

3. Educational programme

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3.1. Profile of education programme in speciality 076 "Entrepreneurship and trade"

1 – General information	
Full name of IHE and structural unit	State university of trade and economics Faculty of trade and marketing Department of trade entrepreneurship and logistics
Academic degree and qualification title in the source language	Degree of higher education assosiate bachelor Speciality "Entrepreneurship and trade"
Official title of the educational programme	«Entrepreneurship and trade»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	No standard
Diploma type and scope of the study programme	Bachelor's degree, single, 120 ECTS credits, duration of study 1 years 10 months
Accreditation status	Accreditation (National Agency for Quality Assurance in Higher Education meeting dated 08.06.2021 p., protocol No. 9 (52))
Cycle\level	National Qualifications Framework of Ukraine – level 5, FQ-EHEA – short cycle, EQF-LLL – level 5
Academic background	Certificate of complete secondary education
Language(s) of instruction	Ukrainian
Programme duration	2023 – 2025
Permanent educational programme link	https://knute.edu.ua/
2 – Educational program aim	
Creating conditions for the student to master general and special competencies that will contribute to his social mobility and competitiveness in the labor market; formation of socio-personal qualities of graduates; obtaining professional-oriented knowledge, skills and ability to professionally solve typical professional tasks in the field of entrepreneurship, trade and exchange activities.	
3 – Educational programme description	
Subject area	Objects of study: activities on the organization and functioning of entrepreneurial, trade and exchange structures, carried out to achieve economic and social results. Objectives of training: training of highly qualified specialists capable of solving practical problems and typical specialized tasks in entrepreneurship, trade and exchange activities. The theoretical content of the subject area: scientific theories, positions, concepts, principles of entrepreneurship, trade and exchange activity and the methodology of their use for the organization and effective functioning of entrepreneurial, trade, exchange structures.

	<p>Methods and technologies: general scientific and special methods, professional methods and technologies, the use of which allows to solve practical problems in the organization, effective functioning and development of entrepreneurial, trade and exchange structures.</p> <p>Tools and equipment: information and communication systems and technologies, devices and equipment necessary for the formation of professional competencies of the associate bachelor of entrepreneurship, trade and exchange activities</p>
Educational programme orientation	<p>Educational and professional.</p> <p>The program aims to provide primary education in entrepreneurship, trade and exchange activities.</p>
The main focus of the educational programme and specialisation	<p>Initial (Short) Cycle higher professional education in specialty 076 «Entrepreneurship and trade»</p> <p>Keywords: entrepreneurship, trade, exchange activity, commodity research, goods, services.</p>
Specific features of the programme	<p>The program is aimed at professional training of specialists in the field of entrepreneurship, trade, consumer protection, exchange activities; initiative, capable of rapid adaptation in the modern business environment; able to effectively apply modern methods and means of research, navigate in regulatory acts and technical documentation.</p> <p>Practical training at production and trading enterprises.</p>
4 – Carrier opportunities and further training	
Carrier opportunities	<p>The specialist is able to perform these professional works according to the National Classifier of Ukraine: "Classifier of Professions" DK 003:2010 and Directory of qualification characteristics of professions of workers. Issue 65. "Trade and catering":</p> <p>1224 Head of Section 1224 Heads of production units in wholesale and retail trade 1229.1 Head of Department (independent) 3411 Exchange Operations Specialist 3415 Agent Commercial 3415 Agent Trading 3415 Salesman 3419 Merchandiser 3419 Procurement Manager 3419 Sales Organizer 3421 Trading broker (stockbroker) 3422 Freight forwarder Transport 3439 Specialist. 5220 - Seller of non-food goods 5220 - Seller of food products</p>
Further training	<p>Training on educational programs of the first level in order to obtain a bachelor's degree</p>
5 – Training and Assessment	
Teaching and learning	<p>Classroom and independent work on the basis of problem-oriented learning through a combination of lectures, laboratory and practical classes using modern educational technologies and techniques, with situational solution of practical problems, independent work based on literary and information sources, preparation for the qualification exam and assessment</p>
Assessment	<p>Written exams, presentations of individual work, formative and</p>

	<p>summative assessment, qualification exam. The assessment is carried out in accordance with the "Regulation on the assessment of the results of training of students and graduate students at SUTE", "Regulations on the organization of the educational process".</p> <p>Assessment in the specialty is carried out in the form of the qualification exam.</p>
6 – Programme competences	
Integral competence (IC)	Ability to solve typical specialized problems and problems in the areas of business, trade and exchange activity or in the learning process, which involves the application of theories and methods of organization and functioning of business, trade, exchange structures and is characterized by complexity and uncertainty of conditions.
General competence (GC)	<p>GC 1. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 2. Ability to apply the knowledge gained in practical situations.</p> <p>GC 3. Ability to communicate in the state language both orally and in writing.</p> <p>GC 4. Ability to communicate in a foreign language.</p> <p>GC 5. Skills in the use of information and communication technologies.</p> <p>GC 6. Ability to search, process and analyze information from different sources.</p> <p>GC 7. Ability to work in a team.</p> <p>GC 8. Ability to show initiative and enterprise.</p> <p>GC 9. The desire to preserve the environment.</p> <p>GC 10. Ability to act responsibly and consciously.</p> <p>GC 11. The ability to realize their rights and duties as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, rights and freedoms of man and citizen in Ukraine.</p> <p>GC 12. The ability to preserve and multiply moral, cultural, scientific values and achievements of society on the basis of understanding of the history and laws of the development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and methods, use various types and forms of motor activity for active recreation and leading a healthy lifestyle.</p>
Professional competence (PC)	<p>PC 1. Critical understanding of the theoretical foundations of entrepreneurial, trade and exchange activities.</p> <p>PC 2. The ability to choose and use appropriate methods, tools to justify decisions on the creation, functioning of business, trade and exchange structures.</p> <p>PC 3. Ability to carry out activities in the interaction of subjects of market relations.</p> <p>PC 4. Ability to determine and evaluate the characteristics of goods and services in entrepreneurial, trading, exchange activities.</p> <p>PC 5. Ability to carry out activities in compliance with the requirements of regulatory documents in the field of business, trade and exchange activities.</p> <p>PC 6. Ability to identify and perform professional tasks in organizing the activities of business, trade and exchange structures.</p> <p>PC 7. Ability to organize foreign economic activity of business, trade and exchange structures.</p>

	PC 8. Ability to business planning, assessment of market conditions and performance in the field of entrepreneurship, trade and exchange practice, taking into account risks.
7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. Use basic knowledge of entrepreneurship, trade and exchange activities and the ability to critical thinking, analysis and synthesis for professional purposes. 2. Apply the acquired knowledge to identify, set and solve problems in various practical situations in entrepreneurial, trading and exchange activities. 3. Have skills in written and oral professional communication in the state and foreign languages. 4. Use modern computer and telecommunication technologies for the exchange and dissemination of professionally directed information in the field of entrepreneurship, trade and exchange activities. 5. Organize search, independent selection, high-quality processing of information from various sources to form data banks in the field of entrepreneurship, trade and exchange activities. 6. Be able to work in a team, have interpersonal skills that allow to achieve professional goals. 7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results. 8. Apply the acquired knowledge and skills to initiate and implement measures in the field of environmental protection and the safe operation of business, trade and exchange structures. 9. Know the requirements for activities in the specialty, due to the need to ensure the sustainable development of Ukraine, its strengthening as a democratic, social and legal state. 10. Demonstrate the ability to act socially responsibly on the basis of ethical, cultural, scientific values and achievements of society. 11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice. 12. Be able to apply innovative approaches in entrepreneurial, trading and exchange activities. 13. Evaluate the characteristics of goods and services in entrepreneurial, trading and exchange activities using modern methods. 14. Know the legal and regulatory support for the activities of business, trade and exchange structures and apply it in practice. 15. Apply knowledge and skills to ensure the effective organization of foreign economic activity of business, trade and exchange structures, taking into account market conditions and existing legal norms. 16. Know the basics of business planning, assessment of market conditions and results of business, trade and exchange structures, taking into account risks.
8 – Resource support for programme implementation	
Academic staff	<p>Graduating and responsible for the preparation of associate bachelors is Department of Trade Entrepreneurship and Logistics of SUTE. The head of the department has a doctorate degree and the academic title of associate professor.</p> <p>90% of lecturers who provide the process of training associate bachelors in the educational program "Entrepreneurship, Trade and Exchange Activities" have a scientific degree and/or academic title.</p>

	All scientific and pedagogical workers are full-time lecturers of SUTE, have completed advanced training courses in Ukraine and abroad. Possible participation of practitioners in the teaching of disciplines of the professional training cycle.
Facilities	The provision of training facilities, computer workstations, multimedia equipment according to the requirements meets the need for classes. Use of laboratories, computer and specialized classrooms of SUTE with modern hardware and software resources that provide high-quality training of associate bachelors in the educational program "Entrepreneurship, Trade and Stock Exchange Activity." To ensure the educational process there are specialized educational and scientific laboratories. All the necessary social and household infrastructure of SUTE, the number of places in dormitories meet the requirements.
Informational, teaching and learning materials	Official website of SUTE with information about its activities (structure, licenses and certificates of accreditation, educational/educational-scientific/publishing/attestation (scientific personnel) activities, educational and scientific structural units and their composition, list of academic disciplines, admission rules, contact information): https://knute.edu.ua . Library fund with access to databases of periodicals, including in English of the corresponding or related profile. The use of MOODLE SUTE Learning Management System and author's developments in the disciplines of the curriculum of scientific and pedagogical workers: http://dist.knute.edu.ua
9 – Academic mobility	
National credit mobility	Agreements on academic mobility based on bilateral agreements between SUTE and HEI of Ukraine are signed.
International credit mobility	Agreements on international academic mobility (Erasmus +), on double certification, on long-term international projects, internships, etc. are signed.
Training of foreign students	Provides for the possibility of training foreign students. Teachers can teach disciplines in a foreign language (English).

3.1. List of educational program components*

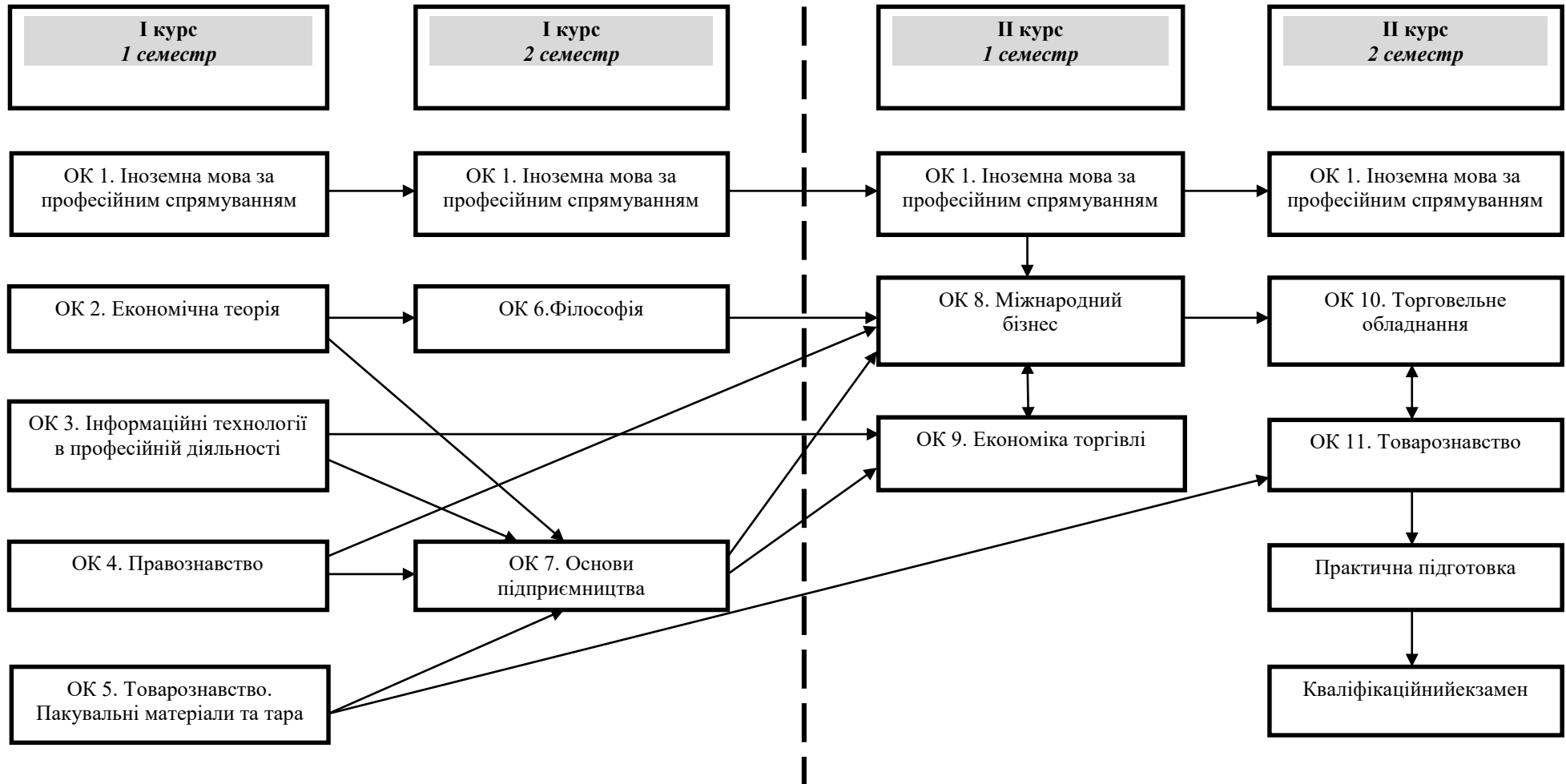
Academic subject code	Educational Programme components (educational disciplines, course projects (papers), trainings, qualification exam, associate bachelor thesis)	Total credits
1	2	3
Compulsory components of EP		
CC 1	Foreign language for specific purposes	21
CC 2	Economic theory	6
CC 3	Information technology in professional activity	6
CC 4	Legal studies	6

CC 5	Commodity studies. Packaging materials and containers	6
CC 6	Philosophy	6
CC 7	Fundamentals of Entrepreneurship	6
CC 8	International Business	6
CC 9	Economics of Trade	6
CC 10	Commercial equipment	4,5
CC 11	Commodity studies	5
Total credits for compulsory components:		78,5
Optional components of EP		
OC 1	Safety of life	6
OC 2	Safety of goods	6
OC 3	Business Security	6
OC 4	Diplomatic and business protocol and etiquette	6
OC 5	Business Ethics	6
OC 6	Consumer Protection	6
OC 7	Information Wars	6
OC 8	History of Ukraine	6
OC 9	History of Ukrainian Culture	6
OC 10	Cultural Heritage of Ukraine	6
OC 11	Logic	6
OC 12	Materials science and fundamentals of goods production technology	6
OC 13	International Economics	6
OC 14	National Interests in World Geopolitics and Geoeconomics	6
OC 15	Oratory	6
OC 16	Fundamentals of Cybersecurity	6
OC 17	Business Law	6
OC 18	Political Science	6
OC 19	Psychology	6
OC 20	Religious Studies	6
OC 21	World Culture	6
OC 22	Sociology	6
OC 23	Standardization, metrology and quality management	6
OC 24	Social Leadership	6
OC 25	Statistics	6

OC 26	Theory of industry markets	6
OC 27	Ukrainian language for specific purposes	6
OC 28	Physical research methods	6
OC 29	Finance, money and credit	6
OC 30	Chemistry	6
Total credits for optional components:		36
Practical training		
Practical training		4,5
Assessment		
Qualification exam		1
TOTAL NUMBER OF CREDITS		120

* For all educational program components the form of final assessment is an exam.

3.2. Structural and logical scheme of the educational program



3.3. Assessment form for higher education applicants

Certification of the educational program graduates of specialty 076 "Entrepreneurship and trade" is carried out in the form of a qualification exam and ends with the issuance of a document of the established sample on the award of the degree of associate bachelor with the assignment of qualification: the degree of higher education associate bachelor specialty "Entrepreneurship and trade" educational and professional program "Entrepreneurship and trade."

Certification is carried out openly and publicly.

3.3.1. Program Competences and EP Compulsory Components Matrix

Компоненти Компетентності	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11
GC1		X				X					
GC2				X			X	X	X		X
GC3							X				
GC4	X							X			
GC5			X								
GC6			X				X		X		X
GC7							X				
GC8							X	X			
GC9					X					X	X
GC10				X				X			
GC11		X		X							
GC12		X				X					
PC1		X				X	X	X			
PC2		X	X				X	X	X		
PC3				X			X	X	X		
PC4					X					X	X
PC5				X	X		X				X
PC6				X	X		X	X	X	X	X
PC7	X							X			
PC8		X					X	X	X		

3.3.2. Program Competences and EP Optional Components Matrix

Компоненти	Компетентності																													
	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29	OC 30
GC1											X								X											
GC2			X			X											X													
GC3															X													X		
GC 4															X															
GC 5							X									X														
GC 6						X							X		X							X			X			X	X	
GC 7			X	X	X										X							X		X						
GC 8			X																					X					X	
GC 9	X	X				X						X																		
GC 10	X	X	X	X	X	X								X				X		X			X	X						
GC 11						X		X	X	X							X	X	X			X		X						
GC 12					X			X	X	X				X							X	X								
PC1											X	X																	X	
PC2			X																							X	X			X
PC3			X		X								X					X									X	X		
PC 4	X	X										X											X					X		X
PC 5			X			X	X									X	X						X							X
PC 6				X	X																									
PC 7													X																	
PC 8			X											X												X	X			

3.3.3. Program learning outcomes and EP compulsory components Matrix

Компоненти Програмні результати навчання	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11
1		X				X	X	X	X		
2					X		X	X	X	X	X
3	X							X			
4			X								
5			X				X	X	X		
6							X	X			
7					X		X		X		
8					X		X			X	X
9				X			X				
10					X	X	X				
11		X					X	X	X	X	X
12			X							X	X
13					X						X
14				X							
15	X							X			
16							X		X		

3.3.4. Program learning outcomes and EP optional components Matrix

Компоненти Програмні результати навчання	Компоненти																													
	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30
1											X															X			X	
2			X	X	X	X							X											X	X			X	X	X
3				X				X	X	X	X										X						X			
4							X									X														
5							X						X	X		X										X	X			X
6				X	X									X					X			X		X						
7			X	X	X	X								X										X						
8	X	X	X		X	X						X											X					X		X
9								X	X	X				X																
10								X	X	X				X				X	X	X	X	X								
11					X	X							X										X	X						
12							X																							
13	X	X				X						X											X					X		X
14			X		X	X										X	X						X							
15													X																	
16			X								X														X	X				

