

**3. Educational programme
in speciality 076 "Entrepreneurship, trade and stock exchange activities"
(specialisation "Retailing and distribution")**

Director of the Master's degree programme

*Doctor of Sciences (Economics), Associate Professor, Professor of Department of
Trade Entrepreneurship and Logistics*

L.V. Lukashova

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 master Speciality “Entrepreneurship, trade and stock exchange activities“
Official title of the educational programme	“Retailing and distribution”
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	Master's degree, single, 90 ECTS credits, duration of study 1 year 4 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 7, FQ- EHEA – Second Cycle, EQF-LLL – level 7
Academic background	Bachelor's or specialist's degree Admission to the programme is governed by the SUTE Admission Rules
Language(s) of instruction	Ukrainian
Programme duration	01.07.2024
Permanent educational	https://knute.edu.ua

programme link	
2 – Educational program aim	
Training of highly qualified specialists in retail and distribution, who have fundamental professional knowledge, modern economic outlook and practical skills necessary for solving scientific and applied problems	
3 - Educational programme description	
Subject area	<ul style="list-style-type: none"> • Subjects of study: activities of business entities of entrepreneurial, commercial and/or exchange structures for the production and circulation of goods and services, which is carried out in order to ensure their effective management and development. • Training objectives: training specialists capable of performing complex tasks and solving problems in the field of entrepreneurship, trade and exchange activities or in the process of training, which involves research and/or innovation under uncertain conditions and requirements. • Theoretical content of the subject area: theoretical and methodological, scientific and methodological and applied principles of entrepreneurial, trade and exchange activities that ensure the adoption of informed professional decisions. • Methods, methods and technologies: system of innovative methods, professional methods and management technologies. • Tools and equipment: information and communication systems, devices and equipment (computer equipment, software packages, software products, etc.).
Educational programme orientation	Educational and professional program of applied orientation. Emphasis on knowledge of the specifics of retail and distribution, the ability to understand modern transformations taking place in these areas and predict possible changes, manage wholesale and retail enterprises and their associations.
The main focus of the educational programme and specialisation	Special economic education in the field of knowledge "Management and Administration," in the field of entrepreneurship, trade and exchange activity in the specialty "Entrepreneurship, trade and exchange activity" educational program "Retailing and Distribution." Key words: entrepreneurship, retail trade, retailing, wholesale trade, distribution, electronic trade, exchange activity, sales efficiency, business processes of trade enterprises, trade networks.
Specific features of the programme	Providing students with knowledge of understanding modern trends in the development and features of retail and distribution in

	Ukraine and foreign countries with an emphasis on critical thinking and practical skills, acquiring the competencies necessary for the implementation of professional activities, project implementation and management of business processes of wholesale and retail enterprises and their associations.
4 – Carrier opportunities and further training	
Carrier opportunities	<p>With a Master's Retailing and Distribution specialization, graduates can aspire to work in such professional areas as public and private business structures that are business entities (in various positions of organizational, managerial, financial and economic profile); perform functional duties in the public service (development and examination of key documents in the field of trade at the national, regional and local levels); to practice educational and scientific activities in higher educational institutions and research centers (carrying out international economic research, developing economic forecasts and programs, teaching training courses).</p> <p>The list of professions and professional titles of works is determined in accordance with the current edition of the State Classifier of Ukraine. Specialist according to the National Classifier of the profession DK 003:2010 can occupy the following primary positions: consolidated information analyst; general director (chairman, president, other head) of the association of enterprises (associations, corporations, concern, radio company, television company, broadcasting company, TV and radio, news agency, etc.); general manager (manager); chairman of the cooperative (society, collective farm, etc.); chairman of the board of directors; chairman of the board of directors of the exchange; chief administrator (in commercial enterprises); chief economist; chief expert; general manager; chief consultant; director (head) of a small enterprise (transport, warehouse); director (head) of a small trading company; director (head, other head) of the enterprise; director of the department; director of the department of exchange operations and electronic security; logistics director; commercial director; director of the representative office; branch director; economist on contractual and claim works; logistics economist; sales economist; pricing economist; head of retail; head of the market; head of department (independent); head of department (as part of management); head of department (central government bodies); head of department (local government bodies); deputy director of the department -</p>

	<p>head of the department; chief manager (director, head, etc.) of the department; head of the structural unit – chief specialist; store manager; entrepreneurship efficiency consultant; manager (administrator) in wholesale trade; manager (administrator) in retail non-food products; manager (administrator) in the retail sale of household and non-food goods; manager (administrator) in the retail sale of household goods and their repair; manager in the retail food trade; manager (administrator) in the trade of vehicles; manager (administrator) for administrative activities; logistics manager (administrator); regional development manager (administrator); supply manager (administrator); manager (administrator) for freight forwarding activities; sales manager (administrator); head (manager) of the subdivision; head of department; head of department (as part of the department); head of sales (marketing); head of logistics department; head of warehousing; head of commercial department; head of warehouse (cargo); head of the structural unit (separate); head of department; head of the branch; president of the company; specialist in entrepreneurship efficiency.</p> <p>According to the National Classifier of Economic Activities DK 009:2010, as well as taking into account the requirements of the labor market, the types of professional activity of the graduate are:</p> <ul style="list-style-type: none"> - wholesale and retail trade in motor vehicles and motorcycles, their repair – G. 45; - wholesale trade, except trade in motor vehicles and motorcycles – G. 46; - retail trade, except trade in motor vehicles and motorcycles – G. 47; - warehouse – H. 52.1; - Consulting on commercial activities and management – M. 70.22; - Market research and public opinion detection – M. 73.20.
Further training	Continuation of training on the third (educational-scientific) level of higher education aiming at getting the Doctor of Philosophy degree, access to research scholarships to participate in postgraduate cycle programs
5 – Training and Assessment	
Teaching and learning	Problem-oriented and interactive learning, self-study, learning through practical training.
Assessment	Formative assessment (testing, solving problems and cases,

	developing projects and their presentation), final module assessment, written exams, assessment of practical training, master thesis public defence. The assessment is carried out in accordance with "Regulations on the organization of the educational process" and "Regulation on the assessment of the results of training of students and graduate students at SUTE"
6 – Programme competences	
Integral competence (IC)	The ability to solve complex problems and problems in the field of entrepreneurship, trade and/or exchange activities or in the learning process, which involves research and/or innovation in <i>retailing and distribution</i> under uncertain conditions and requirements
General competence (GC)	GC 1. Ability to adapt and act in a new situation. GC 2. Ability to identify, set and solve problems. GC 3. Ability to motivate people and move towards a common goal. GC 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity). GC 5. Certainty and perseverance regarding the tasks and responsibilities taken.
Professional competence (PC)	PC 1. Ability to develop and implement a strategy for the development of entrepreneurial, trade and/or exchange structures. PC 2. Ability to evaluate products, goods and services in business, trade and/or exchange activities. PC 3. Ability to effectively manage the activities of business entities in the field of entrepreneurship, trade and/or exchange activities. PC 4. Ability to solve problem issues and make managerial decisions in professional activities. PC 5. Ability to initiate and implement innovative projects in entrepreneurial, trading and/or exchange activities. <i>PC 6. The ability to logically and consistently reproduce and apply knowledge of the theory of entrepreneurship, the latest methods and practical techniques of trading and exchange activities in the field of retail and distribution.</i> <i>PC 7. Ability to carry out at the proper level theoretical and applied research of entrepreneurial, commercial and/or exchange activities in the field of retail and distribution and correctly interpret them.</i> <i>PC 8. Ability to diagnose, analyze and predict business activities</i>

	<p><i>of a business entity in the field of retail and distribution.</i></p> <p><i>PC 9. Ability to assess the effectiveness and efficiency of the entity in the field of retail and distribution.</i></p> <p><i>PC 10. Ability to critically comprehend the trends of retail and distribution development in Ukraine and the world, search for reserves to improve the efficiency of business process management of wholesale and retail enterprises and their associations.</i></p>
7 – Program learning outcomes	
	<p>Be able to adapt and show initiative and independence in situations that arise in professional activities <i>in the field of retailing and distribution.</i></p> <p>Identify, analyze the problems of entrepreneurship, trade and exchange activities and develop measures to solve them.</p> <p>3. Be able to develop measures of material and moral encouragement and use other tools to motivate staff and partners to achieve this goal.</p> <p>4. Use business communications to maintain interaction with representatives of various professional groups <i>in the field of retailing and distribution.</i></p> <p>5. Be able to professionally, fully and with creative self-realization to perform the tasks in the field of entrepreneurship, trade and/or exchange activities.</p> <p>6. Be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness <i>in the field of retailing and distribution.</i></p> <p>7. Identify and implement strategic development plans for business entities in the field of entrepreneurship, trade and/or exchange activities.</p> <p>8. Evaluate products, goods, services, as well as processes occurring in business, trade and/or exchange structures and draw appropriate conclusions for managerial decision-making.</p> <p>9. Develop and make decisions aimed at ensuring the effectiveness of business entities in the field of entrepreneurial, trade and/or exchange activities.</p> <p>10. Be able to solve problematic issues arising in the activities of business, trade and/or exchange structures in conditions of uncertainty and risks.</p> <p>11. Implement innovative projects in order to create conditions for the effective functioning and development of entrepreneurial, trade and/or exchange structures.</p>

	<p>12. <i>Understand the concept of business process management in the field of retailing and distribution, features of building a model and architecture of business processes at wholesale and retail enterprises.</i></p> <p>13. <i>Be able to provide information support, legal, consulting and other types of support for business entities in the field of retailing and distribution;</i></p> <p>14. <i>Implement the principles of logistics management, including ensuring effective supply chain management in the field of retailing and distribution.</i></p>
8 – Resource support for programme implementation	
Academic staff	<p>Specialists who train masters in the educational program "Retail and Distribution" must have professional knowledge and possess professional skills in the field of entrepreneurship and trade, commodity science, management, marketing, logistics, law.</p> <p>In order to improve the professional level, all scientific and pedagogical workers undergo advanced training once every five years.</p> <p>Participation of foreign specialists and practitioners is possible when teaching the disciplines of the vocational training cycle.</p>
Facilities	<p>Provision of premises for training sessions and control activities and appropriate multimedia equipment according to the requirements.</p> <p>Use of laboratories, computer and specialized classrooms of SUTE.</p> <p>The presence of social and household infrastructure SUTE.</p>
Informational, teaching and learning materials	<p>General scientific and special sources of information on the organization of wholesale and retail trade, educational and methodological and monographic literature, information resources of the distance learning system MOODLE and the Internet.</p>
9 – Academic mobility	
National credit mobility	<p>National credit mobility is carried out in accordance with the concluded agreements on academic mobility. The provision on academic mobility has been developed.</p>
International credit mobility	<p>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,</p>

	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	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at the level not lower than B1.

3.1. List of educational program components and their logical order

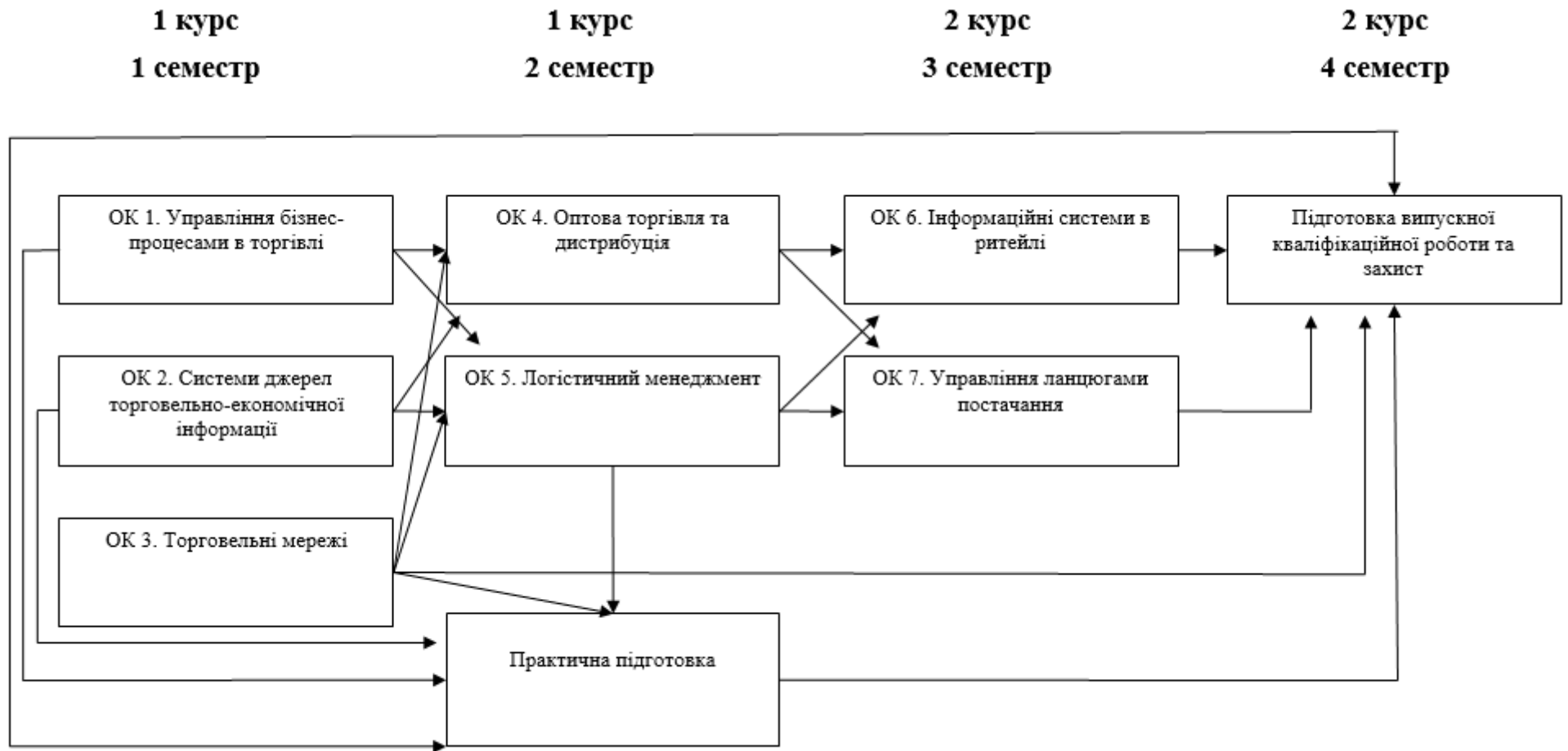
List of educational program components

Academic subject code	Educational Programme components (educational disciplines, course projects (papers), trainings, qualification exam, master thesis)	Total credits
1	2	3
Compulsory components of EP		
CC 1.	Business process management in trade	6
CC 2.	Systems of trade and economic information sources	6
CC 3.	Trading networks	6
CC 4.	Wholesale and distribution	7,5
CC 5.	Logistics Management	7,5
CC 6.	Information systems in retail	6
CC 7.	Supply Chain Management	6
Total credits for compulsory components:		39
Optional components of EP		
OC 1.	Brand Management	6
OC 2.	Expertise in international trade	6
OC 3.	Commercial Logistics	6
OC 4.	Commercial Law	6
OC 5.	International Trade	6
OC 6.	International Technical Regulation	6
OC 7.	International Trade Law	6
OC 8.	Legal support of corporate security	6
OC 9.	Strategic Marketing	6

OC 10.	Freight forwarding activities	6
OC 11.	Customer Loyalty Management	6
OC 12.	Project Management	6
OC 13.	Legal responsibility in the field of business	6
OC 14	Safety of life	6
OC 15	Information Wars	6
OC 16	Fundamentals of Cybersecurity	6
Total credits for optional components:		30
Practical training		
Practical training		9
Assessment		
Preparing a master thesis and its defense		12
TOTAL NUMBER OF CREDITS		90

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

Assessment of the *educational program graduates* is carried out in the form of a master thesis public defence (presentation).

A master thesis should provide for the solution of a complex task or problem in the field of entrepreneurship, trade and/or exchange activities, which implies research and/or innovation under uncertain conditions and requirements.

There should be no academic plagiarism, fabrication and falsification in the master thesis.

A master thesis should be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

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
GC 1	+		+			+	+
GC 2	+					+	+
GC 3	+				+		+
GC 4		+	+	+			+
GC 5	+				+		+
PC 1			+		+		+
PC 2	+	+		+			
PC 3	+			+	+		+
PC 4	+		+		+	+	+
PC 5	+	+	+		+		+
PC 6	+		+	+		+	
PC 7	+		+	+	+		
PC 8	+	+	+	+			
PC 9	+		+	+	+		+
PC 10	+		+	+	+		+

3.3.2. Program Competences and EP Optional Components Matrix

Components Competences	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
GC 1	+	+	+	+					+			+		+	+	+
GC 2			+	+		+	+		+	+		+		+	+	+
GC 3	+										+	+			+	
GC 4	+	+			+		+	+				+	+			
GC 5					+		+		+							+
PC 1					+				+			+		+	+	+
PC 2		+				+								+		
PC 3	+		+				+					+			+	+
PC 4	+		+	+			+		+	+	+	+			+	+
PC 5	+											+		+		+
PC 6		+			+		+		+	+	+		+			
PC 7	+			+				+	+	+			+			
PC 8	+		+	+		+		+		+	+	+				
PC 9		+			+		+		+	+	+		+	+		
PC 10		+	+		+				+		+	+		+	+	+

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
1	+	+	+				+
2	+						+
3	+			+			
4		+	+		+		+
5	+	+		+		+	+
6	+			+			
7		+	+	+			+
8	+				+	+	
9	+		+	+	+		+
10	+	+	+	+			
11		+	+				
12	+		+		+		
13				+		+	
14		+				+	+

3.3.4. Program learning outcomes and EP optional components Matrix

Components Program learning outcomes	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
1	+		+				+		+			+		+		
2	+	+	+			+			+			+		+	+	+
3											+	+			+	
4	+	+			+		+	+				+	+	+	+	+
5					+		+							+	+	+
6																+
7	+						+		+							+
8	+	+				+			+	+						
9	+		+		+		+					+		+		+
10			+	+	+		+			+	+			+	+	
11												+				
12			+													
13										+					+	
14				+		+	+	+		+			+			