

3. Educational program

3.1. Profile of the educational program in the specialty 073 "Management" (specialization "Business Management")

Head of the project group (guarantor of the educational program - Doctor of Economics, prof. Fedulova I.V.)

1 – General information	
Full name HEI and structural subdivision	Kyiv National University of Trade and Economics, faculty of economics, management and psychology, the department of management
Degree of higher education and the title of the qualification in the original language	Degree of higher education master Specialty «Management» Specialization «Business Management »
Official name of Educational Program	«Business Management»
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, term of study 1 year 4 months
Availability of accreditation	Certificate of accreditation 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 19.12.2016 № 1565
Cycle / level	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Prerequisites	-educational degree of higher education - bachelor; - conditions of admission to the program are regulated by the Rules of admission to KNTEU.
Language (s) of teaching	Ukrainian
Term of the educational program	Till 01.07.2024
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 the conceptual foundations of system management of organizations of various activities and organizational and legal forms, acquiring skills to make and implement sound management decisions in a dynamic business environment.	
3 - Characteristics of the educational program	
Subject area (field of	Field of knowledge 07 "Management and administration"

knowledge, specialty, specialization	Specialty 073 "Management" Specialization "Business Management"
Orientation of the educational program	Fundamental general economic training and focus on practical aspects of the use by future specialists of modern tools for effective business management (academic, professional, research).
The main focus of the educational program and specializations	Formation of professional competence to ensure the effective functioning and development of business of various organizational and legal forms, establishing constructive interaction between business management participants and other stakeholders and the effective use of modern management tools. Key words: business, efficiency of functioning, efficiency of development, efficiency of activity, innovative development of the enterprise, interaction, participants of activity.
Features of the program	Combination of theoretical training of students and practice at leading enterprises with research work (including writing articles).
4 – Suitability of graduates to employment and further training	
Suitability for employment	Positions that the master is able to hold in accordance with the current National Classification of Ukraine: Classifier of professions (DK 003: 2010): 1229.7 General Manager (Manager). 1221.2 Branch Manager; head of department (service, management, branch). 1229.1 Head of the unit. 1314 Director (manager) of a small trading company. 1474 Regional Development Manager; manager of communication technologies. 1475.4 Manager of administrative activities. 1479 Manager for the organization of consulting services. 1496 Social and corporate responsibility manager. 2413.2 Corporate Governance Professional. 2219.2 Professional in innovation. 2447.2 Specialist in project and program management in the field of tangible (intangible) production. Positions that the master is able to hold in accordance with the current International Standard - International Standard Classification of Occupations 2008 (ISCO-08): 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 Else where 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 Elsewhere Classified. With the acquisition of relevant experience can adapt to the following areas of related professional activities: economic, marketing, foreign economic, educational, research.
Further training	Opportunity to study in the third cycle program in this field of knowledge FQ-EHEA, which is consistent with the master's degree or related - in graduate school (educational and scientific) higher education program 8 level EQF-LLL and 9 level NQF of Ukraine.
5 – Teaching and assessment	
Teaching and learning	Student-centered learning using thematic, problem-based, review, binary, dual lectures, lectures-conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, simulation of situations, application of the case-study method with solving real problems, students' implementation of projects commissioned by enterprises, work in small groups, independent work of students, preparation of final qualifying work.
Evaluation	Current control, written exams, practice, presentations, project work, defense of the final qualifying work. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and graduate students" and "Regulations on the organization of the educational process of students" at KNTEU.
6 – Program competencies	
Integral competence	A person's ability to solve complex problems and problems in the field of business management and / or in the learning process, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.
General competencies	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 the use of 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 (incentives); GC6. Ability to generate new ideas (creativity); GC7. Ability to abstract thinking, analysis and synthesis.
Special (professional, subject) competencies	SC1. Ability to select and use management concepts, methods and tools in accordance with defined objectives and international standards; SC2. Ability to establish values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans; SC3. Ability for self-development, lifelong learning and effective self-management;

	<p>SC4. Ability to effectively use and develop the organization's resources;</p> <p>SC5. Ability to create and organize effective communications in the management process;</p> <p>SC6. Ability to form leadership qualities and demonstrate them in the process of managing people;</p> <p>SC7. Ability to develop projects, manage them, show initiative and entrepreneurship;</p> <p>SC8. Ability to use psychological technology to work with staff.</p> <p>SC9. Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation;</p> <p><i>SC10. Ability to manage the organization and its development, in particular innovation.</i></p> <p><i>SC11. Ability to reconcile the interests of participants in corporate relations, solve the problem of division of competencies between the corporate governance of the company, make management decisions on corporate social responsibility (from the standpoint of interaction with different groups of stakeholders), apply different methodological approaches to determining the effectiveness and quality of corporate companies;</i></p> <p><i>SC12. Ability to plan and implement changes in the activities of organizations, modern management technologies, develop innovative projects, organize a system of control over their effectiveness;</i></p> <p><i>SC13. Ability to develop skills to choose new forms and methods of management in enterprises and organizations, based on the concept of creative management;</i></p> <p><i>SC14. 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 results	
	<ol style="list-style-type: none"> 1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions; 2. Identify problems in the organization and justify methods for solving them; 3. Design effective management systems for organizations; 4. Substantiate and manage projects, generate business ideas; 5. Plan the activities of the organization in strategic and tactical terms; 6. Have the skills to make, justify 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 communication within the team, with representatives of various professional groups and in the international context; 8. Use specialized software and information systems to solve management problems of the organization;

	<p>9. Be able to communicate in professional and scientific circles in the official and foreign languages;</p> <p>10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems;</p> <p>11. Provide personal professional development and planning of own time.</p> <p>12. Be able to delegate authority and management of the organization (unit);</p> <p>13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit);</p> <p>14. Apply the principles and rules of corporate governance, resolve corporate conflicts, make management decisions on the principles of corporate social responsibility, determine the effectiveness and quality of corporate governance;</p> <p>15. Carry out management activities aimed at enhancing the creative activities of employees to generate, search, develop, combine creative ideas, evaluate and select them in order to implement innovative development of the enterprise and obtain high economic, social, environmental results;</p> <p>16. Monitor innovations, be able to assess the innovation potential and prerequisites for the implementation of innovative changes in the organization, develop and organize the implementation of plans for changes in activities, implementation of modern management technologies, implementation of innovative projects in organizations, organize control system to monitor and control implementation results organization plans;</p> <p>17. Identify actions that harm the information security of the organization, be able to apply methods to ensure it.</p>
8 –Resource support for program implementation	
Staffing	<p>Graduating and responsible for training is the Department of Management KNUTE. The head of the department and the guarantor of the educational program has the degree of Doctor of Sciences and the academic title of Professor.</p> <p>96% of teachers who provide the process of preparing masters for the educational program "Personnel Management" have a degree and / or academic title.</p> <p>Employment contracts have been concluded with all scientific and pedagogical workers.</p>
Logistical support	<p>Provision of premises for 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 quality training for bachelors in the educational program.</p> <p>KNUTE infrastructure: libraries, including reading room, food outlets, assembly hall, sports halls, stadium, medical center, dormitories.</p>

Information and educational and methodical support	<p>General scientific and special sources of information on trade management, educational and methodical and monographic literature, information resources of the distance learning system and the Internet.</p> <p>There is access to the databases of scientific periodicals in English of the relevant or related profile (shared use of databases by several educational institutions is allowed).</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 / certification (scientific staff) activities, educational and scientific structural units and their composition, list of academic disciplines, admission rules, contact information): https://www.knute.edu.ua</p> <p>In the Department of support of distance learning KNUTE there are educational and methodical materials on academic 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 the concluded agreements on academic mobility.
International credit mobility	International credit mobility is realized through the conclusion of agreements on international academic mobility Erasmus + Option K1 / Credit mobility, on double graduation, on long-term international projects involving student training and the issuance of a double diploma, etc.
Training 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.

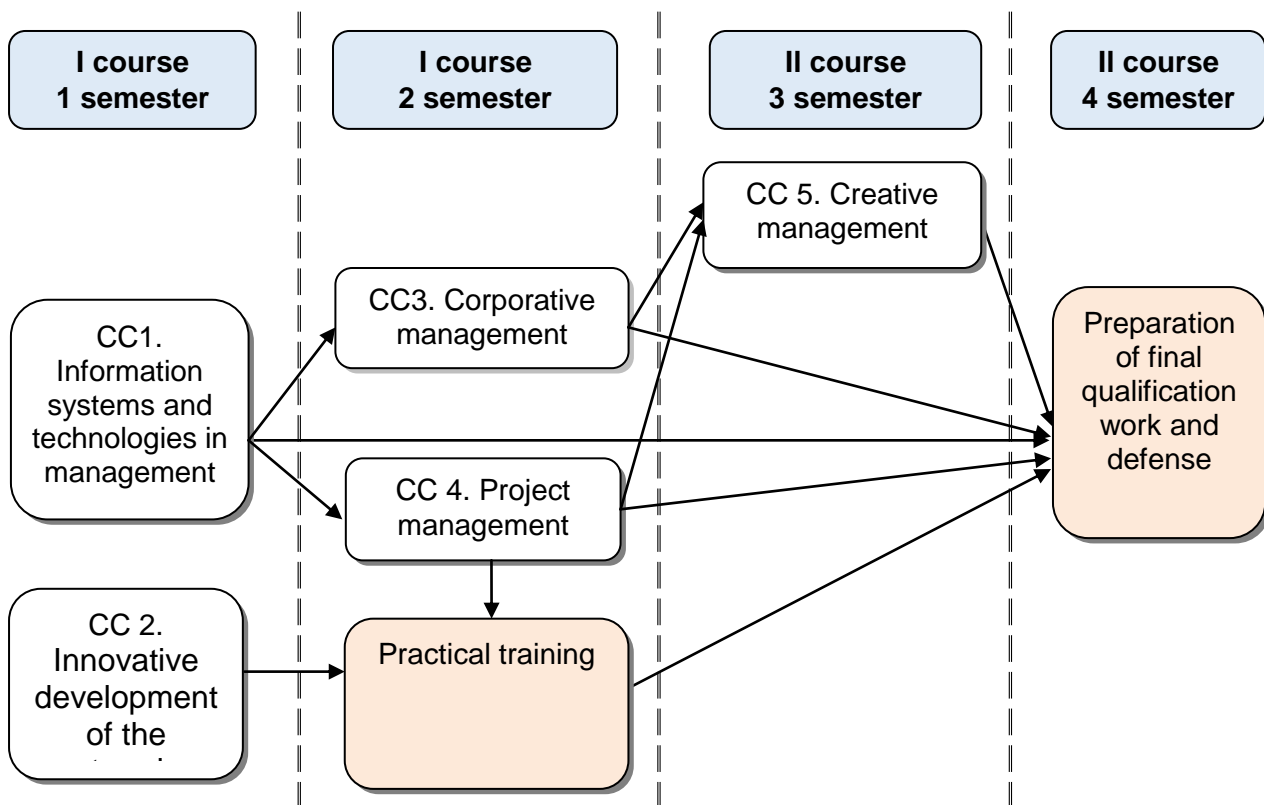
3.2 List of components of the educational program and their logical sequence

3.2.1. List of EP components *

Code n / a	Components of the educational program (academic disciplines, course projects (works), practices, qualifying exam, final qualifying work)	Number of credits
1	2	3
Compulsory components of the EP		
CC1	Information systems and technologies in management	6
CC 2	Innovative development of the enterprise	6
CC 3	Corporative management	7,5
CC 4	Project management	7,5
CC 5	Creative management	6
The total amount of mandatory components		33
Selective components of EP		
SC 1	Administrative management	6
SC 2	Administrative services	6
SC 3	Anti-crisis management of the enterprise	6
SC 4	Business engineering	6

SC 5	Brand management	6
SC 6	Contract law	6
SC 7	Economic security of the enterprise	6
SC 8	Investment management	6
SC 9	Consulting	6
SC 10	Corporate law	6
SC 11	Cross-cultural management	6
SC 12	Foreign economic activity management	6
SC 13	Tax management	6
SC 14	Legal protection of competition	6
SC 15	Reputation management	6
SC16	Financial services market	6
SC 17	Enterprise value management	6
SC 18	Change management	6
SC 19	Quality management	6
SC 20	Financial management	6
The total amount of selective components		36
Practical training		
Practical training		9
Certification		
Preparation of final qualifying work and defense		12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

3.2.2. Structural and logical scheme of the educational program



3. Forms of certification of applicants for higher education

Certification is carried out in the form of public defense of the final qualifying work.

The final qualification work should involve solving a complex task or problem in the field of management, a task or problem in the field of management that requires research and / or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economics.

The final qualifying work should not contain academic plagiarism, falsification, fabrication.

The final qualifying work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

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

Components Competences	C C 1	C C 2	C C 3	C C 4	C 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
GC1		+	+	+	+			+	+	+					+								+		
GC2			+		+	+	+				+	+		+		+	+					+			+
GC3	+	+		+			+		+	+	+	+		+	+	+	+	+				+	+		+
GC4		+		+															+						+
GC5		+	+	+	+		+		+			+		+		+		+			+				+
GC6		+		+	+					+													+		
GC7	+		+	+	+		+	+	+				+		+		+	+	+					+	+
SC1		+	+	+	+	+	+	+	+	+			+				+	+	+	+	+		+	+	+
SC2		+	+	+	+		+		+								+						+		+
SC3		+			+																		+		
SC4		+		+			+	+	+			+	+		+		+								+
SC5			+	+	+		+			+	+	+					+	+		+	+				+
SC6					+		+																+		
SC7		+		+	+				+														+		
SC8			+		+		+										+			+					
SC9		+	+		+	+	+	+	+	+	+		+	+	+	+		+	+		+	+			+
SC10		+	+			+			+	+		+	+				+		+		+	+	+	+	+
SC11			+								+			+		+									
SC12				+	+				+	+		+	+				+	+	+	+	+	+	+		+
SC13		+		+	+	+																			
SC14		+	+			+				+		+	+				+	+	+		+	+	+		+

3.5. Matrix for providing program learning results with relevant components of the educational program

Components Program learning results	C C 1	C C 2	C C 3	C C 4	C 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
1		+	+	+	+		+	+	+	+			+				+			+			+	+	+
2		+	+		+			+	+			+		+	+	+	+	+	+		+				
3		+		+			+	+																	
4	+			+	+																		+		
5		+					+		+			+						+							
6		+	+	+		+	+	+	+		+		+	+		+	+				+	+			
7			+		+	+	+			+	+						+		+	+	+		+		
8	+			+				+					+		+										+
9			+	+	+	+	+		+			+		+		+	+	+				+			
10			+	+	+	+	+		+			+					+		+	+		+			
11				+	+	+	+												+				+	+	
12		+				+				+		+	+		+		+	+	+				+		
13	+			+		+	+	+			+	+			+	+			+	+	+	+	+		
14			+											+		+				+					
15		+			+			+					+		+								+		
16								+	+				+		+								+		
17	+											+		+						+					