3. Educational Program

Head of the Educational Program – Doctor of Sciences (Pedagogy) prof. Zvarych I. M.

1. Profile of Educational Program in Subject Area 035 «Philology» (Specialization «Applied Linguistics»)

1. General Information	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Trade and Marketing, Department of Foreign Philology and Translation
Educational level and qualification title in the original	Master's Degree Philology Subject Area Applied Linguistics Specialization
Educational program title	Applied Linguistics (Language Education, English)
Qualification title (degree), program credits and duration	Master's diploma, 90 ECTS credits, program duration – 16 months
Accreditation	Accredited by the second level of higher education (Master) according to the National Agency for Higher Education Quality Assurance decision (Certificate №3649 dated 25.11.2022)
Cycle\Level	NQF of Ukraine – 7 level, FQ-EHEA – the second cycle, EQF-L.L.L. – 7 level
Academic background	Educational Level – bachelor
Language(s) of instruction	Ukrainian and English
Program duration	Until July 1, 2028
Education program link	https://knteu.edu.ua

2. Educational Program Aim
Philology Subject Area (Applied Linguistics Specialization) provides theoretical and practical training of highly qualified specialists who are able to solve vital problems in the field of philology using advanced concepts, theories, information technologies and methods for organizing successful foreign language and intercultural communication and educational activities in accordance with professional needs. Program aims are: - to train specialists who can solve complex tasks and problems, which involve conducting research and/or innovation and are characterized by uncertainty of conditions and requirements, in activities related to analysis, creation (including translation) and evaluation of written and oral texts of different texts genres and styles, as well as successful communication in different languages; - to train highly qualified specialists in philology who meet the labor market demands for specialists with high level of academic knowledge, practical skills, developed

communicative skills, wide outlook;
- to master effective innovative models, methods and technologies of teaching foreign languages necessary for conducting intensive trainings to corporate clients working in different business areas (legal, economic, financial, logistics, IT, restaurant and hotel, tourism, etc.);
- to form both foreign language competence, narrow-profile knowledge and social psychological skills (Soft Skills): ability to work in a team, negotiate, find a compromise, analyze information, show empathy and self-awareness, collect the necessary facts, formulate an opinion, argue, overcome difficulties, etc.;
- to form the complex of general and professional competences necessary to continue studies at the third level of higher education.

3. Educational Program General Information	
Field of Study, Subject Area, Specialization	*The objects of study and professional activity of the Master of Philology* are language(s) (in theoretical / practical, synchronous / diachronous, dialectological, stylistic, social, cultural and other aspects); literature and folklore; texts of various genres and styles; translation; interpersonal, intercultural and mass communication in oral and written form. *Learning Objectives* are to train specialists who can solve complex tasks and problems, which involve conducting research and/or innovation and are characterized by uncertainty of conditions and requirements, in activities related to analysis, creation (including translation) and evaluation of written and oral texts of different texts genres and styles, as well as successful communication in different languages. *The theoretical content* of the subject area is a system of scientific theories, concepts, principles, categories, methods and notions of philology. *Methods, methodologies and technologies*: general scientific and special philological methods of analysis of linguistic units, methods and methodologies of language and literature research, information and communication technologies.
Educational Program Orientation	Educational program. Applied linguistics is aimed at obtaining deep professional knowledge, skills, abilities and other competences of students able to use modern information technology to become experts in the professional area.
Educational Program and Specialization Main Focus	The program implements a model of linguistic education with an emphasis on communicative strategies of English in the trade and economic sphere, the methods of teaching a foreign language and the effective use of information technologies in professional activity. Key words: applied linguistics, philology, language education, professional English, information technology

Educational Program Features	The purpose of the master's program is to train specialists who can professionally apply modern methods and forms of teaching a foreign language to corporate clients, considering the new philosophy of higher education. The educational program component “Practical training” is implemented by involving students into teaching English to corporate clients and training SUTE teachers to pass the exam, certifying their B2 English level. The program provides preparation of students who can implement new linguistic, educational, pedagogical and information technologies in professional (teaching) activities.
4. Career Opportunities and Further Learning	
Career Opportunities	Graduates can work at enterprises of any legal form (commercial, non-profit, state, municipal), where there is a need for corporate teaching of English; in various sectors of the economy, which require services for the creation, analysis, translation, evaluation of texts; in scientific, literary and publishing areas; in mass media, Internet marketing, in various funds, unions, humanitarian foundations, museums, art and cultural centers etc. Professions, job titles according to the current version of the National Classifier of Ukraine (Classifier of Professions (DK 003: 2010)): 23 Professionals in the field of education and training; 2444 Professionals in Philology, Linguistics and Translation.
Further Learning	Studies at the third (educational) level of higher education. Getting additional qualifications in the system of postgraduate education.
5. Training and Assessment	
Teaching and Learning	Balanced combination of classroom and individual work on the basis of problem-oriented and interactive learning with the use of modern educational technologies and methods (cases, trainings, master classes). The general concept of training is determined by the focus on the individual interaction of a teacher and the student; a balanced combination of theoretical and practical training, which will facilitate the formation of professional competences necessary for the successful professional performance; work with scientific and other professional databases; writing scientific papers; conducting research and participating in conferences, round-table discussions, communication with experts in the field of philology. Basic forms of classes: lectures, practical classes in small groups, individual work, consultations with teachers during

	writing of final qualification work.
Assessment	Assessment shall comply with the Regulations of SUTE On Organization of Students' Educational Process; Regulations On Evaluation of Students and Postgraduate Students' Learning Outcomes.
6. Program Competences	
Integral Competence (IC)	Ability to solve complex tasks and problems in the field of linguistics, literature studies, folklore studies, translation in the field of professional activity and training, which involves research and innovations and is characterized by uncertainty of conditions and requirements.
General Competence (GC)	**1)** Ability to communicate in the official language both orally and in writing. **2)** Ability to be critical and self-critical. **3)** Ability to search, process and analyze information from various sources. **4)** Ability to identify, pose and solve problems. **5)** Ability to work in a team and individually. **6)** Ability to communicate in a foreign language. **7)** Ability to apply abstract thinking, analysis and synthesis. **8)** Ability to use information and communication technologies. **9)** Ability to adapt and act in a new situation. **10)** Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). **11)** Ability to conduct research at the appropriate level. **12)** Ability to generate new ideas (creativity). **13)** *Ability to interact constructively with other people, regardless of their background and cultural characteristics, and respect for diversity.* **14)** *Ability to work in an international context.*
Professional Competence (PC)	**1)** Ability to know different linguistic areas and schools. **2)** Ability to comprehend literature as a polysystem, to understand the development of domestic and world literature studies. **3)** Ability to critically comprehend both historical and the latest achievements of philological science. **4)** Ability to carry out scientific analysis and structuring of language / speech and literary material taking into account classical and modern methodological principles. **5)** Ability to understand the methodological, organizational and legal basis necessary for research and innovations in the field of philology, presentation of the results to the

	professional community and protection of research and innovation intellectual property rights. **6)** Ability to apply in-depth knowledge of the chosen philological specialization to solve professional problems. **7)** Ability to use special terminology in the chosen field of philological research. **8)** Ability to use expressive, emotional, logical means of speech to achieve the planned pragmatic intention. ***9)*** *Ability to perform linguistic analysis of texts belonging to different styles and genres.* ***10)*** *Ability to apply modern approaches to teaching a foreign language in accordance with principles and methods used in language teaching and peculiarities of the educational process, taking into account cognitive interests, needs and individual characteristics of students.* ***11)*** *Ability to apply the latest information technology and interactive teaching methods.* ***12)*** *Ability to perform oral and written translation.*
7. Program Learning Outcomes (PLO)	
	1) To evaluate personal educational, scientific and professional activities, to build and implement an effective strategy of self-development and professional self-improvement. 2) To know the official and foreign languages to implement written and oral communication, in particular professional and scientific communication; to present research results in the official and foreign languages. 3) To apply modern methods and technologies, including information, to successfully and effectively carry out professional activities and quality research in a particular philological field. 4) To assess and analyze social, personal and professional problems and suggest ways to solve them in complex and unpredictable conditions, requiring the use of new approaches and forecasting. 5) To find efficient ways of interaction both with coworkers and representatives of other professional groups of different levels. 6) To apply knowledge of expressive, emotional, logical means of language and speech techniques to achieve the planned pragmatic intention and successful communication. 7) To analyze, compare and classify different areas and schools in linguistics. 8) To assess historical and contemporary achievements of literature studies 9) To describe the theoretical fundamentals (concepts,

	categories, principles, basic notions, etc.) and applied aspects of the chosen philological specialization. 10) To collect and systematize linguistic, literary, folklore facts, to analyze and translate texts belonging to different styles and genres. 11) To carry out the scientific analysis of language, speech and literary material, to analyze and structure it taking into account relevant methodological principles, to generalize it on the basis of independently processed data. 12) To follow the rules of academic integrity. 13) To explain and substantiate specific philological issues and personal point of view both to specialists and to the general public, in particular to students. 14) To create, analyze and edit texts of different styles and genres. 15) To choose the best research approaches and methods for the analysis of specific linguistic or literary material. 16) To apply latest and profound knowledge in the field of philology in order to solve complex tasks and problems, often in conditions of incomplete / insufficient information and conflicting requirements. 17) To plan, organize, carry out and present research and / or innovations in a specific philological field. *18) To use relevant software in teaching process.* *19) To apply efficient approaches and methods of teaching foreign languages.*
8. Program Implementation Resources	
Academic Staff	The educational program working group participants and the academic staff involved in the teaching subject area disciplines meet the licensing requirements to provide educational activities at the second (master's) level of higher education (Cabinet of Ministers Resolution of Ukraine №1187 dated 30.12.2015).
Facilities	Facilities meet the requirements of the European level. Classrooms are equipped with modern demonstration equipment; there is equipment with the latest software in computer rooms to provide efficient training of masters under Applied Linguistics (Language Education, English) Educational Program.
Informational, Teaching and Learning Materials	The University fully complies with technological requirements on educational, methodological and information support of educational activities. Independent and individual training is provided by the MOODLE distance learning system.
9. Academic Mobility	
National Credit Mobility	Credit mobility is determined in accordance with the Law of

	Ukraine On Education, the Law of Ukraine On Higher Education, Regulations On Organization of Students' Educational Process, On Implementation of the Right to Academic Mobility in SUTE and agreements on academic mobility based on the following documents: course catalog; learning agreement; academic certificate; practical training certificate. Under the terms of credit mobility, all student's credits measuring and comparing learning achievements of the Educational Program can be transferred from one University to another.
International Credit Mobility	According to the programs of international cooperation, the SUTE top-rated students with deep knowledge of foreign languages have the opportunity to study in France *(ESCP Europe)*, Paris; Paris-Est Creteil University *(Universite Paris-Est Creteil)*; Gustave Eiffel Institute of Enterprise Administration, Paris; Audencia Business School (*«Audencia Nantes»)*, Nantes; Grenoble Alpes University *(Université Grenoble Alpes)*, Faculty of Economics, Grenoble; and Great Britain (*University of Central Lancashire*, Preston).
Training of Foreign Students	Peculiarities and features of the educational program for training foreign students: minimum B1 Ukrainian language level.

2. List of Educational Program Components and Their Logical Order

2.1. Educational Program Components List

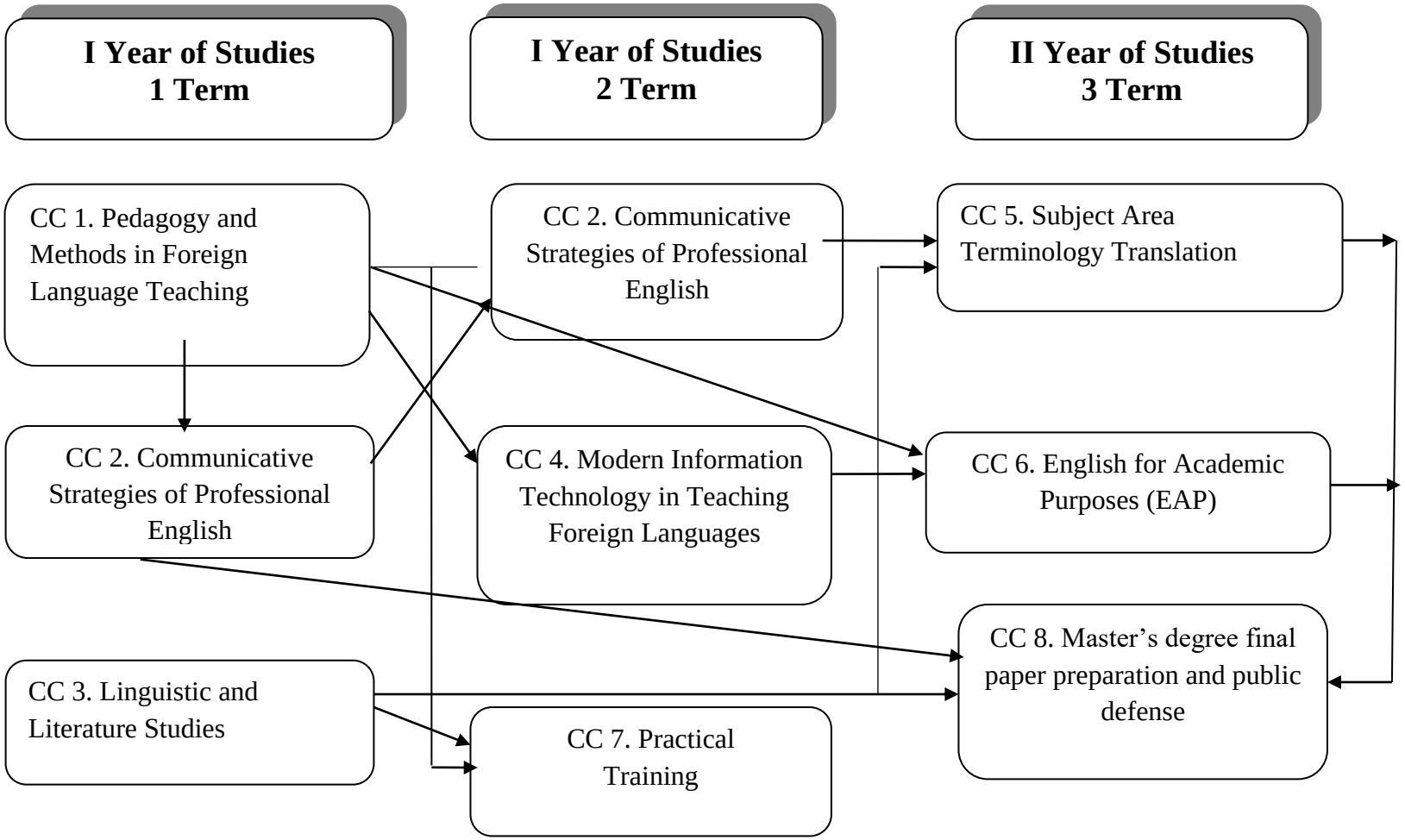
№	Educational Program Components (disciplines, term projects (papers), practical training, qualification exam, graduate paper)	Total Credits
EP Compulsory Components		
CC 1.	Pedagogy and Methods in Foreign Language Teaching	6
CC 2.	Communicative Strategies of Professional English	12
CC 3.	Linguistic and Literature Studies	6
CC 4.	Modern Information Technology in Teaching Foreign Languages	9
CC 5.	Subject Area Terminology Translation	6
CC 6.	English for Academic Purposes (EAP)	6
CC 7.	Practical Training	9
CC 8.	Master's degree final paper preparation and public defense	12
Total credits for compulsory components:		**66**
EP Optional Components		
OC 1.	Anti-Crisis Psychology	6
OC 2.	Life Safety	6
OC 3.	Genre Theories of Translation	6
OC 4.	Information Wars	6
OC 5.	Information Technology in Scientific Research	6
OC 6.	Methodology and Logic of Scientific Research	6
OC 7.	Cybersecurity Fundamentals	6
OC 8.	Introduction to Interpreter's Note-Taking	6
OC 9.	Pedagogical and Age-Group Psychology	6
OC 10.	Translation of Social and Political Texts	6
OC 11.	Practical Course of the Second Foreign Language	6
OC 12.	Professional Ethics	6
OC 13.	Sociolinguistics	6
OC 14.	Theoretical Lexicology and Grammar of the First Foreign Language	6
	Elective Course [1]	6
Total credits for optional components:		**24**
TOTAL NUMBER OF CREDITS		**90**

*****EP – Educational Program
CC – Compulsory Component
OC – Optional Component

Written exam is the final form of assessment for all components of the educational program.

[1]According to the provisions of Art. 62 of the Law of Ukraine On Higher Education students can choose disciplines out of other educational programs' lists. The procedure for forming an individual educational trajectory is governed by the Regulations on the organization of students' educational process URL: https://knute.edu.ua/file/NzU4MQ==/f97864d4b918244e228a0400a9a98f96.pdf

2.2. Structural and logical scheme



3. Attestation Procedure

Attestation is carried out in the form of Master's degree final paper public defense.

The final qualifying paper is aimed at solving a specific and / or practical problem in the field of philology, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.

The final qualification paper shall not contain academic plagiarism, fabrication and / or falsification.

The final qualification paper should be made public on the website of the higher education institution / its subdivision or in the repository of the higher education institution.

4. Program Competences and EP Components Matrix

Competences \ Components		CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14
General	1	•		•	•	•		•	•	•	•	•	•	•	•	•		•	•		•	•	
	2	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	3	•	•	•	•	•	•	•	•		•	•	•	•	•	•		•	•	•	•	•	•
	4	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	5	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	6	•	•		•	•	•	•	•			•					•		•	•		•	•
	7	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	8	•	•		•	•	•	•	•			•	•	•		•			•	•			
	9	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	10	•	•			•	•	•		•	•	•	•			•	•	•	•	•	•	•	
	11			•					•				•	•	•								•
	12	•	•		•			•	•	•			•				•	•	•	•			
	13	•	•					•		•			•					•	•	•	•	•	
	14	•	•		•	•	•					•	•				•		•	•	•	•	
Professional	1			•					•						•							•	•
	2		•	•					•			•											•
	3			•		•			•			•							•			•	•
	4			•			•		•					•	•							•	•
	5						•		•					•	•								
	6	•	•		•	•	•	•	•				•							•		•	•
	7		•			•			•			•		•	•		•		•	•		•	•
	8	•	•			•	•	•	•	•	•	•	•			•	•		•	•	•	•	•
	9			•		•			•			•					•		•			•	
	10	•	•		•			•		•								•			•		
	11	•			•			•										•					
	12		•			•	•		•			•					•		•				

5. Program Learning Outcomes (PLO) and EP Components Matrix

Components / Program Learning Outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14
1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
2	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3	•	•		•	•	•	•	•			•		•				•	•	•			
4	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5	•	•			•	•	•		•	•	•	•			•	•	•	•	•	•	•	
6	•	•			•	•	•	•	•	•	•	•			•	•		•	•	•	•	•
7			•					•						•							•	•
8		•	•					•			•											•
9	•	•	•	•	•	•	•	•			•		•	•				•	•		•	•
10			•		•			•			•					•		•			•	
11			•			•		•					•	•							•	•
12		•			•	•		•					•	•								
13	•	•		•			•	•									•			•		
14			•		•			•			•					•		•			•	
15			•			•		•					•	•							•	•
16	•	•		•	•	•	•	•		•	•	•	•	•	•	•		•	•		•	•
17	•	•		•	•	•	•	•					•	•								
18	•			•			•										•					
19	•	•		•			•										•			•		