

3. Educational Program

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1. Profile of Educational Program in Subject Area 035 «Philology» (Specialization «Applied Linguistics»)

1. General Information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Foreign Philology and Translation
Educational level and qualification title in the original Educational program title	Master's Degree Master of Philology Applied Linguistics Specialization Applied Linguistics (Language Education, English)
Qualification title (degree), program credits and duration Accreditation	Master's diploma, 90 ECTS credits, program duration – 16 months
Cycle/Level	NQF of Ukraine – 7 level, FQ-EHEA – the second cycle, EQF-L.L.L. – 7 level
Academic background Language(s) of instruction Program duration	Educational Level – bachelor Ukrainian and English 30.06.2025
Education program link	https://knute.edu.ua
2. Educational Program Aim	
Philology Subject Area (Applied Linguistics Specialization) involves theoretical and practical training of highly qualified professionals able to solve current problems in the field of linguistic research using innovative information technology and modern methods of organizing educational activities with the prospect of successful employment.	
3. Educational Program General Information	
Field of Study, Subject Area, Specialization	Field of Study: 03 Humanities Subject Area: 035 Philology Specialization: 035.10 Applied Linguistics.
Educational Program Orientation	Educational program. Applied linguistics is aimed at obtaining deep professional knowledge, skills, abilities and other competences of students able to use modern information technology to become experts in the professional area.
Educational Program and Specialization Main	Applied linguistics focuses on language studies, sociolinguistics, methods of teaching foreign languages,

Focus	language education, pedagogy and psychology of higher education institutions, linguistics of communicative influence and computer science. Key words: applied linguistics, philology, language education, psychology of higher education institutions, academic English.
Educational Program Features	The purpose of the master's program is to train professionals able to apply modern methods and forms of teaching in higher education institution. The program provides preparation of students who can implement new linguistic, educational, pedagogical and information technologies in professional (teaching) activities. The program is aimed at learning fundamentals of modern linguistics, English and other foreign languages.
4. Career Opportunities and Further Learning	
Career Opportunities	Master of Philology can work in scientific, literary and publishing, educational areas; in teaching, research and administrative positions in higher educational institutions; in mass media, Internet marketing, in various funds, unions, humanitarian foundations, museums, art and cultural centers etc.; in various sectors of the economy, which require services for the creation, analysis, translation, evaluation of texts.
Further Learning	Studies at the third (educational) level of higher education. Getting additional qualifications in the system of postgraduate education.
5. Training and Assessment	
Teaching and Learning	Balanced combination of classroom and individual work on the basis of problem-oriented and interactive learning with the use of modern educational technologies and methods (cases, trainings, master classes). At the end of their studies, students defend their final qualification paper.
Assessment	Assessment shall comply with the Regulations of KNUTE On Organization of Students' Educational Process; Regulations On Evaluation of Students and Postgraduate Students' Learning Outcomes.
6. Program Competences	
Integral Competence (IC)	Ability to solve complex tasks and problems in the field of linguistics, literature studies, folklore studies, translation in the field of professional activity and training, which involves research and innovations and is characterized by uncertainty of conditions and requirements.
General Competence (GC)	<ol style="list-style-type: none"> 1) Ability to communicate in the official language both orally and in writing. 2) Ability to be critical and self-critical. 3) Ability to search, process and analyze information from

<p>Professional Competence (PC)</p>	<p>various sources.</p> <p>4) Ability to identify, pose and solve problems.</p> <p>5) Ability to work in a team and individually.</p> <p>6) Ability to communicate in a foreign language.</p> <p>7) Ability to apply abstract thinking, analysis and synthesis.</p> <p>8) Ability to use information and communication technologies.</p> <p>9) Ability to adapt and act in a new situation.</p> <p>10) 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>11) Ability to conduct research at the appropriate level.</p> <p>12) Ability to generate new ideas (creativity).</p> <p>13) <i>Ability to interact constructively with other people, regardless of their background and cultural characteristics, and respect for diversity.</i></p> <p>14) <i>Ability to work in an international context.</i></p> <p>1) Ability to know different linguistic areas and schools.</p> <p>2) Ability to comprehend literature as a polysystem, to understand the development of domestic and world literature studies.</p> <p>3) Ability to critically comprehend both historical and the latest achievements of philological science.</p> <p>4) Ability to carry out scientific analysis and structuring of language / speech and literary material taking into account classical and modern methodological principles.</p> <p>5) Ability to understand the methodological, organizational and legal basis necessary for research and innovations in the field of philology, presentation of the results to the professional community and protection of research and innovation intellectual property rights.</p> <p>6) Ability to apply in-depth knowledge of the chosen philological specialization to solve professional problems.</p> <p>7) Ability to use special terminology in the chosen field of philological research.</p> <p>8) Ability to use expressive, emotional, logical means of speech to achieve the planned pragmatic intention.</p> <p>9) <i>Ability to perform linguistic analysis of texts belonging to different styles and genres.</i></p> <p>10) <i>Ability to apply modern approaches to teaching a foreign language in accordance with principles and methods used in language teaching and peculiarities of the educational process, taking into account cognitive interests, needs and individual characteristics of students.</i></p> <p>11) <i>Ability to apply the latest information technology and interactive teaching methods.</i></p>
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12) Ability to pursue self-education and further learning while teaching.

7. Program Learning Outcomes (PLO)

- 1) To evaluate personal educational, scientific and professional activities, to build and implement an effective strategy of self-development and professional self-improvement.
- 2) To know the official and foreign languages to implement written and oral communication, in particular professional and scientific communication; to present research results in the official and foreign languages.
- 3) To apply modern methods and technologies, including information, to successfully and effectively carry out professional activities and quality research in a particular philological field.
- 4) To assess and analyze social, personal and professional problems and suggest ways to solve them in complex and unpredictable conditions, requiring the use of new approaches and forecasting.
- 5) To find efficient ways of interaction both with coworkers and representatives of other professional groups of different levels.
- 6) To apply knowledge of expressive, emotional, logical means of language and speech techniques to achieve the planned pragmatic intention and successful communication.
- 7) To analyze, compare and classify different areas and schools in linguistics.
- 8) To assess historical and contemporary achievements of literature studies
- 9) To describe the theoretical fundamentals (concepts, categories, principles, basic notions, etc.) and applied aspects of the chosen philological specialization.
- 10) To collect and systematize linguistic, literary, folklore facts, to analyze and translate texts belonging to different styles and genres.
- 11) To carry out the scientific analysis of language, speech and literary material, to analyze and structure it taking into account relevant methodological principles, to generalize it on the basis of independently processed data.
- 12) To follow the rules of academic integrity.
- 13) To explain and substantiate specific philological issues and personal point of view both to specialists and to the general public, in particular to students.
- 14) To create, analyze and edit texts of different styles and genres.
- 15) To choose the best research approaches and methods

	<p>for the analysis of specific linguistic or literary material.</p> <p>16) To apply latest and profound knowledge in the field of philology in order to solve complex tasks and problems, often in conditions of incomplete / insufficient information and conflicting requirements.</p> <p>17) To plan, organize, carry out and present research and / or innovations in a specific philological field.</p> <p>18) <i>To use relevant software in teaching process.</i></p> <p>19) <i>To apply efficient approaches and methods of teaching foreign languages.</i></p>
8. Program Implementation Resources	
Academic Staff	The educational program working group participants and the academic staff involved in the teaching subject area disciplines meet the licensing requirements to provide educational activities at the second (master's) level of higher education.
Facilities	Facilities meet the requirements of the European level. Classrooms are equipped with modern demonstration equipment; there is equipment with the latest software in computer rooms to provide efficient training of masters under Applied Linguistics (Language Education, English) Educational Program.
Informational, Teaching and Learning Materials	The University fully complies with technological requirements on educational, methodological and information support of educational activities. Independent and individual training is provided by the MOODLE distance learning system.
9. Academic Mobility	
National Credit Mobility	Credit mobility is determined in accordance with the Law of Ukraine On Education, the Law of Ukraine On Higher Education, Regulations On Organization of Students' Educational Process, On Implementation of the Right to Academic Mobility in KNUTE and agreements on academic mobility based on the following documents: course catalog; learning agreement; academic certificate; practical training certificate. Under the terms of credit mobility, all student's credits measuring and comparing learning achievements of the Educational Program can be transferred from one University to another.
International Credit Mobility	According to the programs of international cooperation, the KNUTE top-rated students with deep knowledge of foreign languages have the opportunity to study in France (<i>ESCP Europe</i>), Paris; Paris-Est Creteil University (<i>Universite Paris-Est Creteil</i>); Gustave Eiffel Institute of Enterprise Administration, Paris; Audencia Business School (« <i>Audencia Nantes</i> »), Nantes; Grenoble Alpes University

	<i>(Université Grenoble Alpes)</i> , Faculty of Economics, Grenoble; and Great Britain (<i>University of Central Lancashire</i> , Preston).
Training of Foreign Students	Peculiarities and features of the educational program for training foreign students: minimum B1 Ukrainian language level.

2. List of Educational Program Components and Their Logical Order

2.1. Educational Program Components List

No	Educational Program Components (disciplines, term projects (papers), practical training, qualification exam, graduate paper)	Total Credits
EP Compulsory Components		
CC 1.	Approaches and Methods in Foreign Language Teaching (English)	6
CC 2.	Pedagogy and Psychology of Higher Education Institutions	6
CC 3.	English for Academic Purposes (EAP)	18
CC 4.	Modern Information Technology in Teaching Foreign Languages	9
CC 5.	Sociolinguistics	6
Total credits for compulsory components:		45
EP Optional Components		
OC 1.	Genre Theories of Translation	6
OC 2.	Imageology	6
OC 3.	Intellectual Property Rights	6
OC 4.	Information Technology in Scientific Research	6
OC 5.	Team-building	6
OC 6.	Conflictology and Psychology of Business Communication	6
OC 7.	Cross-Cultural Management	6
OC 8.	Methodology and Logic of Scientific Research	6
OC 9.	Introduction to Interpreter's Note-Taking	6
OC 10.	Pedagogical and Age-Group Psychology	6
OC 11.	Practical Course of the Second Foreign Language	6
OC 12.	Challenges in Translating Terminology	6
OC 13.	Professional Ethics	6
OC 14.	Theoretical Lexicology and Grammar of the First Foreign Language	6
OC 15.	Philosophy of Personality	6
Total credits for optional components:		24
Practical Training		
Practical Training		9
Attestation		
Master's degree final paper preparation and public defense		12
TOTAL NUMBER OF CREDITS		90

*EP – Educational Program

CC – Compulsory Component

OC – Optional Component

Written exam is the final form of assessment for all components of the educational program.

3. Attestation Procedure

Attestation is carried out in the form of Master's degree final paper public defense.

The final qualifying paper is aimed at solving a specific and / or practical problem in the field of philology, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.

The final qualification paper shall not contain academic plagiarism, fabrication and / or falsification.

The final qualification paper should be made public on the website of the higher education institution / its subdivision or in the repository of the higher education institution.

5. Program Learning Outcomes (PLO) and EP Components Matrix

Components Program Learning Outcomes	CC1	CC2	CC3	CC4	CC5	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15
1	•	•	•				•			•		•				•		•		•
2	•	•	•			•				•	•	•		•		•	•		•	
3	•	•		•					•		•		•		•			•		
4	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•
5		•			•		•			•	•	•			•			•		•
6	•	•	•		•	•	•			•	•	•			•	•	•		•	•
7	•		•		•	•							•	•		•	•		•	
8	•	•	•		•	•							•				•		•	
9	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•		•	
10			•			•										•	•		•	
11	•		•	•	•	•		•	•				•	•		•	•		•	
12			•					•								•		•		
13	•	•	•	•	•	•								•	•	•	•		•	
14			•			•							•				•		•	
15	•	•		•					•		•		•		•			•		
16	•	•	•	•	•	•								•		•	•		•	
17	•		•	•	•	•		•	•				•	•		•	•		•	
18	•	•		•					•		•		•		•			•		
19	•	•		•					•		•		•		•			•		