

3. Educational program

3.1. Profile of the educational program «International Sports Management and Recreation» Specialty 073 Management

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation.
Academic degree and qualification title in the original	Academic degree Master's degree specialty «Management»
The official title of educational program	«International Sports Management and Recreation»
The Compliance with the standard of higher education of the Ministry of Education and Culture of Ukraine	Meet the standards of higher education of the Ministry of Education and Culture of Ukraine.
Qualification Title (Degree), program credits and duration	Diploma type – Master's degree, individual. 90 ECTS credits, Duration of studying 1 year4 months
Accreditation	Accreditation is planned for 2024
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic Background	<ul style="list-style-type: none"> · Existence of complete bachelor degree · The admission and education conditions under the Program are regulated by the Admission Rules of State University of Trade and Economics
Language of instruction	Ukrainian
Program duration	Till 01.07.2027 p.
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	
The formation of general and special (professional) competencies for successful implementation of organizational, managerial, economic, project, innovative, and production-technological activities in the field of sports and recreation. Acquisition of solid knowledge for performing professional tasks in entry-level positions within the context of implementing general management functions, making management decisions, operational and strategic management of primary units of enterprises, institutions, organizations in the field of sports and recreation, and governmental/local management bodies in the sports and tourism-recreational sectors.	
3 - Educational program description	
Subject area	<p>Subject of Study: Management of organizations and their units in the field of sports and active recreation.</p> <p>Learning objectives: to prepare professionals capable of identifying and solving complex problems and issues in the field of management, or in the learning process that involves conducting research and/or implementing innovations, characterized by uncertain conditions and requirements.</p> <p>Theoretical content of the subject area:</p> <ul style="list-style-type: none"> • Paradigms, laws, regularities. • Principles, historical prerequisites for the development of management.

	<ul style="list-style-type: none"> • Concepts of systemic, situational, adaptive, anticipatory, crisis management, innovation, project management, and so on. • Functions, methods, technologies, and managerial decisions in management. <p>Methods, methodologies, and technologies:</p> <ul style="list-style-type: none"> - general scientific and specific research methods (computational-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance, etc.); - methods of implementing management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of evaluating social, organizational, and economic effectiveness in management, etc.). - methods of management (administrative, economic, socio-psychological, technological). - technologies for substantiating management decisions (economic analysis, simulation modeling, decision trees, etc.). - Tools and equipment: specialized software, integrated databases, specialized cabinets or laboratories.
Educational program orientation	Master's educational and professional program of a professional and applied orientation.
The main focus of the educational program	Specialized professional education in the field of sports and active recreation in the specialty of 073 "Management". <i>Keywords:</i> professional sports, active recreation, health tourism, sports tourism, international sports law, strategic marketing in sports and recreation, project management in sports and recreation, sports mastery technologies, organization of international sports activities.
Program Features	Practical training; interactive off-site practical sessions; learning one semester as part of the international mobility program (including abroad); internships abroad. The program is implemented in the Ukrainian language of instruction.
4 – Career opportunities and further learning	
Career opportunities	<p><i>Types and titles of economic activity to work to which holder of master's degree is trained (NACE SC 009:210):</i></p> <p>93. Activity in the field of sports, organizing leisure and entertainment. Provision of recreational and sports services.</p> <p>93.1. Activity in the field of sports.</p> <p>93.11. Functioning of indoor and outdoor facilities for sport events (with or without seating for spectators):</p> <ul style="list-style-type: none"> • football, hockey stadiums, cricket and rugby stadiums • swimming pools and stadiums • stadiums for athletics • stadiums and arenas for winter sports • ice rinks for hockey • boxing arenas • golf courses. <p>93.11. Operation of indoor and outdoor facilities for conducting sports events (both indoors and outdoors, with or without seating for spectators):</p> <ul style="list-style-type: none"> • Football, hockey stadiums, cricket and rugby stadiums

- Swimming pools and stadiums
- Stadiums for athletics
- Stadiums and arenas for winter sports
- Ice rinks for hockey
- Boxing arenas
- Golf courses
- Bowling lanes.

Management and staffing for work at these facilities.

Organization and hosting of outdoor and indoor sports events for professionals or amateurs.

93.12. Activities of sports clubs:

- Football
- Bowling
- Swimming
- Golf
- Boxing
- Winter sports
- Chess
- Athletics
- Shooting, and so on.

93.13. Activities of fitness centers, fitness clubs, and bodybuilding clubs.

93.19. Other activities in the field of sports:

- Organization and preparation of sports events with or without sports facilities
- Activities of independent athletes, sports officials, timekeepers, etc.
- Activities of sports leagues and regulatory bodies
- Activities related to the organization of sports events
- Hunting as a sport or recreational activity and provision of related services
- Activities of reserves for sports fishing
- Mountain guiding services
- Auxiliary activities related to sports fishing and hunting.

96.04. Activities of Turkish baths, saunas, steam baths, solariums, body weight and slimming salons, massage parlors, etc.

Professional titles of jobs (SC 003:2010):

1143.4. Senior officials of public and local government organizations (Secretary-General of the sports federation, Executive Director of the sports federation, Vice President of the sports federation, National coach of the sports discipline (national team), President of the sports federation).

1210.1. Managers of enterprises, institutions, and organizations (Club Chairperson (Sports), General Director (Chairperson, President, or other executive) of the association of enterprises (association, corporation, conglomerate, etc.), Complex Director (Recreational, Sports, Tourist)).

1229.6. Managers of units in the field of culture, recreation, and sports (Head of sports facility, Head of club-type institution, Head of sports facility, Physical Education Supervisor, Head (Manager) of fitness complex (gym), Head of tourist base, Head of sports team (national team, club), Head of tourist camp). Managers (administrators) in the field

	of culture, recreation, and sports. 2483.1. Researchers (recreation studies).
Further education	Graduates have the right to continue their studies at the third (educational-scientific) level of higher education - Doctor of Philosophy. Acquiring additional qualifications in the postgraduate education system.
5 – Training and Assessment	
Teaching and learning	Problem-oriented, student-centered, self-learning. Lectures, practical sessions using active and interactive teaching methods, independent work based on studying educational materials, specialized literature, and internet resources, practical training and professional internships, consultations with teachers, conducting scientific research, and preparation of graduation qualification work.
Assessment	Assessment includes continuous monitoring, written exams, practical work, defense of graduation qualification work. and other types of assignments evaluated according to the ECTS system as specified in the "Regulation on the Organization of the Educational Process for Students" and the "Regulation on the Assessment of Learning Outcomes for Students and Postgraduates."
6 - Program competences	
Integral competence	The ability to solve complex problems and issues in the field of management of sports organizations, active recreation enterprises, and resort business in an international context or during the learning process, which involves conducting research and/or implementing innovations under conditions of uncertainty and requirements.
General competence (GC)	GC1. Ability to conduct research at an appropriate level. GC2. Ability to communicate with representatives of other professional groups at different levels (experts from other fields of knowledge/types of economic activities). GC3. Skills in using information and communication technologies. GC4. Ability to motivate people and work towards a common goal, collaborate in a team. GC5. Ability to act based on ethical considerations (motives), with social responsibility and awareness. GC6. Ability to generate new ideas (creativity). GC7. Ability for abstract thinking, analysis, and synthesis.
Special competence (SC)	SC1. Ability to select and utilize management concepts, methods, and tools, in accordance with defined goals and international standards. SC2. Ability to establish values, vision, mission, goals, and criteria by which an organization determines its future directions, develop and implement corresponding strategies and plans. SC3. Ability for self-development, lifelong learning, and effective self-management. SC4. Ability to effectively utilize and develop organizational

	<p>resources.</p> <p>SC5. Ability to create and organize effective communications in the management process.</p> <p>SC6. Ability to develop leadership qualities and demonstrate them in the process of managing people.</p> <p>SC7. Ability to develop projects, manage them, demonstrate initiative and entrepreneurship.</p> <p>SC8. Ability to utilize psychological techniques in personnel management.</p> <p>SC9. Ability to analyze and structure organizational problems, make effective managerial decisions, and ensure their implementation.</p> <p>SC10. Ability to manage an organization in the field of sports, active recreation, and resort business, and its development.</p> <p>SC11. Ability to solve complex specialized tasks and creatively address practical problems in the field of sports and active recreation.</p> <p>SC12. Ability to apply modern theories and methods in the development and implementation of projects at various levels (including international level) in the field of sports and active recreation.</p> <p>SC13. Ability to manage commercial, marketing, financial, and international activities and develop crisis management programs in the field of sports and active recreation, active leisure, and health tourism.</p>
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7 – Program learning outcomes (PLO)

	<ol style="list-style-type: none"> 1. Critically comprehend, select, and utilize the necessary scientific, methodological, and analytical tools for management in unpredictable conditions. 2. Identify organizational problems and justify methods for their resolution. 3. Design effective management systems for organizations. 4. Justify and manage projects, generate entrepreneurial ideas. 5. Plan organizational activities in strategic and tactical dimensions. 6. Possess skills for decision-making, justification, and implementation of managerial decisions in unpredictable conditions, considering the requirements of applicable legislation, ethical considerations, and social responsibility. 7. Organize and engage in effective communication within the team, with representatives of different professional groups, and in an international context. 8. Apply specialized software and information systems to solve management tasks within the organization. 9. Communicate in professional and scientific environment in both the national and foreign languages. 10. Demonstrate leadership skills and the ability to work in teams, interact with people, and influence their behavior to solve professional tasks. 11. Ensure personal professional development and time management. 12. Delegate authority and manage the organization (department).
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	<p>13. Plan and implement information, methodological, material, financial, and personnel support for the organization (department).</p> <p>14. Ability to perform professional activities in sports, active recreation, or resort business in accordance with the legislation of Ukraine and International Law.</p> <p>15. Ability to develop alternative strategic directions for organizational systems, organize the management process of an enterprise (department), and develop rational forms of management organization.</p> <p>16. Ability to plan and organize innovative activities, develop and implement innovative and creative projects, startups, product and technological innovations in sports, active recreation, and resort businesses, considering the evaluation of the effectiveness and success of innovation implementation.</p> <p>17. Ability to develop crisis management programs, evaluate the impact of the external environment on the functioning of sports, recreational, and resort business enterprises.</p> <p>18. Ability to use methods of marketing diagnostics, analysis, and assessment of the international market trends for sports and recreational services; interpret research results and forecast the directions for the development of entrepreneurial entities in the field of sports, active recreation, leisure, and wellness tourism.</p>
8 – Resource support for program implementation	
Academic staff	<p>Providing of the educational-professional program by academic and/or professional staff whose qualifications correspond to the profile of the program and the disciplines taught by them. The involvement of international experts and practitioners in teaching professional training courses is possible.</p>
Facilities	<p>The material and technical support is based on classrooms equipped with modern multimedia equipment, coworking spaces, computer labs with necessary software and high-speed internet:</p> <ul style="list-style-type: none"> Tourism Business Management Computer Lab Tourism Studies Classroom Hotel Management Computer Lab Design Computer Lab Automated Design Systems Laboratory Integrated Business Process Management Systems Laboratory VR and SMART Library <p>Classrooms provide access to the distance learning platform based on Moodle and MS Office 365. There are dormitories, cafeterias, dining halls, and a medical center available. Within the educational process, the sports infrastructure is utilized, which includes three modern indoor sports complexes, a football field with artificial turf, sports courts, gymnasiums, and cultural and arts center halls.</p>

<p>Informational, teaching and learning materials</p>	<p>The educational and professional program is supported by adequate information and educational resources, including the library funds of SUTE with access to global electronic information resources such as Scopus, Clarivate Analytics, Wiley, SpringerLink, and others. It also utilizes the corporate environment of Office 365 and the Moodle distance learning platform.</p> <p>There are special sources of sports and recreational information provided by the department, including educational and methodological literature, monographs, cartographic sources, and proprietary developments by the university's faculty. Specialized software is also used, such as:</p> <ul style="list-style-type: none"> · "Amadeus Selling Platform" sales platform · "Parus: Enterprise" software suite · "Google Earth" geospatial data analysis program · "Statistica" data analysis program · "Surfer Golden Software" program for creating statistical surfaces and surfaces of spatial regression. <p>"Microcal Origin" graphic material development program "MapInfo Pro 12.3" cartographic diagram development program.</p> <p>The dissemination of public information about the educational and professional program is ensured through publication on the official website of SUTE and the "MIA: Education" educational process management platform. This includes the educational and professional program, ECTS information package, class schedule, and all other components necessary for the educational process, which are subject to publication in accordance with the Law of Ukraine "On Higher Education".</p>
<p>9 - Академічна мобільність</p>	
<p>National credit mobility</p>	<p>National credit mobility is carried out according to concluded agreements about academic mobility</p>
<p>International credit mobility</p>	<p>International credit mobility is realised as a result of conclusion of agreements about international academic mobility (Erasmus+ K1), about double certification, about longtime international projects that provide training of foreign students and receiving dual degree and so on.</p>
<p>Training of foreign students</p>	<p>Requirements and particularities of education program in the case of foreign citizens' training is Ukrainian language knowledge on the level no less than B1.</p>

2. List of educational program components (EPC) and their logical order

2.1. List of educational program components

Code of EC	Components of the educational program (educational disciplines, course projects, practices, qualification exam, graduation thesis)	Total credits
1	2	3
Compulsory components of Educational Program		
CC 1.	Professional sports	6
CC 2.	Health tourism	6
CC 3.	International sports law	6
CC 4.	Event management	7,5
CC 5.	Strategic marketing in sports and recreation	7,5
CC 6.	Sports mastery technologies	6
CC 7.	Project management in sports and recreation	6
Total credits for compulsory components:		45
OB (optional block of courses)		
OB 1.	Crisis psychology	6
OB 2.	Life safety	6
OB 3.	Intellectual property	6
OB 4.	Information warfare	6
OB 5.	Consumer rights	6
OB 6.	Corporate law	6
OB 7.	Medical-biological support for professional sports	6
OB 8.	International sports organizations	6
OB 9.	Organization of sports activities	6
OB 10.	Fundamentals of cybersecurity	6
OB 11.	Management psychology	6
OB 12.	Risk management	6
OB 13.	Business process management	6
OB 14.	Luxury service management	6
OB 15.	Financial management	6
OB 16.	Value-oriented management	6
Total credits for optional block		24
Total		69
Practical Training		
Practical Training		9
Assessment		
Execution of qualification work, preparation for certification and defense		12
TOTAL PROGRAM VOLUME		90

For all components of the educational program, the final form of evaluation is an exam.

2.2. Structural and logical scheme of the Educational Program



3. Assessment form for higher education graduates

The final qualifying work should involve solving a complex problem or conducting research and/or innovation in the field of tourism and recreation. The final qualifying work should not include academic plagiarism, fabrication, or falsification. The final qualifying work should be published on the official website of the higher education institution or its department, or in the institution's repository.

The presentation includes the completed final qualifying work, results of uniqueness verification, feedback from the academic supervisor, and external reviewer.

4.1. Program Competences Matrix of Compulsory Components(CC) of Educational Programme (EP)

Components Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7
GC1		•			•		•
GC2	•	•	•	•	•		•
GC3	•			•			•
GC4					•	•	•
GC5	•	•	•				
GC6				•		•	•
GC7	•		•		•		•
SC1			•		•	•	•
SC2	•			•	•		
SC3	•					•	•
SC4					•		•
SC5				•		•	•
SC6	•						•
SC7				•			•
SC8			•	•		•	
SC9					•		
SC10					•	•	•
SC11	•		•	•		•	•
SC12		•		•			•
SC13		•	•		•		

4.2. Program Competences and EP Optional Component (OC) Matrix

Components / Competences	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16
GC1	•							•	•			•	•			
GC2		•	•	•	•	•	•			•	•			•	•	
GC3			•	•					•	•			•			•
GC4	•								•		•		•	•		
GC5	•	•			•		•				•	•	•	•		•
GC6	•								•			•	•	•		
GC7			•	•		•				•			•	•	•	•
SC1												•	•	•	•	
SC2							•		•			•		•		
SC3	•	•							•		•			•		
SC4		•						•	•			•	•		•	
SC5		•	•	•	•		•			•	•	•				
SC6	•										•			•		
SC7	•								•			•	•			
SC8	•			•						•	•	•		•		
SC9		•	•		•	•	•		•			•	•		•	
SC10	•						•	•			•	•	•	•	•	
SC11					•		•	•	•				•	•		•
SC12			•				•		•				•			
SC13	•	•							•			•	•	•	•	

5.1. Program learning outcomes of EP Compulsory Components Matrix

Components Program learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7
1.			•		•	•	•
2.	•				•		
3.					•	•	•
4.				•			•
5.	•			•	•		•
6.			•	•	•		•
7.	•		•	•		•	
8.		•	•				•
9.	•			•			•
10.				•		•	•
11.	•			•		•	•
12.				•		•	•
13.	•	+		•			•
14.	•		•			•	
15.					•		
16.		•		•		•	•
17.			•		•		•
18.	•	•			•	•	

5.2. Program learning outcomes of EP Optional Components Matrix

Components Program learning outcomes	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	OC 15	OC 16
1.		•								•			•	•	•	•	
2.	•	•	•	•	•	•				•	•		•	•	•	•	
3.										•			•	•	•	•	
4.			•		•					•							•
5.				•	•	•				•	•		•	•	•	•	
6.	•	•	•	•	•	•	•				•	•	•	•	•		
7.	•			•							•	•		•	•		•
8.				•				•		•	•			•			
9.							•					•					•
10.	•											•		•	•		•
11.		•												•	•		
12.												•	•	•	•		
13.			•	•		•					•	•	•	•	•	•	
14.		•	•		•	•	•	•		•							
15.	•									•			•	•	•	•	
16.							•	•		•				•			•
17.	•	•		•			•			•	•			•			
18.					•			•							•	•	•

