

3. Educational Program.

Program team manager (program guarantor) – Osyka Viktor Anatoliyovych, Professor, Doctor of Technical Sciences, the Dean of the the Faculty of Trade and Marketing

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics: the Faculty of Trade and Marketing, The Department of Commodity Science, Safety and Quality Management
Level of higher education and qualification name in the original language	Level of higher education: Master Specialty “Entrepreneurship, trade and exchange activity”, Specialization “Category management in retail”
Educational program official name	“Category management in retail”
Diploma type and volume of the program	Master's Degree, 90 credits ECTS, term of training 1 year and 4
Accreditation	Ministry of Education and Science of Ukraine Certificate of accreditation ND №1188328 10.07.2017, expiry date 01.07 2024
Cycle / Level	NRC Ukraine – 7 level, FQ - EHEA - second cycle EQF – LLL – 7 level
Preconditions	Completed Bachelor degree or educational-qualification level Specialist, acquired in other specialty (educational program), under the condition of successful additional examinations taking into consideration Bachelor’s Diploma points. <ul style="list-style-type: none"> • Specializations alike: • Commodity Science and Commercial activity • Commodity Science and Expertize in Customs Affairs • Examination of goods and services • Safety and Quality Management • Wholesale and Retail trade • Commodity Science and Commercial logistics • Commodity Science and Organization of Foreign Trade • Customs Activity • Logistics
Language of instruction	Ukrainian
Program validity period	till scheduled update
Internet address for permanent placement of the program description	https://knute.edu.ua/
2 – Educational program aim	
To train highly-qualified experts on category management in retail for targeted activity in the field of entrepreneurship, trade and stock activity to form to form the 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 - Educational program characteristics	
Subject area (sphere of knowledge, specialty and specialization)	Subject area 07 “Management and Administration” Specialty “Entrepreneurship, Trade and Exchange Activity” Specialization “Category management in retail”
Educational program orientation	Professional, research, applied
Main focus of the educational program and specialization	Special education in the field of “Management and administration” in the specialty “Entrepreneurship, trade and exchange activity”, specialization “Category management in retail” Keywords: commodity science, product categories, category and operationa management, quality, safety, competitiveness , assortment matrix, suppliers, trade turnover, product promotion, demand forecasting
Specific requirements	It requires special practice in specialization
4 – Career opportunities and further learning	
Career opportunities	According to the national classification of economic activities of the DC 009: 2010, as well as taking into account the requirements of the labor market, the types of professional activities of the bachelor of commodity science and trade entrepreneurship are: wholesale and retail trade – G.; warehousing – H. 52.10; delivery of ready-made meals – I. 56.2. advice on business and management – M. 70.22; technical testing and analysis – M. 71.20; activities in the field of higher education – K. 85.42;. Graduate according to the National Classification of Occupations DK 003:2010 may take the following primary positions: Head of retail Sales Department, Director of Marketing, Commercial Director , Director of Procurement, Head of Sales and Marketing, Head of Logistics, Warehouse Manager, Chief Commodity Expert, Logistics Manager, Supply Manager, Sales Manager.
Further learning	Possible higher education: postgraduate programs in the specialty 076 « Entrepreneurship, Trade and Exchange Activity »
5 – Викладання та оцінювання	
Teaching and learning	Lectures, laboratory and practical classes in small groups, distant courses, practical training, student-centered study, self-education, problem-centered study.
Assessment	The assessment is based on the Regulations on the organization of the educational process of students and postgraduates.
6 – Program competences	
Integral Competence (IC)	The ability to solve complex specialized tasks and practical problems in the sphere of entrepreneurship, trade and stock exchange activity on practice or during the education process that implies to conduct investigations and/or perform innovations and is characterized by complexity and ambiguity of conditions and requirements.

General competence(GC)	<p>GC 1. The ability to adapt to new situations.</p> <p>GC 2. The ability to identify, set and solve problems.</p> <p>GC 3. The ability to motivate others and reach common goals.</p> <p>GC4.The ability to professional communication with non-professionals in the business.</p> <p>GC 5. The commitment to fulfil objectives and responsibility.</p>
Professional Competence (PC)	<p>PC 1. The ability to develop and implement the development strategy in the field of entrepreneurship, trade and stock exchange activities.</p> <p>PC 2. The ability to determine and assess goods and services characteristics in the field of entrepreneurship, trade and stock exchange activities.</p> <p>PC 3. The ability to manage operations effectively in the field of entrepreneurship, trade and stock exchange activities.</p> <p>PC 4. The ability to solve professional issues and make managerial decisions in the professional activity.</p> <p>PC 5. The ability to initiate and implement innovative projects field of entrepreneurship, trade and stock exchange activities.</p> <p>PC 6. <i>The ability to identify the goods, to conduct their expertise to develop and implement a system to reign in safety in retail.</i></p> <p>PC 7 <i>Ability to form and manage the range of product categories using modern information systems.</i></p> <p>PC 8. <i>Ability to develop pricing, product range and communication strategy of retail enterprises.</i></p>
7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. To be able to adapt to new situations, be initiative and responsible in professional activity. 2. To define and analyze problems in the field of entrepreneurship, trade and stock exchange activities and be able to find effective solutions. 3. Be able to use material and moral incentives and use other ways to motivate staff and business partners to achieve common goals. 4. Be able to use communication technologies to support interaction with different professional groups. 5. To be able carry out assigned tasks in the field of entrepreneurship, trade and stock exchange activities in an effective and creative way. 6. To be able to develop and implement to guarantee efficient performance of activities and tasks determine their efficiency. 7. To define and introduce strategic plans for the development in the field of entrepreneurship, trade and stock exchange activities. 8. To assess products and services as well as processes in entrepreneurial, trade and stock exchange structures draw appropriate conclusions in order to make management solutions. 9. To make effective decisions to guarantee high performance in the

	<p>field of entrepreneurship, trade and stock exchange activities.</p> <p>10. To solve problems that may arise in entrepreneurial, trade and stock exchange structures including risks.</p> <p>11. To implement innovative approaches to guarantee efficient performance and develop entrepreneurial, trade and stock exchange structure.</p> <p><i>12. Monitor and form the range of product categories in retail with the use of modern information technology.</i></p> <p><i>13. Carry out identification of goods, conduct their examination, control safety, develop and implement management systems in retail.</i></p> <p><i>14. To audit suppliers.</i></p> <p><i>12. To create favourable conditions for trade by rationalizing supply chains.</i></p> <p><i>13. To develop identification criteria and forecast the change in the product quality throughout the integrated chain of goods, using mathematical forecasting techniques and export evaluation.</i></p> <p><i>14. To develop and implement management systems in accordance with international instruments.</i></p>
8 – Resource support for program implementation	
Staff support	100% of teaching staff with scientific degree and/or academic degree are involved in the program implementation. Pedagogical workers go through advanced professional training every five years.
Material and technical support	Educational premises, residential, sports facilities that conform sanitary norms and regulations, state construction norms of Ukraine.
Information and educational-methodical support	Comprehensive office software MS Office package, test programs developed in KNUTE, Moodle platform for remote learning, professional programs for simulating of dangerous factors dynamics and developing measures for their open access to FDA, FAO are used during the training. Each discipline is provided with the educational and methodical complex, which compulsory includes: program and work program of the discipline, methodical recommendations for the students' of the discipline, lectures outlines, methodical recommendations for carrying out practical works and/or laboratory workshops, a tutorial for fulfillment (preparation) of the final qualification exam as well as selectively (optionally) collection of testing tasks and situational exercises, methodical instructions for completion (conducting) term papers (undergraduate thesis), textbooks.
9 – Academic mobility	
National credit mobility	On a general base within Ukraine. Short-term training at other higher education establishments according to the specific educational components that guarantee the general or professional competence acquisition.

International credit mobility	Cooperation agreements, including partner exchange and students tuition agreements were signed with higher educational institutions of France, Great Britain, Poland and Germany. Training in the direction of CA1 at a predetermined course for obtaining loans at the universities of the member countries of the Erasmus Program +
Training of overseas students	Foreign students have the opportunity to study at the preparatory department for foreigners and stateless persons and according to the specialization.

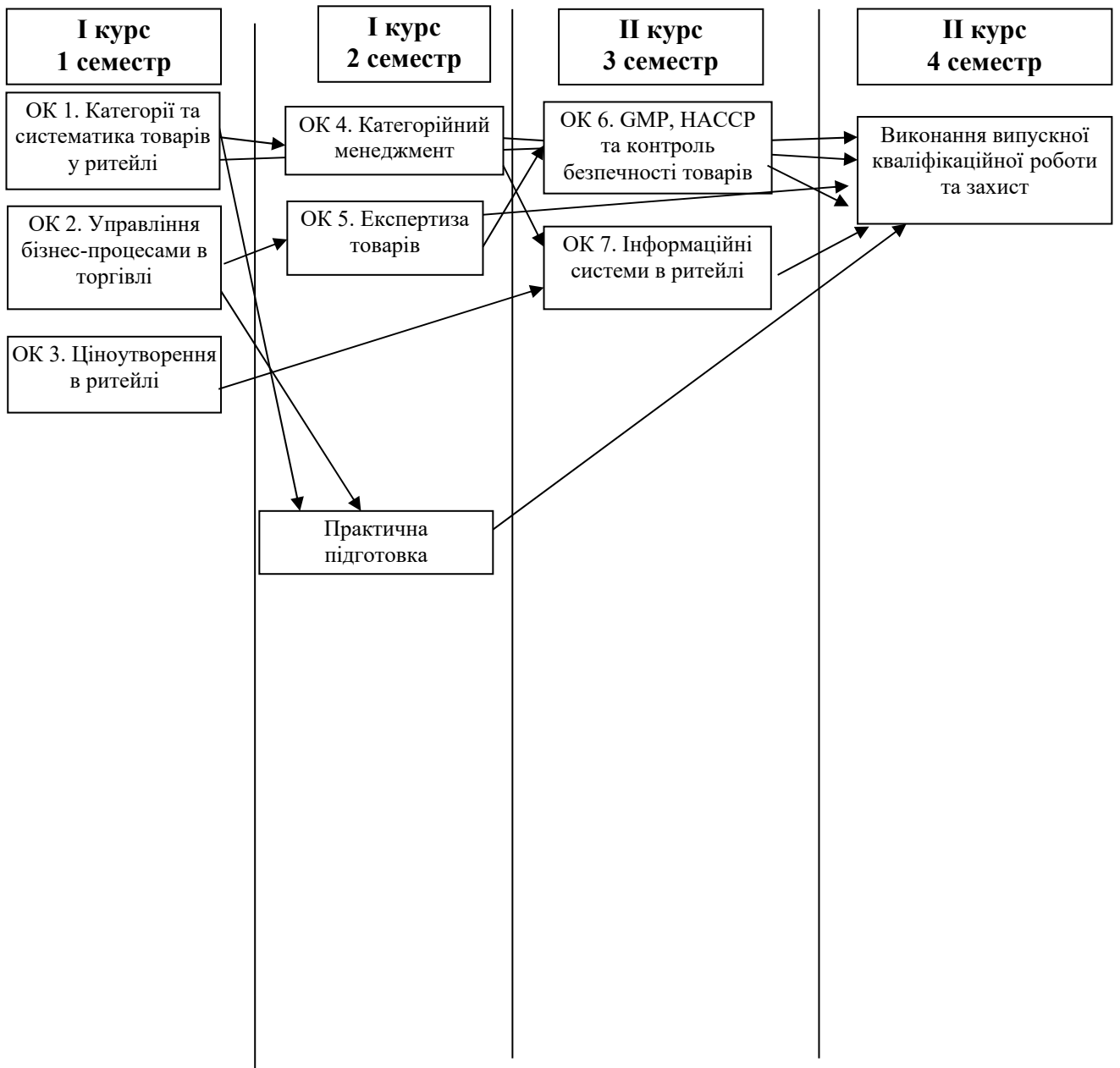
2. List of educational program components in the logical sequence

2.1 List of educational program components

Code	Components of educational program (academic disciplines, term projects (papers), industrial placements, qualification exam, final qualification work)	Amount of credits
1	2	3
Compulsory components of EP		
CC 1	Categories and systematics of goods in retail	6
CC 2	Business process management in trade	6
CC 3	Retail pricing	6
CC 4	Category management	7,5
CC 5	Examination of goods	7,5
CC 6	GMP, HACCP and product safety control	6
CC 7	Information systems in retail	6
Total amount of compulsory components:		45
Optional components of EP		
OB 1	Information systems and networks security	6
OB 2	Business negotiations	6
OB3	Contract law	6
OB 4	Identification and methods of determining counterfeiting of goods	6

OB 5	Qualimetry	6
OB 6	Consumer law	6
OB 7	International technical regulation	6
OB 8	Psychology of business communication	6
OB 9	Trade management	6
OB 10	Trade negotiations and commercial diplomacy	6
OB 11	Project management	6
Total amount of compulsory components:		24
Practical training		
	Practical training	9
Final Assessment		
	Final exam preparation and assessment	12
TOTAL NUMBER OF CREDITS		90

2.2. Structural-logical scheme of EP



3. Final assessment

Final assessment is open and public.

Final assessment implies solving a complex problem in the field of entrepreneurship, trade and stock exchange activities as well as conducting research and/or generating innovations.

Final assessment must not contain plagiarism, fabrication and falsification.

The results of final assessment are to be found on the official site of the university or the department.

4.1. Matrix of correspondence of program learning competence to compulsory components of the educational program

Компоненти/ Компетентності	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7
ЗК1	•	•		•	•	•	•
ЗК2	•	•		•	•		
ЗК3		•		•			
ЗК4		•		•	•		
ЗК5		•		•			
СК1		•		•			
СК2	•				•	•	
СК3		•	•	•			•
СК4		•		•	•		
СК5		•				•	•
СК6	•	•			•	•	
СК7	•	•	•	•	•		•
СК8	•	•	•	•	•		•

4.2. Matrix of correspondence of program learning competence to selective components of the educational program

Компоненти/ Компетентності	БК 1	БК 2	БК 3	БК 4	БК 5	БК 6	БК 7	БК 8	БК 9	БК 10	БК 11
ЗК1	•	•	•	•	•	•	•	•		•	•
ЗК2		•		•	•	•	•	•		•	•
ЗК3		•				•		•	•	•	
ЗК4		•				•	•	•		•	
ЗК5	•					•			•	•	
СК1		•				•	•		•		•
СК2				•	•		•				
СК3	•	•	•		•			•	•	•	•
СК4	•	•		•		•		•	•	•	•
СК5	•						•	•	•		
СК6			•	•	•		•			•	•
СК7	•	•		•	•						

СК8	•	•	•	•	•		•		•	•	•
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5.1. Matrix for providing program learning outcomes with mandatory components of the educational program

Компоненти / Програмні результати навчання	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6	ОК 7
1.			•		•	•	•
2.	•	•	•	•		•	
3.			•	•			
4.				•			
5.	•	•		•			
6.				•	•		
7.		•		•			•
8.			•		•	•	
9.		•	•	•			•
10.		•		•			•
11.		•		•			•
12.	•	•		•	•	•	•
13.	•	•		•	•	•	•
14.	•	•		•		•	•

5.2. Matrix for providing program learning outcomes with selective components of the educational program

Компоненти / Програмні результати навчання	ВК 1	ВК 2	ВК 3	ВК 4	ВК 5	ВК 6	ВК 7	ВК 8	ВК 9	ВК 10	ВК 11
1	•	•	•	•	•	•		•	•	•	•
2		•	•	•	•	•	•		•	•	•
3								•	•		•
4		•						•		•	•
5	•	•		•	•	•			•	•	
6	•	•		•	•	•	•		•	•	
7		•							•	•	
8				•	•		•				•
9				•			•		•		
10	•	•	•	•			•	•	•	•	
11	•								•		
12	•				•		•		•	•	

<i>13</i>				•			•			•	•
<i>14</i>				•				•		•	