

3. Educational program.

3.1. Profile of educational program in specialty 073 " Management" (on specialization " Trade management")

*Project Team Leader (Guarantor of educational program) –
Piatnytska G.T., Doctor of economic Sciences, associate professor*

1 – General information	
Full title of the higher educational establishment and the structural unit	Kyiv National University of Trade and Economics Faculty of Economics, Management and Psychology, Department of Management
Higher Education Level and qualification title in the original language	Degree of Higher Education Master's degree specialty "Management" specialization "Trade Management"
The official title of educational program	"Trade management"
Degree and total amount of the educational program	Master's degree, single, 90 ECTS credits, training period - 1 year and 4 months
Accreditation	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 01, 2024 in accordance with the order №1565 of the Ministry of Education and Science of Ukraine dated 19.12.2016
Cycle / Level	HPK Ukraine-7 level FQ-EHEA - second cycle EQF-LLL-7 level
Prerequisites	educational degree of Higher Education – Bachelor's degree; conditions of admission to the program are regulated by the rules of admission to KNUTE.
Teaching Languages	Ukrainian
Validity of the educational program	Valid up to July 1, 2024.
Internet address for permanent description of the educational program	https://knute.edu.ua
2 – The purpose of the educational program	
Formation of future specialists ' modern managerial thinking and a system of special knowledge in the field of management, understanding the conceptual foundations of the system management of trade organizations, acquiring skills in making and implementing informed management decisions in the dynamic external environment of their functioning.	

3 – Description of the educational program	
Subject area (field of knowledge, speciality, specialization)	Branch of knowledge 07 "Management and administration" Specialty 073 "Management" Specialization "Trade Management"
Orientation of educational program	Fundamental general economic training and focus on practical aspects of future specialists ' use of modern tools of effective trade Management (Academic, Professional, Research).
The educational focus of the educational program and specialization	Formation of professional competence in the effective application of trade management principles to ensure the effective functioning and development of trade organizations of various formats, establishing constructive interaction between participants in the trade and technological process and other stakeholders. Keywords: efficiency of functioning and development, performance, commercial activity, business processes in trade, management of trade enterprises, retail chains, trade regulation, trade environment, trade mix.
Features	Combining theoretical training of students, practice at leading trade enterprises with research work (including writing articles). It is also taught in English.
4 – The suitability of graduates to employment and further education	
Suitability for employment	Jobs in the field of trade, management of trade organizations, trade enterprises and trade and production companies, etc. Positions that a master's degree can hold in accordance with the current National classifier of Ukraine: classifier of professions (DC 003:2010): 1224 Head of the retail trade enterprise; head of the market; head of the section; head of the trade and economic mission. 1233 Commercial Director; Head of sales (marketing) department; head of commercial department. 1314 Commercial Director; Head of sales (marketing) department; head of commercial department. 1451 Manager (manager) in the trade of vehicles. 1452 Manager (manager) in wholesale trade. 1453 Manager (manager) in retail trade of household and non-food products. 1454 Manager (manager) in retail trade in food products. Positions that a master's degree can hold in accordance with the current international standard – International Standard Classification of Occupations 2008 (ISCO-08): 1120 Managing Directors and Chief Executives. 1221 Sales and Marketing Managers.

	<p>1224 Production and Operations Department Managers in Wholesale and Retail Trade.</p> <p>1324 Supply, Distribution and Related Managers.</p> <p>1420 Retail and Wholesale Trade Managers.</p> <p>3322 Commercial Sales Representatives.</p> <p>With the acquisition of relevant experience, it can adapt to the following areas of related professional activity: economic, marketing, foreign economic, educational, research.</p>
Further training	The possibility of studying under the third cycle program in this field of knowledge FQ-EHEA, which is consistent with the received master's degree or related-in the postgraduate (educational and scientific) program of higher education of the 8th level of eqf-LLL and the 9th level of the NRC of Ukraine
5 – Teaching and assessment	
Teaching and learning	Student-centered training using thematic, problem, review, binary, dual lectures, lectures-conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, modeling situations, using the case-stage method to solve real problems, students performing projects commissioned by enterprises, working in small groups, independent work of students, preparation of final qualification work
Evaluation	Current control, tests, written exams, practice, presentations, project work, Defense of the final qualification work. The assessment is carried out in accordance with the "regulations on evaluating the learning outcomes of students and postgraduates" and "regulations on the organization of the educational process of students" in KNUTE
6 – Software competence	
Integral competence	The ability of a person to solve complex tasks and problems in the field of trade management and/or in the course of training, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.
General competences (GC)	<p>GC1. Ability to conduct research at the appropriate level;</p> <p>GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity);</p> <p>GC3. Skills in using information and communication technologies;</p> <p>GC4. Ability to motivate people and move towards a common goal;</p> <p>GC5. Ability to act on the basis of ethical considerations (motives);</p> <p>GC6. Ability to generate new ideas (creativity);</p> <p>GC7. Ability to think abstractly, analyze and synthesize.</p>
Professional competencies of the specialty (PC)	<p>PC1. Ability to choose and use management concepts, methods and tools, including in accordance with certain goals and international standards;</p> <p>PC2. Ability to set values, vision, mission, goals and criteria by which the organization determines further development directions, develop and implement appropriate strategies and plans;</p> <p>PC3. Ability for self-development, lifelong learning, and effective</p>

	<p>self-management;</p> <p>PC4. Ability to effectively use and develop the organization's resources;</p> <p>PC5. Ability to create and organize effective communications in the management process;</p> <p>PC6. Ability to form leadership qualities and demonstrate them in the process of managing people;</p> <p>PC7. Ability to develop projects, manage them, show initiative and enterprise;</p> <p>PC8. Ability to use psychological technologies of working with personnel;</p> <p>PC9. Ability to analyze and structure the organization's problems, make effective management decisions and ensure their implementation;</p> <p>PC10. Ability to manage the organization and its development;</p> <p><i>PC11. Ability to diagnose the state of the trading environment and assess the impact on the development of trade and individual trade organizations of political, economic, social and cultural processes in society, as well as to develop and implement a trade mix in the trading environment to meet the needs of customers;</i></p> <p><i>PC12. Ability to plan and implement changes in the activities of trade organizations, modern management technologies, develop innovative projects, organize a system of monitoring their effectiveness;</i></p> <p><i>PC13. Ability to increase the level of competitiveness of trade organizations as socio-economic systems, taking into account the specifics of interpersonal competition in the trade environment;</i></p> <p><i>PC14. Ability to organize and improve business processes taking place in the sphere of commodity circulation;</i></p> <p><i>PC 15. The ability to coordinate the interests of participants in corporate relations, solve the problem of distribution of competencies between corporate governance bodies of a joint-stock company, make managerial decisions on corporate social responsibility of business (from the point of view of interaction with various groups of stakeholders), apply various methodological approaches to determining the effectiveness and quality of corporate governance in large trading companies.</i></p>
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7 – Program studying outcomes

	<p>Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;</p> <p>Identify problems in the organization and justify methods for solving them;</p> <p>Design effective organization management systems;</p> <p>Justify and manage projects, generate entrepreneurial ideas;</p> <p>Plan the organization's activities in strategic and tactical terms;</p> <p>Have the skills to make, Justify and ensure the implementation of management decisions in unpredictable conditions, taking into</p>
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	<p>account the requirements of current legislation, ethical considerations and social responsibility;</p> <p>Organize and implement effective communications within the team, with representatives of various professional groups and in an international context;</p> <p>Use specialized software and information systems to solve organization management problems;</p> <p>Be able to communicate in professional and scientific circles in the state and foreign languages;</p> <p>Demonstrate leadership skills and the ability to work in a team, interact with people, and influence their behavior to solve professional problems;</p> <p>Provide personal professional development and planning of your own time.</p> <p>Be able to delegate authority and management of an organization (division);</p> <p>Be able to plan and implement information, methodological, material, financial and personnel support of the organization (division);</p> <p>Be able to form an effective management system at trade enterprises, taking into account the specifics of the organizational and legal form of business organization, the size of the enterprise and internal organizational potential;</p> <p>Be able to diagnose the state of the trading environment and assess the impact on the development of trade and individual trade organizations of political, economic, social and cultural processes in society, identify possible risks in the activities and development of a trade enterprise, analyze their causes and consequences, develop and implement a trade mix in the trading environment;</p> <p>Monitor innovations, be able to assess the innovation potential and prerequisites for the introduction of innovative changes in the Trade Organization, develop and organize the implementation of plans for changes in activities, the introduction of modern management technologies, the implementation of innovative projects in trade organizations, organize a control system to monitor and control the results of the implementation of plans of the Trade Organization;</p> <p>Be able to assess the competitiveness of trade organizations, form and develop their competitive advantages, choose (or develop) effective competition strategies for them, taking into account the specifics of interpersonal competition in the trading environment;</p> <p>Apply the principles and rules of corporate governance, resolve corporate conflicts, make managerial decisions on conducting trading activities based on the principles of Corporate Social Responsibility, determine the effectiveness and quality of corporate governance of a trading company;</p> <p>Be able to organize and improve business processes occurring in the</p>
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	<p>field of commodity circulation, develop management solutions aimed at reducing the operating costs of a trading organization. Identify actions that harm the information security of a Trade Organization, be able to apply methods of ensuring it; identify and implement a set of actions for organizing electronic commerce and promoting goods and services by means of internet marketing.</p>
8 –Resource support for the program implementation	
Personnel support	<p>The Department of management of KNUTE is responsible for training specialists. The head of the department and the guarantor of the educational program have the degree of Doctor of Science and the academic title of Professor.</p> <p>96% of teachers who provide the process of preparing Masters in the educational program "Trade Management" have a scientific degree and / or academic title.</p> <p>Employment contracts have been signed with all research and teaching staff.</p>
Material and technical support	<p>Availability of premises for conducting training sessions and control activities – 4 m2 per person.</p> <p>60% of classrooms are equipped with multimedia equipment. There is a specialized computer class with modern hardware and software resources that provide high-quality bachelor's degree training in the educational program.</p> <p>KNUTE infrastructure: libraries, including a reading room, food outlets, assembly hall, sports halls, Stadium, Medical Center, dormitories.</p>
Information, studying and methodological support	<p>General scientific and special sources of information on trade management, educational, methodological and monographic literature, information resources of the distance learning system and the Internet.</p> <p>There is access to databases of periodicals in English of a corresponding or related profile (it is allowed to share the databases with several educational institutions).</p> <p>There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / Educational-Scientific / Publishing / attestation (scientific personnel) activities, educational and scientific structural divisions and their composition, list of academic disciplines, admission rules, contact information): https://knute.edu.ua</p> <p>The Department of distance learning support of KNUTE has educational and methodological materials on the academic disciplines of the curriculum: http://dist.knute.edu.ua/</p>
9 – Credit Mobility	
National Credit Mobility	<p>National Credit mobility is carried out in accordance with the concluded academic mobility agreements.</p>

International Credit Mobility	International credit mobility is implemented by concluding agreements on international academic mobility Erasmus + option K1 / credit mobility, on double graduation, on long-term international projects that provide for the training of students and the issuance of a double diploma, etc.
Studying of foreign applicants for higher education	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

3.2. List of components of the educational program and their logical sequence.

3.2.1. List of components of the educational program *

<u>Co</u> <u>de</u> <u>n/</u> <u>a</u>	Components of educational (educational disciplines, term papers projects (works), practices, final qualification work	Number of credits
1	2	3
Mandatory program components		
MC 1	Information systems and technologies in management	6
MC 2	Commercial logistics	6
MC 3	Corporate governance	7,5
MC 4	Project management	7,5
MC 5	Trade management	6
The total amount of mandatory components		33
Selective program components		
SC 1	Administrative services	6
SC 2	Anti-crisis enterprise management	6
SC 3	Brand management	6
SC 4	Contract law	6
SC 5	Investment management	6
SC 6	Consulting services	6
SC 7	Consumer Law	6
SC 8	Corporate law	6
SC 9	Cultural management	6
SC 10	Logistics management	6
SC 11	Foreign economic activity management	6
SC 12	International technical regulation	6
SC 13	Wholesale and intermediary activities	6
SC 14	Tax management	6
SC 15	Reputation management	6
SC 16	Financial services market	6
SC 17	Retail chains	6
SC 18	Business Process Management in trade	6

SC 19	Change management	6
SC 20	Managing the international competitiveness of an enterprise	6
SC 21	Quality management	6
SC 22	Financial management	6
Total Amount of Selective Components:		36
Practical training		
Industrial (pre-graduate) practice		9
Certification		
Preparation of the final qualification work and defence		12
TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM		90

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

3.2.2. Structural and logical scheme of educational program

3.5. Matrix for ensuring program learning outcomes with appropriate components of the educational program

Components Program learning outcomes	O C 1	O C 2	O C 3	O C 4	O C 5	S C 1	S C 2	S C 3	S C 4	S C 5	S C 6	S C 7	S C 8	S C 9	S C 10	S C 11	S C 12	S C 13	S C 14	S C 15	S C 16	S C 17	S C 18	S C 19	S C 20	S C 21	S C 22	
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8	+	+			+								+				+				+						+	
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