

### 3. Educational program

#### 1. Profile of educational program in specialty 076" Entrepreneurship, Trade and Exchange Activity"

(specialization "Retailing and Distribution ")

<b>1 – General information</b>	
<b>Full title of the higher educational establishment and the structural unit</b>	Kyiv National University of Trade and Economics Faculty of Trade and Marketing, Department of Trade Entrepreneurship and Logistics
<b>Higher Education Level and qualification title in the original language</b>	Master's degree Specialty " Entrepreneurship, Trade and Exchange Activity" Economics" Specialization " Retailing and Distribution"
<b>The official title of educational program</b>	"Retailing and Distribution"
<b>Degree and total amount of the educational program</b>	Master's degree, single, 90 ECTS credits, training period - 1 year and 4 months
<b>Accreditation</b>	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine, 8.07.2014-01.07.2024, protocol № 110
<b>Cycle / Level</b>	HPK Ukraine-7 level FQ-EHEA - second cycle EQF-LLL-7 level
<b>Prerequisites</b>	Educational degree of Higher Education – Bachelor's degree
<b>Teaching Languages</b>	Ukrainian
<b>Validity of the educational program</b>	Valid up to 01.07.2024 p.
<b>Internet address for permanent description of the educational program</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>

<b>2 – The purpose of the educational program</b>	
Training of highly qualified specialists in retailing and distribution, who have fundamental professional knowledge, modern economic worldview and practical skills needed to solve scientific and applied problems.	
<b>3 - Description of the educational program</b>	
<b>Subject area (field of knowledge, speciality, specialization)</b>	Field of knowledge 07 "Management and administration" Specialty 076 " Entrepreneurship, Trade and Exchange Activity" Specialization " Retailing and Distribution"
<b>Orientation of educational program</b>	Educational and professional program of applied orientation. Emphasis on knowledge of the specifics of retailing and distribution, the ability to understand the current transformations taking place in these areas, and to anticipate possible changes, to manage wholesale and retail businesses and their associations.
<b>The main focus of the educational program and specialization</b>	Special economic education in the field of knowledge "Management and Administration", entrepreneurship, trade and exchange activity in the specialty "Entrepreneurship, trade and exchange activity" specialization "Retailing and distribution". Keywords: entrepreneurship, retail trade, retailing, wholesale trade, distribution, e-commerce, exchange activity, sales efficiency, business processes of trade enterprises, trade networks.
<b>Features</b>	Providing students with understanding of current development trends and features of retailing and distribution in Ukraine and abroad with an emphasis on critical thinking and practical skills, acquisition of competencies necessary for professional activities, project implementation and business process management of wholesale and retail trade and their associations.
<b>4 – The suitability of graduates to employment and further education</b>	
<b>Suitability for employment</b>	Graduates of higher education institutions in the specialty "Entrepreneurship, Trade and Exchange Activity", specialization "Retailing and Distribution", can: be employed in such professional fields as public and private business structures that are subjects of entrepreneurial activity in various positions organizational and managerial and financial and economic profile); perform functional duties in the civil service (development and examination of key documents in the field of trade at the national, regional and local levels); to practice educational and scientific activities in higher educational institutions and research centers (carrying out international economic research, developing economic forecasts and programs, teaching courses). The list of professions and professional titles of works is determined according to the current version of the State

Classifier of Ukraine. The specialist of the degree of higher education master according to the National Classification of Occupations DK 003: 2010 may hold the following primary positions: analyst of consolidated information; general director (chairman, president, other head) of an association of enterprises (associations, corporations, concerns, radio companies, TV companies, TV and radio companies, TV and radio agencies, news agencies, etc.); general manager (manager); chairman of a cooperative (society, collective farm, etc.); chairman of the board of directors; chairman of the board of directors of the exchange; chief administrator (at commercial enterprises); Chief Economist; chief expert; general manager (manager); chief consultant; director (manager) of a small enterprise (transport, warehousing); director (manager) of a small trading company; director (chief, other head) of the enterprise; director of the department; Director of the Exchange Operations and Electronic Support Department; director of logistics; commercial director; director of the representative office; branch director; contract and claims economist; logistics economist; sales economist; pricing economist; head of the retail trade enterprise; market manager; head of the department (independent); head of the department (as part of the department); head of the department (central public authorities); head of the department (local public authorities); Deputy Director of the Department - Head of Department; head (director, chief, etc.) department; head of the structural unit - chief specialist; store manager; business efficiency consultant; manager (manager) in wholesale trade; manager (manager) in retail trade of non-food products; manager (manager) in retail trade of household and non-food goods; manager (manager) in retail trade of household goods and their repair; manager (manager) in food retail; manager (manager) in trade in vehicles; manager (manager) of administrative activities; logistics manager; manager (manager) for regional development; supply manager; manager (manager) for transport and forwarding activities; sales manager (manager); head (head) of the unit; Head of Department; head of department (as part of the department); head of sales (marketing); head of the logistics department; head of the warehouse; head of the commercial department; warehouse manager (freight); head of the structural unit (separate); Head of Department; head of the branch; president of the company; business efficiency specialist.

According to the National Classification of Economic Activities DK 009: 2010, as well as taking into account the requirements of the labor market, the types of professional activity of the graduate are:

	<ul style="list-style-type: none"> <li>- wholesale and retail trade in motor vehicles and motorcycles, their repair - G. 45;</li> <li>- wholesale trade, except of 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>- market research and identification of public opinion - M. 73.20.</li> </ul>
<b>Further training</b>	Continuation of education at the third (educational and scientific) level of higher education in order to obtain the degree of Doctor of Philosophy, access to research scholarships to participate in postgraduate education programs.
<b>5 – Teaching and assessment</b>	
<b>Teaching and learning</b>	Problem-oriented and interactive learning, self-learning, learning through practical training.
<b>Evaluation</b>	Current control (testing, solving problems and cases, project development and presentation), final module control, written exams, assessment of industrial (undergraduate) practice, defense of the final qualification work. Assessment is carried out according to the "Regulations on the organization of the educational process of students" and "Regulations on the assessment of learning outcomes of students and graduate students".
<b>6 – Program competencies</b>	
<b>Integral competence</b>	Ability to solve complex problems and problems in the field of entrepreneurship, trade and / or exchange activity or in the learning process, which involves research and / or innovation in retailing and distribution under uncertain conditions and requirements.
<b>General competences (GC)</b>	<p><b>GC 1.</b> Ability to adapt and act in a new situation.</p> <p><b>GC 2.</b> Ability to identify, pose and solve problems.</p> <p><b>GC 3.</b> Ability to motivate people and move towards a common goal.</p> <p><b>GC 4.</b> 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><b>GC 5.</b> Definiteness and perseverance in terms of tasks and responsibilities.</p>
<b>Professional competencies of the specialty (PC)</b>	<p><b>PC 1.</b> Ability to develop and implement a strategy for the development of business, trade and / or exchange structures.</p> <p><b>PC 2.</b> Ability to evaluate products, goods and services in business, trade and / or exchange activity.</p> <p><b>PC 3.</b> Ability to manage effectively the activities of economic</p>

	<p>entities in the field of entrepreneurship, trade and / or exchange activity.</p> <p><b>PC 4.</b> Ability to solve problems and make management decisions in professional activities.</p> <p><b>PC 5.</b> Ability to initiate and implement innovative projects in business, trade and / or exchange activity.</p> <p><b>PC 6.</b> <u>Ability to reproduce logically and consistently and apply knowledge of business theory, the latest methods and practices of trade and exchange activity in the field of retailing and distribution.</u></p> <p><b>PC 7.</b> Ability to carry out at the appropriate level theoretical and applied research of business, trade and / or exchange activity in the field of retailing and distribution and to interpret them correctly.</p> <p><b>PC 8.</b> Ability to diagnose, analyze and forecast the business activities of the entity in the field of retailing and distribution.</p> <p><b>PC 9.</b> Ability to evaluate the effectiveness and efficiency of the entity in the field of retailing and distribution.</p> <p><b>PC 10.</b> Ability to comprehend critically the trends in the development of retailing and distribution in Ukraine and in the world, to find reserves to improve the management of business processes of wholesale and retail trade enterprises and their associations.</p>
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**7 – Program learning outcomes**

	<p><b>PLO1.</b> Be able to adapt and show initiative and independence in situations which arise in professional activities in the field of retailing and distribution.</p> <p><b>PLO2.</b> Identify, analyze the problems of entrepreneurship, trade and exchange activity and develop the measures to solve them.</p> <p><b>PLO3.</b> Be able to develop measures of material and moral encouragement and use other tools to motivate staff and partners to achieve the goal.</p> <p><b>PLO4.</b> Apply business communications to support interaction with representatives of various professional groups in the field of retailing and distribution.</p> <p><b>PLO5.</b> Be able to to perform tasks professionally, fully and with creative self-realization in the field of entrepreneurship, trade and / or exchange activity.</p> <p><b>PLO6.</b> Be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness in the field of retailing and distribution.</p> <p><b>PLO7.</b> Identify and implement strategic plans for the development of business entities in the field of entrepreneurship, trade and / or exchange activity.</p> <p><b>PLO8.</b> Evaluate products, goods, services, as well as processes</p>
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	<p>occurring in business, trade and / or exchange structures and do appropriate conclusions for management decisions.</p> <p><b>PLO9.</b> Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business, trade and / or exchange activity.</p> <p><b>PLO10.</b> Be able to solve problematic issues that arise in the activities of business, trade and / or exchange structures under conditions of uncertainty and risk.</p> <p><b>PLO11.</b> Implement innovative projects in order to create conditions for the effective functioning and development of business, trade and / or exchange structures.</p> <p><b>PLO12.</b> Understand the concept of business process management in the field of retailing and distribution, the features of modeling and architecture of business processes in wholesale and retail trade.</p> <p><b>PLO13.</b> Be able to provide information, regulatory, consulting and other types of support for business activities of economic entities in the field of retailing and distribution.</p> <p><b>PLO14.</b> Introduce the principles of logistics management, including ensure effective supply chain management in the field of retailing and distribution.</p>
<b>8 – Resource support for the program implementation</b>	
<b>Personnel support</b>	<p>Specialists who train masters in the educational program "Retailing and Distribution" must have professional knowledge and professional skills in entrepreneurship and trade, commodity science, management, marketing, logistics, law.</p> <p>In order to improve their professional level, all scientific and pedagogical workers undergo internships once every five years.</p> <p>It is possible the participation of foreign specialists and practitioners in the teaching of disciplines of the training cycle.</p>
<b>Material and technical support</b>	<p>Provision of on-site facilities for training sessions and control activities and appropriate multimedia equipment.</p> <p>Use of laboratories, computer and specialized classrooms of KNUTE.</p> <p>Availability of social and household infrastructure of KNUTE.</p>
<b>Information, studying and methodological support</b>	<p>General scientific and special sources of information on the organization of wholesale and retail trade, educational and methodical and monographic literature, information resources of the distance learning system MOODLE and the Internet.</p>
<b>9 – Credit Mobility</b>	
<b>National Credit Mobility</b>	<p>National credit mobility is implemented according to the Regulations on the procedure for exercising the right to</p>

	academic mobility in KNUTE. Regulations on academic mobility have been developed.
<b>International Credit Mobility</b>	The University has concluded agreements on cooperation between KNUTE and higher education institutions, within which partner exchange and training of students is carried out. In addition, international academic mobility is carried out under international programs and projects under the Erasmus + program, in particular with the following universities: Krakow University of Economics (Poland, Krakow), Szczecin University (Poland, Szczecin), Audensia Business School ( France, Nantes), University of Grenoble Alps (France, Grenoble), University of Paris Est Creteil (France, Paris), University of Central Lancashire (UK, Preston), University of Hohenheim (Germany, Stuttgart) , Piraeus University of Applied Sciences (Greece, Piraeus), University. Clement of Ohrid (Bulgaria, Sofia) and others.
<b>Studying of foreign applicants for higher education</b>	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of Ukrainian language at a level not lower than B1.

## 2. List of components of the educational program and their logical sequence

### 2.1. List of components of the educational program

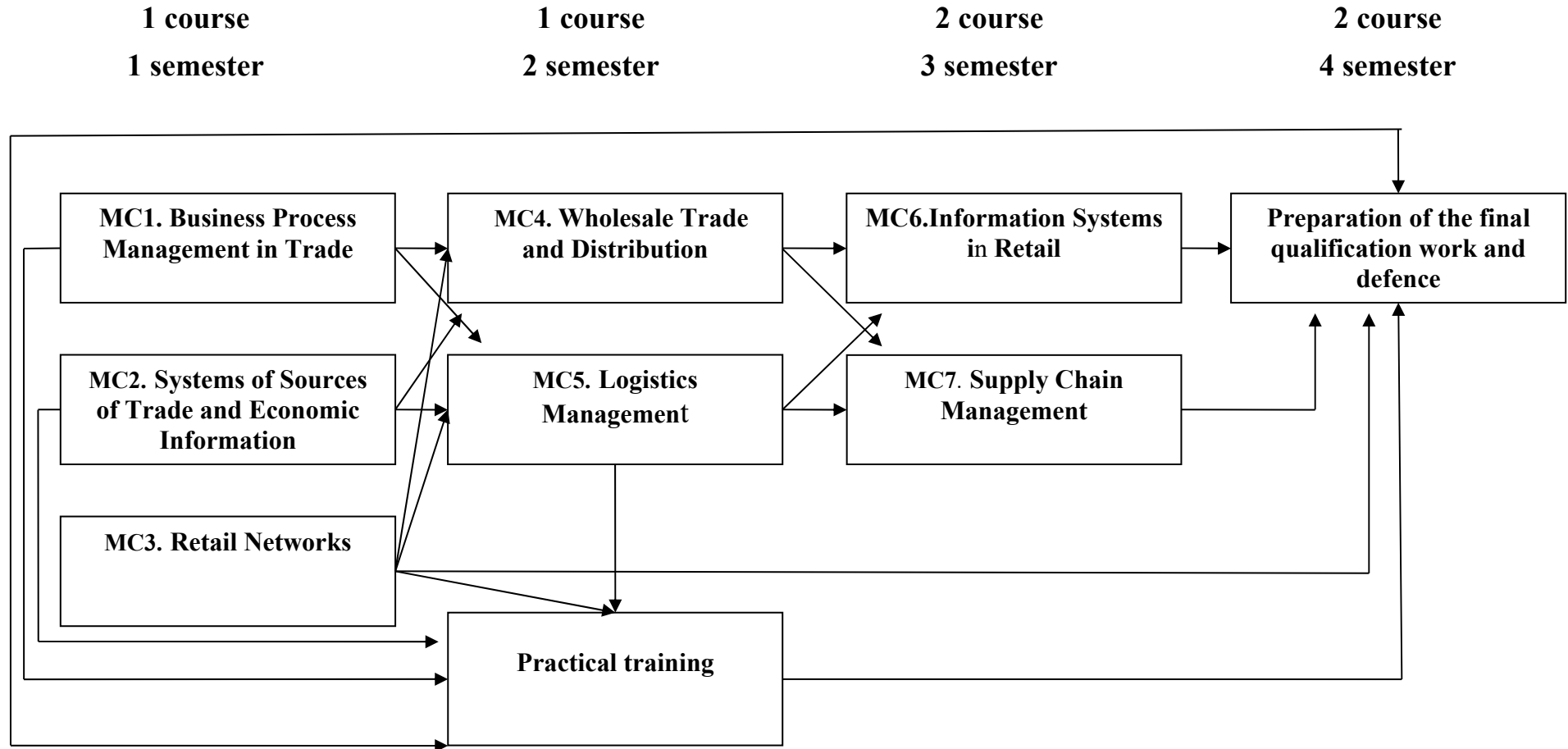
Code n/a	Components of educational (educational disciplines, term papers projects (works), practices, final qualification work	Number of credits
1	2	3
<b>Mandatory educational program components</b>		
<b>MC 1</b>	Business Process Management in Trade	<b>6</b>
<b>MC 2</b>	Systems of Sources of Trade and Economic Information	<b>6</b>
<b>MC 3</b>	Retail Networks	<b>6</b>
<b>MC 4</b>	Wholesale Trade and Distribution	<b>7,5</b>
<b>MC 5</b>	Logistics Management	<b>7,5</b>
<b>MC6</b>	Information Systems in Retail	<b>6</b>
<b>MC 7</b>	Supply Chain Management	<b>6</b>
<b>The total amount of mandatory components</b>		<b>39</b>
<b>Selective educational program components</b>		
<b>SC1</b>	Brand Management	<b>6</b>

<b>SC 2</b>	Expertise in International Trade	<b>6</b>
<b>SC 3</b>	Commercial Logistics	<b>6</b>
<b>SC 4</b>	Commercial Law	<b>6</b>
<b>SC 5</b>	International Trade	<b>6</b>
<b>SC 6</b>	International Technical Regulation	<b>6</b>
<b>SC 7</b>	International Trade Law	<b>6</b>
<b>SC 8</b>	Legal Support of Corporate Security	<b>6</b>
<b>SC 9</b>	Strategic Marketing	<b>6</b>
<b>SC 10</b>	Freight Forwarding Activity	<b>6</b>
<b>SC 11</b>	Consumer Loyalty Management	<b>6</b>
<b>SC 12</b>	Project Management	<b>6</b>
<b>SC13</b>	Legal Responsibility in the Field of Entrepreneurial Activity	<b>6</b>
<b>Total Amount of Selective Components:</b>		<b>30</b>
<b>Practical training</b>		
		<b>9</b>
<b>Certification</b>		
<b>Preparation of the final qualification work and defence</b>		<b>12</b>
<b>TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>

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 certification of applicants for higher education**

Certification is carried out in the form of public defense(demonstration) of the final qualification work.

The final qualification work involves the solution of a complex specialized task or a practical complex problem or problem in the field of economics of industry markets, which requires research and / or innovation and is characterized by uncertainty of conditions and requirements.

There can be no academic plagiarism, fabrication or falsification in the final work.

The final qualification work must be posted on the official website of higher education institution or its structural division or in the repository of the higher education.

**4.1. Matrix of correspondence of program competence to mandatory components of the educational program**

<b>Components</b>	<b>MC 1</b>	<b>MC 2</b>	<b>MC 3</b>	<b>MC 4</b>	<b>MC 5</b>	<b>MC 6</b>	<b>MC 7</b>
<b>Competences</b>							
<b>GC 1</b>	+		+			+	+
<b>GC 2</b>	+					+	+
<b>GC 3</b>	+				+		+
<b>GC 4</b>		+	+	+			+
<b>GC 5</b>	+				+		+
<b>SC 1</b>			+		+		+
<b>SC 2</b>	+	+		+			
<b>SC 3</b>	+			+	+		+
<b>SC 4</b>	+		+		+	+	+
<b>SC 5</b>	+	+	+		+		+
<b>SC 6</b>	+		+	+		+	
<b>SC 7</b>	+		+	+	+		
<b>SC 8</b>	+	+	+	+			
<b>SC 9</b>	+		+	+	+		+
<b>SC 10</b>	+		+	+	+		+

## 4.2 Matrix of correspondence of program competences to selective components of the educational program

Components Competences	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
GC 1	+	+	+	+					+			+	
GC 2			+	+		+	+		+	+		+	
GC 3	+										+	+	
GC 4	+	+			+		+	+				+	+
GC 5					+		+		+				
SC 1					+				+			+	
SC 2		+				+							
SC 3	+		+				+					+	
SC 4	+		+	+			+		+	+	+	+	
SC 5	+											+	
SC 6		+			+		+		+	+	+		+
SC 7	+			+				+	+	+			+
SC 8	+		+	+		+		+		+	+	+	
SC 9		+			+		+		+	+	+		+
SC 10		+	+		+				+		+	+	

## 5.1 Matrix of providing program learning outcomes with relevant mandatory components of the educational program

Components Program Learning Outcomes	MC 1	MC 2	MC 3	MC 4	MC 5	MC 6	MC 7
1	+	+	+				+
2	+						+
3	+			+			
4		+	+		+		+
5	+	+		+		+	+





