

3. Educational program

3.1. Profile of the educational program "Management of foreign economic activity" in the specialty 073 "Management"

1 – General information	
Full name of the Higher Education Institution and structural unit	State University of Trade and Economics Faculty of International Trade and Law, Department of International Management
The degree of higher education and the title of the qualification in the original language	Degree of higher education, master's degree, specialty "Management"
The official name of the educational program	"Management of foreign economic activity"
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	The SHE of the Ministry of Education and Science of Ukraine is in charge
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS credits, the study period is 1.4 years
Availability of accreditation	Ministry of Education and Science of Ukraine, Ukraine, 2012
Cycle/level	NRK of Ukraine - 7th level, FQ-EHEA - second cycle, EQF-LLL - 7th level
Prerequisites	Having a bachelor's degree
Language(s) of instruction	Ukrainian, English
The term of validity of the educational program	2025
Internet address of the permanent placement of the description of the educational program	https://knute.edu.ua
2 – The purpose of the educational program	

Training of highly qualified specialists in the management of foreign economic activity through an optimal combination of professional, humanitarian, legal and informational education, which enables graduates to model market situations and develop strategies for entering the foreign market, make and implement management decisions in the field of foreign economic activity, and realize responsibility for their implementation.

3 - Characteristics of the educational program

<p>Subject area</p>	<p>Object of study: management of foreign economic activities of organizations and their divisions.</p> <p>Training goals: training specialists capable of identifying and solving complex tasks and problems in the field of management of foreign economic activity or in the process of training, 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: - paradigms, laws, regularities; - principles, historical prerequisites for the development of management of foreign economic activity; - concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management of foreign economic activity, etc.; - functions, methods, technologies and management solutions in the management of foreign economic activity.</p> <p>Methods, techniques and technologies: - general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert assessment, factual, sociological, documentary, balance, etc.); - methods of implementing foreign economic activity management functions (marketing research methods; economic diagnosis methods; forecasting and planning methods; methods of designing organizational management structures; methods of motivation; control methods; methods of assessing social, organizational and economic efficiency in the management of foreign economic activity, etc.); - methods of management of foreign economic activity (administrative, economic, socio-psychological, technological); - technologies for justifying management decisions (economic analysis, simulation modeling, decision tree, etc.).</p> <p>Tools and equipment: modern information and communication equipment, information systems and software products used in the management of foreign economic activity.</p>
<p>Orientation of the educational program</p>	<p>Educational and professional program. Professional emphasis on willingness to work and acquire knowledge and practical skills in the management of foreign economic activities of business entities, their development and promotion in international environment.</p>

<p>The main focus of the educational program</p>	<p>Special higher education in the management of foreign economic activity with in-depth study of international marketing, branding in the foreign economic activity of the enterprise, management of efficiency, international competitiveness of enterprises and their risks in foreign economic activity.</p> <p>Keywords: management, foreign economic activity, risk management, international marketing, branding.</p>
<p>Features of the program</p>	<p>In-depth study and knowledge of promising areas of development and promotion of domestic economic entities in the foreign economic environment by means of international marketing and branding through the management of their efficiency, competitiveness and risks.</p> <p>Practical training at leading domestic and foreign enterprises. Studying at an English-language master's program.</p>
<p>4 – Eligibility of graduates to employment and further education</p>	
<p>Suitability for employment</p>	<p>Positions in domestic and foreign companies, enterprises and organizations, in bodies of state executive power, civil service, financial, accounting, economic, legal and administrative divisions in the field of foreign economic activity.</p> <p>Positions that a master can hold according to the Classifier of Professions DK003:2010:</p> <p>1224 Head of production divisions in wholesale and retail trade; 1227 Heads of production units in commercial service; 1229.7 General manager; 123 Head of functional divisions; 1453 Manager in retail trade of household and non-household goods; 1453.2 Manager in retail trade of non-food products; 1454 Manager in food retail trade; 1475.4 Manager of foreign economic activity; 149 Managers in other types of economic activity; 1496 Corporate and social responsibility manager;</p>

Further education	Possibility to study in third cycle programs.
5 – Teaching and assessment	
Teaching and learning	A balanced combination of classroom and independent work based on problem-oriented and interactive learning using modern educational technologies and methods (case studies, trainings, master classes). At the end of the studies, students defend the graduation qualification work
Assessment	The evaluation is carried out in accordance with the Provisions of SUTE "On the organization of the educational process of students"; Position "About the evaluation of the results of the studies of students and postgraduates at SUTE".
6 – Program competencies	
Integral competence	The ability to solve complex tasks and problems in the field of management of foreign economic activity or in the learning process, which involve conducting research and/or implementing innovations under uncertain 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 abstract thinking, analysis and synthesis</p> <p>GC8. The ability for personal and professional development, the desire for self-realization;</p> <p>GC9. Ability to take responsibility for decisions and their implementation.</p>

<p>Special (professional, subject) competences</p>	<p>SC1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards;</p> <p>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;</p> <p>SC3. Ability to self-development, lifelong learning and effective self-management;</p> <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. The 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 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.</p> <p>SC11. Ability to anti-crisis management of the enterprise - a subject of foreign economic activity;</p> <p>SC12. Ability to strategic, tactical and operational planning of the enterprise's foreign economic activity;</p> <p><i>SC13. Ability to assess and manage external and internal risks of the enterprise - a subject of foreign economic activity;</i></p> <p><i>SC14. Ability to manage the international competitiveness of the subject of foreign economic activity in the relevant environment.</i></p>
<p>7 – Program learning outcomes</p>	
	<ol style="list-style-type: none"> 1. Critically consider, choose 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. To design effective management systems of organizations; 4. Justify and manage projects, generate business ideas;

	<ol style="list-style-type: none"> 5. Plan the activities of the organization in strategic and tactical sections; 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 communications within the team, with representatives of various professional groups and in an international context; 8. Apply specialized software and information systems to solve organizational management problems; 9. To 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. To be able to delegate authority and management of the organization (subdivision); 13. To be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (subdivision). 14. <i>Positively perceive the need to coordinate relations with contact audiences in the process of foreign economic activity;</i> 15. <i>Manage the formation of sustainable competitive advantages of the subject of foreign economic activity;</i> 16. <i>Be aware of responsibility for managing internal and external risks of the business entity;</i> 17. <i>Assess the international competitiveness of a product, corporation, cluster, region, country;</i>
8 – Resource support for program implementation	
Staff support	<p>The share of teachers with scientific degrees of doctor and candidate of sciences is 100 percent.</p> <p>The participation of practitioners in the teaching of disciplines is possible.</p>
Material and technical support	<p>Material and technical base of the European level. Classrooms are equipped with modern demonstration equipment, computer rooms are equipped with the latest technology software versions.</p>
Informational and educational and methodological support	<p>The technological requirements for educational, methodical and informational support of education have been fully met</p> <p>activity Independent and individual training is provided by the MOODLE distance learning system.</p>

9 – Academic mobility	
National credit mobility	The definition of credit mobility is carried out in accordance with the Law of Ukraine "On Education", the Law of Ukraine "On Higher Education", the Regulations "On the Organization of the Educational Process of Students", "On the Procedure for Realizing the Right to Academic Mobility at SUTE" and agreements on training under the conditions of academic mobility based on such documents: course catalog; training agreement; academic certificate; certificate of production practice. According to the terms of credit mobility, all the credits that the student obtained outside the place of the main study and which are components of the educational program are transferred to the student.
International credit mobility	According to international cooperation programs, the best students with knowledge of foreign languages and according to the rating of SUTE are able to get an education in France (Higher Paris School of Commerce (ESCP Europe) Paris; University of Paris Est Creteil (UniversiteParis-EstCreteil) Institute of Business Administration Gustave Eiffel, Paris; Higher management school "AudenciaNantes" Nantes; University Grenoble Alpes (Université Grenoble Alpes) Faculty of Economics Grenoble) and Great Britain (University of Central Lancashire (University of Central Lancashire) Preston).
Education of foreign students of higher education	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. For foreign students, the discipline "Ukrainian language" is taught during 1-3 semesters according to a separate schedule.

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

1.1. List of EP components

Code a/d	Components of the educational program (educational disciplines, course projects (works), practices, qualifying exam, graduation thesis)	Number of credits
Mandatory components of EP		
MC 1.	Anti-crisis management in international business	6
MC 2.	Customs business	6
MC 3.	Branding in the foreign economic activity of the enterprise	6
MC 4.	Management of international competitiveness of the enterprise	6
MC 5.	Management of foreign economic activity	9
MC 6.	Risk management in foreign economic activity	6
MC 7.	Illegalization of foreign economic activity	6
The total amount of mandatory components		45
Selective components of EP		
SC 1.	Life Safety	6
SC 2.	Business engineering	6
SC 3.	Reporting in foreign economic activity	6

SC 4.	Intellectual Property	6
SC 5.	Information wars	6
SC 6.	Information systems and technologies in the management of FEA	6
SC 7.	Controlling	6
SC 8.	Corporate management in international companies	6
SC 9.	International security	6
SC 10.	International transport law	6
SC 11.	International investment law	6
SC 12.	International technical regulation	6
SC 13.	International financial law	6
SC 14.	International environmental management	6
SC 15.	Monitoring of financial and economic activity	6
SC 16.	Accounting of foreign economic activity of the enterprise	6
SC 17.	Fundamentals of cyber security	6
SC 18.	EU internal market law	6
SC 19.	Legal regulation of foreign economic activity	6
SC 20.	Business psychology	6
SC 21.	Business analytics systems in international business	6
SC 22.	Statistical forecasting methods in international business	6
SC 23.	Change management	6
SC 24.	Financial management in international business	6
SC 25.	Legal support of investment projects	6
Discipline of free choice of the acquirer		
SC 26	In order to ensure the formation of an individual educational trajectory, taking into account the provisions of Art. 62 of the Law of Ukraine "On Higher Education", applicants can choose components of the educational program from other educational programs, both similar and other levels of higher education, in agreement with the dean of the faculty	6
The total amount of selective components:		30
Practical training		
Practical training		9
	Industrial (pre-diploma) practice	9
Certification		
Preparation of final qualification work		12
GENERAL SCOPE OF THE EDUCATIONAL PROGRAM		90

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

The procedure for forming an individual educational trajectory is regulated by the Regulation on the organization of the educational process of students URL:<https://knute.edu.ua/file/NzU4MQ==/f97864d4b918244e228a0400a9a98f96.pdf>

2.2 Structural and logical scheme of EP



