

3. Educational Program

The Head of the Project Group (the Guarantor of the Educational Program) is PhD in Economics, Associate Professor of the Department of Tourism and Recreation

Bilyk V.V.

1. Profile of Educational Program in Subject Area 073 "Management" (specialization "International sports management and recreation")

1 – General Information	
Full name of HEI (Higher Educational Institution) and structural unit	State University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation
Level of higher education and qualification title in the original language	Master's degree, Specialty "Management" Specialization "International sports management and recreation"
Educational program title	"International sports management and recreation"
Diploma type and volume of the program	Master's diploma, 90 ECTS credits, program duration is 1 year and 4 months
Accreditation	Accreditation Certificate is valid till 2024
Cycle / Level	NQF of Ukraine – the 7 th level, FQ-EHEA – the second cycle, EQF-L.L.L. – the 7 th level
Preconditions	Availability of Bachelor's Degree
Language of instruction	Ukrainian
Validity period of EP	Till 01.07.2027
Education program link	https://knute.edu.ua
2. Educational Program Aim	
Formation of general and special (professional) competences for the successful implementation of organizational and managerial, economic, project, innovative, production and technological activities in the field of sports and recreation. Acquisition of thorough knowledge for the performance of professional tasks in primary positions in the context of the implementation of general management functions, management decision-making, operational and strategic management of primary divisions of enterprises, institutions, organizations in the field of sports and recreation, state/local sports management bodies and tourism and recreation spheres.	
3 – Educational program characteristics	
Subject area (field of study, specialty)	Field of study 07 " Management and Administration " Specialty 073 " Management " Specialization "International sports management and recreation"
Educational program orientation	Educational and professional, applied

Educational program goals	<p>Special education in the field of sports and recreation, such as specialty 073 "Management".</p> <p>Keywords: professional sports, recreation, health tourism, international sports law, strategic marketing in sports and recreation, project management in sports and recreation, technologies of sportsmanship, organization of international sports activities.</p>
Features of the program	<p>Internship (pre-diploma) training; interactive on-site practical classes; studying for one semester within the framework of the international mobility program (including abroad); internship abroad.</p> <p>The educational program is implemented in the Ukrainian language.</p>
4-Graduate career opportunities and further learning	
Career opportunities	<p><i>Under the National Classification of Economic Activities DK 009: 2010 types and titles of economic activities for which a Master's Degree is prepared:</i></p> <p>93. Activities in the field of sports, organization of rest and entertainment. Provision of entertainment and sports services.</p> <p>93.1. Activities in the field of sports.</p> <p>93.11. Functioning of closed and open facilities for sports events (open and closed, with or without seats for spectators):</p> <ul style="list-style-type: none"> • football, hockey stadiums, cricket and rugby stadiums • swimming pools and stadiums • stadiums for athletics • stadiums and arenas for winter sports • ice hockey arenas • boxing arena • golf courses • bowling lane <p>Management and staffing for work at these facilities.</p> <p>Organization and holding of outdoor and indoor sports events for professionals or amateurs.</p> <p>93.12. Activity of sports clubs:</p> <ul style="list-style-type: none"> • football • bowling • swimming • golf • boxing • winter sports • chess players • athletics • riflemen, etc. <p>93.13. Activities of fitness centers, activities of fitness and bodybuilding clubs.</p> <p>93.19. Other activities in the field of sports.</p> <ul style="list-style-type: none"> • Activities to facilitate and prepare sports events in the presence or absence of sports facilities • Activities of independent sportsmen and athletes, judges, timekeepers, etc. • Activity of sports leagues and regulatory bodies

	<ul style="list-style-type: none"> • Activities related to sports events • Hunting as a sport or recreation and providing related services • Activities of reserves for sport fishing • Services of mountain guides • Additional activities for sports fishing and hunting. <p>96.04. Activities of Turkish baths, saunas and steam baths, solariums, salons for weight reduction and weight loss, massage salons, etc.</p> <p><i>Under the National Classification of Professions DK 003: 2010 a graduate may hold the following primary positions such as:</i></p> <p>1143.4. Senior officials of public and self-governing organizations (general secretary of the sports federation, executive director of the sports federation, vice-president of the sports federation, state coach of the sport (team), president of the sports federation).</p> <p>1210.1. Heads of enterprises, institutions and organizations (Chairman of the club (sports); general director (chairman, president, others) of the association of enterprises (associations, corporations, concerns, etc.); director of the complex (health, sports, tourism).</p> <p>1229.6. Heads of departments in the field of culture, recreation and sports (head of a sports base, head of a club-type facility, head of a sports facility, head of physical education, head (head) of a training complex (hall), head of a tourist base, head of a sports team (team, club), head of the tourist camp).</p> <p>1492. Managers (administrators) in the field of culture, recreation and sports.</p> <p>2483.1 Research staff (recreation).</p>
Further learning	<p>Graduates have the right to continue their studies at the third (educational and scientific) level of higher education as the doctor of philosophy. Acquisition of additional qualifications in the postgraduate education system.</p>
5 – Teaching and assessment	
Teaching and learning	<p>Problem-oriented learning, student-centered learning, self-learning.</p> <p>Lectures, practical classes, individual work on the basis of textbooks, study guides and lecture notes, training through pre-diploma internship, consultations with academic staff, preparation to final qualification work.</p>
Assessment	<p>Current control, written exams, practice defense, defense of the final qualification work. The assessment is carried out in accordance with the "Regulations on the evaluation of the results of studies of students and postgraduates of SUTE" and the "Regulations on the organization of the educational process of students".</p>
6 –Program competence	
Integral competence	<p>The ability to solve complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations under</p>

	the uncertainty of conditions and requirements in the field of management of enterprises and organizations in the field of sports, recreation, resort business
General competence (GC)	GC1. Ability to conduct research at the appropriate level; GC 2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity); GC3. Skills in using information and communication technologies; GC4. Ability to motivate people and move towards a common goal, work in a team; GC5. The ability to act on the basis of ethical considerations (motives), be socially and consciously responsible; GC6. Ability to generate new ideas (be creative); GC7. Ability to abstract thinking, make analysis and synthesis.
Professional competence of the specialty (PC)	PC1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards; PC2. Ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans; PC3. Ability to self-development, lifelong learning and effective self-management; PC4. Ability to effectively use and develop the organization's resources; PC5. Ability to create and organize effective communications in the management process; PC6. The ability to form leadership qualities and demonstrate them in the process of managing people; PC7. Ability to develop projects, manage them, show initiative and entrepreneurship; PC8. Ability to use psychological technologies for working with personnel; PC9. Ability to analyze and structure tasks of organizations, make effective management decisions and ensure their implementation; PC10. Ability to manage an organization in the field of sports, recreation and resort business and its development; PC11. Ability to solve complex specialized problems and creatively solve practical problems in the field of sports and recreation; PC12. Ability to apply modern theories and methods in the development and implementation of projects at various levels (including at the international level) in the field of sports and recreation; PC13. Ability to manage commercial, marketing, financial and international activities and develop anti-crisis programs in the field of sports and recreation, active leisure and health tourism;
7 – Program learning outcomes (PLO)	
	1. Critically consider, choose and use the necessary scientific, methodical and analytical tools for management in

	<p>unpredictable conditions;</p> <p>2. Identify problems in the organization and justify methods to solve them;</p> <p>3. Design effective management systems of organizations;</p> <p>4. Justify and manage projects, generate business ideas;</p> <p>5. Plan the activities of the organization in strategic and tactical sections;</p> <p>6. Be able to make, substantiate and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility;</p> <p>7. Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context;</p> <p>8. Apply specialized software and information systems to solve organizational management problems;</p> <p>9. Be able to communicate in professional and scientific circles in national and foreign languages;</p> <p>10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks;</p> <p>11. Ensure personal professional development and planning of own time;</p> <p>12. Be able to delegate authority and management of the organization (subdivision);</p> <p>13. Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (subdivision);</p> <p>14. Be able to perform professional activities in sports, recreation or resort business in accordance with the legislation of Ukraine and International Law.</p> <p>15. Be able to form alternative strategic directions for the development of organizational systems; organize the management process of the enterprise (subdivision), develop rational forms of management organization.</p> <p>16. Be able to plan and organize innovative activities, develop and implement innovative and creative projects, start-ups, product and technological innovations at enterprises in the field of sports, recreation and resort business under the conditions of evaluating the effectiveness and efficiency of the introduction of innovations (innovations).</p> <p>17. Be able to develop anti-crisis management programs, assess the impact of the external environment on the functioning of sports, recreation and resort business enterprises.</p> <p>18. Be able to use the methods of marketing diagnostics, analysis and evaluation of the situation of the international market of sports and recreational services; interpret the results of the research and forecast the directions of development of the subject of entrepreneurial activity in the field of sports, recreation, active leisure and health tourism.</p>
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8 – Resource support for the implementation of the program

Staff support	Academic staff involved in EP must have academic knowledge and professional skills in the field of sports and recreation under the "International Sports Management and Recreation". The participation of foreign specialists and practitioners in the disciplines teaching of the professional training cycle is possible.
Material and technical support	<p>Computer class of tourism business management Class of Tourism Studies Computer class on hotel business Computer design class Food technology laboratory Laboratory for service organization in restaurant business establishments Laboratory of bar work and oenology Laboratory of automatic design systems Laboratory of integrated business process management systems Laboratory of heating and cooling equipment VR library SMART library. Ensuring the access of higher education graduates to the Internet resource and the use of specialized applied licensed programs. Ability to use within the educational process of the sports material and technical base, which includes 3 closed modern sports complexes, a football field with artificial turf, sports fields, training rooms and halls of the cultural and artistic center.</p>
Information and educational methodical support	<p>General scientific and special sources of tourist, resort and recreational information; educational, methodological and monographic literature; cartographic sources; IT technologies and platforms. Author's developments of the professorial staff of the university. Using the SUTE virtual learning environment and specialized software: Sales platform "Amadeus Selling Platform" Program complex "Sail: Enterprise" Program complex "Self-Tour" Google Earth geospatial data analysis program Statistical data analysis program "Statistica" The program for creating statistical surfaces and spatial regression surfaces "Surfer Golden Software" Graphic material development program "Microcal Origin" "MapInfo Pro 12.3" tourist map development program.</p>
9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with the signed agreements on academic mobility.
International credit mobility	International credit mobility is realized through the signed agreements on international academic mobility (Erasmus +), on double-degree graduation, on long-term international projects involving student education, issuance of double-degree diplomas, etc.

Training of foreign applicants for higher education	Conditions and features of the educational program in the context of studying foreign citizen are knowledge of the Ukrainian language at a level not lower than B1.
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2. List of educational program components and their logical sequence

2.1 List of EP components

Code №	Components of educational program(academic disciplines, term projects(papers) , internship, qualification exam, graduate paper)	Amount of credits
1	2	3
CC 1.	Professional sports	6
CC 2.	Health tourism	6
CC 3.	International sports law	6
CC 4.	Event management	7,5
CC 5.	Strategic marketing in sports and recreation	7,5
CC 6.	Sports skills technologies	6
CC 7.	Project management in sports and recreation	6
The total amount of compulsory components:		45
OC 1.	Anti-crisis psychology	6
OC 2.	Intellectual Property	6
OC 3.	Consumer law	6
OC 4.	Corporate law	6
OC 5.	Medical and biological support of professional sports	6
OC 6.	International sports organizations	6
OC 7.	Organization of sports activities	6
OC 8.	Management psychology	6
OC 9.	Risk management	6
OC 10.	Management of business processes	6
OC 11.	Luxury service management	6
OC 12.	financial management	6
OC 13.	Valuable indicative management	6
The total amount of optional components:		24
Total amount:		69
Internship		
Academic Internship		9
Attestation		
Completion and defense of final qualification work		12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

The form of final control for all components of the educational program is an exam.

3. Forms of certification of applicants for higher education

Attestation is carried out in the form of a public defense of the final qualification work.

The final qualification work has to involve solving a complex problem or task in the field of management that requires research and/or innovation and it is characterized by the complexity and uncertainty of conditions, using the theories and methods of economic science.

The final qualification work must not contain academic plagiarism, falsification, fabrication.

The final qualification work must be published on the official website of the institution of higher education or its division, or in the repository of the institution of higher education.

4.1 Matrix of correspondence of program competence to EP compulsory components

Components/ Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC1		•			•		•
GC 2	•	•	•	•	•		•
GC 3	•			•			•
GC 4					•	•	•
GC 5	•	•	•				
GC 6				•		•	•
GC 7	•		•		•		•
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		•	•		•		

4.2. Matrix of correspondence of program competence to EP optional components

Components/ Competences	OC1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13
GC1	•					•	•		•	•			
GC 2		•	•	•	•			•			•	•	
GC 3		•					•			•			•
GC 4	•						•	•		•		•	
GC 5	•		•		•			•	•	•		•	•
GC 6	•						•		•	•		•	
GC 7		•		•						•	•	•	•
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	•						•		•	•	•	•	

5.1. Matrix for providing program learning outcomes (PLO) relevant to compulsory components of the educational program

Components / Program Learning Outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
1.			•		•	•	•
2.	•				•		
3.					•	•	•
4.				•			•
5.	•			•	•		•
6.			•	•	•		•
7.	•		•	•		•	
8.		•	•				•
9.	•			•			•
10.				•		•	•
11.	•			•		•	•
12.				•		•	•
13.	•	+		•			•
14.	•		•			•	
15.					•		
16.		•		•		•	•
17.			•		•		•
18.	•	•			•	•	

5.2. Matrix for providing program learning outcomes (PLO) relevant to optional components of the educational program

Components / Program Learning Outcomes	OC1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13
1.							•		•	•	•	•	
2.	•	•	•	•			•		•	•	•	•	
3.							•		•	•	•	•	
4.		•	•				•						•
5.			•	•			•		•	•	•	•	
6.	•	•	•	•	•			•	•	•		•	
7.	•							•		•		•	•
8.						•	•			•			
9.					•			•					•
10.	•							•		•		•	•
11.										•		•	
12.								•	•	•		•	
13.		•		•				•	•	•	•	•	
14.		•	•	•	•	•	•						
15.	•						•		•	•	•	•	
16.					•	•	•			•			•
17.	•				•		•			•			
18.			•			•					•	•	•

