 Designer (Artistic Designer)</p> <p>3471 Colorist (Artistic Professional)</p> <p>3474 Design Artist</p> <p>4197 Mock-up and Model Production Model Maker</p> <p>13 Small Enterprise Managers not utilizing a Management Structure</p> <p><i>There are possibilities to work as the manager or owner of a design studio, agency, salon, exhibition center, art gallery, or children’s art school, such as fine art studio. Graduates may also hold the position of president or chairman in professional associations and unions. Additionally, they can be the chief artist or architect at city and district administrations, a member of the city planning council, or a member of the architectural chamber of Ukraine. Furthermore, they may work as a private designer or operate as an individual entrepreneur. They acquire professional certificates through practical training achievements.</i></p>

Further study	There is an opportunity to study under the program of the second cycle of FQ-EHEA, level 7 of EQF-LLL and level 7 of the National Qualifications Framework of Ukraine
5 – Study and assessment	
Study and assessment	The educational approach emphasizes student-centered learning, self-directed learning, and problem-based learning. This involves a combination of lectures, hands-on practical classes in specialized laboratory-workshops, self-study using textbooks, study guides, and lecture notes. Additionally, students gain practical experience through internships and receive guidance and consultations from teachers. They are also engaged in preparation for the defense of their qualification work.
Assessment	Written exams, practice; essays, presentations, scientific presentations, ongoing monitoring, thesis projects, qualification work, etc. The assessment is conducted according to the Regulation on the organization of the educational process of students, the Regulation on the evaluation of the results of study of students and postgraduates at the State University of Trade and Economics.
6 – Programme competences	
Integral competence	They can solve complex specialized tasks and practical problems in the field of design, or in the learning process, which involves the application of certain design theories and methods and is characterized by the complexity and uncertainty of conditions.
General competences	<ol style="list-style-type: none"> 1. Possession of knowledge and understanding in a specific subject area and professional field. 2. Proficiency in oral and written communication in the national language. 3. Proficiency in oral and written communication in a foreign language. 4. Capability to search, process, and analyze information from diverse sources. 5. Ability to collaborate effectively in a team. 6. Competence in assessing and ensuring the quality of work performed. 7. Valuing and respecting diversity and multiculturalism. 8. Understanding and exercising one's rights and responsibilities as a member of society. Recognizing the values of a civil (free democratic) society and the importance of its sustainable development, the rule of law, and individual rights and freedoms in Ukraine. 9. Capacity to preserve and enhance cultural, artistic, ecological, moral, and scientific values and achievements of society. This includes understanding the history and patterns of development in the subject area, its place within the broader knowledge system encompassing nature and society, as well as proficiency in techniques, technologies, and engaging in various forms of physical activity for active recreation and maintaining a healthy lifestyle. 10. <i>Ability to generate innovative ideas (creativity) and make well-informed decisions.</i>

Special (professional, subject) competences	<ol style="list-style-type: none"> 1. Proficiency in utilizing contemporary methods for designing single, complex, and multifunctional design objects. 2. Skill in shaping, modeling, and prototyping design objects. 3. Capability to perform composite construction of design objects. 4. Proficiency in applying graphic design skills in professional practice. 5. Ability to apply knowledge of Ukrainian and foreign art and design history in artistic and project-related activities. 6. Competence in utilizing specialized techniques and technologies relevant to specific materials (based on specialization) in design and artistic endeavors. 7. Skill in using modern software tools for creating design objects. 8. Capacity to develop a color scheme for future design objects. 9. Ability to depict environmental objects and the human figure using techniques such as plastic anatomy, specialized drawing, and painting (based on specialization) 10. Proficiency in applying knowledge of applied sciences in professional practice (based on specialization). 11. Proficiency in building a successful professional career, including the ability to develop and present visual presentations and a portfolio showcasing one's own work. Possession of entrepreneurial skills necessary for conducting design activities. 12. <i>Proficiency in enhancing existing methods, models, and design algorithms.</i> 13. <i>Capability to establish design objectives, performance criteria, applicability limitations, and requirements for components of visual systems and objects within professional activities.</i> 14. <i>Skill in incorporating modern typography practices into design.</i> 15. <i>Ability to document all stages of artistic design for design objects, categorizing them by type of work.</i> 16. <i>Competence in operating within the legal framework and adhering to legislation in the field of design.</i> 17. <i>Proficiency in applying advancements in materials science to execute design projects.</i> 18. <i>Capacity to analyze the outcomes of design-related business entities and compare them to factors impacting the external and internal environments.</i> 19. <i>Ability to determine prospects for the growth and development of business entities in the design field.</i> 20. <i>Proficiency in managing a business entity specializing in design.</i>
7 – Programme learning outcomes	
	<ol style="list-style-type: none"> 1. Utilize the knowledge and understanding gained in a specific field and professional domain in practical scenarios. 2. Communicate effectively, both verbally and in writing, in national and foreign languages, regarding professional matters. Generate various types of professional documents in accordance with the requirements of oral and written communication conventions. 3. Gather and evaluate information to support a design project. Apply design theory, methodology, professional terminology (in alignment with the specific professional field), and the fundamentals of scientific research. 4. Define the objective, tasks, and stages involved in the design process.

5. Comprehend and fulfill assigned responsibilities within a team effectively. Establish priorities in professional activities.
6. Acknowledge the responsibility for the quality of work performed and ensure tasks are completed at a high professional standard.
7. Analyze, stylize, interpret, and transform objects to develop artistic and design solutions.
8. Assess the design object and technological processes within the context of the design task. Formulate an artistic design concept.
9. Utilize design and graphic modeling techniques to create design objects.
10. Determine the functional and aesthetic characteristics of design elements within the communicative space.
11. Develop a compositional solution for design objects using appropriate techniques and materials.
12. Adhere to design standards and manufacturing technologies for design objects in professional practice.
13. Acquire knowledge about national and global cultural and artistic heritage. Foster eco-culture through design practices.
14. Incorporate Ukrainian mentality, historical memory, national identity, and creative self-expression into professional endeavors. Draw upon historical creative experiences and successful artistic practices from Ukraine and abroad.
15. Consider Ukrainian ethno-cultural traditions in stylistic approaches to design objects. Account for regional characteristics of ethno-design in artistic applications.
16. Consider material properties and structural constructions, while incorporating the latest technologies in professional undertakings.
17. Utilize contemporary general and specialized software relevant to the specific professional specialization.
18. Showcase the morphological, stylistic, and color-textural attributes of design objects.
19. Develop and present work outcomes within a professional setting. Understand the stages of achieving professional success. Stay updated on current labor market trends, conduct market research, choose an appropriate business model, and develop a business plan for professional activities in the design field.

8 – Resource allocation for the program implementation

Human resourcing	95% of the teaching staff engaged in teaching disciplines focused on professional training possess scientific degrees in their respective fields. Additionally, foreign experts with expertise in design are invited to deliver lectures on challenging topics.
Equipment and material procurement	Drawing and Painting Lab Layout and Modeling Lab Competitive Works Study Room-Exhibition Automated Design Systems Lab Design Lab Integrated Business Process Management Systems Lab Computer Design Class Digital Technologies in Design Lab VR Library

Informational and teaching and learning support	The use of the virtual educational environment of the State University of Trade and Economics is applied, software: Graphisoft ArchiCAD 23; Autodesk 3DS-max 2022; Autodesk AutoCAD 2022; CorelDraw 2020; SketchUp 19.2.222; Microsoft Vizio 2019; Adobe Photoshop 21.2.4.; Adobe After Effects CC 2020; Teaching staff's authored developments.
9 – Academic mobility	
National credit mobility	It is possible on general grounds within Ukraine. Short-term study of students on a predetermined course in other institutions of higher education is available.
International credit mobility	It takes place as part of the EU Erasmus+ program through bilateral agreements between the State University of Trade and Economics and partner higher education institutions from other countries.
Education of foreign students	Training of foreign citizens is possible

2. Contents of educational programme include

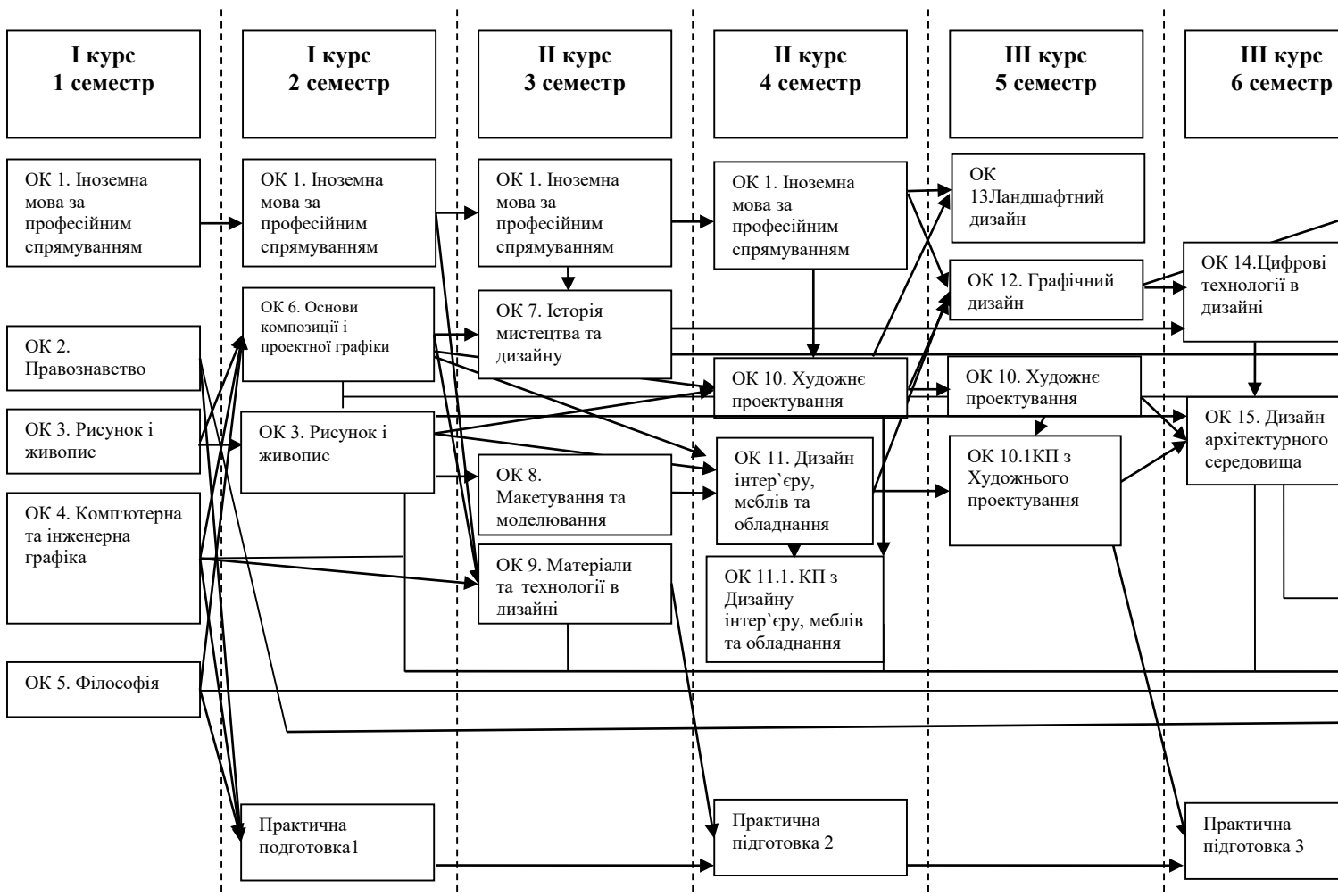
2.1. Educational Programme components

Code of sub.	Educational Programme Components (educational disciplines, term projects (papers), practical training, qualification test, graduate paper)	Total Credits
Compulsory components		
CC 1.	Foreign language for specific purposes	24
CC 2.	Jurisprudence	6
CC 3.	Pictures and painting	12
CC 4	Computer and engineering graphics	6
CC 5.	Philosophy	6
CC 6.	The basement of composition and project graphics	6
CC 7.	Arts and design history	6
CC 8.	Mocking and modelling	6
CC 9.	Materials and technologies in designing	6
CC 10.	Picture project	12
CC 10.	CP of picture project	
CC 11.	Designing of interior, furniture and equipment	6
CC 11.1	CP of designing of interior, furniture and equipment	
CC 12.	Graphic designing	6
CC 13.	Landscape designing	6
CC 14.	Using of digital technologies in design	6
CC 15.	Designing of architectural environment	6
CC 16.	Economic theory	6
CC 17.	Marketing technologies in case	6
CC 18.	Designing of hotels and restaurants	6
CC 19.	Projecting	6
CC 20.	Design management	4,5
CC 21.	Business economics	4,5
Total credits for compulsory components :		153
Optional components		

EC 1.	Architectonics and design in restaurant service	6
EC 2.	Architecture in building business	6
EC 3.	Safety of life	6
EC 4.	Building constructions and materials	6
EC 5.	Economic law	6
EC 6.	Decorative dendrology	6
EC 7.	Designing of animation and video sequence	6
EC 8.	Designing of urban entity	6
EC 9.	Hero`s design	6
EC 10.	Ergonomics	6
EC 11.	Business ethics	6
EC 12.	Engineering technologies in design	6
EC 13.	Informational wars	6
EC 14.	Commercial law	6
EC 15.	Computer design technologies	6
EC 16.	Culture heritage of Ukraine	6
EC 17.	Landscaping of interiors and conservatories	6
EC 18.	Enter into cybersecurity	6
EC 19.	Patent Science in design	6
EC 20.	Psychology	6
EC 21.	Manufacture design	6
EC 22.	Lighting design	6
EC 23.	Theories and methodics of designing	6
EC 24.	Technical bionics	6
EC 25.	Technology of building start-up	6
EC 26.	Typology of design in social building	6
EC 27.	Universal design	6
EC 28.	Equipment for designing	6
EC 29.	Photo design	6
EC 30.	Food design	6
Total credits for optional components:		60
Internship		
	Internship 1	6
	Internship 2	6
	Internship 3	6
Total:		18
Certification		
	Preparation to certification	3
	Graduate paper completion and its defence	6
Combined:		9
TOTAL of EDUCATIONAL PROGRAM		240

Exam is main form of summary control for all components educational program.

2.2. Structural and logical scheme of the educational program



3. Attestation Procedure

3. Attestation Procedure

Attestation is carried out in the form of Bachelor's degree final paper public defense. The final qualifying paper is aimed at solving a specific and / or practical problem in the field of philology, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements. The final qualification paper shall not contain academic plagiarism, fabrication and / or falsification. The final qualification paper should be made public on the website of the higher education institution / its subdivision or in the repository of the higher education institution.

4.1. Matrix of compliance of program competences to the compulsory components of the educational program

Components / Competences		OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	OK 12	OK 13	OK 14	OK 15	OK 16	OK 17	OK 18	OK 19	OK 20	OK 21	
Common	1		+	+			+	+	+			+	+			+		+		+	+		
	2		+				+					+		+				+				+	
	3	+					+								+								
	4	+			+	+	+	+	+	+	+	+	+			+	+					+	
	5				+															+			
	6			+			+	+	+					+						+			
	7			+		+	+	+	+		+	+	+	+		+	+	+	+		+		
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	10								+	+	+	+	+	+	+	+	+		+	+	+	+	
Specific	1							+	+		+		+		+	+			+	+			
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4.2. Matrix of compliance of program competencies to the optional components of the educational program

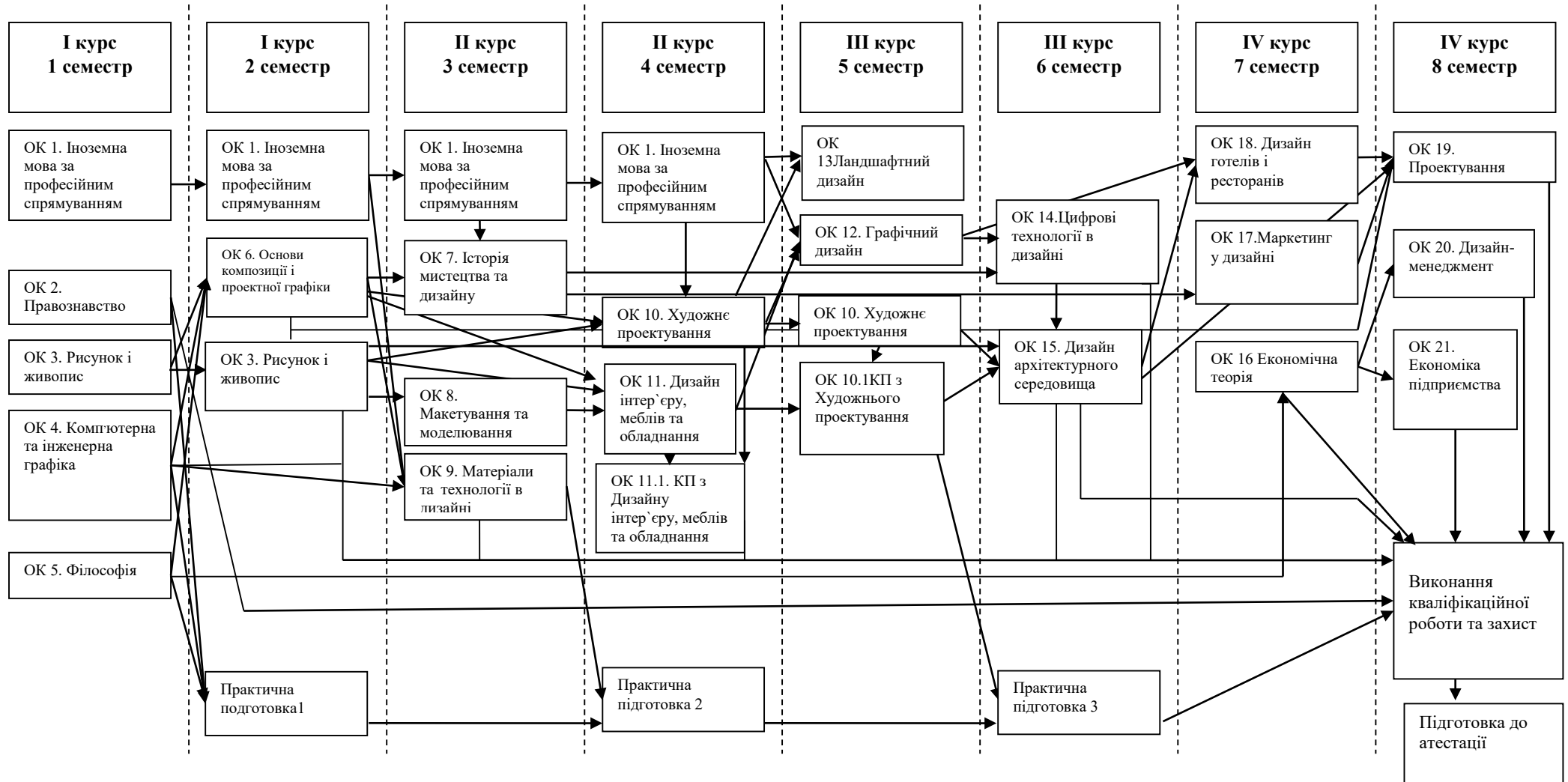
5.1. Matrix of providing program learning outcomes with relevant compulsory components of the educational program

Components Program learning outcomes	OK 1.	OK 2.	OK 3.	OK 4.	OK 5.	OK 6.	OK 7.	OK 8.	OK 9.	OK 10.	OK 11.	OK 12.	OK 13.	OK 14.	OK 15.	OK 16.	OK 17.	OK 18.	OK 19.	OK 20.	OK 21.
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5.2. Matrix of providing program learning outcomes with relevant optional components of the educational program

Components Program learning outcomes	BK 1.	BK 2.	BK 3.	BK 4.	BK 5.	BK 6.	BK 7.	BK 8.	BK 9.	BK 10.	BK 11.	BK 12.	BK 13.	BK 14.	BK 15.	BK 16.	BK 17.	BK 18.	BK 19.	BK 20.	BK 21.	BK 22.	BK 23.	BK 24.	BK 25.	BK 26.	BK 27.	BK 28.	BK 29	BK 30
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5			+		+	+	+	+		+	+	+		+	+		+	+	+	+	+	+		+	+	+	+	+		+
6			+	+		+		+	+	+	+	+	+				+	+	+	+	+	+	+	+	+	+	+	+		
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15							+	+		+	+	+				+		+				+		+		+	+	+	+	+
16			+			+		+			+	+	+					+						+		+	+	+	+	+
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2.2. Structural and logical scheme of the educational program



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Common	1		+	+			+	+	+			+	+			+		+		+	+		
	2		+				+					+		+				+				+	
	3	+					+								+								
	4	+			+	+	+	+	+	+	+	+	+			+	+					+	
	5				+															+			
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	7			+		+	+	+	+		+	+	+	+		+	+	+	+		+		
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	10								+	+	+	+	+	+	+	+	+		+	+	+	+	
Specific	1							+	+		+		+		+	+			+	+			
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	3			+			+		+		+		+	+		+			+				
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4.2. Matrix of compliance of program competencies to the optional components of the educational program

Components / Competences		BK 1	BK 2	BK 3	BK 4	BK 5	BK 6	BK 7	BK 8	BK 9	BK 10	BK 11	BK 12	BK 13	BK 14	BK 15	BK 16	BK 17	BK 18	BK 19	BK 20	BK 21	BK 22	BK 23	BK 24	BK 25	BK 26	BK 27	BK 28	BK 29	BK 30			
		Common		1		+	+		+			+	+	+	+	+		+	+			+	+	+	+	+	+	+	+	+	+	+	+	
Specific		2		+	+		+			+	+	+	+			+	+	+	+	+	+	+		+			+	+	+	+	+			
		3		+			+	+				+			+																		+	
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		10			+		+					+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
		11		+	+	+	+					+	+	+						+										+		+		
12		+	+			+				+			+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		
13		+	+			+				+			+				+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		
14		+			+	+	+			+									+															
15						+				+		+	+						+										+		+			
16				+		+	+			+		+	+						+									+		+				
17	+					+				+			+						+															
18	+																												+					
19												+																+						
20	+											+								+		+	+		+									

5.1. Matrix of providing program learning outcomes with relevant compulsory components of the educational program

Components Program learning outcomes	OK 1.	OK 2.	OK 3.	OK 4.	OK 5.	OK 6.	OK 7.	OK 8.	OK 9.	OK 10.	OK 11.	OK 12.	OK 13.	OK 14.	OK 15.	OK 16.	OK 17.	OK 18.	OK 19.	OK 20.	OK 21.
1			+	+		+	+	+	+	+	+	+			+			+			
2	+	+			+		+	+	+	+							+			+	
3					+		+	+	+	+	+				+						
4										+	+				+				+		
5										+			+			+	+		+	+	
6		+	+			+		+	+	+	+	+		+		+					+
7			+			+	+	+	+		+		+		+			+			
8								+	+	+	+	+		+			+	+	+	+	+
9						+		+		+		+	+	+	+			+	+		
10						+					+	+	+		+				+		
11			+			+		+	+	+	+		+		+			+	+		
12										+		+		+	+			+	+		
13	+							+	+		+		+						+		
14								+	+		+	+	+		+						
15								+	+	+	+		+		+			+			
16									+	+		+		+							
17				+						+	+	+	+	+	+			+	+		+
18			+			+	+	+	+	+	+	+	+	+	+				+		
19	+	+		+				+	+		+					+	+	+		+	+

5.2. Matrix of providing program learning outcomes with relevant optional components of the educational program

Components Program learning outcomes	BK 1.	BK 2.	BK 3.	BK 4.	BK 5.	BK 6.	BK 7.	BK 8.	BK 9.	BK 10.	BK 11.	BK 12.	BK 13.	BK 14.	BK 15.	BK 16.	BK 17.	BK 18.	BK 19.	BK 20.	BK 21.	BK 22.	BK 23.	BK 24.	BK 25.	BK 26.	BK 27.	BK 28.	BK 29	BK 30
1			+	+		+	+	+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	+	+	
2			+	+		+				+		+			+	+	+	+		+		+	+	+	+	+	+	+	+	
3	+	+	+		+	+		+		+	+	+	+	+		+			+	+	+	+	+	+	+	+	+	+	+	
4		+				+			+				+		+		+		+	+	+		+	+	+				+	
5			+		+	+	+	+		+	+	+		+	+		+	+	+	+	+		+	+	+	+	+		+	
6			+	+		+		+	+	+	+	+	+				+	+	+	+	+		+	+	+	+	+	+		
7		+			+	+							+			+		+				+						+	+	
8	+	+				+	+	+	+	+	+				+	+	+	+	+	+	+	+	+	+	+	+	+		+	
9	+				+					+								+											+	
10		+				+	+	+		+	+	+				+						+		+		+	+		+	
11						+	+						+					+												
12			+	+		+			+	+	+	+	+				+	+	+	+	+		+	+	+	+	+	+		
13		+				+				+	+	+				+		+				+		+		+	+	+	+	
14	+					+	+	+		+	+	+				+						+		+		+	+	+	+	
15							+	+		+	+	+				+		+				+		+		+	+	+	+	
16			+			+		+			+	+	+					+						+		+	+	+	+	
17	+		+		+	+	+	+	+	+	+	+		+	+		+		+	+	+		+	+	+	+	+	+	+	
18	+	+			+	+	+			+						+		+				+			+	+	+	+	+	
19			+			+		+			+	+	+	+		+		+	+	+	+	+	+		+		+	+	+	

