

3. Educational programme
in speciality 076 "Entrepreneurship, trade and stock exchange activity"
(specialisation "Trade business")

Director of the Bachelor's degree programme
PhD in Economics, Associate Professor of Department of Trade
Entrepreneurship and Logistics
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1 – General information	
Full name of IHE and structural unit	Ministry of education and science of Ukraine State university of trade and economics Faculty of trade and marketing
Academic degree and qualification title in the source language	Degree of higher education bachelor Speciality "Entrepreneurship, trade and stock exchange activity"
Official title of the educational programme	"Trade business"
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the Executive Office of the Ministry of Education and Science of Ukraine
Diploma type and scope of the study programme	Bachelor's degree, single, 240 ECTS credits, duration of study 3 years 10 months
Accreditation status	Ministry of Education and Science of Ukraine, Ukraine, accreditation certificate dated 8.07.2014, protocol No. 110
Cycle\level	National Qualifications Framework of Ukraine – level 6, FQ-EHEA – First Cycle, EQF-LLL – level 6
Academic background	Certificate of complete secondary education Assosiate Bachelor's degree. Admission to the programme is governed by the SUTE Admission Rules
Language(s) of instruction	Ukrainian
Programme duration	01.07.2025
Permanent educational programme link	https://knute.edu.ua
2 – Educational program aim	
Training of highly qualified specialists who are able to solve practical problems and complex specialized tasks in business, trade and exchange activity with emphasis on the knowledge of fundamental professional knowledge and practical skills in business organization in the sphere of wholesale and retail trade.	
3 - Educational programme description	
Subject area	- Subjects of study: Activity on organization and functioning of business, trade and exchange structures, which is carried out for achievement of economic and social results. Training objectives: Training of highly qualified specialists who are able to solve practical problems and complex specialized tasks in business, trade and exchange activities.

	<ul style="list-style-type: none"> - Theoretical content of the subject area: Scientific theories, provisions, concepts, principles of entrepreneurship, trade and exchange activity and methodology of their use for organization and effective functioning of business, trade, exchange structures. - Methods, methods and technologies: Scientific and special methods, professional methods and technologies, application of which allows to solve practical tasks on organization, effective functioning and development of business, trade and exchange structures. - Tools and equipment: Information and communication systems and technologies, devices and equipment necessary for formation of professional competence of bachelor of business, trade and stock exchange activity.
Educational programme orientation	<p>Educational-professional, academic</p> <p>The emphasis is on the scientific theories, provisions, concepts, principles of entrepreneurship, trade and exchange activity, methodology of their use for the organization and effective functioning of business, trade, exchange structures, in particular, more deeply – for organization and ensuring effective development of business in wholesale and retail trade</p>
The main focus of the educational programme and specialisation	<p>General economic education in management and administration and special education in business, trade and exchange, with a focus on wholesale and retail trade.</p> <p>Key words: Trade business, retail, wholesale, e-commerce, sales management, merchandising, logistics activities of trade enterprises, design of trade objects, stock exchange activities.</p>
Specific features of the programme	<p>Professional competence in entrepreneurship, trade and exchange activities with deep knowledge of theoretical provisions and professional methods and instruments concerning peculiarities of business entity creation, design of trade objects, organization of trade and technological processes in the sphere of wholesale and retail trade, ensuring high quality of trade service of buyers, as well as ensuring economic and social effectiveness of trade business</p>
4 – Carrier opportunities and further training	
Carrier opportunities	<p>According to the National Classifier of types of Economic Activity DK 009:2010, and taking into account labor market requirements, the types of professional activity are as follows:</p> <ul style="list-style-type: none"> - Wholesale and retail trade of motor vehicles and motorcycles, their repair — G. 45; - Wholesale trade, except for trade in motor vehicles and motorcycles — G. 46; - Retail trade, except for motor vehicles and motorcycles — G. 47; - Warehouses - H. 52.1; - Consulting on commercial activities and management - M. 70.22; - Market research and public opinion analysis - M. 73.20. <p>Specialist according to the National Classifier of the profession DK 003:2010 can occupy the following primary positions: A commodity expert, a sales consultant, a supplier, a sales organizer, an inspector-commodity expert, merchant inspector, merchant broker, dealer, commercial agent, merchant agent, supply agent, quality control inspector, analyst on the market research, comersant,</p>

	<p>commissioner, merchandiser, administrator (owner) of the hall, buyer, kiosk, merchant, sales representative, business efficiency consultant, sales economist, business efficiency specialist, wholesale manager (manager), non-food retail manager (manager), retail manager (manager), retail manager (manager) in retail trade in non-food goods, retail manager (manager) in retail trade in household and non-food goods, manager (manager) in retail trade in food, manager (manager) in vehicle trade, manager (manager) in regional development, sales manager (manager), supply manager (manager), consumer services specialist, office (supply), office (warehouse), supply agent, small business manager assistant without management, customer assistant (manager), organization (supplier), organization (customer) commercial review, exchange operations specialist, exchange broker, broker, trading broker (broker).</p> <p>The production practice at the leading enterprises of wholesale and retail trade of Ukraine is envisaged by the educational plans.</p>
Further training	Continuation of training on the second (master) level of higher education on the master's educational programs of speciality "Entrepreneurship, trade and stock exchange activity"
5 – Training and Assessment	
Teaching and learning	Balanced combination of classroom and independent work on the basis of problem-oriented and interactive training with the use of modern educational technologies and techniques, self-study and training through practical training
Assessment	Formative assessment on the basis of assessing the solution of situational practical problems, analytical and calculation problems, presentations, surveys, testing, writing essays, cases, etc. Written exam. Defense of final qualification work. 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"
6 – Programme competences	
Integral competence (IC)	The ability to solve complex specialized problems and practical 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 entrepreneurial, trade, exchange structures <i>with an emphasis on business organization in wholesale and retail trade</i> 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 obligations 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. Ability to store and and multiply moral, cultural, scientific values and achievements of society on the basis of an 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 technology, use various types and forms of motor activity for active recreation and leading a healthy lifestyle.</p>
<p>Professional competence (PC)</p>	<p>PC 1. Critical understanding of the theoretical foundations of business, trade and exchange activities, <i>in particular, possession of theoretical knowledge on the organization and technology of business in the field of wholesale and retail trade.</i></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, in particular the use of a systematic approach to the management of the activities of trade business entities (retail and wholesale enterprises).</p> <p>PC 3. Ability to carry out activities in the interaction of subjects of market relations, in particular in the field of trade business (wholesale and retail enterprises).</p> <p>PC 4. Ability to apply innovative approaches in the activities of business, trade and exchange structures.</p> <p>PC 5. Ability to determine and evaluate the characteristics of goods and services in entrepreneurial, trading, exchange activities.</p> <p>PC 6. 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 7. Ability to identify and perform professional tasks in organizing the activities of business, trade and exchange structures.</p> <p>PC 8. Ability to apply the basics of accounting and taxation in business, trade, exchange activities.</p> <p>PC 9. Ability to organize foreign economic activity of business, trade and exchange structures.</p> <p>PC 10. Ability to business planning, assessment of market conditions and performance in the field of entrepreneurship, trade and exchange practice, taking into account risks.</p> <p><i>PC 11. The ability to take into account the peculiarities of the functioning of various types of retail facilities, to design shopping centers, shops and warehouse complexes, to ensure the rational organization of trade and technological processes at wholesale and retail enterprises.</i></p> <p><i>PC 12. Ability to analyze and predict the development of trade business in Ukraine and foreign countries.</i></p> <p><i>PC 13. The ability to manage the processes of purchase and sale of goods, trade customer service and to develop and implement</i></p>

	<p><i>measures to improve their organization.</i></p> <p><i>PC 14. Ability to apply information and communication and marketing technologies to organize trade business and ensure the competitive advantages of trade enterprises in the consumer market.</i></p> <p><i>PC 15. Ability to make effective decisions to optimize and improve the management of wholesale and retail enterprises.</i></p>
7 - Program learning outcomes	
	<p>Use basic knowledge of entrepreneurship, trade and exchange activities and the ability to critical thinking, analysis and synthesis for professional purposes.</p> <p>2. Apply the acquired knowledge to identify, set and solve problems in various practical situations in entrepreneurial, trading and exchange activities.</p> <p>3. Have skills in written and oral professional communication in the state and foreign languages.</p> <p>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.</p> <p>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.</p> <p>6. Be able to work in a team, have interpersonal skills that allow you to achieve professional goals.</p> <p>Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.</p> <p>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.</p> <p>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.</p> <p>10. Demonstrate the ability to act socially responsibly on the basis of ethical, cultural, scientific values and achievements of society.</p> <p>11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.</p> <p>12. Possess methods and tools to justify management decisions on the creation and functioning of business, trade and exchange structures.</p> <p>Be able to apply innovative approaches in entrepreneurial, trading and exchange activities.</p> <p>15. Evaluate the characteristics of goods and services in entrepreneurial, trading and exchange activities using modern methods.</p> <p>16. Know the legal and regulatory support for the activities of business, trade and exchange structures and apply it in practice.</p> <p>17. Be able to solve professional problems in organizing the activities of business, trade and exchange structures and solve problems in crisis situations, taking into account external and internal influences.</p>

	<p>18. Know the basics of accounting and taxation in business, trade and exchange activities.</p> <p>19. 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.</p> <p>20. Know the basics of business planning, assessment of market conditions and results of business, trade and exchange structures, taking into account risks.</p> <p>21. <i>Know the procedure for creating and registering a trading business entity, regardless of the form of ownership and the organizational and legal form of management with an assessment of possible risks, the choice of the form of commodity specialization and market segment.</i></p> <p>22. <i>Be able to organize and conduct business in the field of wholesale and retail (including electronic) trade, make managerial decisions on the organization of commercial, logistics and marketing activities of enterprises, apply effective business models and maintain their competitive position in the market.</i></p>
8 – Resource support for programme implementation	
Academic staff	<p>Specialists engaged in the training of bachelors in the educational program "Trade Business" must have professional knowledge and possess professional skills in the field of entrepreneurship, wholesale and retail trade, exchange activities, marketing, logistics.</p> <p>Participation of foreign specialists and practitioners in the teaching of disciplines is possible.</p> <p>In order to improve the professional level, all scientific and pedagogical workers undergo advanced training once every five years</p>
Facilities	<p>The provision of training facilities, computer workstations, multimedia equipment according to the requirements meets the need for training sessions.</p> <p>Use of laboratories, computer and specialized classrooms of SUTE with modern hardware and software resources that provide high-quality training of bachelors in the educational program "Trade Business." To ensure the educational process, there are specialized educational and scientific laboratories of the Department of Commercial Entrepreneurship and Logistics.</p> <p>The presence of social and household infrastructure SUTE.</p> <p>There is all the necessary social and household infrastructure, the number of places in the hostels meets the requirements.</p>
Informational, teaching and learning materials	<p>The current MOODLE distance learning system provides independent and individual training.</p> <p>General scientific and special sources of information on relevant disciplines, teaching and monographic literature, information resources of the distance learning system and the Internet.</p> <p>Tools and equipment: technical equipment, specialized application licensed programs, etc. SUTE has a local computer network. The use of the Internet network is unlimited.</p>
9 – Academic mobility	

National credit mobility	It is provided by law and is appropriate when there is a need for students to study (master) fundamentally new disciplines that are not taught in the basic HEI. Provision on academic mobility is developed
International credit mobility	The University has concluded cooperation agreements between SUTE and higher education institutions, within the framework of which a partnership exchange and training of students is carried out. In addition, international academic mobility is carried out under international programs and projects within Erasmus+ in particular with the following universities: Krakow University of Economics (Poland, Krakow), University of Szczecin (Poland, Szczecin), Audencia Business School (France, Nantes), University of Grenoble Alps (France, Grenoble), University of Paris Est Creteil (France, Paris), University of Central Lancashire (Great Britain, Preston), University of Hohenheim (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), Kliment Ohridski University (Bulgaria, Sofia)
Training of foreign students	English-language programs in the disciplines assigned to the department have been developed.

3.1. List of educational program components and their logical order

List of educational program components

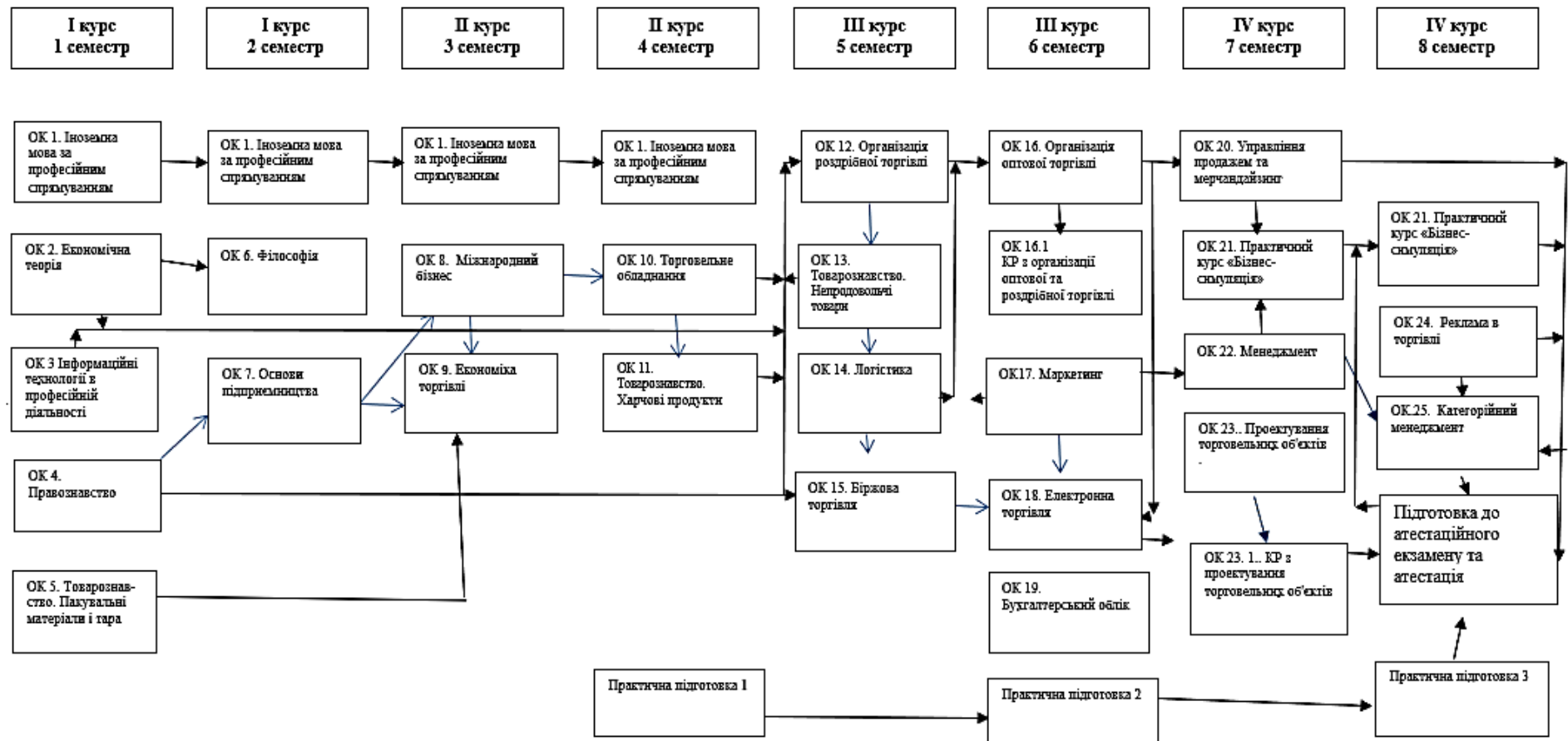
Academic subject code	Educational Programme components	Total credits
1	2	3
Compulsory components of EP		
CC 1.	Foreign language for specific purposes	21
CC 2.	Economic theory	6
CC 3.	Information technology in professional activity	6
CC 4.	Legal studies	6
CC 5.	Commodity studies. Packaging materials and 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. Food products	6
CC 12.	Retail organization	6
CC 13.	Commodity studies. Non-food products	6
CC 14.	Logistics	6
CC 15.	Exchange trading	6
CC 16.	Organization of wholesale trade	4,5
CC 16.1.	CP on organization of wholesale and retail trade	
CC 17.	Marketing	6
CC 18.	E-commerce	6

CC 19.	Accounting	4,5
CC 20.	Sales management and merchandising	6
CC 21.	Practical course "Business Simulation"	9
CC 22.	Management	6
CC 23.	Design of commercial facilities	6
CC 23.1	CP on design of commercial objects	
CC 24.	Advertising in trade	6
CC 25.	Category management	6
Total credits for compulsory components:		163.5
Optional components of EP		
OC 1	Business Security	6
OC 2	Safety of life	6
OC 3	Commercial law	6
OC 4	Diplomatic and business protocol and etiquette	6
OC 5	Second foreign language	6
OC 6	Business Ethics	6
OC 7	Consumer Protection	6
OC 8	Foreign economic activity of the enterprise	6
OC 9	Information Wars	6
OC 10	History of Ukraine	6
OC 11	History of Ukrainian Culture	6
OC 12	Conflictology and psychology of business communication	6
OC 13	Commercial activities	6
OC 14	Cultural Heritage of Ukraine	6
OC 15	Logic	6
OC 16	Materials science and fundamentals of production technology of goods	6
OC 17	International Economics	6
OC 18	Customs Affairs	6
OC 19	Customs intermediary services	6
OC 20	National Interests in World Geopolitics and Geoeconomics	6
OC 21	Oratory	6
OC 22	Fundamentals of Cybersecurity	6
OC 23	Business Law	6
OC 24	Enterprise activity planning	6
OC 25	Political Science	6
OC 26	WTO Law	6
OC 27	Psychology	6
OC 28	Psychology of Business	6
OC 29	Religious Studies	6
OC 30	World Culture	6
OC 31	Computer Aided Design Systems	6
OC 32	Sociology	6
OC 33	Social Leadership	6
OC 34	Standardization, metrology and quality management	6
OC 35	Statistics	6
OC 36	Theory of industry markets	6
OC 37	Trading marketing	6
OC 38	Ukrainian language (for specific purposes)	6

OC 39	Physical research methods	6
OC 40	Finance, money and credit	6
OC 41	Chemistry	6
Total credits for optional components:		60
Practical training		
Practical training 1		4.5
Practical training 2		3
Practical training 3		6
Total credits for practical training		13,5
Preparation for the certification exam and assessment		3
TOTAL NUMBER OF CREDITS		240

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 in the specialty is carried out in the form of a certification exam.

The certification exam provides for the assessment of learning results determined by the standard of higher education of Ukraine of specialty 076 "Entrepreneurship, Trade and Exchange Activities" and the educational program "Trade Business."

3.3.1. Program Competences and EP Compulsory Components Matrix

Components / Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	
GC 1						+																				
GC 2							+	+			+	+	+	+	+	+		+		+	+	+	+	+	+	
GC 3							+				+	+	+			+								+		
GC 4	+																									
GC 5			+															+				+			+	
GC 6			+			+	+	+			+	+	+			+	+					+	+	+		+
GC 7							+														+	+				
GC 8							+	+									+					+				+
GC 9					+						+		+													
GC 10				+								+			+	+										+
GC 11		+		+																			+			
GC 12				+																						
PC 1		+					+					+			+	+										
PC 2		+	+				+	+	+			+		+	+	+	+					+			+	+
PC 3							+	+				+			+	+		+				+				+
PC 4							+								+			+			+	+				
PC 5					+						+		+		+											+
PC 6				+	+		+	+			+	+	+		+	+		+		+				+		
PC 7			+	+	+		+				+	+	+	+	+	+	+	+		+	+	+	+	+	+	+
PC 8																			+							
PC 9								+																		
PC 10		+					+	+	+								+				+	+				
PC 11										+		+					+				+			+		+
PC 12							+					+				+		+								
PC 13												+				+		+		+						
PC 14																	+	+		+					+	
PC 15							+					+		+		+	+			+						

3.3.3. Program learning outcomes and EP compulsory components Matrix

Components / Program learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25
1		+				+	+					+			+	+									
2		+			+		+	+	+		+	+	+	+	+	+	+	+		+	+	+	+	+	+
3	+										+	+	+		+	+							+	+	
4			+												+			+			+		+	+	+
5			+		+		+				+	+	+		+	+	+					+	+		+
6							+	+													+	+			+
7				+	+		+	+			+	+	+		+	+	+	+		+	+	+	+		+
8				+	+		+				+	+	+	+	+	+							+		
9		+		+							+	+	+		+	+	+					+	+		
10				+	+	+					+	+	+		+	+	+	+		+	+	+	+	+	+
11				+			+		+		+	+	+		+	+		+	+	+	+	+	+	+	+
12		+	+				+	+	+			+		+	+	+	+					+	+		+
13							+	+				+			+	+	+	+				+			
14			+				+				+		+		+			+		+	+		+		+
15					+						+		+		+			+		+	+				+
16				+	+		+	+			+	+	+		+	+		+		+	+		+		
17				+	+		+				+	+	+	+	+	+	+	+		+	+	+	+	+	+
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