

3. Educational programme

Project team leader (The director of the educational program)

Serova, L.P., PhD. in Economics,
Associate Professor

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

(educational program "Management of foreign economic activity")

1 – General information	
Full name of the HEI and structural unit	State University of Trade and Economics Faculty of International Trade and Law Department of International Management
Degree of higher education and title of qualification in the original language	Master's degree in higher education Subject Area "Management"
Official name of the educational programme	«Management of foreign economic activity»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the Standards of Higher Education approved by the Ministry of Education and Science of Ukraine
Type of diploma and duration of the educational programme	Master's degree, single, 90 ECTS credits, duration of study 1 year 4 months
Holding of accreditation	Ministry of Education and Science of Ukraine, Ukraine, 2012.
Cycle/level	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Academic background	Holding a bachelor's degree in higher education
Language(s) of instruction	Ukrainian, English
Validity of the educational programme	By the year of 2026
Internet address of the permanent webpage of the educational programme description	https://knute.edu.ua
2 – Objective of the Educational Programme	

Training of highly qualified specialists in foreign economic activity management through the optimal combination of professional, humanitarian, legal and informational education, which allows graduates to model market situations and develop strategies for entering the foreign market, make and implement management decisions in the field of foreign economic activity and realise responsibility for their implementation.

3 - Outline of the educational programme

<p>Field of study</p>	<p>Object of study and/or activity: <i>management of foreign economic activity</i> of organisations and their divisions.</p> <p>Learning objectives: training of specialists capable of identifying and solving complex tasks and problems in the field of <i>foreign economic activity</i> management or in the learning process that involve research and/or innovation and are characterised by uncertainty of conditions and requirements.</p> <p>Theoretical content of the subject area: - paradigms, legislation, patterns; - principles, historical prerequisites for the development of foreign economic activity management; - concepts of systemic, situational, adaptive, anti-sympathetic, anti-crisis, innovative, project management of foreign economic activity, etc.</p> <p>Methods, techniques and technologies: - general scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); - methods of implementation of foreign economic activity management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organisational management structures; methods of motivation; methods of control; methods of assessing social, organisational and economic efficiency)</p> <p>Tools and equipment: modern information and communication equipment, information systems and software products used in the management of <i>international economic activity</i>.</p>
<p>Focus of the educational programme</p>	<p>Educational and professional program. Professional emphasis on the readiness to work and acquire knowledge and practical skills in managing the foreign economic activity of business entities, their development and promotion in the in the international environment.</p>

<p>The main focus of the educational programme</p>	<p>Specialized higher education in the management of foreign economic activity with in-depth study of international marketing, branding in the foreign economic activity of the enterprise, management of efficiency, international competitiveness of enterprises and their risks in foreign economic activity. Keywords: management, foreign economic activity, risk management, international marketing, branding.</p>
<p>Advantages of the programme</p>	<p>In-depth study and knowledge of promising areas of development and promotion of domestic business entities in the foreign economic environment by means of international marketing and branding through the management of their efficiency, competitiveness and risks. Practical training at leading domestic and foreign enterprises. Studying at the English-language master's program.</p>
<p>4 – Career opportunities and further learning</p>	
<p>Career opportunities</p>	<p>Job positions in domestic and international companies, enterprises and organizations, state executive authorities, civil service, financial, accounting, economic, legal and administrative units in the field of international economic activity. Positions that a master's degree holder can hold in accordance with the Classifier of Occupations DK003:2010: 1224 Head of production units in wholesale and retail trade; 1227 Heads of production departments in commercial services; 1229.7 General manager (manager); 123 Head of functional divisions; 1453 Manager in retail trade of household and non-household goods; 1453.2 Manager in the retail trade of non-food products; 1454 Manager in food retail; 1475.4 Manager of international economic activity; 149 Managers in other types of economic activity; 1496 Corporate and Social Responsibility Manager;</p>

Further learning	Opportunity to study the third cycle programmes.
5 – Instruction and assessment	
Instruction methods and learning	A balanced combination of classroom and self-study work based on problem-based and interactive learning with the use of modern educational technologies and methods (cases, trainings, master classes). At the end of their studies, students defend their final qualification thesis.
Assessment	Evaluation is carried out in accordance with the Regulations of SUTE “On the organisation of the educational process of students”; Guidelines “On Assessment of Undergraduate and Postgraduate Students’ Learning Outcomes at SUTE”.
6 – Programme competences	
Integral competence	Ability to solve complex tasks and problems in the field of foreign economic activity management or in the learning process that involve research and/or innovation under uncertain conditions and requirements.
General competencies (GC)	<p>GC1. Ability to conduct research at the appropriate level;</p> <p>GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/ types of economic activity);</p> <p>GC3. Skills in using information and communication technologies;</p> <p>GC4. Ability to motivate people and move towards a common goal;</p> <p>GC5. Ability to act on the basis of ethical considerations (motives);</p> <p>GC6. Ability to generate new ideas (creativity);</p> <p>GC7. Ability to think abstractly, analyze and synthesize;</p> <p>GC8. <i>The ability to develop personally and professionally, the desire for self-realization;</i></p> <p>GC9. <i>Ability to take responsibility for decisions and their implementation.</i></p>

Vocational (professional, study- related) competencies	<p>VC1. Ability to select and use management concepts, methods and tools, including in accordance with defined goals and international standards;</p> <p>VC2. The ability to establish values, vision, mission, goals and criteria by which the organization determines further development directions, develop and implement appropriate strategies and plans;</p> <p>VC3. Ability to self-development, lifelong learning and effective self-management;</p> <p>VC4. Ability to effectively use and develop the organisation's resources;</p> <p>VC5. Ability to create and organise effective communications in the management process;</p> <p>VC6. Ability to develop leadership skills and demonstrate them in the process of managing people;</p> <p>VC7. Ability to develop and manage projects, show initiative and entrepreneurship;</p> <p>VC8. Ability to use psychological technologies for working with staff.</p> <p>VC9. Ability to analyse and structure the problems of the organisation, make effective management decisions and ensure their implementation;</p> <p>VC10. Ability to manage the organisation and its development.</p> <p><i>VC11. Ability to anti-crisis management of an enterprise - a subject of foreign economic activity;</i></p> <p><i>VC12. Ability to conduct strategic, tactical and operational planning of the company's international business activities;</i></p> <p><i>VC13. Ability to assess and manage external and internal risks of an enterprise engaged in international economic activity;</i></p> <p><i>VC14. Ability to manage the international competitiveness of a foreign economic entity in the relevant environment.</i></p>
7 – Programme learning outcomes (PLO)	
	<ol style="list-style-type: none"> 1. 1. To critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions; 2. Identify problems in the organisation and justify methods of solving them; 3. Design effective management systems for organisations; 4. Justify and manage projects, generate entrepreneurial ideas;

	<ol style="list-style-type: none"> 5. Plan the organisation's activities in strategic and tactical terms; 6. Ability to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility; 7. Organise and carry out effective communications within the team, with representatives of different professional groups and in the international context; 8. Apply specialised software and information systems to solve organisational management problems; 9. Be able to communicate in professional and academic circles in the state and foreign languages; 10. Demonstrate leadership skills and the ability to work in a team, interact with people, influence their behavior to solve professional problems; 11. Ensure personal professional development and time management. 12. Be able to delegate authority and management of the organisation (unit); 13. <i>Be able to plan and implement information, methodological, material, financial and personnel support of the organisation (unit).</i> 14. <i>To positively perceive the need to coordinate relations with contact audiences in the course of foreign economic activity;</i> 15. <i>Manage the formation of sustainable competitive advantages of a foreign economic entity;</i> 16. <i>Be aware of the responsibility for managing the internal and external risks of the business entity;</i> 17. <i>Evaluate the international competitiveness of a product, corporation, cluster, region, country;</i>
8 – Resource support for programme implementation	
Staffing support	The share of teachers with doctoral and PhD degrees is 100 percent. Practitioners may be involved in teaching disciplines.
Facilities	The facilities are of the European level. Classrooms are equipped with modern demonstration equipment, computer rooms are equipped with the latest software versions.
Informational, teaching and learning materials	The technological requirements for educational, methodological and information support of educational activities are fully met. activities. Independent and individual training is provided by the MOODLE distance learning system.

9 – Academic mobility

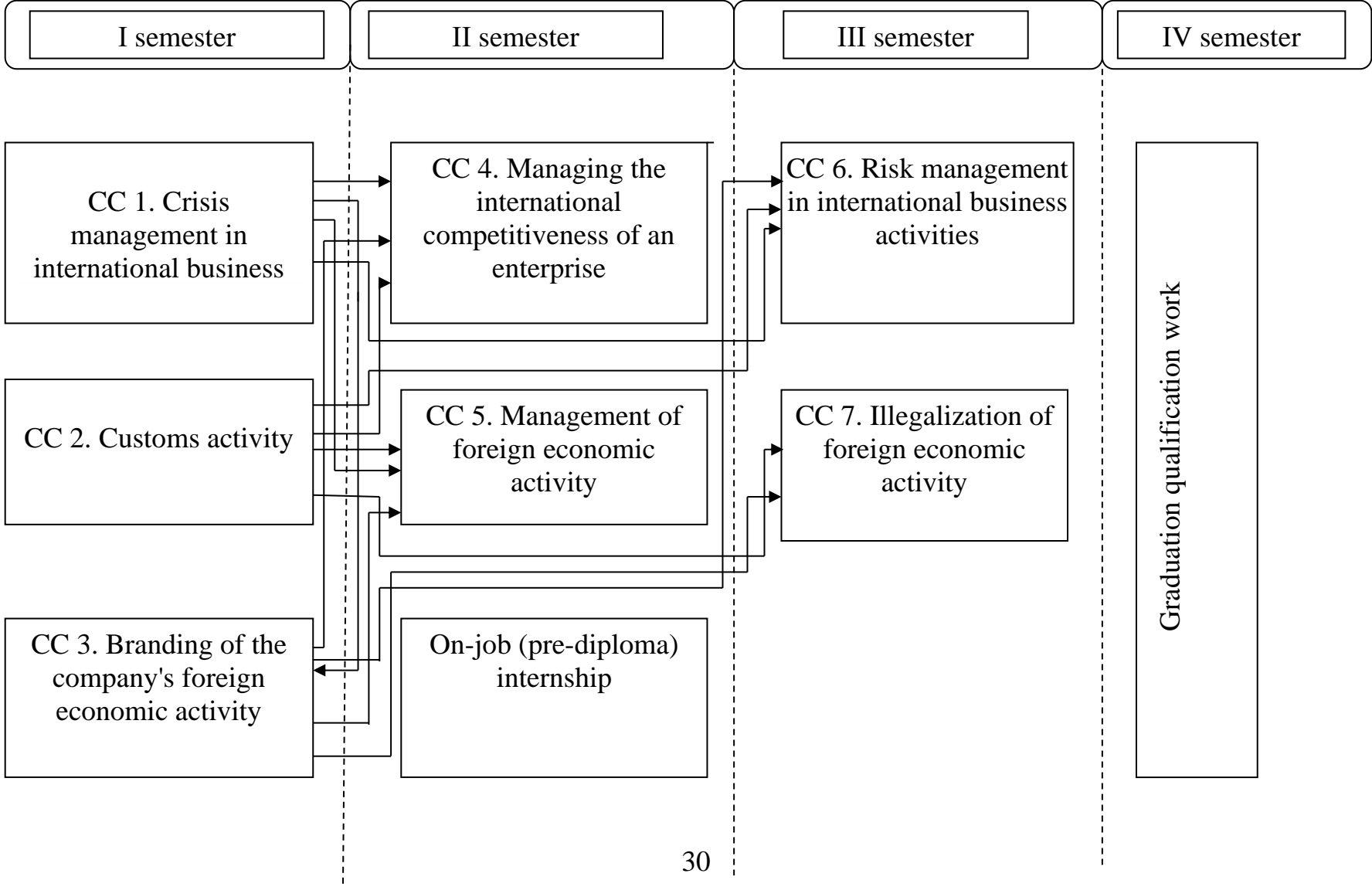
National credit system-based mobility	Credit mobility is determined in accordance with the Law of Ukraine "On Education", the Law of Ukraine "On Higher Education", the Regulations "On the Organization of the Educational Process of Students", "On the Procedure for Exercising the Right to Academic Mobility in SUTE" and study agreements under the terms of academic mobility on the basis of the following documents: course catalog; study agreement; academic certificate; certificate of industrial practice. Under the terms of credit mobility, all credits received outside the place of main study and which are components of the educational program are transferred to the student.
International credit system-based mobility	Under international cooperation programs, the best students with foreign language skills and DTEK's rating have the opportunity to study in France (ESCP Europe, Paris; Universite Paris-Est Creteil, Gustave Eiffel Institute of Business Administration, Paris) and the UK (University of Paris-Est Creteil, Paris); Audencia Nantes Graduate School of Management, Nantes; Université Grenoble Alpes, Faculty of Economics, Grenoble) and the United Kingdom (University of Central Lancashire, Preston).
Training of foreign higher education students	Prerequisites for the educational program for foreign students: proficiency in Ukrainian at the level not lower than B1. For foreign students, the discipline "Ukrainian Language" is taught during 1-3 semesters using a separate schedule.

3.2. List of components of the educational program and their logical sequence

Code #	Components of the educational program (academic disciplines, course projects (works), internships, qualifying examination, qualifying work)	Total credits
Compulsory components of educational programme (CC)		
CC 1.	Crisis management in international business	6
CC 2.	Customs business	6
CC 3.	Branding in the foreign economic activity of the enterprise	6
CC 4.	Managing the international competitiveness of an enterprise	6
CC 5.	Management of foreign economic activity	9
CC 6.	Risk management in international business activities	6
CC 7.	Illegalization of foreign economic activity	6
CC 8.	On-job ("pre-diploma") internship	9
CC 9.	Preparation of qualification work and defense	12
Total credits for compulsory components:		66
Elective courses of educational programme (EC)		
EC 1.	Life safety	6
EC 2.	Business engineering	6
EC 3.	Reporting in foreign economic activity	6
EC 4.	Intellectual property	6
EC 5.	Information warfare	6
EC 6.	Information systems and technologies in international trade management	6
EC 7.	Controlling	6
EC 8.	Corporate governance in international companies	6
EC 9.	International security	6
EC 10.	International transportation law	6
EC 11.	International investment law	6
EC 12.	International technical regulation	6
EC 13.	International financial law	6
EC 14.	International environmental management	6
EC 15.	Monitoring of financial and economic activities	6
EC 16.	Accounting for foreign economic activity of the enterprise	6
EC 17.	Fundamentals of cybersecurity	6
EC 18.	EU internal market law	6
EC 19.	Legal regulation of international economic activity	6
EC 20.	Psychology of business	6
EC 21.	Business analytics systems in international business	6
EC 22.	Statistical forecasting methods in international business	6
EC 23.	Management of changes	6
EC 24.	Financial management in international business	6
EC 25.	Legal support of investment projects	6
Discipline of the student's personal choice		
EC 26	In order to ensure the formation of an individual educational trajectory, taking into account the provisions of Art. 62 of the Law of Ukraine "On Higher Education", students may choose components of the educational program from other educational programs, both similar and other levels of higher education, in agreement with the dean of the faculty	6
Total credits for elective courses:		30
TOTAL CREDITS FOR THE EDUCATIONAL PROGRAMME:		90

The exam is a form of final control for all components of the educational programme.

3.3. Structural and logical scheme of the educational programme



3.4. Qualification forms for higher education graduates

Qualification is carried out in the form of a public defense of the graduation qualification work.

The graduation qualification work should provide for the solution of a complex task or problem in the field of management, a task or problem in the field of management that requires research and/or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economic science.

The graduation thesis must not contain academic plagiarism, falsification, or fabrication.

The graduation qualification work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

3.5. Matrix of conformity of competencies with educational programme components

Компоненти	Компетентності																																
	OK1	OK2	OK3	OK4	OK5	OK6	OK7	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17	BK18	BK19	BK20	BK21	BK22	BK23	BK24	BK25	
ЗК1			*		*	*	*	*			*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК2	*	*	*			*								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК3		*		*	*				*	*	*			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК4			*	*										*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК5				*							*				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК6			*	*	*		*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК7				*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК8			*	*	*		*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ЗК9		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК1			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК2	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК3			*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК4				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК6			*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК7		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК8			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК9	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК10			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК11					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК12		*			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК13				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
СК14			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

3.6. Matrix of assurance of program learning outcomes by relevant components of the educational programme

Компоненти	Програмні результати навчання																																
	OK1	OK2	OK3	OK4	OK5	OK6	OK7	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17	BK18	BK19	BK20	BK21	BK22	BK23	BK24	BK25	
1	*					*	*	*			*	*	*	*	*	*			*								*	*	*				
2	*	*		*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3	*		*	*			*		*		*			*					*				*										
4			*		*				*	*	*							*		*	*	*		*		*					*	*	*
5			*		*	*	*			*				*						*	*	*	*	*			*			*	*	*	*
6	*	*		*	*	*	*	*			*	*		*		*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*
7	*	*	*		*				*		*				*									*			*	*	*		*	*	*
8		*				*			*				*	*	*									*				*	*	*	*	*	*
9		*						*				*				*	*	*	*	*	*	*	*			*	*	*	*	*	*	*	*
10			*	*	*	*												*		*	*	*								*	*	*	*
11			*	*									*					*		*	*	*				*							
12			*	*	*		*																*										
13					*	*		*	*	*		*	*	*		*					*	*	*	*			*	*	*	*	*	*	*
14					*							*	*		*		*				*	*	*	*		*	*	*	*	*	*	*	*
15			*	*	*			*			*	*			*	*					*	*	*	*		*	*	*	*	*	*	*	*
16	*			*	*	*										*						*	*	*									
17			*	*	*			*			*	*			*						*	*	*	*									

