3. Educational program

3.1. Profile of the educational program «Digital Sociology» of the specialty 054 « Sociology»

1 – – General information	
Full name of the higher educational establishmen and structural unit	State University of Trade and Economics Faculty of International Trade and Law Department of Philosophy, Sociology and Political Science
Degree of higher educatio and the name of the qualification in the language of the original	Master's degree of higher education Subject area "Sociology"
The official name of the educational program	«Digital Sociology »
Conformity of the standard of higher education of the Ministry of Education and Culture of Ukraine	Corresponds to the SHE of the MEC of Ukraine
Type of diploma and the volume of the educational program	Master's degree, single, 90 ECTS credits, 1 year 4 months
Availability of accreditation	-
Cycle / Level	NFQ Ukraine – 7 level, FQ-EHEA – second cycle, EQF-LLL – 7 level
Prerequisites	bachelor's, specialist or master's degree
Language(s) of teaching	Ukrainian
The validity of the educational program	Until next scheduled update
Internet address of the permanent placement of the educational program	https://knute.edu.ua/
2 – The purpose of the educational program	
To provide high-quality higher education with wide access to employment. To prepare competitive qualified professionals with a special interest in sociological, analytical and prognostic activities, ready for dynamic changes in society, constant self-improvement and enrichment of their own professional experience. The formation of a personality capable of successfully solving complex tasks and problems of a research, applied and/or innovative nature in the field of public relations and sociology based on the acquired integral, general (instrumental, interpersonal, systemic) and professional competencies.	
3 - Characteristics of the educational program	
Subject area	**Objects of study:** social relations and interaction; personality, social groups, communities and societies; social phenomena and processes; Public Opinion; culture; information society; social institutions; social structures and inequalities; social changes and influences; social problems and conflicts in society at the local, regional, national and global levels, information technologies, digitalization.

	Learning goals: training of specialists capable of solving complex tasks and problems of sociology of a research, applied and/or innovative nature. **Theoretical content of the subject area:** social relations and interaction; personality, social groups and communities; social phenomena and processes; social practices; social institutions; culture; information society; social structures and inequalities; social changes and influences; social problems and conflicts in society, both at the national and global levels, information technologies, digitalization. **Methods, techniques and technologies:** modern methods of collecting, processing and analyzing sociological information, methods of diagnosis, expertise and forecasting, information and communication technologies. **Tools and equipment:** information systems and software products used in professional activities.
The educational program orientation	Educational and professional, applied.
The main focus of the educational program	Higher education in the subject area « Sociology ». Professional training in the field of digital analysis of dynamic changes in social processes at the micro-, meso- and macro-social levels. **Keywords:** sociology, applied sociology, technologies of sociological research, strategic planning, methods of collecting sociological information, social projects, human capital, management, information society, information technologies, digitization.
Features of the program	The program is based on general scientific principles, modern domestic and foreign experience of sociological activity and training of specialists, focuses on competencies important in further professional activity.
4 – Eligibility of graduates for employment and further training	
Eligibility for employment	According to the National Classifier of Professions DK 003:2010, specialists who received their education under the educational and professional program "Sociology" can hold the following primary positions: • 1232 Chief sociologist; • 1232 Head of the laboratory of sociology and psychophysiology of work; • 1233 Director of Marketing; • 1234 Head of department (advertising, public relations); • •1237.2 Head of the laboratory (research, experimental, etc.); • 1473 Managers (managers) in the field of information provision; • •1474 Managers (managers) in the field of research and development • 1475.3 Market research and public opinion managers • 1477.1 Managers (managers) for the selection, provision and use of personnel • 2442.1 Research staff (archaeography, archeology, geography, criminology, paleography, sociology) • 2442.2 Sociologist

	• 2442.2 Sociologist on the effectiveness of punishment of offenders • 2442.2 Industrial sociologist • 2442.2 Sociologist-criminologist • 2447 Professionals in the field of project and program management.
Further education	Continuation of studies at the third (educational and scientific) level of higher education - doctor of philosophy. Acquisition of additional qualifications in the adult education system.

5 – Teaching and assessment	
Teaching and learning	Master's training at DTEU is an intellectual, creative activity that is carried out through a system of advanced scientific, methodical and pedagogical activities; is carried out on the basis of a problem-oriented approach using modern educational technologies and methods; focused on the individual interaction of the teacher and the student; provides a balanced combination of theoretical and practical training; focused on deep assimilation by the acquirer of knowledge, abilities and skills necessary for the effective implementation of professional activities; aims at forming a comprehensively developed, harmonious personality and social responsibility. Among the main teaching methods used are: participation in lectures, practical classes and consultations; participation in problem-oriented classes, work with scientometric and other professional databases; preparation of group projects; conducting applied research; preparation of scientific articles; conducting scientific research and speaking at conferences, round tables, communication with industry experts.
Assessment	According to "Regulations on the organization of the educational process of students" and "Regulations on the assessment of the results of study of students and graduate students at DTEU" provide for the evaluation of the results of students' studies. Current control (testing, project protection, solving situational tasks (cases), business games, etc.); final control (modular control works); practical training; final semester control (exam); final attestation (defense of final qualification work). All types of current assessment of knowledge are carried out during the implementation of the curriculum.

6 – Program competencies	
Integral competence	The ability to solve complex problems of sociology of a research, applied and/or innovative nature
General competences (GC)	GC01. Ability to abstract thinking, analysis and synthesis. GC02. Ability to work autonomously. GC03. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity). GC04. Ability to work in an international context. GC05. The ability to evaluate and ensure the quality of the work performed GC06. Ability to make informed decisions.
Professional competence of the specialty (PC)	PC01. Ability to analyze social phenomena and processes.

	PC02. The ability to identify, diagnose and interpret social problems of Ukrainian society and the world community. PC03. Ability to design and perform sociological research, develop and substantiate their methodology. PC04. Ability to collect and analyze empirical data using modern methods of sociological research. PC05. Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages. PC06. The ability to adhere to the norms of professional ethics of a sociologist and to be guided by universal human values. PC07. Ability to develop and evaluate social projects and programs. Carry out their effective management. PC08. Ability to cooperate with European and Euro-Atlantic institutions. PC09. The ability to evaluate and take into account economic, social and technological factors affecting the field of professional activity. PC10. The ability to critically consider the impact of digital technologies on social change. PC11 Ability to choose and use modern management tools and relevant knowledge in professional activities. PC12. Ability to use information and communication technologies, modern methods and models of information security.
7 – Program learning outcomes	
	PL01. Analyze social phenomena and processes using empirical data and modern concepts and theories of sociology. PL02. Diagnose and interpret social problems of Ukrainian society and the world community, their causes and consequences. PL03. Develop and implement social and interdisciplinary projects taking into account social, economic, legal, environmental and other aspects of public life. PL04. Apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software to solve complex problems of sociology and related fields of knowledge. PL05. Search, analyze and evaluate the necessary information in scientific literature, databases and other sources. PL06. Communicate freely orally and in writing in Ukrainian and one of the foreign languages when discussing professional issues, research and innovations in the field of sociology and related sciences, including in the context of cooperation with European and Euro-Atlantic institutions. PL07. To solve ethical dilemmas in accordance with the norms of professional ethics of a sociologist and universal human values. PL08. It is clear and unambiguous to convey knowledge, own conclusions and arguments on issues of sociology and related fields of knowledge to specialists and non-specialists, in particular to persons who are studying. PL09. Plan and carry out scientific and applied research in the field of sociology, analyze the results, substantiate the conclusions. PL 10. Use the results of independent search, analysis and synthesis of information from various sources to effectively solve specialized tasks of professional activity.

	PL 11. Adapt in the conditions of frequent changes in the technologies of professional activity, predict the final result. PL 12. Analyze, purposefully search for and select the information and reference resources and knowledge necessary for solving professional tasks, taking into account modern achievements of science and technology.
8 – Resource support for the implementation of the program	
Staff support	The developers are full-time employees of the State University of Trade and Economics, interns, and applicants. Scientific and pedagogical workers with scientific degrees and/or scientific titles, as well as highly qualified specialists (practitioners, including foreign ones) are involved in the implementation of the program. In order to improve their professional level, all scientific and pedagogical workers undergo an internship once every five years, regularly improve their qualifications by participating in trainings, scientific and practical events, and carrying out academic mobility, including international mobility.
Material and technical support educational	The material and technical base of the university meets international standards for ensuring the educational process. Educational classrooms are equipped with modern demonstration equipment, there are specialized classrooms (mediation hall). In total, the university has 50 computer rooms. In public access, there is a modern coworking zone "KNUTE HUB" and "PHYGITAL HUB" - spaces for creative intellectual creative work, divided into work zones. Lecture halls are equipped with modern large-format LED displays, and classrooms and laboratories are equipped with modern computer equipment and specialized programs for processing sociological data (SPSS). A modern SMART-library complex is functioning - an open space zoned for reading, holding lectures, master classes, presentations and convenient work of visitors with computers, virtual reality helmets and their own gadgets.
Informational and educational support	The current MOODLE distance learning system and the MS Office 365 environment ensure independent and individual work of applicants. Available general scientific and special sources of information, educational and methodological and monographic literature, information resources of the distance learning system and the Internet. The library's document fund includes more than 1,244,415 copies. Publications in the state language amount to 672,806 copies, which is 55% of the total number of the fund. During the year, the replenishment of the library fund is about 6,000 documents.
9 – Academic mobility	
National credit mobility	National credit mobility is carried out according to concluded agreements on academic mobility.
International credit mobility	International credit mobility is implemented through the conclusion of agreements on international academic mobility, including under Erasmus+ programs, on long-term international projects that involve obtaining an education under programs implemented jointly with foreign higher education institutions, etc.

	Education for foreign applicants for higher education	According to the rules of admission to DTEU

3.2. List of components of the educational program and their logical consistency
3.2.1 List of components of EP

Code e/d	Components of the educational program (educational disciplines, term papers), field experience, final qualification work)	Number of credits
Compulsory Components of EP		
CC1	Innovative methods of socio-humanitarian research (Ukrainian/English)	6
CC2	Development of human capital in the information society	6
CC3	Sociology of global changes	6
CC4	Cybersociology	6
CC5	Management of social projects in an international environment (Ukrainian/English)	6
CC6	Cross-cultural management (Ukrainian/English)	6
CC7	Applied sociological studies	9
CC8	Practical training	9
CC9	Preparation for certification	3
CC10	Preparation of qualifying work and defense	6
The total amount of Compulsory Components:		**66**
Elective components of EP		
EC1	Alternative dispute resolution methods	6
EC 2	Gender studies	6
EC 3	Business Foreign Language	6
EC 4	Business ethics	6
EC 5	European integration	6
EC 6	Imageology	6
EC 7	Environmental sociology	6
EC 8	Intellectual Property	6
EC 9	Methodology of sample construction	6
EC 10	Fundamentals of cyber security	6
EC 11	The right to social security	6
EC 12	Project brand management	6
EC 13	Sociological comparative studies	6
EC 14	Strategic marketing	6
EC 15	HR management	6
EC 16	IT Law	6
EC 17	Web design	6
Workshops		
EC 18	Media sociology	6
	DIGITAL society	
	Architecture of social games	
EC 19	Communication technologies in the DIGITAL society	6
	Technologies of project and grant activity	

	Analytics of social networks	
EC 20	Sociology of crisis	
	Sociology of war	6
	Collective behavior	
EC 21	Sociology of law	
	Delictology	6
	Criminal sociology	
EC 22	Visual sociology	
	Sociological support of election companies	6
	Theory and practice of negotiations	
The total amount of elective components:		**24**
THE TOTAL VOLUME OF EDUCATIONAL PROGRAM		**90**

For all components of the educational program, the form of final control is an exam.

3.3. Structural and logical scheme of EP
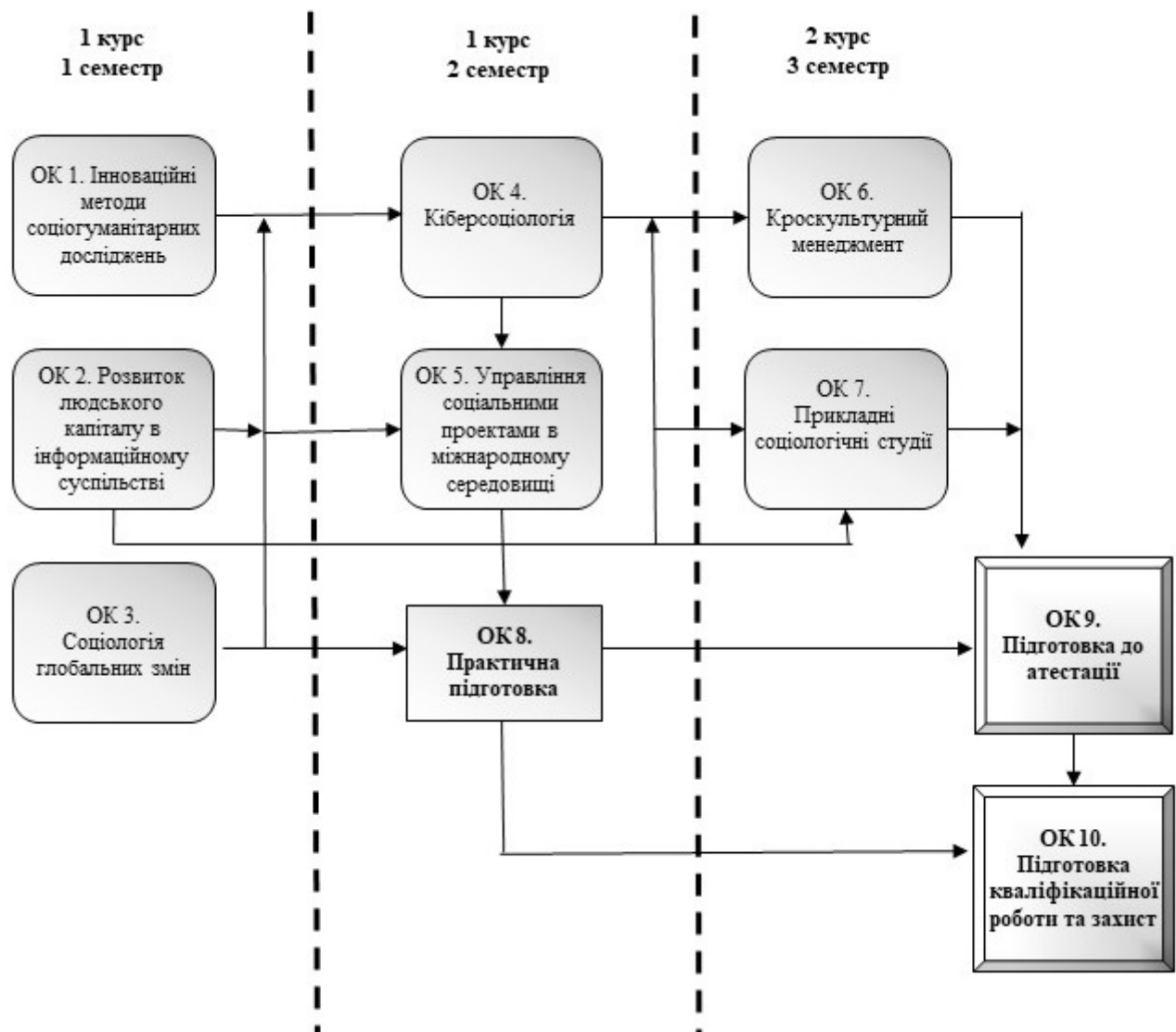
3.4. The form of certification of students

Attestation of students in the educational and professional program is carried out in the form of a public defense of the qualification work.

The qualification work should involve the independent solution of a complex task of a research and/or innovative nature in the field of sociology.

There should be no academic plagiarism, fabrication, or falsification in the qualification work. The 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.

3.5.1 Matrix of correspondence of program competences compulsory components of the educational program

Components / Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10
GC01	x	x	x		x	x	x	x	x	x
GC 02	x					x		x	x	x
GC 03		x	x	x	x	x	x	x	x	x
GC 04		x	x	x	x	x		x	x	x
GC 05	x					x	x	x	x	x
GC 06	x	x	x		x	x	x	x	x	x
SC01		x	x		x	x	x	x	x	x
SC 02		x		x		x		x	x	x
SC 03	x		x		x	x	x	x	x	x
SC 04	x					x	x	x	x	x
SC 05		x	x		x	x	x	x	x	x
SC 06	x		x	x	x		x	x	x	x
SC 07				x	x	x		x		x
SC 08			x	x	x	x	x			x
SC 09	x	x	x	x	x		x	x	x	x
SC 10		x	x			x		x	x	x
SC 11			x	x	x					x
SC 12	x		x			x		x	x	x

3.5.2 Matrix of correspondence of program competences elective components of the educational program

Components \ Competences	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC15	EC16	EC17	EC18	EC19	EC20	EC21	EC22
GC01	x				x				x			x	x	x	x				x		x	
GC 02							x							x			x	x		x		x
GC 03	x	x	x	x	x	x					x	x	x		x	x			x	x	x	x
GC 04	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x		x	x	x		
GC 05	x						x	x	x	x	x	x		x				x	x			
GC 06	x	x					x	x	x	x	x		x	x	x	x					x	
SC 01	x	x		x						x		x	x		x			x		x	x	x
SC 02	x	x		x							x	x	x	x						x	x	x
SC 03							x	x	x				x		x				x	x		x
SC 04	x	x					x	x	x				x	x				x	x	x		x
SC 05		x	x				x	x	x									x			x	
SC 06	x	x		x		x			x		x								x	x		
SC 07					x				x		x	x	x	x	x	x		x	x		x	
SC 08	x		x	x	x	x	x						x		x	x	x		x			x
SC 09		x		x	x	x	x		x	x	x		x	x	x			x	x	x		
SC 10								x		x			x					x	x			x
SC 11				x	x			x	x		x	x		x	x							
SC 12										x						x	x	x	x			

3.6.1 Matrix for providing of program learning outcomes (PL) with corresponding compulsory components of the educational program

Components Program learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10
PL01	x	x	x	x		x	x	x	x	x
PL 02		x	x	x	x	x	x	x	x	x
PL 03		x	x	x	x	x		x	x	x
PL 04	x	x		x	x	x	x	x	x	x
PL 05	x			x			x	x	x	x
PL 06	x	x	x		x	x		x	x	x
PL 07			x				x	x	x	x
PL 08	x				x	x	x	x	x	x
PL 09	x						x	x	x	x
PL 10		x	x		x	x	x	x	x	x
PL 11	x			x			x	x	x	x
PL 12	x						x	x	x	x

3.6.2 Matrix for providing of programmatic learning outcomes (LP) with relevant elective components of the educational program

Program learning outcomes	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC15	EC16	EC17	EC18	EC19	EC20	EC21	EC22
PL01	x	x		x	x				x	x			x		x			x		x	x	x
PL 02	x	x			x		x				x		x	x							x	x	x
PL03	x	x			x		x	x			x	x	x	x	x	x		x	x		x	x
PL04							x	x	x	x			x	x	x		x	x		x	x	
PL05			x						x	x						x	x			x	x	x
PL06	x	x	x	x	x	x	x	x			x	x		x	x	x		x	x			x
PL07	x	x		x	x	x	x	x				x										
PL08	x		x						x				x							x	x		x
PL09		x					x	x	x				x								x	x
PL10				x	x	x	x		x		x		x			x		x	x	x	x	x
PL11	x	x						x	x	x	x	x		x	x			x	x	x	x	x
PL12					x		x		x	x			x								x		x