3. Educational program
Project team leader (educational program guarantor) - Vertelyeva O.V., Associate Professor of the Department of Economics and Competition Policy
3.1. Profile of the educational program in the specialty 05 «Economics» (specialization «Industrial Markets Economics»)

1 – General information	
Full name of IHE and structural subdivision	Kyiv National University of Trade and Economics Faculty of Economics, Management and Psychology Department of Economics and Competitin Policy
The degree of higher education and the name of the qualification in the language of the original	Bachelor's degree in speciality , specialty «Economics», specialization «Industrial Markets Economics»
The official name of the educational program	«Industrial Markets Economics»
Type of diploma and the volume of the educational program	Bachelor's diploma, single. Program Scope: – on the basis of complete general secondary education – 240 ECTS credits, 3 year 10 months; – on the basis of Junior Bachelor's degree there is a possibility of re-crediting up to 120 ECTS credits and reducing the period of study to 1 year and 10 months.
Accreditation	Ministry of Education and Science of Ukraine, Ukraine; the validity period for accreditation: until 01.07.2026
Cycle / Level	NQF of Ukraine – 6th level, FQ-EHEA – first cycle, EQF-LLL– 6th level.
Prerequisites	– complete general secondary education; – Junior Bachelor's degree; – conditions of admission to the program and training are governed by the Rules of admission to KNUTE.
Language(s) of teaching	Ukrainian
The validity period of the educational program	01.07.2027
Internet address of the permanent placing of the educational program description	https:// knute.edu.ua
2 – The purpose of the educational program	
Provide students with a set of competencies necessary for their effective analysis of the economic environment of the industrial markets, patterns of functioning and the development of competitive strategies for their participants.	
3 - Characteristics of the educational program	
Subject area (branch of	Branch of knowledge 05 «Social and behavioural sciences»

knowledge, specialty, specialization (upon availability))	Specialty 051 «Economics», Specialization «Industrial Markets Economics»
Orientation of the Educational Programme	Educational and professional.
The main focus of the educational program and specialization	Acquisition of theoretical knowledge, mastery of skills and technologies of economic analysis at the branch level, formation of effective competitive strategies of individual economic entities and their associations. Key words: economy, market, branch, economic analysis, economic policy.
Features of the program	In-depth study of the patterns of functioning of commodity and industry markets, the behavior of market players. Creation of an individual trajectory of branch specialization of applicants within the educational program.
4 – Suitability of graduates for employment and further training	
Suitability for employment	Workplaces at enterprises of various sectors of the economy, in the system of government bodies, primarily in the industry ministries and departments. Graduates may work in professions according to the National Classification of Professions DK 003: 2010: 2490 Inspector; 2442 Price control Inspector; 2441.2 Economist; 2441.2 Economic Adviser; 2441.2 Consultant on Economic Issues; 2441.2 Planning Economist; 2441.2 Economist of pricing; 1317 Agency Manager; 1231 Head of Planning and Economic Department; 1238 Project and program Manager in the field of Tangible (Intangible) Manufacturing; 2419.2 Specialist-analyst in Commodity Market research; 2419.2 Specialist in the efficiency of entrepreneurship; etc.
Further training	Possibility to study according to the FQ-EHEA – the second cycle of training in the speciality "Economics"; Possibility to study according to the FQ-EHEA – the second cycle of training in the field of related professional activities: legal, marketing, accounting and controlling, education, etc.
5 – Teaching and evaluation	
Teaching and learning	Balanced combination of *classroom work* (lectures-discussions, seminars, practical classes in small groups using case study methods, brainstorming, modeling the behavior of economic entities, etc., presentations, consultations with tutors), including *distance learning* with resources of KNUTE distance platform based on the MOODLE, MS Office 365, Zoom, *and independent work* (content analysis of information sources, individual and collective project work, etc.) on the basis of problem-oriented, interactive learning and self-learning.

Assessment	Current control, written exams, qualifying exam. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and postgraduate students of KNTEU", "Regulations on the organization of the educational process".
6 – Program competencies	
Integral competence	Ability to solve complex specialized problems and practical problems in the economic sphere *in general and at the level of industry markets in particular*, which are characterized by complexity and uncertainty of conditions, that involves the application of theories and methods of economics.
General competencies (GC)	GC 1. The ability to realize their rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC 2. Ability to preserve moral, cultural, scientific values and increase the achievements of society based on understanding the history and patterns of development of the subject area, *including the Industrial Markets Economics*, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies; use different types and forms of physical activity for active recreation and a healthy lifestyle. GC 3. Ability to abstract thinking, analysis and synthesis. GC 4. Ability to apply knowledge in practical situations. GC 5. Ability to communicate in the state language both orally and in writing. GC 6. Ability to communicate in a foreign language. GC 7. Skills in the use of information and communication technologies. GC 8. Ability to search, process and analyze information from various sources. GC 9. Ability to adapt and act in a new situation. GC 10. Ability to be critical and self-critical. GC 11. Ability to make informed decisions. GC 12. Interpersonal skills. GC 13. The ability to act in a socially responsible manner and consciously.

Special (professional, subject) competencies	PC1. Ability to demonstrate knowledge and understanding of problems of the subject area, basics of the modern economy at the micro, meso, macro and international levels.
	PC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.
	PC3. Understanding the features of leading scientific schools and areas of economics.
	PC4. Ability to explain economic and social processes and phenomena on the basis of theoretical models, analyze and interpret the results.
	PC5. Understanding the features of modern world and national economy, their institutional structure, substantiation of directions of social, economic and international economic policy of the state.
	PC6. Ability to use economic-mathematical methods and models in solving economic problems.
	PC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.
	PC8. Ability to analyze and solve problems in the field of economic, social and labor relations.
	PC9. Ability to predict socio-economic processes based on standard theoretical and econometric models.
	Здатність прогнозувати на основі стандартних теоретичних та економетричних моделей соціально-економічні процеси.
	PC10. Ability to use modern sources of economic, social, managerial, accounting information for preparation of official documents and analytical reports.
	PC11. Ability to substantiate economic decisions based on understanding the patterns of economic systems, processes and using modern methodological tools.
	PC12. Ability to identify economic problems in the analysis of specific situations on one's own, to suggest ways to solve them.
	PC13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.
	PC14. Ability to carry out an in-depth analysis of the problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.
	PC15. Understanding the principles of branch organization of economics; ability to identify key determinants of industrial markets; ability to assess their impact on the behavior of market participants.
	PC16. Ability to develop competitive strategies of business

	entities in industrial markets, including in conditions of uncertainty, risk and / or asymmetry of information. *PC17. Ability to determine the targets of enterprise development, taking into account sectoral and regional / global trends of economic development.*
7 – Program learning outcomes	
	1. To associate yourself as a member of civil society, the scientific community; recognize the rule of law, in particular in professional activities; understand and be able to exercise their rights and freedoms, show respect for the rights and freedoms of others, including team members. 2. To reproduce moral, cultural, scientific values, to increase the achievements of society in the socio-economic sphere; to promote a healthy lifestyle. 3. To know and use economic terminology, explain the basic concepts of micro- and macroeconomics, *theories of industry markets.* 4. To understand the principles of economic science, the peculiarities of the functioning of economic systems, in particular *at the micro, meso and macro levels.* 5. To apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public authorities). 6. To use professional reasoning to convey information, ideas, problems and ways to solve them to professionals and non-specialists in the field of economic activity. 7. To explain the models of socio-economic phenomena in terms of fundamental principles and knowledge based on understanding of the main directions in economic development. 8. To apply appropriate economic and mathematical methods and models to solve economic problems. 9. To understand the main features of the modern world and national economy, institutional structure, areas of social, economic and foreign economic policy of the state. 10. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities. 11. Be able to analyze the processes of state and market regulation of socio-economic and labor relations, *in particular to be able to assess the economic effects of the impact of environmental regulation on the development of the industry*

	market, the behavior of its entities. 12. To apply the acquired theoretical knowledge to solve practical problems and interpret the results meaningfully. 13. To identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators. 14. To identify and plan opportunities for personal professional development. 15. To demonstrate basic skills of creative and critical thinking in research and professional communication. 16. To be able to use data, make arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics. 17. To perform interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, taking into account the risks and possible socio-economic consequences. 18. To use regulations and legal acts governing professional activities. 19. To use information and communication technologies to solve socio-economic problems, prepare and present analytical reports. 20. To master the skills of verbal and written professional communication in the official and foreign languages. 21. To be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems at different levels, as well as the behavior of their entities. 22. To demonstrate flexibility and adaptability in new situations, in working with new objects, in uncertain conditions, *in particular in conditions of information asymmetry.* 23. To demonstrate as skills of independent work as critical, creative and self-critical thinking. 24. To demonstrate the ability to act in a consciously and socially responsible manner on the basis of ethical principles; to appreciate and respect cultural diversity, human nature and individual differences. *25. Develop effective competitive strategies in accordance with the trends of sectoral and general economic development.*
8 – Resource support for the implementation of the program	
Personnel support	The provision of the educational and professional program by scientific and pedagogical workers for100%, whose academic and / or professional qualification corresponds to the profile of the program and the disciplines taught by them Involvement of practitioners, including foreign ones, in teaching. Involvement of practitioners in teaching, including foreign ones.

Material and technical support	Classrooms and lecture halls are equipped with modern demonstration equipment; computer rooms are equipped with the latest software versions. The KNUTE distance platform is based on the MOODLE, MS Office 365. Social and household infrastructure of KNUTE is available.
Information and teaching-methodological support	Availability of published monographs, tutorial manuals, lecture notes, workshops (case studies), methodological guidelines for writing graduation papers, recommendations for independent work of students to provide educational process. Public information about the educational and professional program is provided through the publication of educational and professional program, ECTS information package, class schedule, as well as all components of the educational process on the official website of KNUTE. All components of the educational process are published in accordance with the Law of Ukraine "On Higher Education".
9 – Academic mobility	
National Credit Mobility	It is implemented in accordance with the Regulations on the procedure of realizing the right for academic mobility in KNUTE. Practical training modules are implemented at enterprises of the private sector of the economy and in sectoral ministries within the framework of bilateral agreements.
International Credit Mobility	Students with the knowledge of foreign languages are able to obtain education abroad in accordance with bilateral agreements concluded between KNUTE and foreign higher educational institutions under the Erasmus+ programme
Teaching foreign applicants for higher education	According to the rules of admission to the KNUTE in 2022.

2. List of components of the educational program and their logical consistency

2.1. List of components of the EP

Code n / a	Components of the educational program(academic disciplines, course projects (work), practice, qualification examination, graduation work	Amount of credits
1. Compulsory components of the EP		
CC 1.	Foreign language for specific purposes	24
CC 2.	Higher and applied mathematics	12
CC 3.	Information technologies in professional activity	6
CC 4.	Jurisprudence	6
CC 5.	Philosophy	6
CC 6.	Political Economy	6
CC 7.	Statistics	6
CC 8.	Macroeconomics	6
CC 9.	Management	6
CC 10.	Microeconomics	6
CC 11.	State Regulation of the economy	6
CC 12.	Econometrics	6
CC 13.	Theory of Industry Markets	6
CC 13.1	CW on the theory of Industry Markets	
CC 14.	Institutional economics	6
CC 15.	Marketing	6
CC 16.	Economy of public sector	6
CC 17.	Economy and finance of an enterprise	6
CC 18.	Accounting	6
CC 19.	Industrial Markets Economics	12
CC 19.1	CW on the Industrial Markets Economics	
CC 20.	Practical course "Business Simulation"	9
CC 21.	Antimonopoly regulation of Industrial Markets	6
Total amount of compulsory components:		**159 credits**
2. Selective components of the EP		
SC 1.	Banking	6
SC 2.	Business planning	6
SC 3.	Stock Market trading	6
SC 4.	Brand managment	6
SC 5.	Economic law	6
SC 6.	Contract law	6
SC 7.	Economy of an agricultural enterprise	6
SC 8.	Economy of hotels and restaurants	6
SC 9.	Economy of health care enterprises	6
SC 10.	Economy of light industry	6
SC 11.	Economy of real estate	6

SC 12.	Economy of transport enterprises	6
SC 13.	Economy of trade	6
SC 14.	Economy of tourism	6
SC 15.	Economy of the food processing industry	6
SC 16.	Economic and mathematical modeling	6
SC 17.	Economic history	6
SC 18.	Economy and organization of the information services market	6
SC 19.	E-commerce	6
SC 20.	Information economy	6
SC 21.	Information systems and technologies in economics	6
SC 22.	Foreign language	6
SC 23.	History of Ukraine	6
SC 24.	History of economic thought	6
SC 25.	Commercial Law	6
SC 26.	Logistics	6
SC 27.	Marketing of Services	6
SC 28.	International Economics	6
SC 29.	International Competition	6
SC 30.	National interests in world geopolitics and geoeconomics	6
SC 31.	Entrepreneurial Law	6
SC 32.	Behavioral Economics	6
SC 33.	Political Science	6
SC 34.	Legal Regulation of Financial Services Market	6
SC 35.	Legal Regulation of Tourism activity	6
SC 36.	Psychology	6
SC 37.	Market of financial services	6
SC 38.	World market of goods and services	6
SC 39.	Sociology	6
SC 40.	Insurance	6
SC 41.	Modern economic theories	6
SC 42.	Theory of globalization	6
SC 43.	Social Choice Theory	6
SC 44.	Trade marketing	6
SC 45.	Ukrainian language (for specific purposes)	6
SC 46.	Finance, Money and Credit	6
SC 47.	Price making	6
Total amount of selective components:		**66 credits**
3. Practical training		
Practical training 1		6
Practical training 2		6
Total amount of credits		**12**
4. Certification		
Qualification work preparation and defense		3

Total amount of credits	3
TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM	**240 credits**

For all components of the educational program, the form of final control is an examination.

2.2 Strucrutal-logical scheme of the EP
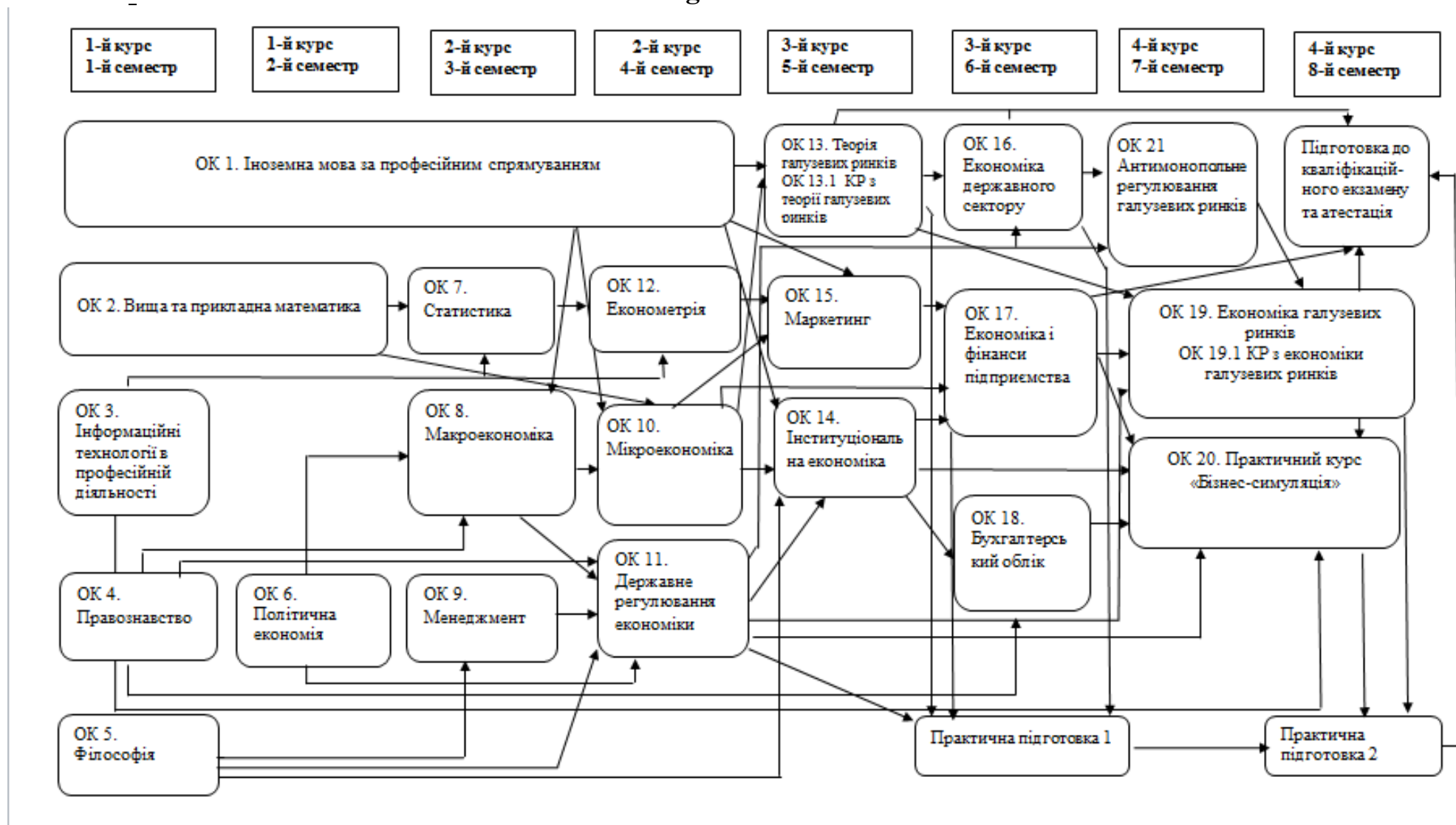
3. Form of attestation of applicants for higher education

Attestation is carried out in the form of a qualifying examination.

The qualifying examination in the specialty must verify the achievement of learning outcomes defined by the Standard of Higher Education and the educational program.

4.1 Matrix of correspondence of program competences to compulsory components of the educational program

Компоненти \ Компетентності	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	OK 12	OK 13	OK 14	OK 15	OK 16	OK 17	OK 18	OK 19	OK 20	OK 21
ЗК 1				+	+																
ЗК 2				+	+	+			+				+	+					+	+	
ЗК 3				+	+	+		+		+		+	+								
ЗК 4				+			+	+	+			+		+				+	+		+
ЗК 5				+	+	+		+	+	+	+		+	+	+	+	+	+	+		+
ЗК 6	+																				
ЗК 7			+				+					+			+				+		+
ЗК 8			+	+			+	+			+	+	+	+	+	+	+		+		+
ЗК 9					+	+			+		+		+		+	+			+		
ЗК 10		+			+					+	+		+								
ЗК 11		+						+	+	+	+	+	+		+	+	+		+	+	+
ЗК 12	+				+							+				+				+	
ЗК 13				+								+							+		+
СК 1						+		+		+			+						+		
СК 2				+							+			+		+	+	+			+
СК 3						-		+		+			+	+							
СК 4		+	+		+		+	+		+		+	+	+						+	
СК 5						+		+			+			+		+					+
СК 6		+					+			+		+								+	
СК 7			+				+					+	+				+	+	+	+	
СК 8						+		+		+	+		+			+	+	+	+	+	
СК 9							+	+		+		+	+								
СК 10	+						+		+								+	+		+	
СК 11						+		+	+	+			+								
СК 12										+		+			+	+	+		+		
СК 13										+		+				+	+				
СК 14					+			+		+	+								+		
СК 15											+		+						+		+
СК 16										+		+							+		+
СК 17												+					+	+	+		

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

Компетентности \ Компоненты	BK 1	BK 2	BK 3	BK 4	BK 5	BK 6	BK 7	BK 8	BK 9	BK10	BK 11	BK 12	BK 13	BK 14	BK 15	BK 16	BK 17	BK 18	BK 19	BK 20	BK 21	BK22	BK 23	BK 24	BK 25	BK 26	BK 27	BK 28	BK 29	BK30	BK 31	BK 32	BK 33	BK 34	BK 35	BK 36	BK 37	BK 38	BK 39	BK 40	BK 41	BK 42	BK 43	BK 44	BK 45	BK 46	BK 47
ЗК 1					+	+											+			+			+		+						+	+	+	+	+	+			+					+		+	
ЗК 2	+		+				+	+	+	+	+	+	+	+	+		+	+	+	+			+	+				+	+				+				+	+	+	+	+	+					
ЗК 3		+														+			+	+				+		+	+						+									+		+			+
ЗК 4	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+				+	+	+	+	+			+				+	+	+	+	+		+			+		+
ЗК 5	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+				+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
ЗК 6																						+																									
ЗК 7		+	+													+		+	+	+			+	+											+			+					+				
ЗК 8	+	+	+	+			+	+	+	+	+	+	+	+	+	+		+	+	+	+	+			+	+		+	+		+						+	+	+	+				+	+	+	+
ЗК 9		+		+	+	+													+	+				+	+	+		+			+	+	+	+	+	+							+	+	+		
ЗК 10																									+							+			+					+				+			
ЗК 11	+	+	+				+	+	+	+	+	+	+	+	+			+	+					+	+			+									+	+			+			+			+
ЗК 12		+	+	+															+			+		+	+								+				+							+	+		
ЗК 13		+			+	+											+						+	+	+			+			+	+		+	+	+	+			+		+		+	+		+
СК 1	+						+	+	+	+	+	+	+	+	+			+		+	+						+	+	+		+						+	+		+			+	+			+
СК 2					+	+																				+						+			+	+											
СК 3																+			+				+								+	+										+	+	+			
СК 4							+	+	+	+	+	+	+	+	+	+	+		+				+								+	+						+				+		+	+	+	+
СК 5	+						+	+	+	+	+	+	+	+	+			+		+								+	+	+	+	+					+	+		+		+	+	+	+		
СК 6																+										+														+							+
СК 7		+	+													+			+		+																										
СК 8				+	+	+																		+		+					+	+		+	+	+			+	+				+			
СК 9																+			+												+		+									+	+	+			+
СК 10		+	+	+														+			+	+									+	+													+	+	
СК 11	+	+	+	+			+	+	+	+	+	+	+	+	+		+	+	+	+					+						+	+				+		+	+		+	+	+	+		+	+
СК 12		+		+			+	+	+	+	+	+	+	+	+	+		+				+									+								+							+	
СК 13							+	+	+	+	+	+	+	+	+	+		+				+																	+			+		+			+
СК 14	+						+	+	+	+	+	+	+	+				+										+	+	+				+			+	+	+	+				+			+
СК 15							+	+	+	+	+	+	+	+	+			+																					+								
СК 16							+	+	+	+	+	+	+	+				+		+						+						+					+	+	+								
СК 17							+	+	+	+	+	+	+	+				+																								+	+				

41

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

Компоненти / Програмні результати навчання	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6	ОК 7	ОК 8	ОК 9	ОК 10	ОК 11	ОК 12	ОК 13	ОК 14	ОК 15	ОК 16	ОК 17	ОК 18	ОК 19	ОК 20	ОК 21
1				+	+	+															
2					+	+															
3						+		+		+			+								
4						+		+		+			+	+		+	+		+		
5		+				+				+	+	+	+		+	+	+		+	+	+
6				+	+	+			+						+						
7						+		+		+		+	+	+							
8		+						+		+		+								+	
9						+		+			+		+	+					+		+
10										+		+					+	+		+	
11								+			+		+						+		+
12		+	+				+		+	+			+			+			+	+	
13			+				+	+				+	+				+	+	+	+	
14				+					+												
15	+			+	+	+			+			+	+	+	+		+		+	+	
16	+				+	+		+		+		+	+	+		+	+		+		
17				+	+	+			+	+	+		+	+		+	+		+		+
18				+								+							+		+
19			+				+					+					+	+	+	+	
20	+			+	+	+	+	+	+	+	+		+	+	+	+	+	+	+		+
21					+	+		+		+		+	+	+			+	+	+		
22					+	+			+	+			+	+	+				+	+	
23		+			+	+			+		+		+			+	+		+		
24	+			+	+	+			+		+					+			+		+
25										+			+						+		+

42

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

Програмні результати навчання \ Компоненти	ВК1	ВК2	ВК3	ВК4	ВК5	ВК6	ВК7	ВК8	ВК9	ВК10	ВК11	ВК12	ВК13	ВК14	ВК15	ВК16	ВК17	ВК18	ВК19	ВК20	ВК21	ВК22	ВК23	ВК24	ВК25	ВК26	ВК27	ВК28	ВК29	ВК30	ВК31	ВК32	ВК33	ВК34	ВК35	ВК36	ВК37	ВК38	ВК39	ВК40	ВК41	ВК42	ВК43	ВК44	ВК45	ВК46	ВК47
1				+	+												+						+	+	+					+	+	+	+	+	+	+			+				+			+	
2		+		+			+	+	+	+	+	+	+	+	+	+	+	+		+			+	+	+	+					+	+	+	+	+				+		+		+	+	+		
3							+	+	+	+	+	+	+	+	+	+	+	+		+			+								+	+		+	+	+	+	+	+		+	+	+			+	+
4							+	+	+	+	+	+	+	+	+	+	+	+		+			+								+	+			+						+	+	+				+
5	+	+	+	+			+	+	+	+	+	+	+	+	+	+		+	+		+						+	+			+									+	+		+	+			+
6	+	+		+													+				+		+	+							+					+	+				+	+	+			+	+
7																	+	+		+			+						+	+			+	+					+				+	+	+		
8		+					+	+	+	+	+	+	+	+	+	+	+							+																							+
9							+	+	+	+	+	+	+	+	+		+			+								+	+	+					+	+			+							+	+
10	+						+	+	+	+	+	+	+	+	+		+				+							+									+		+				+				+
11																																			+	+			+								
12	+	+	+				+	+	+	+	+	+	+	+	+			+	+								+	+	+	+								+	+				+				
13							+	+	+	+	+	+	+	+	+	+		+			+																	+								+	
14		+		+	+	+															+					+	+	+				+		+			+		+					+	+		
15		+		+													+											+					+				+								+	+	
16																	+							+	+	+		+																			
17							+	+	+	+	+	+	+	+	+			+		+											+	+						+			+	+		+	+	+	
18					+	+																				+							+			+	+										
19		+															+						+					+									+		+					+			
20																								+																						+	+
21							+	+	+	+	+	+	+	+	+	+		+		+												+						+				+	+				
22							+	+	+	+	+	+	+	+	+			+		+										+								+			+						
23				+													+			+	+			+	+			+			+			+			+		+				+			+	+
24				+																								+			+				+	+	+				+					+	
25							+	+	+	+	+	+	+	+	+			+																			+										

43