

### 3. Educational program

*Guarantor of the Educational Program  
Candidate of Sciences in Economics, Associate Professor of Department  
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#### 3.1. Educational Program profile in specialty 076 "Entrepreneurship and Trade" (specialization "Logistics Activities")

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv State University of Trade and Economics Faculty of Trade and Marketing Department of Trade Entrepreneurship and Logistics
<b>Higher education degree and title of qualification in the original language</b>	Bachelor's degree Specialty "Entrepreneurship and Trade"
<b>The official name of the educational program</b>	"Logistics Activities"
<b>Conformity to the standard of higher education of MESU</b>	It is in conformity with SHE of MESU
<b>Type of diploma and scope of educational program</b>	Bachelor's degree, single, 240 ECTS credits, duration of study 3 years 10 months
<b>Availability of accreditation</b>	The Ministry of Education and Science of Ukraine, Ukraine, certificate of accreditation dated July 8, 2014, protocol № 110
<b>Cycle / level</b>	NQF of Ukraine - level 6, FQ-ENEA – the first cycle, EQF-LLL - level 6
<b>Prerequisites</b>	Certificate of complete secondary education Junior Bachelor's Diploma Conditions of admission to the Program are regulated by the Rules of admission to KSUTE
<b>Language (s) of instruction</b>	Ukrainian
<b>Duration of the educational program</b>	July 01, 2024
<b>Internet address for the permanent placement of the educational program description</b>	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
<b>2 –Educational program aim</b>	
Training of highly qualified specialists in complex analysis, organization and successful management of logistics activities of the enterprise by providing students with theoretical knowledge of the basics, methodological apparatus and laws of logistics, and the formation of practical skills in managing facilities and processes of the logistics system.	
<b>3 - Educational program characteristics</b>	
<b>Subject area (field of knowledge, specialty, specialization (if available))</b>	Objects of study: activity on the 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 problems and complex specialized tasks in entrepreneurship, trade and stock market activities.

	<p>Theoretical content of the subject area: scientific theories, provisions, concepts, principles of entrepreneurship, trade and exchange activity and the methodology of their use for the organization and effective functioning of entrepreneurial, trade, exchange structures.</p> <p>Methods, techniques and technologies: general scientific and special methods, professional methods and technologies, the application of which allows solving practical tasks related to 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 exchange activity.</p>
<b>Educational program orientation</b>	<p>Educational and professional.</p> <p>Emphasis is on a broad overview of the logistical challenges of business, the ability to understand the current transformations taking place in these areas, and to make economically sound decisions on the effective management of logistics activities of enterprises.</p>
<b>Main focus of the educational program and specialization</b>	<p>Special education in the field of management and administration with respect to entrepreneurship, trade and exchange activities.</p> <p>Keywords: logistics, supply chain, material flow, information flow, financial flow, logistics system, logistics service, logistics provider, production logistics, procurement logistics, transport logistics, warehousing logistics, distribution logistics, commercial logistics, e-commerce logistics, fulfillment, transport and forwarding activities, logistics activities of the enterprise, information logistics.</p>
<b>Features of the program</b>	<p>In-depth study and knowledge of the peculiarities of the organization of logistics activities, logistics processes in production and trade, ensuring a high level of quality of logistics services, assessing the economic efficiency of logistics activities of the enterprise.</p>

#### 4 – Graduate employability and further learning

<b>Professional suitability to employment</b>	<p>According to the National Classification of Economic Activities, Annex 009: 2010, as well as taking into account the requirements of the labor market by type of professional activity of the graduate there are the following areas of employment:</p> <ul style="list-style-type: none"><li>- freight railway transport - N. 49.2;</li><li>- freight road transport, provision of transportation services - N. 49.4;</li><li>- cargo sea transport - N. 50.2;</li><li>- freight river transport - N. 50.4;</li><li>- cargo air transport and space transport - N. 51.2;</li><li>- warehousing and auxiliary activities in the field of transport - N. 52;</li><li>- wholesale and retail trade in motor vehicles and motorcycles, their repair - G. 45;</li><li>- wholesale trade, except trade in motor vehicles and motorcycles - G. 46;</li><li>- retail trade, except of motor vehicles and motorcycles— G. 47;</li><li>- warehousing - N. 52.1;</li><li>- consulting on business and management - M. 70.22;</li><li>- packing - N. 82.92;</li><li>- provision of other auxiliary commercial services, not listed among other groups (bar code services) - N. 82.92.</li></ul> <p>Specialist of higher education degree "Bachelor" according to the National Classification of Occupations, Annex 003: 2010, may hold the following primary positions: road transport manager, international transport manager, transport service manager, buyer, supply organizer, sales organizer, forwarder, freight forwarder on duty at the freight forwarding company, supply agent, operator of finished products, office worker (supply), office worker (warehouse), order acceptor, office worker (cargo transportation), operator of information on the approach and arrival of goods, operator on information on freight and postal transportation, operator for processing transportation documents, operator of passenger and freight service, operator of forwarding machines.</p> <p>Practical training at the leading enterprises of wholesale and retail trade, logistics companies of Ukraine is provided by curricula.</p>
<b>Further study opportunities</b>	Continuation of education at the second (Master's) level of higher education in Master's educational programs in the field of knowledge "Management and Administration".

<b>5 – Teaching and assessment</b>	
<b>Teaching and learning</b>	Balanced combination of classroom and independent work on the basis of problem-oriented and interactive learning using modern educational technologies and methods, student-centered, problem-oriented learning in practical, laboratory and seminar classes, self-study in preparation for classes.
<b>Assessment</b>	Current control, written exams, surveys, testing, essay writing, solving situational practical problems, presentations, cases, defense of term papers. Assessment is carried out in accordance with the "Regulations on the organization of the educational process of students" and "Regulations on the assessment of learning outcomes of students and graduate Students in KSUTE".
<b>6 – Program competencies</b>	
<b>Integral competence</b>	Ability to solve complex specialized tasks and problems in the fields of business, trade and exchange activities or in the learning process, which involves the application of theories and methods of organization and functioning of business, trade, exchange structures with emphasis on logistics and is characterized by complexity and uncertainty.
<b>General competencies (GCs)</b>	<p>GC 1. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 2. Ability to apply the acquired knowledge in practical situations.</p> <p>GC 3. Ability to communicate in the state language both orally and in writing.</p> <p>GC 4. Ability to communicate in a foreign language.</p> <p>GC 5. Skills in the use of information and communication technologies.</p> <p>GC 6. Ability to search, process and analyze information from various sources.</p> <p>GC 7. Ability to work in a team.</p> <p>GC 8. Ability to show initiative and entrepreneurship.</p> <p>GC 9. The desire to preserve the environment.</p> <p>GC 10. Ability to act responsibly and consciously.</p> <p>GC 11. Ability to exercise the rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC 12. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, use different types and forms physical activity for active recreation and a healthy lifestyle.</p>
<b>Professional competencies of specialty (PCs)</b>	<p>PC 1. Critical understanding of the theoretical foundations of business, trade and exchange activities.</p> <p>PC 2. Ability to choose and use appropriate methods, tools to justify decisions on the establishment, operation of business, trade and exchange structures.</p> <p>PC 3. Ability to carry out activities in the interaction of the subjects of market relations.</p>

	<p>PC 4. Ability to apply innovative approaches in the activities of business, trade and exchange structures.</p> <p>PC 5. Ability to determine and evaluate the characteristics of goods and services in business, trade, exchange activities.</p> <p>PC 6. Ability to carry out activities in compliance with the requirements of regulatory documents in the field of business, trade and exchange activities.</p> <p>PC 7. Ability to identify and perform professional tasks to organize the activities of business, trade and exchange structures.</p> <p>PC 8. Ability to apply the basics of accounting and taxation in business, trade, exchange activities.</p> <p>PC 9. Ability to organize foreign economic activity of business, trade and exchange structures.</p> <p>PC 10. Ability to do business planning, assess market conditions and performance in the field of entrepreneurship, trade and exchange practices, taking into account risks.</p> <p>PC 11. Ability to manage the processes of procurement and distribution within the material flows, logistics services to enterprises in various fields of activity and to develop and implement measures to improve their organization.</p> <p>PC 12. Ability to effectively implement theoretical provisions and practical methods of organization and technology of logistics operations and the provision of logistics services, providing the legal basis for the implementation of logistics activities.</p>
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## 7 – Program learning outcomes

1. Use basic knowledge of entrepreneurship, trade and exchange activities and the ability to think critically, analyze and synthesize for professional purposes.
2. Apply the acquired knowledge to identify, set and solve problems in different practical situations in business, trade and exchange activities.
3. Have the skills of written and oral professional communication in state and foreign languages.
4. Use modern computer and telecommunication technologies for the exchange and dissemination of professionally oriented information in the field of entrepreneurship, trade and exchange activities.
5. 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. Be able to work in a team, have interpersonal skills that allow you to achieve professional goals.
7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.
8. Apply the acquired knowledge and skills to initiate and implement measures in the field of environmental protection and safe operation of business, trade and exchange structures.
9. Know the requirements for the specialty, due to the need to ensure sustainable development of Ukraine, its strengthening as a democratic, social and legal state.
10. Demonstrate the ability to act socially responsible on the basis of ethical, cultural, scientific values and achievements of society.
11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.
12. Have methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.
13. Use knowledge of the forms of interaction of the subjects of market relations to ensure the activities of business, trade and exchange structures.
14. Be able to apply innovative approaches in business, trade and exchange activities.
15. Evaluate the characteristics of goods and services in business, trade and exchange activities using modern methods.
16. Know the regulatory and legal support of business, trade and exchange structures and apply it in practice.
17. Be able to solve professional problems in organizing the activities of business, trade and exchange structures and solve problems in crisis situations, taking into account external and internal influences.
18. Know the basics of accounting and taxation in business, trade and exchange activities.
19. Apply knowledge and skills to ensure the effective organization of foreign economic activity of business, trade and exchange structures, taking into account market conditions and current legal

	<p>norms.</p> <p>20. Know the basics of business planning, assessing market conditions and performance of business, trade and exchange structures, taking into account the risks.</p> <p>21. Know and be able to apply in practice the basic forms of documentation of logistics processes in business, trade and exchange activities.</p> <p>22. Understand the principles and patterns of integrated management of material flows, taking into account the specifics of logistics services for commercial operations in the domestic and foreign markets.</p> <p>23. Evaluate the characteristics of vehicles, storage equipment and other technical means to determine the possibilities of their optimal use in the logistics activities of the enterprise.</p> <p>24. Be able to organize and conduct business in the Internet environment, use e-commerce tools and fulfilment.</p>
<b>8 – Resource support for program implementation</b>	
<b>Staffing</b>	<p>Specialists who train bachelors in the educational program "Logistics Activities" must have professional knowledge and professional skills in the field of knowledge "Management and Administration".</p> <p>The participation of foreign specialists and practical workers in the teaching of disciplines of the training cycle is possible.</p>
<b>Material and technical support</b>	<p>Provision of facilities for training sessions and control activities and appropriate multimedia equipment as required.</p> <p>Use of laboratories, computer and specialized classrooms of KSUTE. To ensure the educational process, there are specialized educational and scientific laboratories of Department of Trade Entrepreneurship and Logistics. Provision of training facilities, computer workstations, multimedia equipment meets the needs.</p> <p>Availability of social and household infrastructure of KSUTE.</p> <p>All the necessary social and household infrastructure is available, the number of places in dormitories meets the requirements.</p>
<b>Information and educational-methodological support</b>	<p>General scientific and special sources of information on logistics, educational and methodical and monographic literature, information resources of the distance learning system and the Internet.</p>
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	<p>It is provided by the legislation and is expedient when there is a need for studying (mastering) by students of fundamentally new disciplines, which are not taught in the basic Institution of Higher Education.</p> <p>Regulations on academic mobility have been developed.</p>
<b>International credit mobility</b>	<p>The University has concluded agreements on cooperation between KSUTE and higher education institutions, within which partner exchange and student training are carried out. In addition, international academic mobility is carried out under Erasmus + International programs and projects, in particular with the following universities: Crakow University of Economics (Poland, Crakow), The University of Szczecin (Poland, Szczecin), Audencia Nantes School of Management (France, Nantes), Grenoble Alps University (France, Grenoble), Paris-Est Créteil University (France, Paris), University of Central Lancashire (Great Britain, Preston), University of Hohenheim (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), Sofia University "St. Kliment Ohridski" (Bulgaria, Sofia).</p>

<b>Training of foreign applicants for higher education</b>	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language not lower than B1.
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### 3.2. List of educational program components and their logical sequence

List of educational program components

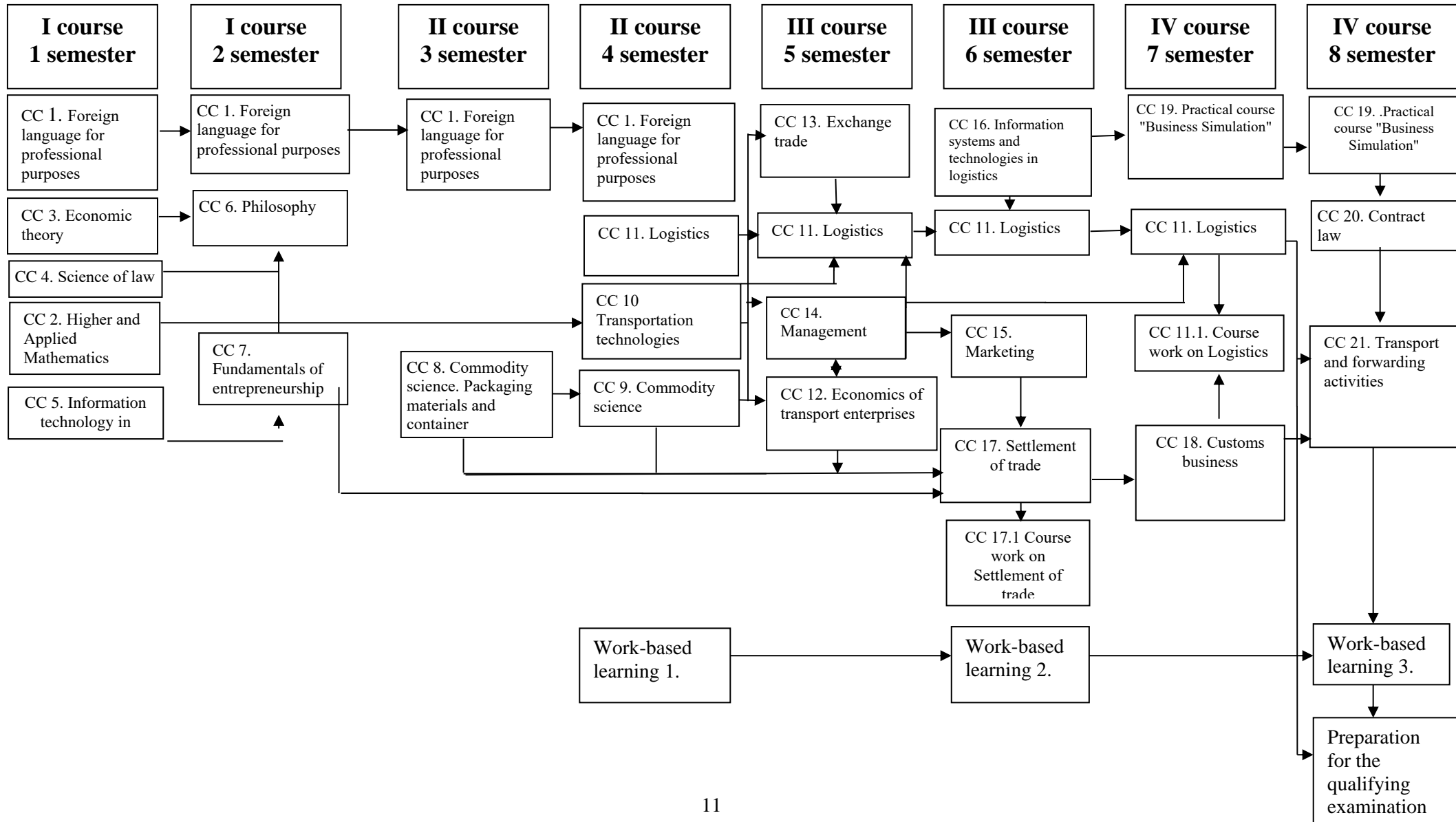
Course code	Components of the educational program (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
1	2	3
<b>Compulsory components CC</b>		
CC 1.	Foreign language for professional purposes	21
CC 2.	Higher and Applied Mathematics	6
CC 3.	Economic theory	6
CC 4.	Science of law	6
CC 5.	Information technology in professional activities	6
CC 6.	Philosophy	6
CC 7.	Fundamentals of entrepreneurship	6
CC 8.	Commodity science. Packaging materials and container	6
CC 9.	Commodity science	6
CC 10.	Transportation technologies	6
CC 11.	Logistics	19,5
CC 11.1	Course work on logistics	
CC 12.	Economics of transport enterprises	6
CC 13.	Exchange trade	6
CC 14.	Management	6
CC 15.	Marketing	6
CC 16.	Information systems and technologies in logistics	6
CC 17.	Settlement of trade	6
CC 17.1	Course work on the settlement of trade	
CC 18.	Customs business	6
CC 19.	Practical course "Business Simulation"	9
CC 20.	Contract law	6
CC 21	Transport and forwarding activities	6
<b>Total amount of compulsory components:</b>		<b>157,5</b>
<b>Optional components OC</b>		
OC 1.	Business safety	6
OC 2.	Life safety	6
OC 3.	Safety of goods	6
OC 4.	Accounting	6
OC 5.	Commercial law	6
OC 6.	Diplomatic and business protocol and etiquette	6
OC 7.	Second foreign language	6



OC 8.	Ecology	6
OC 9.	E-commerce and fulfillment	6
OC 10.	Business ethics	6
OC 11.	Foreign economic activity of the enterprise	6
OC 12.	Information wars	6
OC 13.	History of Trade	6
OC 14.	History of Ukraine	6
OC 15.	History of Ukrainian Culture	6
OC 16.	Categorical management	6
OC 17.	Competitiveness of the enterprise	6
OC 18.	Conflictology and psychology of business communication	6
OC 19.	Cultural heritage of Ukraine	6
OC 20.	Science of Logic	6
OC 21.	Customs Intermediary Services	6
OC 22.	International environmental management	6
OC 23.	National interests in the world geopolitics and geoeconomics	6
OC 24.	Fundamentals of cyber security	6
OC 25.	Optimization methods and models	6
OC 26.	Public speaking	6
OC 27.	Business law	6
OC 28.	Enterprise activity planning	6
OC 29.	Law of the World Trade Organization	6
OC 30.	Psychology	6
OC 31.	Business psychology	6
OC 32.	Religious studies	6
OC 33.	World culture	6
OC 34.	World market of goods and services	6
OC 35.	Social psychology	6
OC 36.	Social leadership	6
OC 37.	Sociology	6
OC 38.	Statistics	6
OC 39.	Insurance	6
OC 40.	Startup creation technologies	6
OC 41.	Ukrainian language (for professional purposes)	6
OC 42.	Personnel management	6
OC 43.	Finance, money and credit	6
<b>Total amount of optional components:</b>		<b>66</b>
<b>Practical training</b>		
Work-based learning 1		4,5
Work-based learning 2		3
Work-based learning 3		6
<b>Attestation</b>		
Preparation for the qualifying examination and attestation		3
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>240</b>

Exam is a form of final control for all components of the educational program.

### 3.2. Structural and logical scheme of the Educational Program



**3.3. Form of attestation of applicants for higher education** Attestation in the specialty is carried out in the form of the qualifying examination. The qualifying examination provides for the assessment of learning outcomes defined by the standard of higher education of Ukraine, specialty 076 "Entrepreneurship and Trade" as well as by this educational program.

### 3.3.1 Matrix of correspondence of program competencies to EP compulsory components

Components/ competencies	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC11	CC 11.1	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 17.1	CC 18	CC 19	CC 20	CC 21	
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### 3.3.2 Matrix of correspondence of program competencies to EP optional components

Components / competencies	OC 1.	OC 2.	OC 3.	OC 4.	OC 5.	OC 6.	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15.	OC 16.	OC 17.	OC 18.	OC 19.	OC 20.	OC 21.	OC 22.	OC 23.	OC 24.	OC 25.	OC 26.	OC 27.	OC 28.	OC 29.	OC 30.	OC 31.	OC 32.	OC 33.	OC 34.	OC 35.	OC 36.	OC 37.	OC 38.	OC 39.	OC 40.	OC 41.	OC 42.									
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### 3.3.3 Matrix for providing program learning outcomes (PLOs) with EP compulsory components

Components/ PLOs	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 11.1	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 17.1	CC 18	CC 19	CC 20	CC 21
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### 3.3.4. Matrix for providing program learning outcomes (PLOs) with EP optional components

Components / PLOs	OC 1.	OC 2.	OC 3.	OC 4.	OC 5.	OC 6.	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15.	OC 16.	OC 17.	OC 18.	OC 19.	OC 20.	OC 21.	OC 22.	OC 23.	OC 24.	OC 25.	OC 26.	OC 27.	OC 28.	OC 29.	OC 30.	OC 31.	OC 32.	OC 33.	OC 34.	OC 35.	OC 36.	OC 37.	OC 38.	OC 39.	OC 40.	OC 41.	OC 42.	OC 43.											
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### Change registration sheet

№	Date	Items to which changes are made	Initiator of changes	Last name, initials of the person responsible for making changes	Signature
1	October 22,2021	CC 7 – Management, instead of Fundamentals of entrepreneurshi p. CC 14 – Accounting (formerly OC). Added OC - "Business Security and Startup Creation Technologies"			
2	December 08,2021	"Management" - in the 5th semester, "Fundamentals of entrepreneurshi p" was introduced in the 2nd semester, "Accounting" was transferred to the OC.			
	November 21, 2022	Introduced in CC 24 "Basics of Cyber Security", OC 12 "Information Wars"			