

### 3. Educational Program

#### Head of Project Group (Guarantee of Educational Program)

V.V. Bilyk, Candidate of Economic Science, Associate Professor

#### 1. Educational program in specialty 073 «Management»

(in specialty «International Sport Management and Recreation»)

<b>1 - General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics, Faculty of Technologies and Business, Department of Tourism and of creative industries management.
<b>Academic degree and qualification title in the original</b>	Academic degree: Master's degree Specialty «Management»
<b>Educational Program Title</b>	«International Sport Management and Recreation»
<b>Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine</b>	Meet the standards of higher education of the Ministry of Education and Science of Ukraine.
<b>Qualification Title (Degree), program credits and duration</b>	Master's Degree Diploma, individual, 90 ECTS credits, Training Schedule - 1, 4.
<b>Accreditation</b>	Accreditation is planned for 2025
<b>Cycle/ Level</b>	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
<b>Academic Background</b>	Existence of Bachelor's Degree.
<b>Language(s) of instruction</b>	Ukrainian
<b>Program duration</b>	01.07.2027 p.
<b>Educational Program Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 - Educational program aim</b>	
<p>Forming of general and professional competences for successful implementation of service, organisational and managerial, economical, project-oriented, engineering and manufacturing activity in the sphere of International Sport Management and Recreation.</p> <p>Obtaining deep knowledge for implementation of professional tasks and on primary positions in the context of realization the general management functions, management decision making, executive and strategy management of primary enterprises' subdivisions, establishments, organisations in the sphere of sport and recreation, state/ local organs of governance of sport and tourism spheres.</p>	
<b>3 - Educational program general information</b>	
<b>Subject area</b>	<p><b>Objects of study:</b> Management of organizations and their divisions.</p> <p><b>Studying objectives:</b> Training of specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process that involve research and/or innovation and characterized by uncertainty of conditions and requirements.</p> <p><b>Theoretical content of the subject area:</b></p> <ul style="list-style-type: none"> <li>- paradigms, laws, patterns;</li> <li>- principles, historical background of management development</li> <li>- concepts of systemic, situational, adaptive, anti-sympathetic, anti-crisis, innovative, project management, etc;</li> <li>- functions, methods, technologies and management decisions in management.</li> </ul> <p><b>Methods, techniques and technologies:</b></p>

	<p>General scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.);</p> <p>- methods of management functions implementation (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of assessing social, organizational and economic efficiency in management, etc.)</p> <p>- management methods (administrative, economic, social and psychological, technological);</p> <p>- technologies for justifying management decisions (economic analysis, simulation modeling, decision tree, etc.).</p> <p><b>Tools and equipment:</b> Modern information and communication equipment, information systems and software products used in management.</p>
<b>Educational program orientation</b>	Educational and professional program, applied.
<b>Educational program and specialization goals and objectives</b>	<p>Special education in the sphere of sport and recreation in specialty 073 «Management».</p> <p><i>Key words:</i> professional sport, recreation, wellness tourism, health tourism, International Sport Law, Strategic marketing in sport and recreation, project management in sport and recreation, technology of sports mastery, organisation of international sport activity.</p>
<b>Specific requirements</b>	<p>Practical training, interactive visiting practical training; studying during the period of one semester in the range of International mobility program (including foreign countries), international internship.</p> <p>Program is realised by Ukrainian language of training.</p>
<b>4 - Career opportunities and further learning</b>	
<b>Career opportunities</b>	<p><i>Types and titles of economic activity to work to which holder of master's degree is trained (according to National classifier of Ukraine "Classification of Types of Business Activities SC 009:2010»):</i></p> <p>93. Activity in sport sector, recreation and entertainment. Delivery of recreational and sport activities.</p> <p>93.1. Activities in the sport sphere</p> <p>93.11. Functioning of close and open objects for performing sport events (open and close, with seats for spectators or without them):</p> <ul style="list-style-type: none"> <li>• football, hockey stadiums, stadiums for cricket and rugby</li> <li>• swimming pools and stadiums</li> <li>• athletics stadiums</li> <li>• stadiums and sport arenas for winter sports</li> <li>• ice arenas for hockey</li> <li>• squared rings for boxing</li> <li>• golf-links</li> <li>• bowling lanes</li> </ul> <p>management and staff supplying for work on these objects. Organisation and performance of sport events under the open sky and in placement for professionals or amateurs.</p> <p>93.12. Activity of sport clubs:</p>

	<ul style="list-style-type: none"> <li>• football</li> <li>• bowling</li> <li>• swimming</li> <li>• golf</li> <li>• boxing</li> <li>• winter sports</li> <li>• chess</li> <li>• athletics</li> <li>• shooting and so on.</li> </ul> <p>93.13. Activities of fitness centres, activities of fitness and body-building.</p> <p>93.19. Other activities in the sphere of sport</p> <ul style="list-style-type: none"> <li>• activities on promotion and preparation of sport events with or without sports facilities;</li> <li>• activities of individual sportsmen and athletes, judges, time recorders and so on;</li> <li>• activities of sport leagues and regulating authorities;</li> <li>• activity deals with performance of sport events;</li> <li>• art and a means of sport or recreation and its services;</li> <li>• activities of national parks for sport fishing;</li> <li>• services of mountain guides;</li> <li>• supporting activities of sport fishing and hunting.</li> </ul> <p>96.04. Activities of hammams, saunas and vapor bath, solariums, salons for body weight reduction and weight loss, massage parlors and so on.</p> <p><b><i>Positions that graduate of Master’s degree able to have (according to National classification of Ukraine “Occupational Classification SC 003:2010»):</i></b></p> <p>1143.4. Top executives of public and self-regulating organisations (general secretary of federation of sport kinds, executive director of federation of sport kinds, vice-president of federation of sport kinds, national coach of sport kinds (national team), the president of federation of sport kinds).</p> <p>1210.1. Company’s Chief Executive Officers, establishments and organisations ((Sport) Club Chairman, Chief Officer (Chair President, other managing directors), associations of companies (associations, corporations, concerns and other), Vice-president of recreational, sport and tourist complex).</p> <p>1229.6. Divisional managers in the field of culture, recreation and sport. Divisional managers in the sphere of culture, recreation and sport (head manager of sports base, divisional manager of sport club establishments, divisional manager of sport placement, divisional manager of sports facilities, directors (managers) of simulator complex, director of tourist base, director of sport team (national, club), director of tourist camp).</p> <p>1492. Managers in the field of culture, recreation and sport.</p> <p>2483.1 Research scientists (Recreation and Leisure Studies).</p>
<b>Further learning</b>	<p>Graduates of Master’s degree have the right to continue training on the third (educational and scientific) degree of Higher education – Doctor of Philosophy. Obtaining supplementary qualifications in the system of Postgraduate Education.</p>
<b>5 - Training and assessment</b>	

<b>Teaching and learning</b>	<p>Problem-based learning, students-centralized training, self-education.</p> <p>Lectures, practices, individual study with books, course-books and compendium of lectures, training by means of practical training, tutorials with teachers, preparation of graduation thesis.</p>
<b>Assessment</b>	<p>Process control, written exams, credit of entrepreneurial (undergraduate) practice, graduation thesis defense.</p> <p>Assessment is protected under the “Act about the assessment of training results of SUTE students and postgraduate students” and “Act about the organisation of students’ educational process”.</p>
<b>6 - Program competences</b>	
<b>Integral competence</b>	<p>Ability to resolve complex tasks and problems in the sphere of management and/ or in the process of learning that envisage the research and/ or actualization of innovation and is characterised by uncertainty of conditions and requirements in the sphere of management of enterprise and organisation of sport sphere, recreation, and integrated resort business.</p>
<b>General competence (GC)</b>	<p>GC1. Ability to make researches on the appropriate level;</p> <p>GC2. Ability to communicate with representatives of other professional groups of different levels (experts from other branches of knowledge/ skills of economic activity);</p> <p>GC3. Skills of using information and communicative technologies;</p> <p>GC4. Ability to motivate people and navigate towards a common goal, to work in team;</p> <p>GC5. Ability to function on the basis of ethical considerations (motives), socially responsible and consciously;</p> <p>GC6. Ability to generate new ideas (creativity);</p> <p>GC7. Abstract ability, analysis and design.</p>
<b>Professional competence (PC)</b>	<p>PC1. Ability to choose and use the concepts, methods and management instruments, including compliance to defined goals and international standards;</p> <p>PC2. Ability to define values, perspectives, mission and goals and criterions upon which the organisation defines the further ways of development, designs and realises the appropriate strategies and plans;</p> <p>PC3. Ability for self-development over the lifetime and effective self-management;</p> <p>PC4. Ability to effective using and development of organization’s resources;</p> <p>PC5. Ability to create and organise effective communication in management process;</p> <p>PC6. Ability to form leadership skills and demonstrate them in the process of people management;</p> <p>PC7. Ability to design the projects, manage them, show initiative and entrepreneurial spirit;</p> <p>PC8. Ability to use psychological work technologies with personnel;</p> <p>PC9. Ability to analyse and structure the problems of organisation, make effective managerial decisions and provide their realization;</p> <p>PC10. Ability to make organisation management in the sphere of sport, recreation and resort business and its development;</p>

	<p><i>PC11. Ability to resolve the complex tasks and creative solution of practical tasks in the sphere of sport and recreation;</i></p> <p><i>CK12. Ability to adopt modern theories and methods when developing and realising the projects on the different levels (including international level) in sport and recreation;</i></p> <p><i>CK13. Ability to manage commercial, marketing, finance and international activity and develop turnaround programs in the sphere of sport and recreation and wellness tourism.</i></p>
<b>7 - Program learning outcomes (PLO)</b>	
	<ol style="list-style-type: none"> <li>1. Critical interpreting, choosing and using the necessary scientific, methodological and analytical instruments for managing in unpredictable conditions;</li> <li>2. Identify the problems in organisation and give reasons for their solution;</li> <li>3. Project the effective systems of management of organisations;</li> <li>4. Explain and manage the projects, generate entrepreneurial ideas;</li> <li>5. Plan the organisation activity in strategic and tactical sections;</li> <li>6. Have the abilities to adopt, justify and provide the realization of managerial decisions in predictable conditions, consider requirements of prevailing legislation, ethical considerations and social responsibilities;</li> <li>7. Organise and accomplish the effective communication inside the staff, with representatives of different professional groups and in international context;</li> <li>8. Apply specialised software and information technologies for resolving the managerial tasks;</li> <li>9. Ability to communicate in professional and scientific communities national and foreign languages;</li> <li>10. Demonstrate the leadership skills and abilities to work in a team, to interact with people, influence on their behaviour for resolving professional tasks;</li> <li>11. Promote the personal professional development and planning proper time;</li> <li>12. Ability to delegate authorities and organisational leadership (subdivision);</li> <li>13. Ability to plan and realize information, technological, corporeal, financial and staffing of the organisation (subdivision);</li> <li>14. <i>Ability to perform professional activity in sport, recreation or resort business according to the law of Ukraine and international law;</i></li> <li>15. <i>Ability to form disjunctive strategic directions of organisational systems; organise the process of enterprise (division) management, develop rational forms of management organisation;</i></li> <li>16. <i>Ability to plan and organise innovative activity, develop and realise innovative and creative projects, start-ups, food and technological innovations on the enterprises of sport, recreation and resort business in the context of efficiency and effectiveness estimation of innovation introduction;</i></li> <li>17. <i>Ability to develop turnaround programmes of management, estimate the influence of external environment on functioning the enterprises of sport, recreation and resort business;</i></li> </ol>

	<i>18. Ability to use the methods of marketing diagnostics, analysis and estimation of international market conditions of sport and recreation services; interpret the research's results and predict the directions of the development of the objects of enterprises' activities in the sphere of sport, recreation and leisure time and health tourism.</i>
<b>8 - Resource support for program implementation</b>	
<b>Academic staff</b>	Professionals who realise the training of Masters' degree students in Educational program "International Sport Management and Recreation" must have professional knowledge and occupational skills in the field of sport and recreation. Foreign specialists and practitioners can take part in teaching the cycle of professional training.
<b>Facilities</b>	Computer class of tourist business management Tourism study classroom Computer classroom of hotel business Computer classroom of designing Laboratory of food technology Laboratory of service organisation in restaurant business establishments Laboratory of bar business enology Laboratory of automation projects systems Laboratory of integration systems of business processes management Laboratory of heat and chilling machinery VR-library SMART-library Authorization of Higher education degree-seeking students to the Internet and using the packages of specialised applied licensed programs. Using at the margins of educational process of sport base material and technical facilities that involve 3 close modern sport complexes, football pitch with synthetic court, sport playgrounds, training centres and art and culture centres.
<b>Informational, teaching and learning materials</b>	Scientific and specialized sources or of tourism, resort and recreation information, curricular and monographic literature, source maps, IT technologies and platforms. Authors' researches of University teaching staff. Using the virtual of KNUTE teaching environment and specialist software: Program complexes Amadeus selling platform, Program complex "Parus: Enterprise", Program complex "Samo-Tur", Analysis program of geospatial data "Google Earth", Program of statistical data analysis "Statistica", Program of creation the statistical surface and surfaces of graphic regression "Surfer Golden Software", Development program of graphical material "Microcal Origin", MapInfo Pro 12.3 Development program of tourist map chart «MapInfo Pro 12.3».
<b>9 - Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out according to concluded agreements about academic mobility.

<b>International credit mobility</b>	International credit mobility is realised as a result of conclusion of agreements about international academic mobility (Erasmus+ K1), about double certification, about longtime international projects that provide training of foreign students and receiving dual degree and so on.
<b>Training of foreign students</b>	Requirements and particularities of education program in the case of foreign citizens' training are Ukrainian language knowledge on the level no less than B1.

## 2. List of educational program components and their logical order

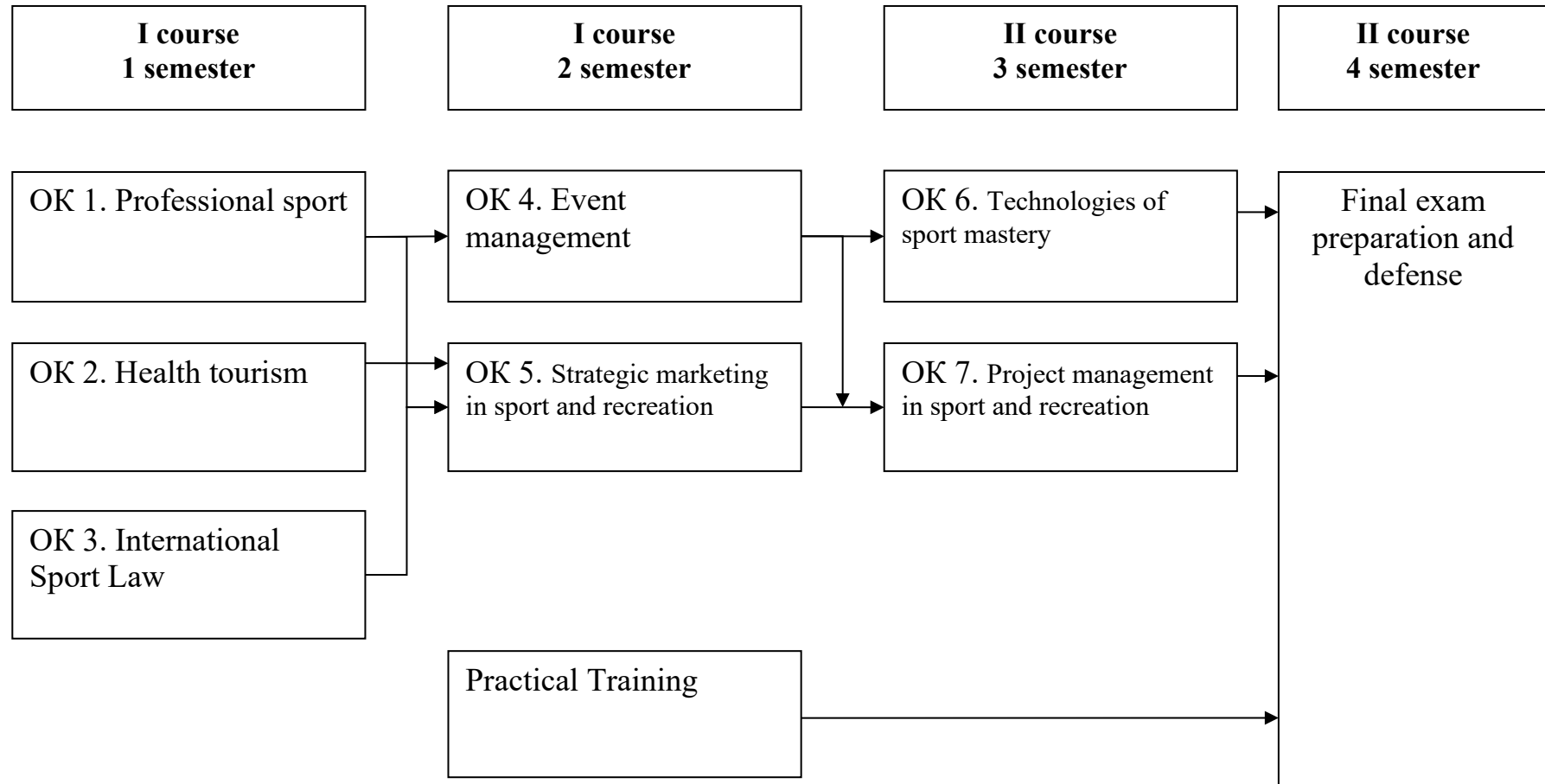
### 2.1. List of educational program components

№	Educational Program components	Total credits
1	2	3
<b>CC 1.</b>	Professional sport	6
<b>CC 2.</b>	Health tourism	6
<b>CC 3.</b>	International Sport Law	6
<b>CC 4.</b>	Event management	7,5
<b>CC 5.</b>	Strategic marketing in sport and recreation	7,5
<b>CC 6.</b>	Technologies of sport mastery	6
<b>CC 7.</b>	Project management in sport and recreation	6
<b>CC 8.</b>	Practical training	9
<b>CC 9.</b>	Preparation of qualification work and defense	12
<b>Total credits for compulsory components:</b>		<b>66</b>
<b>OB 1.</b>	Anti-crisis psychology	6
<b>OB 2.</b>	Life safety	6
<b>OB 3.</b>	Intellectual Property	6
<b>OB 4.</b>	Information wars	6
<b>OB 5.</b>	Consumer Law	6
<b>OB 6.</b>	Corporate Law	6
<b>OB 7.</b>	Medio-biologic supplying of professional sport	6
<b>OB 8.</b>	International sport organisations	6
<b>OB 9.</b>	Organisation of sport activity	6
<b>OB 10.</b>	Basics of cybersecurity	6
<b>OB 11.</b>	Psychology of Management	6
<b>OB 12.</b>	Risk-management	6
<b>OB 13.</b>	Business process management	6
<b>OB 14.</b>	Financial management	6
<b>OB 15.</b>	Management of luxury service	6
<b>OB 16.</b>	Price-oriented management	6
<b>Total credits for compulsory components:</b>		<b>24</b>
<b>Total by cycle</b>		<b>90</b>

The final assessment for all educational program components is exam.



## 2.2. Structural and logical scheme of Educational Program



### **3. Final assessment**

Assessment is carried out openly and publicly of Graduation thesis.

Graduation thesis has to involve the complex problem solving or problems in the sphere of management that expect for researches and/ or innovations and is characterised by complexity and uncertainty conditions, with the use of theories and methods of economic science.

Graduation thesis cannot involve academic plagiary, adulteration, fabrication.

Graduation thesis must be released to the public in the official website of Higher educational establishment or its subdivision or its repository.

### 4.1. Program Competences and EP Components Matrix

Components Competencies	OK1	OK2	OK3	OK4	OK5	OK6	OK7	OK8	OK9
3K1		•			•		•	•	•
3K2	•	•	•	•	•		•	•	
3K3	•			•			•	•	•
3K4					•	•	•	•	
3K5	•	•	•					•	•
3K6				•		•	•		•
3K7	•		•		•		•		•
CK1			•		•	•	•	•	•
CK2	•			•	•			•	•
CK3	•					•	•	•	•
CK4					•		•	•	
CK5				•		•	•	•	
CK6	•						•	•	
CK7				•			•		•
CK8			•	•		•		•	
CK9					•			•	•
CK10					•	•	•	•	•
CK11	•		•	•		•	•		•
CK12		•		•			•		•
CK13		•	•		•			•	•

### 4.2. Program Competences and EP Components Matrix

Components Competencies	BK1	BK2	BK3	BK 4	BK5	BK6	BK7	BK 8	BK 9	BK 10	BK 11	BK 12	BK 13	BK 14	BK 15	BK 16
3K1	•							•	•			•	•			
3K2		•	•	•	•	•	•			•	•			•	•	
3K3			•	•					•	•			•			•
3K4	•								•		•		•	•		
3K5	•	•			•		•				•	•	•	•		•
3K6	•								•			•	•	•		
3K7			•	•		•				•			•	•	•	•
CK1												•	•	•	•	
CK2							•		•			•		•		
CK3	•	•							•		•			•		
CK4		•						•	•			•	•		•	
CK5		•	•	•	•		•			•	•	•				
CK6	•										•			•		
CK7	•								•			•	•			
CK8	•			•						•	•	•		•		
CK9		•	•		•	•	•		•			•	•		•	
CK10	•						•	•			•	•	•	•	•	
CK11					•		•	•	•				•	•		•
CK12			•				•		•				•			
CK13	•	•							•			•	•	•	•	

### 5.1. Program learning outcomes and EP components Matrix

Компоненти Програмні результати навчання	OK1	OK2	OK3	OK4	OK5	OK6	OK7	OK8	OK9
1.			•		•	•	•	•	•
2.	•				•			•	•
3.					•	•	•		•
4.				•			•		•
5.	•			•	•		•		•
6.			•	•	•		•	•	•
7.	•		•	•		•		•	
8.		•	•				•	•	•
9.	•			•			•	•	
10.				•		•	•	•	
11.	•			•		•	•	•	•
12.				•		•	•	•	
13.	•	+		•			•	•	•
14.	•		•			•		•	•
15.					•			•	•
16.		•		•		•	•		•
17.			•		•		•	•	•
18.	•	•			•	•		•	•

### 5.2. Program learning outcomes and EP components Matrix

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
1.		•							•			•	•	•	•	
2.	•	•	•	•	•	•			•	•		•	•	•	•	
3.									•			•	•	•	•	
4.			•		•				•							•
5.				•	•	•			•	•		•	•	•	•	
6.	•	•	•	•	•	•	•			•	•	•	•	•	•	
7.	•			•						•	•		•	•		•
8.				•				•	•	•			•			
9.							•				•					•
10.	•										•		•	•		•
11.		•											•	•		
12.											•	•	•	•		
13.			•	•		•				•	•	•	•	•	•	
14.		•	•		•	•	•	•	•							
15.	•								•			•	•	•	•	
16.							•	•	•				•			•
17.	•	•		•			•		•	•			•			
18.					•			•						•	•	•

