

3. Educational program

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3.1. Profile of Educational program«Category management in retail» Specialty 076 «Entrepreneurship and trade»

1-General information	
Full name of the educational institution and structural division	State University of Trade and Economics; Faculty of trade and marketing; Department of commodity science, safety and quality management
Degree of higher education and title of qualification in the original language	Degree of higher education bachelor Major «Entrepreneurship and trade» Specialization «Category management in retail»
Official name of the educational program	"Category management in retail"
Type of diploma and scope of the educational program	Bachelor's degree, single, 240 ECTS credits, the training period makes 3 years and 10 months
Availability of accreditation	Ministry of education and science of Ukraine; Ukraine Accreditation Certificate No. 1196398 dated 21.11.2017, valid until 01.07.2024.
Cycle / level	NCF of Ukraine-Level 6, FQ-EHEA - first cycle, EQF– LLL-level 6
Background	Complete general secondary education, primary level of higher education
Language(s) of teaching	Ukrainian
Duration of the educational program	until July 01, 2024
Internet address for permanent hosting of the educational program description	https://knute.edu.ua
2-Purpose of the educational program	
To train highly qualified specialists in the field of Category Management in retail for targeted activities in the field of entrepreneurship, trade and exchange activities in order to form an optimal range of goods by conducting procurement policy, selecting suppliers, identifying consumer needs, planning deliveries, developing product categories to achieve the planned turnover and increase the profit of the enterprise.	
3-Characteristics of the educational program	
Subject area	-Objects of study: activity on organization and functioning of business, trade and exchange structures, which is carried out to achieve economic and social results. -Training goals: training of highly qualified specialists capable of solving practical issues and complex specialized tasks in entrepreneurship, trade and stock market activity. - Theoretical content of the subject area: scientific theories,

	<p>provisions, concepts, principles of entrepreneurship, trade and exchange activity and the methodology of their use for organization and effective functioning of business, trade, exchange structures.</p> <p>- Methods, techniques and technologies: general scientific and special methods, professional methods and technologies, which application allows to solve practical tasks from the organization, effective functioning and development of business, trade and exchange structures.</p> <p>- Tools and equipment: information and communication systems and technologies, devices and equipment necessary for the formation of professional competences of a bachelor of entrepreneurship, trade and stock exchange activity.</p>
Orientation of the educational program	Educational and professional activities
The main focus of the educational program and specialization	<p>Special education in the field of knowledge "Management and administration" with major in "Entrepreneurship, trade and exchange activities".</p> <p>Keywords: commodity science, product categories, category, operational management, quality, safety, competitiveness, assortment matrix, suppliers, turnover, product promotion, demand forecasting, retail space management</p>
Program features	<p>The program provides in-depth theoretical and special practical training, carried out in a research environment. The program requires special practical training at trade enterprises, provides opportunities for implementation of the program of external and internal academic mobility of participants in the educational process.</p>
4-Eligibility of graduates to employment and further training	
Suitability for employment	<p>According to the National classifier of the types of economic activity DK 009:2010, as well as taking into account the requirements of the labour market, the types of professional activity of a graduate are:</p> <ul style="list-style-type: none"> • wholesale and retail trade-G.; • warehouse management-H.52.10; • delivery of ready meals-I.56.2. • consulting on commercial activities and management – M.70.22; • technical tests and research-M.71.20; • activities in the field of higher education - K.85.42. <p>According to the National classifier of professions DK 003:2010 a specialist is able to hold the following primary positions: trade agent, trade representative, commercial merchant, buyer, industrial merchant, travel merchant, manager (administrator), supply agent, advertising agent, organizer for supply, sales organizer, inspector for quality control of products; state inspector for quality of goods and trade; state inspector for procurement and quality of agricultural products; quality controller; commodity specialist; inspector-commodity specialist; food product</p>

	controller, trade inspector, merchant (business and advertising service), assistant of head of the enterprise (institution, organization), assistant of head of another main division, assistant of head of a small enterprise without management apparatus, specialist in exchange operations, corporate governance specialist, merchandiser, administrative assistant
Further training	<u>Training in programs of the second (master's) level of higher education, NCF of Ukraine – Level 7</u> in the field of Category Management in retail, commodity science, technologies, security, logistics, supply chain management and organization of consumer goods turnover.
5-Teaching and evaluation	
Teaching and learning	Lectures, laboratory and practical work in small groups, distance learning, practical training, student-centred learning, self-study, problem-oriented learning.
Evaluation	Current control, written exams. Assessment is carried out in accordance with the "regulations on evaluating the learning outcomes of students and postgraduates", "regulations on the organization of the educational process of students".
6-Program competencies	
Integral competence	The ability to solve complex specialized tasks and issues in the areas of entrepreneurial, trading and exchange activities or in the course of training, which involves the use of theories and methods of organizing and functioning of entrepreneurial, trading, exchange structures and is characterized by complexity and uncertainty of conditions.
General competencies (GC)	GC 1. Ability to think abstractly, analyse and synthesize. GC 2. Ability to apply the acquired knowledge in practical situations. GC 3. Ability to communicate in the state language both orally and in writing. GC 4. Ability to communicate in a foreign language. GC 5. Skills in using information and communication technologies. GC 6. Ability to search, process and analyse information from various sources. GC 7. Ability to work in a team. GC 8. Ability to take initiative and resourcefulness. GC 9. Striving to preserve the environment. GC 10. Ability to act responsibly and consciously. GC 11. Ability to exercise own rights and obligations as a member of society, to realize the values of civil (free democratic) society and the need for their sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC 12. The ability to preserve and increase moral, cultural, scientific values and achievements of the society based on understanding of history and features of development of the subject area, their place in the general system of knowledge about nature and society and in the development of society and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

<p>Special competencies (SC)</p>	<p>SC 1. Critical understanding of the theoretical foundations of entrepreneurial, trading and exchange activities.</p> <p>SC 2. Ability to choose and use appropriate methods and tools to justify decisions on the creation and functioning of business, trading and exchange structures.</p> <p>SC 3. Ability to carry out activities in the interaction of market relations entities.</p> <p>SC 4. Ability to apply innovative approaches in the activities of business, trading and exchange structures.</p> <p>SC 5. Ability to determine and evaluate characteristics of goods and services in business, trading, and exchange activities.</p> <p>SC 6. Ability to carry out activities in compliance with the requirements of regulatory documents in the field of business, trading and exchange activities.</p> <p>SC 7. Ability to identify and perform professional tasks related to the organization of business, trading and exchange structures.</p> <p>SC 8. Ability to apply the basics of accounting and taxation in business, trading, and exchange activities.</p> <p>SC 9. Ability to organize foreign economic activities of business, trading and exchange structures.</p> <p>SC 10. Ability to conduct business planning, assess market conditions and performance in the field of entrepreneurship, trading and exchange practice, taking into account the risks.</p> <p>SC 11. Ability to monitor the competitive environment, choose a competitive strategy for a product category, create product categories in the product range structure.</p> <p>SC 12. Ability to carry out effective procurement activities, communicate with suppliers, calculate the profitability of goods, and carry out operational control over inventory management at the enterprise</p>
<p>7-Program learning outcomes</p>	
	<ol style="list-style-type: none"> 1. To use basic knowledge of entrepreneurship, trading and exchange activities and the ability to think critically, analyse and synthesize for professional purposes. 2. To apply the acquired knowledge to identify, set and solve issues in different practical situations in business, trading and exchange activities 3. To have skills of written and oral professional communication in the state and foreign languages. 4. To use modern computer telecommunications technologies for exchange and dissemination of professionally directed information in the field of entrepreneurship, trade and exchange activities. 5. To organize search, independent selection, high-quality processing of information from various sources for the formation of data banks in the field of entrepreneurship, trade and exchange activities. 6. To be able to work in a team, have interpersonal skills that allow to achieve professional goals. 7. To demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results. 8. To apply the acquired knowledge and skills to initiate measures

	<p>in the field of environmental protection and carry out safe activities of business, trading and exchange structures.</p> <p>9. To know the requirements for activity in major, due to the need to ensure the sustainable development of Ukraine, its strengthening as a democratic, social and legal state.</p> <p>10. To demonstrate the ability to act socially responsibly based on ethical, cultural, scientific values and achievements of society.</p> <p>11. To demonstrate basic and structured knowledge in the field of entrepreneurship, trading and exchange activities for further use in practice.</p> <p>12. To possess the methods and tools for justifying management decisions on creation and functioning of business, trading and exchange structures.</p> <p>13. To use knowledge of the forms of interaction of market relations entities to ensure the activities of business, trading and exchange structures.</p> <p>14. To be able to apply innovative approaches in business, trading and exchange activities.</p> <p>15. To evaluate the characteristics of goods and services innovative approaches in business, trading and exchange activities using up-to-date methods.</p> <p>16. To know the regulatory support for the activities of business, trading and exchange structures and apply it in practice.</p> <p>17. To be able to solve professional tasks related to the organization of business, trading, and exchange structures and solve issues in crisis situations, taking into account external and internal influences.</p> <p>18. To know the basics of accounting and taxation in business, trading and exchange activities</p> <p>19. To apply knowledge and skills to ensure effective organization of foreign economic activity of business, trading and exchange structures, taking into account market conditions and current legal norms.</p> <p>20. To know the basics of business planning, assessment of market conditions and performance of business, trading and exchange structures, taking into account the risks.</p> <p>21. <i>To apply knowledge and skills to monitor the competitive environment, choose a competitive strategy for a product category, formation of product categories in the assortment structure.</i></p> <p>22. <i>To be able to carry out effective procurement activities, communicate with suppliers, calculate the profitability of goods, carry out operational control of inventory management at the enterprise</i></p>
8-Resource support for program implementation	
Human resources support	100% of research and teaching staff with scientific degrees and/or academic titles are involved in the implementation of the program. Research and teaching staff undergo advanced training in various forms once every five years.
Material and technical support	Educational, domestic, sports premises that comply with sanitary norms and regulations, state building codes of Ukraine.
Information and	During the training, we use common Office programs of MS

educational support	Office suite, test programs developed at SUTE, Moodle distance learning platform, professional programs for modelling the dynamics of hazardous factors and development of open access management measures for them by FDA and FAO. Each discipline is provided with an educational and methodological complex, which necessarily includes the program and working program of the discipline, methodological recommendations for self-study of the discipline by students, reference lecture notes, methodological recommendations for performing practical work or laboratory workshop, the program of the qualification exam, the working program of preparation for the qualification exam as well as optionally a collection of test tasks and situational exercises, methodological instructions for performing coursework, textbooks.
9-Academic mobility	
National credit mobility	On a general basis within Ukraine. Short-term training of students in a pre-defined course at higher educational institutions.
International credit mobility	Cooperation agreements between SUTE and higher educational institutions in France, Great Britain, Poland, and Germany, where Partner Exchange and training of students is carried out. Study in the direction of KA1 in pre-defined courses with credits at universities of the member countries of the Erasmus Program+
Training of foreign applicants for higher education	Foreign applicants for higher education have the opportunity to study at the preparatory department for foreigners and stateless persons and in majors.