

### 3. Educational program

*Project team leader (Director of the Bachelor's degree programme)*

*PhD in Economics, Associate Professor Mykytenko N.V.*

#### 3.1. Profile of the educational programme "Trade Management" in the subject area 073 "Management"

<b>1 – General information</b>	
<b>Full name of IHE and structural subdivision</b>	SUTE, State University of Trade and Economics Faculty of Economics, Management and Psychology Department of Management
<b>The degree of higher education / vocational education and training and the name of the qualification in the language of the original</b>	Bachelor's Degree Subject Area "Management"
<b>The official name of the educational programme</b>	"Trade Management"
<b>Compliance with the Higher Education Standard of the Ministry of Education and Science of Ukraine</b>	Corresponds to the Higher Education Standard of the Ministry of Education and Science of Ukraine
<b>Type of diploma and the volume of the educational programme</b>	Bachelor's diploma, unitary, 240 ECTS credits, term of study - 3 years and 10 months
<b>Availability of accreditation</b>	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 1, 2024 on the basis of the order of the Ministry of Education and Science of Ukraine dated 19.12.2016 № 1565
<b>Cycle / Level</b>	NQF of Ukraine - level 6, FQ-EHEA – the first cycle, EQF-LLL – level 6
<b>Prerequisites</b>	– Complete general secondary education; – conditions for admission to the programme are regulated by the Rules of admission to SUTE.
<b>Language (s) of training</b>	Ukrainian
<b>The duration of the educational programme</b>	until July 1, 2024
<b>Internet address of the permanent placing of the educational programme description</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – The purpose of the educational programme</b>	

Training of specialists capable of mastering basic managerial concepts and principles to carry out professional activities aimed at forming an effective management system in trade enterprises, to ensure the adoption of effective management decisions in accordance with the new culture of consumer behavior and taking into account current trends in the digitalization of trade.

### **3 – Characteristics of the educational programme**

<b>Subject area</b>	<ul style="list-style-type: none"> <li>– Object of study: management of organizations and their divisions.</li> <li>– Training objectives: training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions, in the field of management of organizations and their divisions.</li> <li>– Theoretical content of the subject area: paradigms, laws, patterns, principles, historical prerequisites for the development of management; concepts of systemic, situational, adaptive, antisypative, anti-crisis, innovation, project management, etc.; functions, methods, technologies and management decisions in management.</li> <li>– Methods, methodologies and technologies: general scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance, etc.); methods of implementation of management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational structures of management; methods of motivation; control methods; methods of evaluating social, organizational and economic efficiency in management, etc.). Management methods (administrative, economic, socio-psychological, technological); technologies of substantiation of management decisions (economic analysis, simulation modeling, decision tree, etc.).</li> <li>– Tools and equipment: modern information and communication equipment, information systems and software products used in management.</li> </ul>
<b>The educational programme orientation</b>	<p>Educational-professional, applied, research.</p> <p>The programme focuses on the formation and development of competencies in the management of trade enterprises and provides: dynamic, integrative and interactive mastery of modern methods of development and implementation of management decisions in trade enterprises; formation and development of capabilities for resource provision and building a management system for trade enterprises; conducting strategic diagnostics of trade enterprises in order to make strategic decisions; organization of basic and auxiliary trading processes; formation of the range of food products and non-food products and assessment of their quality to ensure the efficiency of circulation and consumption; conducting effective category management at different stages of the process of managing product categories in trade enterprises.</p>
<b>The main focus of the educational programme</b>	<p>Formation of professional competence in the ability to solve complex specialized tasks and practical problems in the field of trade with the use of modern theories and methods of management.</p> <p>Keywords: management, enterprise, system approach, trade, marketing, logistics, commodity science, trade organization,</p>

	consumer behavior, e-commerce, management decisions, sales management, categorical management.
<b>Features of the programme</b>	Interdisciplinary and multidisciplinary training of specialists to ensure the effective functioning and development of trade enterprises, taking into account changes in the external environment. Emphasis on a high level of professional training, necessary for the practical activity of specialists in the field of domestic trade business, the involvement of foreign scientists and practitioners in the educational process, the use of innovative technologies in trade.
<b>4 – Eligibility of graduates for employment and further training</b>	
<b>Eligibility for employment</b>	<p>The graduate is suitable for employment in positions in accordance with the National Nomenclator of Occupations DK 003: 2010:</p> <p>1452 Manager (administrator) in wholesale trade.</p> <p>1453 Manager (administrator) in the retail trade of household and non-food products.</p> <p>1454 Manager (administrator) in food retail.</p> <p>3436.1 Assistant Head of the enterprise (institution, organization); head of the section.</p> <p>3419 Trade inspector.</p> <p>3419 Organizer for supply (sales).</p> <p>3415 Sales representative.</p> <p>3421 Trading broker (stockbroker).</p> <p>With the acquisition of relevant experience one can adapt to the following areas of related professional activities: economic, marketing, foreign economic, educational, research.</p>
<b>Further training</b>	Opportunity to study at the second (master's) level of higher education according to the programme of the second cycle FQ-EHEA, 7 level EQF-LLL and 7 level NQF of Ukraine.
<b>5 – Training and evaluation</b>	
<b>Teaching and learning</b>	The teaching style is focused on student-centered, problem-oriented learning and self-study. Combined approach to learning: a combination of traditional and non-traditional teaching methods using thematic, problem-based, review lectures, including with the participation of practitioners, conducting presentations, discussions, application of the case-study method with solving real problems, solving calculation-analytical and situational tasks, work in small groups, independent work of students, preparation of courseworks, internship (including educational training), consultations of teachers.
<b>Assessment</b>	<p>Types of control: current, final.</p> <p>Forms of control: oral and written questioning, test and individual tasks, performing analytical and situational exercises, essays, digests, defense of individual and team projects, internship reports, written exams, final certification (defense of qualification work), etc.</p> <p>Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and postgraduate students at SUTE" and "Regulations on the organization of the educational process of students" at SUTE.</p>

<b>6 – Program competencies</b>	
<b>Integral competence</b>	Ability to solve complex specialized tasks and practical problems, which are characterized by the complexity and uncertainty of conditions in the field of management, in particular, trade management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.
<b>General competencies</b>	<ol style="list-style-type: none"> <li>1. The ability to exercise their rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</li> <li>2. The ability to preserve and increase moral, cultural, scientific values and multiply the achievements of society on the basis of 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, engineering and technologies, use various types and forms of physical activity for active recreation and healthy lifestyle.</li> <li>3. The ability to abstract thinking, analysis, synthesis.</li> <li>4. Ability to apply knowledge in practical situations.</li> <li>5. Knowledge and understanding of the subject area and understanding of professional activities.</li> <li>6. Ability to communicate in the state language both orally and in writing.</li> <li>7. Ability to communicate in a foreign language.</li> <li>8. Skills in the use of information and communication technologies.</li> <li>9. The ability to learn and master modern knowledge.</li> <li>10. Ability to conduct research at the appropriate level.</li> <li>11. Ability to adapt and act in a new situation.</li> <li>12. Ability to generate new ideas (creativity).</li> <li>13. Appreciation and respect for diversity and multiculturalism.</li> <li>14. Ability to work in an international context.</li> <li>15. The ability to act on the basis of ethical considerations (motives).</li> </ol>
<b>Special competencies</b>	<ol style="list-style-type: none"> <li>1. Ability to identify and describe the characteristics of the organization.</li> <li>2. The ability to analyze the results of the organization, compare them with the factors of influence of the external and internal environment.</li> <li>3. The ability to determine the prospects for the development of the organization.</li> <li>4. Ability to identify functional areas of the organization and the relationships between them.</li> <li>5. The ability to manage the organization and its divisions through the implementation of management functions.</li> <li>6. Ability to act socially responsibly and consciously.</li> <li>7. Ability to choose and use modern management tools.</li> <li>8. Ability to plan organizational activities and manage time.</li> <li>9. Ability to work in a team and establish interpersonal interaction</li> </ol>

	<p>in solving professional tasks.</p> <ol style="list-style-type: none"> <li>10. The ability to evaluate the work performed, ensure their quality and motivate the staff of the organization.</li> <li>11. Ability to create and organize effective communications in the management process.</li> <li>12. Ability to analyze and structure problems of the organization, to form informed decisions.</li> <li>13. Understand the principles and norms of law and use them in professional activities.</li> <li>14. Understand the principles of psychology and use them in professional activities.</li> <li>15. Ability to develop and demonstrate leadership qualities and behavioral skills.</li> <li>16. <i>Ability to organize basic and auxiliary processes in trading activities.</i></li> <li>17. <i>The ability to form the range and quality of food and non-food products and assess their quality.</i></li> <li>18. <i>Ability to make strategic decisions in trade organizations.</i></li> <li>19. <i>The ability to use methodological and practical approaches to the formation of product categories, to select means and methods of category management at different stages of the process of managing product categories in trade organizations.</i></li> </ol>
<b>7 – Program learning outcomes</b>	
	<ol style="list-style-type: none"> <li>1. Know your rights and duties as a member of society, realize the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.</li> <li>2. Preserve moral, cultural, scientific values and multiply the achievements of society, use various types and forms of physical activity to maintain a healthy lifestyle.</li> <li>3. Demonstrate knowledge of theories, methods and functions of management, modern leadership concepts.</li> <li>4. Demonstrate skills in identifying problems and justifying management decisions.</li> <li>5. Describe the content of the functional areas of the organization.</li> <li>6. Identify skills in searching, collecting and analyzing information, calculating indicators to substantiate management decisions.</li> <li>7. Identify organizational design skills.</li> <li>8. Apply management methods to ensure the effectiveness of the organization.</li> <li>9. Demonstrate skills of interaction, leadership, teamwork.</li> <li>10. Have the skills to substantiate effective tools for motivating the organization's personnel.</li> <li>11. Demonstrate skills in analyzing the situation and implementing communication in various areas of the organization.</li> <li>12. Assess the legal, social and economic consequences of the functioning of the organization.</li> <li>13. Communicate orally and in writing in the state and foreign languages.</li> </ol>

	<p>14. Identify the causes of stress, adapt oneself and team members to a stressful situation, find ways to neutralize it.</p> <p>15. Demonstrate the ability to act socially responsibly and socially consciously based on ethical considerations (motives), respect for diversity and interculturality.</p> <p>16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>17. Perform research individually and/or in a group led by a leader.</p> <p>18. <i>Organize the main and auxiliary processes in trade organizations and ensure their improvement.</i></p> <p>19. <i>To form the range and quality of food and non-food products and evaluate the quality of goods to ensure the efficiency of their circulation and consumption.</i></p> <p>20. <i>Collect and process information in the process of making strategic decisions in trade organizations.</i></p> <p>21. <i>Use methodological and practical approaches to the formation of product categories, select tools and methods of category management at different stages of the process of managing product categories in trade organizations.</i></p>
<b>8 – Resource support for program implementation</b>	
<b>Personnel support</b>	<p>Graduating and responsible for training specialists is the Department of Management of SUTE. The Head of the Department has a scientific degree of Doctor of Sciences and the academic title of professor.</p> <p>96% of teachers who provide the process of preparing bachelors in the educational programme "Trade Management" have a scientific degree and / or academic title.</p> <p>Employment contracts have been concluded with academic staff.</p> <p>The participation of foreign specialists and practitioners in teaching disciplines of the vocational training cycle is possible.</p>
<b>Material and technical support</b>	<p>Provision of premises for training sessions and control measures – 4 m<sup>2</sup> per person.</p> <p>60% of classrooms are provided with multimedia equipment. There is a specialized computer class with modern hardware and software resources that provide high-quality training for bachelors in the educational programme.</p> <p>SUTE infrastructure: libraries, including a reading room, food stations, assembly hall, sports halls, stadium, medical center, dormitories.</p>
<b>Information and teaching and methodical support</b>	<p>General scientific and special sources of information on personnel management, educational, methodological and monographic literature, information resources of distance learning systems and the Internet.</p> <p>There is access to databases of periodicals in English of the corresponding or related profile (it is allowed to share databases by several educational institutions).</p> <p>There is an official website of SUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / educational and scientific / publishing / certification (scientific personnel) activities,</p>

	educational and scientific structural units and their composition, list of disciplines, admission rules, contact information): <a href="https://knute.edu.ua">https://knute.edu.ua</a> The Department of distance learning support of SUTE has educational and methodological materials on the disciplines of the curriculum: <a href="http://dist.knute.edu.ua/">http://dist.knute.edu.ua/</a>
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	Short-term training of students of all educational levels (except for bachelors of the first year of study) in predetermined courses with obtaining credits at universities of the member countries of the Erasmus + Program with mandatory recognition of learning outcomes (transfer of credits) in the period from 3 months (minimum) to 12 months (maximum). For internship / practice – from 2 to 12 months.
<b>International credit mobility</b>	International credit mobility is realized through the conclusion of agreements on international academic mobility Erasmus + Option K1 / Credit mobility, on double diplomas, on long-term international projects involving student training and the issuance of a double diploma, etc.
<b>Teaching foreign students</b>	Conditions and features of the educational programme in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

### 3.2. List of components of the educational programme and their logical consistency

#### 3.2.1. List of components of EP \*

Code a/c	Components of the educational programme (academic courses, course projects (works), practices, qualification exam, thesis public)	Amount of credits
1	2	3
<b>Compulsory components of EP</b>		
CC 1	Foreign language for specific purposes	24
CC 2	Philosophy	6
CC 3	Jurisprudence	6
CC 4	Theory of organizations	6
CC 5	Sociology	6
CC 6	Information technologies in professional activity	6
CC 7	Systems of technologies	6
CC 8	Economic law	6
CC 9	Statistics	6
CC 10	Macroeconomics	6
CC 11	Psychology	6
CC 12	Enterprise Foreign Economic Activity	6
CC 13	Microeconomics	6
CC 14	Economy and finance of an enterprise	6
CC 14.1	CW on economy and finance of an enterprise	
CC 15	Management	6
CC 16	Marketing	6
CC 17	Logistics	6

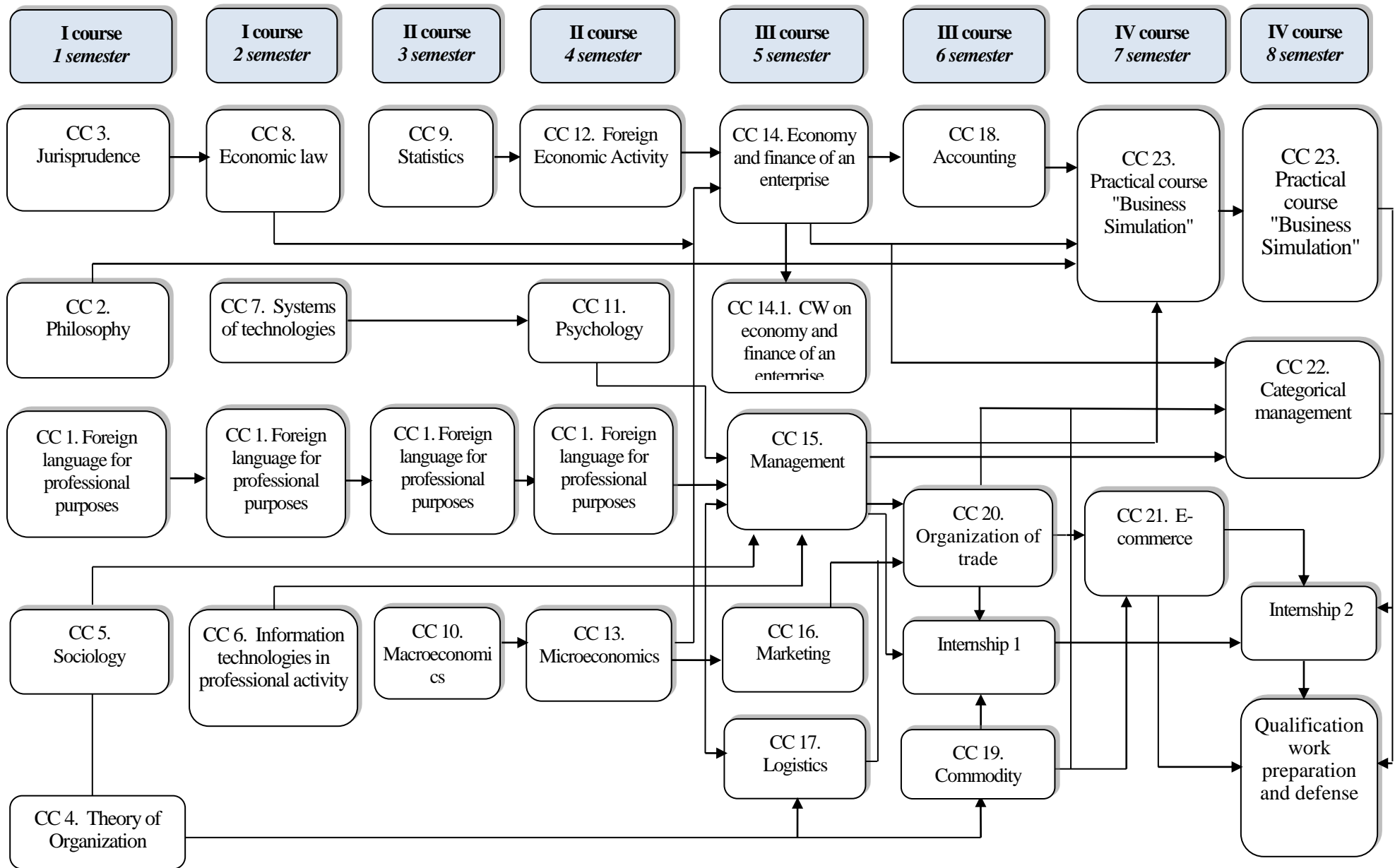
CC 18	Accounting	4,5
CC 19	Commodity Science	4,5
CC 20	Organization of trade	6
CC 21	E-commerce	6
CC 22	Categorical management	6
CC 23	Practical course "Business Simulation"	9
<b>Total amount of compulsory components</b>		<b>162</b>
<b>Elective components of EP</b>		
EC 1	Digital technologies in business	6
EC 2	HR-management	6
EC 3	Analysis of economic activity	6
EC 4	Antimonopoly regulation of industry markets	6
EC 5	Life safety	6
EC 6	Intereconomic control	6
EC 7	State regulation of the Economy	6
EC 8	Diplomatic and business protocol and etiquette	6
EC 9	Office work	6
EC 10	Ecology	6
EC 11	Econometrics	6
EC 12	Economy of Trade	6
EC 13	Ukraine economy	6
EC 14	Economic statistics	6
EC 15	Electronic documents circulation	6
EC 16	Business ethics	6
EC 17	Consumer protection	6
EC 18	Internet technologies in business	6
EC 19	Information Wars	6
EC 20	Information systems in retail	6
EC 21	Competitiveness of an enterprise	6
EC 22	Cultural heritage of Ukraine	6
EC 23	Logic	6
EC 24	Customs affairs	6
EC 25	International trade	6
EC 26	International Economic Relations	6
EC 27	National interests in world geopolitics and geo-economics	6
EC 28	Elocution	6
EC 29	Organization of foreign trade operations	6
EC 30	Fundamentals of cybersecurity	6
EC 31	Entrepreneurial Law	6
EC 32	Consumer behavior	6
EC 33	Tax system	6
EC 34	Designing of trade facilities	6
EC 35	Psychology of trade	6
EC 36	Advertising in trade	6
EC 37	Religious studies	6
EC 38	Risk management	6
EC 39	World culture	6
EC 40	World market of goods and services	6
EC 41	Corporate social responsibility	6



EC 42	Social leadership	6
EC 43	Market statistics of goods and services	6
EC 44	Statistics of quality	6
EC 45	Strategic enterprise management	6
EC 46	The commodity nomenclature of FEA	6
EC 47	Trade equipment	6
EC 48	Trade marketing	6
EC 49	Labor Law	6
EC 50	Innovation management	6
EC 51	Sales management and merchandising	6
EC 52	Public procurement management	6
EC 53	Franchising	6
EC 54	Retail pricing	6
<b>Total amount of elective components</b>		<b>60</b>
<b>Internship</b>		
Industrial practice 1		3
Industrial practice 2		6
<b>Total</b>		<b>9</b>
<b>Certification</b>		
Preparation for certification		3
Qualification work preparation and defense		6
<b>Total</b>		<b>9</b>
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME</b>		<b>240</b>

\* For all components of the educational programme, the form of final control is an exam

### 3.2.2. Structural and logical scheme of EP



### **3.3. Form of certification of applicants for higher education**

Certification is carried out in the form of public defense of the final qualifying work.

The final qualification work should involve solving a complex specialized task or practical problem in the field of management, characterized by complexity and uncertainty of conditions, using theories and methods of economics.

There can be no academic plagiarism, falsification or writing off in the final qualification work.

The final qualifying work must be published on the official website of SUTE.

### 3.4.1. Matrix of compliance of programme competencies with the compulsory components of the educational programme

Components Competencies		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23
<i>General competencies</i>	1		+	+		+			+		+													
	2	+	+			+		+			+													
	3	+	+		+		+			+					+	+	+			+			+	+
	4				+				+							+	+	+	+	+		+	+	+
	5								+					+			+				+	+		+
	6		+														+					+		
	7	+															+							
	8	+			+		+										+					+		+
	9	+	+						+								+						+	+
	10											+	+			+	+	+	+				+	+
	11					+						+	+				+	+						+
	12								+							+	+	+						+
	13	+	+		+												+							
	14	+													+									+
	15		+	+	+				+								+							
<i>Special competencies</i>	1															+					+			
	2				+		+			+					+	+	+	+			+		+	
	3				+									+		+	+	+				+		
	4				+									+		+	+	+	+	+	+			
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18																				+		+		
19												+										+		



### 3.5.1. Matrix for providing programme learning outcomes with compulsory components of the educational programme

Components Program learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23
1			+		+			+															
2		+		+			+																
3															+								
4															+							+	+
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