

3. Educational program

3.1. Profile of educational program in specialty 076 «Entrepreneurship, trade and exchange activity» (according to the educational and professional program «Entrepreneurship, trade and exchange activity»)

| 1 - General information | |
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| Full name of the institution of higher education and structural unit | Kyiv National University of Trade and Economics, Faculty of Trade and Marketing Department of Trade Entrepreneurship and Logistics |
| Academic degree and qualification title in the original | Junior bachelor's degree Specialty "Entrepreneurship, Trade and Exchange Activity" educational and professional program «Entrepreneurship, trade and exchange activity» |
| Educational program title | «Entrepreneurship, trade and exchange activity» |
| Type of diploma and scope of educational program | Junior bachelor's degree, single, 240 credits ECTS , duration of study 1 year 10 months |
| Availability of accreditation | Accredited (meeting NAQAHE 08.06.2021, protocol №9 (52)) |
| Cycle / level | NQF of Ukraine - level 5, FQ-ENEA - short cycle, EQF-LLL - level 5 |
| Academic background | Complete secondary education |
| Language(s) of instruction | Ukrainian |
| Program duration | |
| Educational program link | https://knute.edu.ua/ |
| 2 - Educational program aim | |
| Creating conditions for the student to master general and special competencies that will contribute to his social mobility and competitiveness in the labor market; formation of social and personal qualities of graduates; acquisition of professionally-oriented knowledge, skills and ability to professionally solve typical professional problems in the field of entrepreneurship, trade and exchange activity. | |
| 3 - Educational program general information | |
| Subject area (field of knowledge, speciality, specialization) | Field of knowledge 07 "Management and administration" Specialty 076 "Entrepreneurship, trade and exchange activity" Educational and professional program "Entrepreneurship, trade and exchange activities" |
| Educational program orientation | Educational and professional. The program aims to provide primary education in entrepreneurship, trade and exchange activity. |
| Educational program and specialization goals and objectives | Initial (short cycle) of higher professional education in the specialty 076 "Entrepreneurship, trade and exchange activities" Key words: entrepreneurship, trade, exchange activity, commodity |

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| | science, goods, services |
| Specific requirements | The program is aimed at training specialists in the field of entrepreneurship, trade, consumer protection, exchange activities; initiative, capable of rapid adaptation in today's business environment; able to effectively apply modern research methods and tools, navigate in regulations and technical documentation. Practical training at production and trade enterprises |
| 4 - Career opportunities and further learning | |
| Career opportunities | The specialist is able to perform the specified professional work according to the National Classifier of Ukraine: "Classifier of professions" DK 003: 2010 and the Handbook of qualification characteristics of occupations of employees. Issue 65. "Trade and catering": 1224 Head of the section 1224 Heads of production units in wholesale and retail trade 1229.1 Head of department (independent) 3411 Specialist in exchange transactions 3415 Commercial agent 3415 Trade agent 3415 Salesman 3419 Commodity expert 3419 Delivery Organizer 3419 Sales Organizer 3421 Trading broker 3422 Freight forwarder 3439 Specialist. 5220 - Seller of non-food products 5220 - Seller of food products |
| Further learning | Study of first-level educational programs in order to obtain a higher education degree "bachelor" |
| 5 - Training and assesment | |
| Teaching and learning | Classroom and independent work on the basis of problem-oriented learning through a combination of lectures, laboratory and practical classes using modern educational technologies and techniques, with situational solution of practical problems, independent work based on literary and information sources, preparation for qualifying exam and certification |
| Assessment | Written exams, presentations of individual work, current and final control, qualifying exam. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and graduate students" in KNTEU, "Regulations on the organization of the educational process of students." Certification in the specialty is conducted in the form of a qualifying exam. |
| 6 - Program competences | |
| Integral competence | Ability to solve typical specialized problems and practical problems in the field of business, trade and exchange activities or in the learning process, which requires the application of provisions and methods of science, |

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| | <p>which form the concept of organization and functioning of business, trade, exchange structures and may be characterized by uncertainty ; be responsible for the results of their activities; to exercise control over other persons in certain situations.</p> |
| General competence | <p>GC 1. The ability to exercise their 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 2. 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, use different types and forms of motor activities for active recreation and a healthy lifestyle.</p> <p>GC 3. Ability to apply knowledge in practical situations.</p> <p>GC 4. Ability to communicate in the state language both orally and in writing.</p> <p>GC 5. Ability to communicate in a foreign language.</p> <p>GC 6. Ability to use information and communication technologies.</p> <p>GC 7. Ability to search, process and analyze information from various sources.</p> <p>GC 8. Ability to show initiative and entrepreneurship.</p> |
| Professional competence | <p>PC 1. Ability to take into account the basic patterns and modern achievements in business, trade and exchange activities.</p> <p>PC 2. Ability to choose and use appropriate methods, tools for justifying decisions regarding the activities of the enterprise.</p> <p>PC 3. Ability to apply innovative approaches in the activities of business, trade and exchange structures.</p> <p>PC 4. Ability to determine the characteristics of goods and services in business, trade and exchange activities.</p> <p>PC 5. Ability to carry out activities in compliance with regulatory documents in the field of business, trade and exchange activities .</p> <p>PC 6. Ability to perform professional tasks to organize the activities of business, trade and exchange structures.</p> <p>PC 7. Ability to apply the basics of accounting, taxation and insurance in business, trade and exchange activities.</p> <p>PC 8. Ability to identify and meet the needs of consumers as priority market players.</p> <p>PC 9. Ability to apply e-commerce models in the field of business, trade and exchange activities.</p> <p>PC 10. Ability to use logistics systems in business, trade and exchange activities.</p> |
| 7 – Program learning outcomes (PLO) | |
| | <p>PLO 1. Know their rights as a member of society, the values of civil society, the rule of law, human rights and freedoms and the citizen of Ukraine.</p> <p>PLO 2. Apply knowledge, understanding of patterns and modern achievements in business, trade and exchange activities for professional</p> |

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| | <p>purposes.</p> <p>PLO 3. Know the state and foreign languages in professional activities.</p> <p>PLO 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.</p> <p>PLO 5. Carry out search, independent selection of information from various sources in the field of business, trade and exchange activities.</p> <p>PLO 6. Show initiative and entrepreneurship, have the skills of interpersonal interaction to achieve professional goals.</p> <p>PLO 7. Apply comprehensive specialized empirical and theoretical knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.</p> <p>PLO 8. To have methods and tools for preparation of projects of administrative decisions concerning creation and functioning of business, trade and exchange structures.</p> <p>PLO 9. Apply innovative approaches in business, trade and exchange activities.</p> <p>PLO 10. Determine the characteristics of goods and services in business, trade and exchange activities using modern methods.</p> <p>PLO 11. Know the basics of regulatory and legal support of business, trade and exchange structures and apply them in practice.</p> <p>PLO 12. Perform professional tasks on the organization of business, trade and exchange structures.</p> <p>PLO 13. Apply the acquired skills in the basics of accounting, taxation and insurance in business, trade and exchange activities.</p> <p>PLO 14. Determine the needs of consumers to form the range of goods in business, trade and exchange activities.</p> <p>PLO 15. Apply e-commerce models in the activities of business, trade and exchange structures.</p> <p>PLO 16. Use logistics systems in business, trade and exchange activities.</p> <p>PLO 17. Identify key performance indicators of business, trade and exchange structures to ensure their effectiveness.</p> |
| 8 – Resource support for program implementation | |
| Academic staff | <p>The Department of Trade Entrepreneurship and Logistics of KNUTE is the graduate and responsible for the training of junior bachelors. The head of the department has a doctorate and the academic title of associate professor.</p> <p>90% of teachers who provide the process of training junior bachelors in the educational program "Entrepreneurship, Trade and Exchange" have a degree and / or academic title.</p> <p>All scientific and pedagogical workers are full-time teachers of KNUTE, have passed advanced training in Ukraine and abroad. The participation of practitioners in the teaching of disciplines of the training cycle is possible.</p> |
| Facilities | <p>Provision of training facilities, computer workstations, multimedia equipment in accordance with the requirements meets the need for training sessions.</p> <p>The use of laboratories, computer and specialized classrooms of KNUTE with modern hardware and software resources that provide quality training for bachelors in the educational program "Entrepreneurship, Trade and Exchange". To ensure the educational process, there are specialized educational and scientific laboratories.</p> |

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| | All the necessary social and household infrastructure of KNUTE, the number of places in dormitories meet the requirements. |
| Informational, teaching and learning materials | The official website of KNUTE with 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 disciplines, rules of admission, contact information): https://knute.edu.ua . Library fund with access to databases of scientific periodicals, including in English of the corresponding or related profile. Use of the MOODLE KNUTE Learning Management System and author's developments in the disciplines of the curriculum of scientific and pedagogical workers: http://dist.knute.edu.ua |
| 9 – Academic mobility | |
| National credit mobility | Agreements on academic mobility have been concluded on the basis of bilateral agreements between KNUTE and higher education institutions of Ukraine. |
| International credit mobility | Agreements on international academic mobility (Erasmus +), double diplomacy, long-term international projects, internships, etc. |
| Training of foreign applicants for higher education | Provides for the possibility of training foreign applicants for higher education. Teachers can teach subjects in a foreign language (English). |

2. List of educational program components and their logical sequence

2.1. List of educational program components *

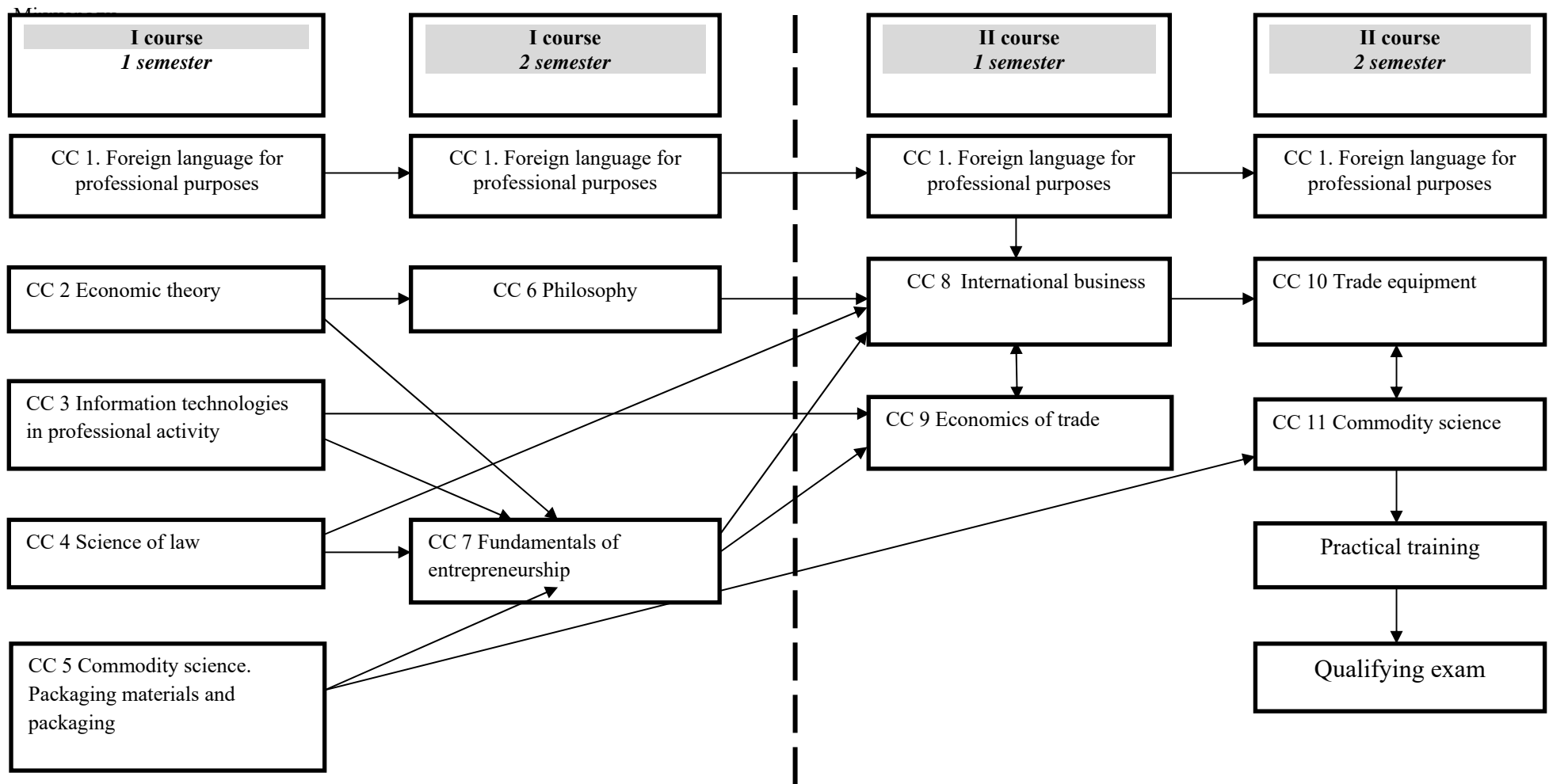
| Course code | Components of the educational program (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis) | Amount of credits |
|---------------------------------|---|-------------------|
| 1 | 2 | 3 |
| Compulsory components CC | | |
| CC 1 | Foreign language for professional purposes | 21 |
| CC 2 | Economic theory | 6 |
| CC 3 | Information technologies in professional activity | 6 |
| CC 4 | Science of law | 6 |
| CC 5 | Commodity science. Packaging materials and packaging | 6 |
| CC 6 | Philosophy | 6 |
| CC 7 | Fundamentals of entrepreneurship | 6 |
| CC 8 | International business | 6 |
| CC 9 | Economics of trade | 6 |
| CC 10 | Trade equipment | 4,5 |

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|---|---|------|
| CC 11 | Commodity science | 5 |
| Total credits for compulsory components: | | 78,5 |
| Optional block of courses (OB) | | |
| OB 1 | Life safety | 6 |
| OB 2 | Safety of goods | 6 |
| OB 3 | Business security | 6 |
| OB 4 | Diplomatic and business protocol and etiquette | 6 |
| OB 5 | Business ethics | 6 |
| OB 6 | Consumer protection | 6 |
| OB 7 | History of Ukraine | 6 |
| OB 8 | History of Ukrainian Culture | 6 |
| OB 9 | Cultural heritage of Ukraine | 6 |
| OB 10 | Logic | 6 |
| OB 11 | Materials science and basics of technology of production of goods | 6 |
| OB 12 | International Economics | 6 |
| OB 13 | National interests in world geopolitics and geoeconomics | 6 |
| OB 14 | Public speaking | 6 |
| OB 15 | Business law | 6 |
| OB 16 | Politology | 6 |
| OB 17 | Psychology | 6 |
| OB 18 | Religious studies | 6 |
| OB 19 | World culture | 6 |
| OB 20 | Sociology | 6 |
| OB 21 | Standardization, metrology and quality management | 6 |
| OB 22 | Social leadership | 6 |
| OB 23 | Statistics | 6 |
| OB 24 | Theory of industry markets | 6 |
| OB 25 | Ukrainian language (for professional purposes) | 6 |
| OB 26 | Physical research methods | 6 |
| OB 27 | Finance, money and credit | 6 |
| OB 28 | Chemistry | 6 |
| Total credits for optional components: | | 36 |
| Practical training | | |

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| Practical training | 4,5 |
| Final assessment | |
| Qualifying exam | 1 |
| TOTAL NUMBER OF CREDITS | 120 |

* The exam is a form of final control for all components of the educational program.

2.2. Structural and logical scheme of educational program



3. Form of attestation of applicants for higher education

Certification of graduates of the educational program of specialty 076 "Entrepreneurship, trade and exchange activities" is carried out in the form of a qualifying exam and ends with the issuance of a standard document on awarding him a bachelor's degree with qualification: higher education degree bachelor's degree in "Entrepreneurship, trade" educational and professional program "Entrepreneurship, trade and exchange activities".

Certification is carried out openly and publicly.

4.1. Matrix of conformity of mandatory competencies with educational program components

| <u>components</u> <u>competencies</u> I | OC1 | OC2 | OC3 | OC4 | OC5 | OC6 | OC7 | OK8 | OK9 | OK10 | OK11 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| GC 1 | | | | X | | | | | | | |
| GC 2 | | | | | | X | | | | | |
| GC 3 | | X | | X | X | | X | X | X | X | X |
| GC 4 | | | | X | | | | | | | |
| GC 5 | X | | | | | | | | | | |
| GC 6 | | | X | | | | | | | | |
| GC 7 | | | X | | | | | X | X | | X |
| GC 8 | | | | | X | | X | X | | X | |
| PC 1 | | X | | | | X | X | X | | | |
| PC 2 | | | | | | X | X | X | X | | |
| PC 3 | | | X | | | | X | | | X | |
| PC 4 | | | | | X | | | | | | X |
| PC 5 | | | | X | | | | X | | | |
| PC 6 | | X | | | X | | X | | X | | X |
| PC 7 | | | | | | | X | | X | | |
| PC 8 | X | | | | X | | X | | | | X |
| PC 9 | | | X | | | | X | | | | |
| PC 10 | | | | | X | | | | | X | X |

4.1 Matrix of correspondence of program competencies to selective components of the educational program

| Competences \ Components | Components | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---|
| | SC 1 | SC 2 | SC 3 | SC 4 | SC 5 | SC 6 | SC 7 | SC 8 | SC 9 | SC 10 | SC 11 | SC 12 | SC 13 | SC 14 | SC 15 | SC 16 | BK 17 | BK 18 | BK 19 | BK 20 | BK 21 | BK 22 | BK 23 | BK 24 | BK 25 | BK 26 | BK 27 | BK 28 | |
| GC 1 | | | X | X | X | X | X | X | X | | | | X | X | | X | | | | | | X | | | | | | | |
| GC 2 | X | X | | | X | X | | | | X | | | | | | | X | X | X | | | | | | X | | | | |
| GC 3 | | | | X | X | X | | | | X | X | X | | | X | | | | | X | X | X | X | X | | X | | X | |
| GC 4 | | | | | | | X | X | X | | | | | X | | | | | | | | | | | | X | | | |
| GC 5 | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | |
| GC 6 | | | | | | | | | | | | | | | | | | | | | | | | X | | | | | |
| GC 7 | | X | | | | | | | | | X | X | | | X | | | | | X | | | X | | | | | X | |
| GC 8 | X | | X | | | | | | | | | X | X | | X | | X | | | | | X | | | | | | | |
| PC 1 | X | | X | | X | | | | | X | | | X | | X | | | | | X | | | | X | | | | | |
| PC 2 | | | X | | X | | | | | X | | | | | X | | | | | | | X | X | | | | | X | |
| PC 3 | | | X | | | | | | | | | | X | | | | | | | | | | | | X | | | | |
| PC 4 | | X | | | | X | | | | | X | | | | | | | | | | | X | | | | | X | | X |
| PC 5 | | | X | X | X | X | | | | | | X | X | | X | | | | | | | X | | | | | | | |
| PC 6 | | | X | X | X | | | | | | X | | | X | | | X | | | | | X | X | | | | | | |
| PC 7 | | | | | | | | | | | | X | | | | | | | | | | | | | | | | X | |
| PC 8 | | X | | | | X | | | | | X | | | | | | | | | | | | | | X | | | | |
| PC 9 | | | | | X | X | | | | | | | | | | | | | | | | | | | | | | | |
| PC 10 | | | | | | | | | | | | X | | | | | | | | | | | | X | | | | | |

**5.1 Matrix for providing program learning outcomes (PLO)
Relevant to compulsory components of the educational program**

| Components / Program Learning Outcomes | OC1 | OC2 | OC3 | OC4 | OC5 | OC6 | OC7 | OK8 | OK9 | OK10 | OK11 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| PLO 1 | | | | X | | | | | | | |
| PLO 2 | | X | | | | X | | | | | |
| PLO 3 | X | | | | | | | | | | |
| PLO 4 | | | X | | | | | | | | |
| PLO 5 | | | X | | | | | | X | | |
| PLO 6 | | | | | | | X | X | | | |
| PLO 7 | | X | | | | X | X | X | X | | |
| PLO 8 | | | | | | | | | X | | |
| PLO 9 | | | X | | | | | | | X | |
| PLO 10 | | | | | X | | | | | | X |
| PLO 11 | | | | X | | | | X | | | |
| PLO 12 | | X | | | X | | X | X | X | | X |
| PLO 13 | | | | | | | X | | X | | |
| PLO 14 | | | | | X | | | | | | X |
| PLO 15 | | | X | | | | X | | | | |
| PLO 16 | | | | | X | | | | | X | X |
| PLO 17 | | | | | | | X | | X | | |

