

3. Educational program

*Head of the project group (director of the educational program -
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3.1. Profile of the educational program "Business Management" subject area 073 "Management"

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Economics, Management and Psychology Department of Management
Degree of higher education / professional higher education and title of the qualification in the original language	Higher Education Degree Master Subject area "Management"
The official name of the educational program	"Business Management"
Compliance with the standard of higher education of the Ministry of Education and Culture of Ukraine	Corresponds to the SHE MES of Ukraine
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS credits, term of study - 1 year 4 months
Availability of accreditation	Accreditation certificate issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 1, 2024, on the basis of the order of the Ministry of Education and Science of Ukraine dated December 19, 2016 No. 1565
Cycle/level	NQF of Ukraine – 7 level, FQ-EHEA – second cycle, EQF-LLL – 7 level
Prerequisites	educational degree of higher education - bachelor; conditions of admission to the program are regulated by the Rules of admission to State University of Trade and Economics.
Language(s) of teaching	Українська
The term of validity of the educational program	until July 1, 2024
Internet address of the permanent placement of the description of the educational program	https://knute.edu.ua
2 – The purpose of the educational program	
Formation of future specialists in modern management thinking and a system of special knowledge in the field of management, understanding of the conceptual foundations of system management of organizations of various types of activity and organizational and	

legal forms, acquisition of skills in making and implementing sound management decisions in the conditions of a dynamic business environment of their operation.

3 – Characteristics of the educational program

Subject area	<p>Object of study: management of organizations and their units.</p> <p>Training goals: training of specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations and are characterized by uncertainty of conditions and requirements.</p> <p>Theoretical content of the subject area:</p> <ul style="list-style-type: none"> - paradigms, laws, regularities, - principles, historical prerequisites of management development; - concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management, etc.; - functions, methods, technologies and managerial decisions in management. <p>Methods, techniques and technologies:</p> <ul style="list-style-type: none"> - general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); - methods of implementing management functions (marketing research methods; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of evaluating social, organizational and economic efficiency in management, etc.). - management methods (administrative, economic, socio-psychological, technological); - technologies for justifying management decisions (economic analysis, simulation modeling, decision tree, etc.). <p>Tools and equipment: modern information and communication equipment, information systems and software products used in management.</p>
Orientation of the educational program	<p>Fundamental general economic training and orientation to the practical aspects of using modern tools of effective business management (academic, professional, research) by future specialists.</p>
The main focus of the educational program	<p>The formation of professional competence to ensure the effective functioning and development of business of various organizational and legal forms, the establishment of constructive interaction between participants in business management and other stakeholders, and the effective use of modern management tools.</p> <p>Keywords: business, efficiency of functioning, efficiency of development, effectiveness of activity, innovative development of the enterprise, organizational interaction, participants of activity.</p>

Features of the program	Combination of theoretical training of students and practice at leading enterprises with research work (including writing articles).
4 – Eligibility of graduates to employment and further education	
Suitability for employment	<p>Positions that a master can hold according to the current National Classifier of Ukraine: Classifier of Professions (DK 003:2010):</p> <p>1229.7 General manager. 1221.2 Branch manager; head of a department (service, department, branch (branch)). 1229.1 The head (manager) of the subdivision. 1314 Director (certifier) of a small trading company. 1474 Manager of the food of the regional development; manager of communication technologies. 1475.4 Manager for administrative duties. 1479 Manager of the organization of consulting services. 1496 Manager of social and corporate responsibility. 2413.2 Professional in corporate management. 2219.2 Professional in innovation activity. 2447.2 Project and program management specialist in material (non-material) production.</p> <p>Positions that a master can hold according to the current International Standard - International Standard Classification of Occupations 2008 (ISCO-08):</p> <p>112 Managing Directors and Chief Executives, 1213 Policy and Planning Managers. 1219 Business Services and Administration. 1223 Research and Development Managers. 1229 Production and Operations Department Managers Not Elsewhere Classified. 1227 Production and Operations Department Managers in Business Services. 1237 Research and Development Department Managers. 1222 Production and Operations Department Managers in Manufacturing. 2421 Management and Organization Analysts. 2419 Business Professionals Not Else where Classified.</p> <p>Under the conditions of acquiring relevant experience, he can adapt to the following areas of related professional activity: economic, marketing, foreign economic, educational, research.</p>
Further education	The possibility of studying under the third-cycle program in this field of FQ-EHEA knowledge, which is consistent with the received master's degree or a related - in a postgraduate (educational and scientific) higher education program of EQF-LLL level 8 and NQF level 8 of Ukraine.
5 – Teaching and assessment	

Teaching and learning	Student-centered education with the use of thematic, problem-based, review, binary, dual lectures, lecture-conferences, including with the participation of practitioners, lecture-consultations with presentations, discussions, trainings, moderation, modeling of situations, application of the case study method with solution of real tasks, students' implementation of projects commissioned by enterprises, work in small groups, independent work of students, preparation of final qualification work.
Assessment	Current control, written exams, practice, presentations, project work, defense of the final qualification work. Evaluation is carried out in accordance with the "Regulations on the evaluation of the results of students' and postgraduate studies at SUTE" and the "Regulations on the organization of the educational process of students" at SUTE.
6 – Software competencies	
Integral competence	The ability to solve complex tasks and problems in the field of management, in particular, <i>business management</i> or in the learning process, which involve conducting research and/or implementing innovations under uncertain conditions and requirements.
General competences	GC1. Ability to conduct research at the appropriate level; GC2. 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; GC5. Ability to act on the basis of ethical considerations (motives); GC6. Ability to generate new ideas (creativity); GC7. Ability to abstract thinking, analysis and synthesis.
Special (professional, subject) competences	SC1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards; SC2. 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; SC3. Ability to self-development, lifelong learning and effective self-management; SC4. Ability to effectively use and develop the organization's resources; SC5. Ability to create and organize effective communications in the management process; SC6. The ability to form leadership qualities and demonstrate them in the process of managing people;

	<p>SC7. Ability to develop projects, manage them, show initiative and entrepreneurship;</p> <p>SC8. Ability to use psychological technologies for working with personnel;</p> <p>SC9. Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation;</p> <p>SC10. Ability to manage the organization and its development, in particular innovative.</p> <p><i>SC11. The ability to coordinate the interests of participants in corporate relations, to solve the problem of the distribution of competences between the corporate management bodies of a joint-stock company, to make managerial decisions regarding the corporate social responsibility of business (from the standpoint of interaction with various groups of stakeholders), to apply different methodological approaches to determining the effectiveness and quality of corporate management in companies;</i></p> <p><i>SC12. The ability to plan and implement changes in the activities of organizations, modern management technologies, develop innovative projects, organize a system of monitoring their effectiveness;</i></p> <p><i>SC13. The ability to develop the skills of choosing new forms and methods of management at enterprises and organizations, based on the concept of creative management;</i></p> <p><i>SC14. The ability to diagnose the state of the environment and assess the impact on the development of organizations of political, economic, social and cultural processes in society.</i></p>
7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. Critically consider, select and use the necessary scientific, methodical and analytical tools for management in unpredictable conditions; 2. Identify problems in the organization and justify the methods of solving them; 3. Design effective management systems of organizations; 4. Justify and manage projects, generate business ideas; 5. Plan the activities of the organization in strategic and tactical sections; 6. Have the skills 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; 7. Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context;

	<ol style="list-style-type: none"> 8. Apply specialized software and information systems to solve organizational management problems; 9. Be able to communicate in professional and scientific circles in national and foreign languages; 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks; 11. To ensure personal professional development and planning of own time; 12. Be able to delegate authority and management of the organization (subdivision); 13. Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (unit); 14. <i>Apply the principles and rules of corporate governance, resolve corporate conflicts, make managerial decisions regarding conducting activities based on the principles of corporate social responsibility, determine the effectiveness and quality of the company's corporate governance;</i> 15. <i>To carry out managerial activities aimed at activating the creative activity of employees in terms of generation, search, development, combination of creative ideas, their evaluation and selection in order to implement innovative development of the enterprise and obtain high economic, social, and environmental results;</i> 16. <i>Monitor innovations, be able to assess innovation potential and prerequisites for the implementation of innovative changes in the organization, develop and organize the implementation of plans for changes in activities, the introduction of modern management technologies, the implementation of innovative projects in organizations, organize a control system for the purpose of monitoring and controlling the results of the implementation of the organization's plans ;</i> 17. <i>To identify actions that harm the information security of the organization, to be able to apply methods of its provision.</i>
8 – Resource support for program implementation	
Staff support	<p>The Department of Management of SUTE is responsible for graduating and training specialists. The head of the department has the scientific degree of Doctor of Sciences and the academic title of professor.</p> <p>96% of the teachers who provide the master's training process under the "Business Management" educational program have a scientific degree and/or an academic title.</p> <p>Labor contracts have been concluded with all scientific and pedagogical workers.</p>
Material and technical support	<p>Availability of premises for conducting educational classes and control measures - 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 ensure high-quality training of masters according to the educational program.</p> <p>Infrastructure of SUTE: libraries, including a reading room, food outlets, an assembly hall, sports halls, a stadium, a medical center, dormitories.</p>
Informational and educational and methodological support	<p>General scientific and special sources of information on business management, educational and methodological and monographic literature, information resources of the distance learning system and the Internet.</p> <p>There is access to databases of periodical scientific publications in English of a relevant or related profile (shared use of databases by several educational institutions is allowed).</p> <p>There is an official website of SUTE, which contains basic information about its activities (structure, licenses and accreditation certificates, educational / educational-scientific / publishing / attestation (scientific personnel) activities, educational and scientific structural units and their composition, list of educational discipline, admission rules, contact information):https://knute.edu.ua</p> <p>The Distance Learning Support Department of SUTE has educational and methodological materials for the educational disciplines of the curriculum: http://dist.knute.edu.ua/</p>
9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with concluded agreements on academic mobility.
International credit mobility	International credit mobility is implemented through the conclusion of agreements on international academic mobility Erasmus + Option K1 / Credit mobility, on double graduation, on long-term international projects that involve student training and the issuance of a double diploma, etc.
Education of foreign students	Conditions and features of the educational program in the context of studying foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

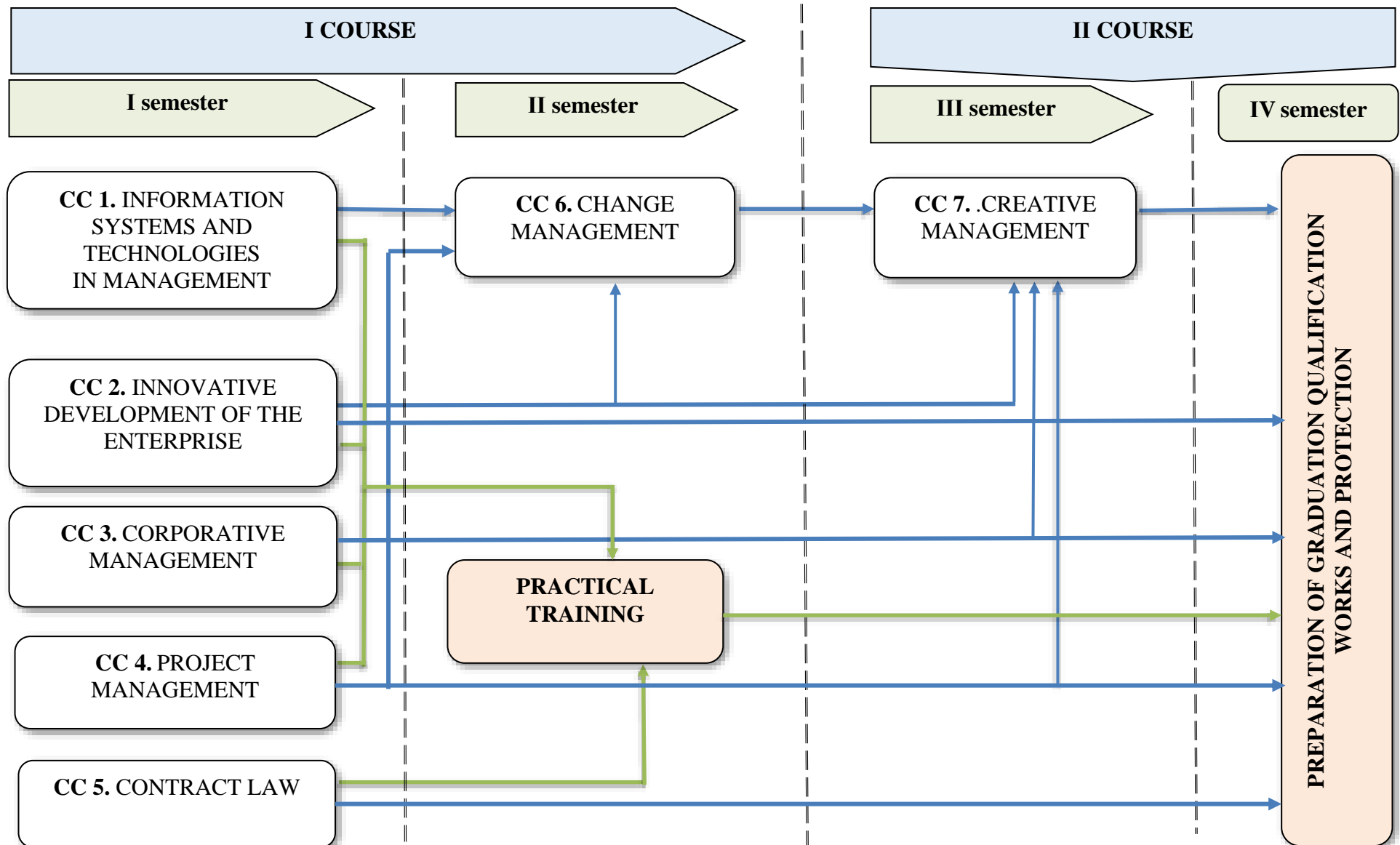
3.2. List of components of the educational program and their logical sequence

3.2.1. List of EP components *

Код н/д	Components of the educational program (study subjects, course projects (works), practices, qualifying exam, final qualifying work)	Number of credits
1	2	3
Compulsory EP components		
CC 1	Information systems and technologies in management	6
CC 2	Innovative development of the enterprise	6
CC 3	Corporative management	6
CC 4	Project management	6
CC 5	Contract law	6
CC 6	Change management	9
CC 7	Creative management	6
The total volume of compulsory components		45
Elective EP components		
EC 1	Administrative management	6
EC 2	Administrative services	6
EC 3	Anti-crisis management of the enterprise	6
EC 4	Safety of life	6
EC 5	Business engineering	6
EC 6	Brand management	6
EC 7	Economic security of the enterprise	6
EC 8	Investment management	6
EC 9	Information wars	6
EC 10	Consulting	6
EC 11	Corporate law	6
EC 12	Cross-cultural management	6
EC 13	Management of FEA	6
EC 14	Fundamentals of cyber security	6
EC 15	Tax management	6
EC 16	Legal protection of competition	6
EC 17	Reputation management	6
EC 18	Financial services market	6
EC 19	Enterprise cost management	6
EC 20	Quality management	6
EC 21	Financial management	6
The total amount of elective components		24
Practical training		
Practical training		9
Certification		
Preparation of final qualification work and defense		12
GENERAL SCOPE OF THE EDUCATIONAL PROGRAM		90

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

3.2.2. Structural and logical scheme of the educational program



3.3. Forms of attestation of applicants of higher education

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

The graduation thesis must involve solving a complex problem or problem in the field of management, a problem or problem in the field of management that requires research and/or innovation and is characterized by the complexity and uncertainty of conditions, using theories and methods of economic science.

Graduation qualification work should not contain academic plagiarism, falsification, fabrication.

The graduation thesis 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.

3.4. Matrix of correspondence of program competencies to the components of the educational program

Component s	Competence s																												
	CC1	CC2	CC3	CC4	CC5	CC6	CC7	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC14.1	EC15	EC16	EC16.1	EC17	EC18	EC21	
GC1		+	+	+		+	+			+	+	+	+			+	+				+								
GC2			+		+		+	+	+					+		+		+	+				+			+		+	
GC3	+	+		+	+	+			+		+	+	+	+		+	+	+	+	+							+		+
GC4		+		+																				+				+	
GC5		+	+	+			+		+		+	+		+		+		+		+						+		+	
GC6		+		+		+	+						+																
GC7	+		+	+			+		+	+	+	+			+	+	+			+	+	+	+	+			+	+	
SC1		+	+	+		+	+	+	+	+	+	+	+		+	+			+	+		+		+	+		+	+	
SC2		+	+	+		+	+		+			+				+				+	+		+					+	
SC3		+				+	+				+					+													
SC4		+		+					+	+	+	+		+	+		+			+	+							+	
SC5			+	+	+		+		+				+	+		+			+	+				+	+			+	
SC6						+	+		+																				
SC7		+		+		+	+					+										+							
SC8			+				+		+							+			+					+					
SC9		+	+		+		+	+	+	+	+	+	+		+		+	+		+	+	+			+	+		+	
SC10		+	+			+		+				+	+	+	+					+	+			+		+	+	+	
SC11			+		+											+		+			+		+						
SC12				+		+	+				+	+	+	+	+				+	+		+		+	+	+	+	+	
SC13		+		+			+	+								+					+								
SC14		+	+			+		+			+		+	+	+	+			+	+	+	+	+		+	+		+	

3.5. Matrix of provision of software learning outcomes with relevant components educational program

Components Program learning results	CC1	CC2	CC3	CC4	CC5	CC6	CC7	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC 14.1	EC15	EC16	EC 16.1	EC17	EC18	EC21
1		+	+	+		+	+		+	+	+	+	+		+	+			+					+			+	+
2		+	+				+			+		+		+			+	+	+	+	+	+		+		+		
3		+		+					+	+						+												
4	+			+		+	+														+		+					
5		+							+			+		+						+								
6		+	+	+	+	+		+	+	+	+	+			+	+		+	+		+		+			+		
7			+		+	+	+	+	+				+			+			+			+		+	+			
8	+			+						+					+	+	+				+							+
9			+	+			+	+	+			+		+		+		+	+	+						+		
10			+	+		+	+	+	+			+		+						+				+	+			
11				+		+	+	+	+		+													+			+	
12		+				+		+					+	+	+		+		+	+		+						
13	+			+	+	+		+	+	+	+			+		+	+				+			+	+	+		
14			+															+			+		+		+			
15		+				+	+			+	+				+	+	+				+							
16						+				+		+			+	+	+											
17	+										+			+							+		+	+				

