

### 3. Educational program

Head of the project group (guarantor of the educational program)

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#### 3.1. Profile of educational program in specialty 051 "Economics" (specialization "Business Economy")

<b>1 – General Information</b>	
<b>Full name of HEI (Higher Educational Institution) and structural unit</b>	Kyiv National University of Trade and Economics, Faculty of Economics, Management and Psychology, Department of Economics and Business Finance
<b>Level of higher education and qualification name in the original language</b>	Bachelor's degree Specialty "Economics" Specialization "Business Economy"
<b>Official name of educational program</b>	«Business Economy»
<b>Diploma type and volume of the program</b>	Bachelor's diploma, a unit, 240 ECTS credits, training period 3 years 10 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine Accreditation Commission of Ministry of Education and Science of Ukraine. Accreditation period – 2017=2026.
<b>Cycle / Level</b>	NQF of Ukraine (National Qualifications Framework of Ukraine) – 6th level, FQ-EHEA – first cycle, EQF-LLL– 6th level
<b>Preconditions</b>	- Junior bachelor's degree; - complete general secondary education; - conditions for admission to the program are regulated by the Rules of admission to KNUTE
<b>Languages of instruction</b>	Ukrainian
<b>Program validity period</b>	2021-2026
<b>Internet address for permanent placement of the program description</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 - Educational Program Aim</b>	
Training of highly qualified specialists with modern economic thinking, theoretical knowledge and practical skills in organization and implementation of business processes of the business entity, able to solve research and practical problems using appropriate tools and algorithms for economic decision making.	
<b>3 - Educational Program Characteristics</b>	
<b>Subject Area (field of knowledge, speciality, specialization)</b>	Field of knowledge 05 "Social and Behavioural Sciences" Specialty 051 "Economics" Specialization "Business Economy"

<b>Educational program orientation</b>	Educational and professional. The program is based on the conceptual theoretical foundations of leading scientific economic schools and on the generalization of practical experience in economics and business; it forms relevant competencies in the labour market which provide opportunities for professional and scientific career development. It provides for the study of relevant professionally oriented disciplines in accordance with the approved programs: "Business Economics", "Marketing", "Management", "Accounting", "Business Planning", "Business and Property Evaluation", "Business Technology".
<b>Main focus of the educational program and specialization</b>	Special education in business, ability to organize and effectively do business, economic diagnostics and forecasting; making economic decisions on attracting and using resources, implementing business projects in accordance with the goals of entrepreneurial activity. <i>Keywords:</i> applied economic systems, economic models, economic management, management decisions, economic analysis, business analytics, effectiveness, efficiency, planning, forecasting, strategy, tactics, mission, vision, business technologies, business processes, business value, business project, investments, innovations, development.
<b>Features of the program</b>	In-depth study and knowledge of modern applied economic concepts (partial theories) aimed at solving real business problems; methods of analysis; efficiency and effectiveness drivers; business planning and risk reduction tools; digital technologies in business; criteria for making management decisions.  Training at the Business Training Centre; classes held on the basis of a virtual enterprise using the software product 1C: Enterprise.  Industrial placement during the 3rd and 4th years of study at the leading enterprises of Ukraine (4 weeks each).
<b>4 - Graduates' suitability for employment and further learning</b>	
<b>Suitability for employment</b>	Specialist with the degree of higher education "bachelor" according to the National classifier of professions DK 003: 2010 can occupy the following primary positions: the economist on contractual and claim works; logistics economist; planning economist; financial economist; pricing economist; economic adviser; economic consultant; economic commentator; member of the audit commission; economist-statistician; director (manager) of a small trading company; merchant; hotel manager (boarding house, camping, etc.); restaurant manager (cafe, dining room, etc.); director (manager) of a small enterprise; logistics manager; marketing manager; specialist - commodity market research analyst; chief economist, director of economics, head of the planning and economic department.
<b>Further learning</b>	Continuation of education at the second (master's) level of higher education on master's educational programs in the field of knowledge "Social and Behavioral Sciences" and on interdisciplinary programs close to business economics.
<b>5 - Teaching and Assessment</b>	

<b>Teaching and training</b>	Balanced combination of classroom (review lectures, lecture-discussions, seminars, practical classes; work in small groups, simulation of situations, moderation, "brainstorming", tasks with the implementation of simulators, case study method, business and role-playing games, trainings, independent work with information sources, teacher consultations, distance learning) and independent work based on problem-oriented, interactive learning and self-study.
<b>Assessment</b>	Current control, written exams, course work on the profile discipline. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and graduate students", "Regulations on the organization of the educational process of students".
<b>6 - Program Competences</b>	
<b>Integral competence (IC)</b>	The ability of a person to solve complex specialized problems and practical problems in the economic sphere which are characterized by the complexity and uncertainty of the conditions which involves the application of theories and methods of economics.
<b>General competencies (GC)</b>	<p>GC01. The ability to realize the 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.</p> <p>GC02. 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, its place in the general system of knowledge about nature and society and in the development of society, technology, use different types and forms of physical activity for active way of living and leading a healthy lifestyle.</p> <p>GC03. Ability to abstract thinking, analysis and synthesis.</p> <p>GC04. Ability to apply knowledge in practical situations.</p> <p>GC05. Ability to communicate in the state language both orally and in writing.</p> <p>GC06. Ability to communicate in a foreign language.</p> <p>GC07. Skills in the use of information and communication technologies.</p> <p>GC08. Ability to search, process and analyse information from various sources.</p> <p>GC09. Ability to adapt and act in a new situation.</p> <p>GC10. The ability to be critical and self-critical.</p> <p>GC11. Ability to make informed decisions.</p> <p>GC12. Interpersonal skills.</p> <p>GC13. The ability to act socially responsibly and consciously.</p> <p>GC14. <i>Ability to communicate effectively (communication) and to present complex information in a concise form orally and in writing using information and communication technologies and appropriate economic terminology.</i></p> <p>GC15. <i>Ability to adhere to ethical principles both in terms of professional honesty and in terms of understanding the possible impact of financial decisions on the social sphere.</i></p>

<p><b>Professional Competences (PC)</b></p>	<p>PC1. Ability to show knowledge and understanding of the problems of the subject area, the basics of the modern economy at the micro, meso, macro and international levels.</p> <p>PC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.</p> <p>PC3. Understanding the features of leading scientific schools and areas of economics.</p> <p>PC4. Ability to explain economic and social processes and phenomena on the basis of theoretical models, analyse and interpret the results.</p> <p>PC5. Understanding of features of modern world and national economy, their institutional structure, substantiation of directions of social, economic and foreign economic policy of the state.</p> <p>PC6. Ability to apply economic and mathematical methods and models to solve economic problems.</p> <p>PC7. Ability to use computer technology and data processing software to solve economic problems, analyse information and prepare analytical reports.</p> <p>PC8. Ability to analyse and solve problems in the field of economic, social and labour relations.</p> <p>CK9. Ability to predict socio-economic processes on the basis of standard theoretical and econometric models.</p> <p>PC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.</p> <p>PC11. Ability to substantiate economic decisions based on understanding the laws of economic systems and processes using modern methodological tools.</p> <p>PC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.</p> <p>PC13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.</p> <p>PC14. Ability to analyze in depth the problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.</p> <p>PC15. <i>Ability to assess, diagnose and search for opportunities to achieve positive changes in the development of economic entities or other economic entities and their structural units, search for the most effective management decisions, combination of strategies and tactics of sustainable economic development, integration of national, corporate and personal interests of participants in economic processes.</i></p>
<p><b>7 - Program Learning Outcomes (PLO)</b></p>	
	<p>1. Associate oneself 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 rights and freedoms, show respect for the rights and freedoms of others, including members of the team.</p> <p>2. To reproduce moral, cultural, scientific values, to increase the achievements of society in the socio-economic sphere, to promote</p>

a healthy lifestyle.

3. Know and use economic terminology, explain the basic concepts of micro- and macroeconomics.

4. Understand the principles of economics, features of economic systems.

5. Apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public authorities).

6. Use professional reasoning to convey information, ideas, problems and ways to solve them to specialists and non-specialists in the field of economic activity.

7. Explain the models of socio and economic phenomena in terms of fundamental principles and knowledge based on understanding of the main directions of development of economics.

8. Apply appropriate economic and mathematical methods and models to solve economic problems.

9. Apply appropriate economic and mathematical methods and models to solve economic problems.

10. To analyse 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 analyse the processes of state and market regulation of socio-economic and labour relations.

12. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

13. Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyse the necessary information, calculate economic and social indicators.

14. Identify and plan opportunities for personal professional development.

15. Demonstrate basic skills of creative and critical thinking in research and professional communication.

16. Be able to use data, provide arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.

17. 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. Use regulations and legal acts governing professional activities.

19. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.

20. Master the skills of oral and written professional communication in state and foreign languages.

21. Be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems at different levels, as well as the behaviour of their subjects.

22. Demonstrate flexibility and adaptability in new situations, dealing with new objects and in uncertain conditions.

23. Show skills of independent work, demonstrate critical, creative, self-critical thinking.

24. Demonstrate the ability to act socially responsibly and

	<p>consciously on the basis of ethical principles, to appreciate and respect cultural diversity, individual differences of people.</p> <p>25. <i>Be able to use digital technologies in business.</i></p>
<b>8 - Resource support for program implementation</b>	
<b>Staff</b>	<p>Specialists who train bachelors in the educational program "Business Economics" must have professional knowledge and professional skills in economics and enterprise finance, economic analysis and planning, business evaluation, digital technologies in business.</p> <p>The participation of foreign specialists and practitioners in the teaching of disciplines of the training cycle is possible.</p>
<b>Material and technical support</b>	<p>Ensuring the availability of the necessary resources for the organization of the educational process, including independent work of students, for each educational program in accordance with the Regulations on the organization of the educational process of students; Regulations on independent work of students and graduate students of KNUTE.</p> <p>The basis of material and technical support are laboratories, computer and specialized classrooms of KNUTE with modern technical and software resources that provide quality training for bachelors within the educational program "Business Economics".</p> <p>Social and household infrastructure of KNUTE is available.</p>
<b>Informational and educational- methodical support</b>	<p>Ensuring the availability of information systems for effective management of the educational process through systems:</p> <ul style="list-style-type: none"> <li>• distance learning system MOODLE (provides independent and individual training, control),</li> <li>• availability of Internet access and e-mail,</li> <li>• system "Dean's Office", "1-C: Accounting for Ukraine" (financial support), "Workload-schedule",</li> <li>• management of WEB-resources KNUTE,</li> <li>• library fund management,</li> <li>• OPTiMA-WorkFlow electronic document management system,</li> <li>• corporate information field in the form of a "personal account" of the KNUTE web portal user.</li> </ul> <p>Ensuring publicity of information about educational programs, degrees of higher education and qualification: implementation of KNUTE information policy; publication of information packages on the official website of KNUTE, ECTS, educational programs, schedules, as well as all components of the educational process which are subject to publication in accordance with the Law of Ukraine "On Higher Education".</p> <p>Ensuring an effective system of prevention and detection of academic plagiarism in the scientific works of KNUTE employees and higher education seekers (publication of the text of dissertation research on the official website of KNUTE), compliance with the Code of Ethics of the scientist of Ukraine.</p>

	<p>Other procedures and measures to ensure compliance with the Licensing Conditions for educational activities by educational institutions (Order of the Ministry of Education and Science of Ukraine of August 8, 2019 № 880/33851 "On approval of the Regulations on accreditation of educational programs for training higher education").</p> <p>Information support is provided by the online system for business analytics "YouControl"; educational and methodological support is implemented through the distance learning system MOODLE;</p>
<b>9 - Academic mobility</b>	
<b>National credit mobility</b>	<p>It is provided by the legislation and is expedient when there is a necessity of studying (mastering) by students of fundamentally new courses, disciplines which are not taught in basic HEI (Higher Education Institution). Regulations on the procedure for exercising the right to academic mobility at KNUTE have been developed.</p>
<b>International credit mobility</b>	<p>The University has concluded agreements on cooperation between KNUTE and higher education institutions, within which partner exchange and training of students is carried out. International academic mobility is also carried out under Erasmus + International programs and projects, in particular with the following universities: Krakow University of Economics (Poland, Krakow), University of Szczecin (Poland, Szczecin), "Audencia" Business School (France, Nantes), University of Grenoble Alps (France, Grenoble), University of Paris Est Creteil (France, Paris), University of Central Lancashire (UK, Preston), University of Hohenheim (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), Kliment Ohridski University (Bulgaria, Sofia)</p>
<b>Training of overseas students</b>	<p>Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.</p> <p>For foreign students the discipline "Ukrainian language" is taught for 1-3 semesters with a separate schedule by teachers who have completed special training in teaching Ukrainian as a foreign language.</p>

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

#### List of EP components

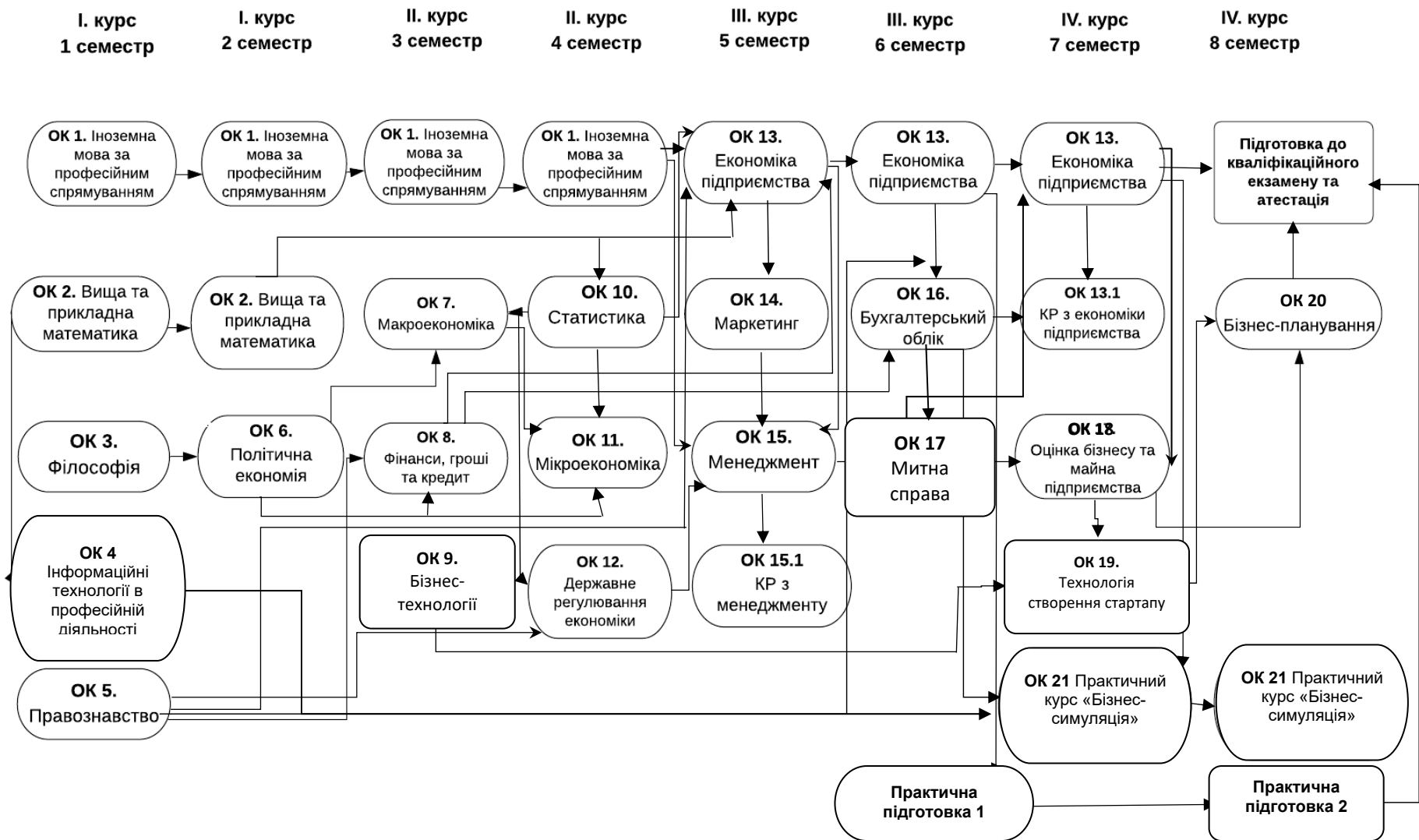
Code	Components of the educational program (academic disciplines, term projects (papers), placement, qualification exam, final qualification work	Number of credits
1	2	3
<b>Compulsory components of EP (CC)</b>		
<b>CC 1.</b>	Foreign Language for Professional Purposes	<b>24</b>
<b>CC 2.</b>	Higher and Applied Mathematics	<b>12</b>
<b>CC 3.</b>	Philosophy	<b>6</b>
<b>CC 4.</b>	Information Technologies in Professional Activity	<b>6</b>
<b>CC 5.</b>	Science of Law	<b>6</b>
<b>CC 6.</b>	Political Economy	<b>6</b>
<b>CC 7.</b>	Macroeconomics	<b>6</b>
<b>CC 8.</b>	Finance, Money and Credit	<b>6</b>
<b>CC 9.</b>	Business technology	<b>6</b>
<b>CC 10.</b>	Statistics	<b>6</b>
<b>CC 11.</b>	Microeconomics	<b>6</b>
<b>CC 12.</b>	State Regulation of Economy	<b>6</b>
<b>CC 13.</b>	Business Economics	<b>18</b>
<b>CC 13.1</b>	CW on the Economy of Enterprise	
<b>CC 14.</b>	Marketing	<b>6</b>
<b>CC 15.</b>	Management	
<b>CC 15.1</b>	CW on Management	<b>6</b>
<b>CC 16.</b>	Accounting	<b>6</b>
<b>CC 17.</b>	Customs business	<b>6</b>
<b>CC 18.</b>	Evaluation of Business and Property Enterprise	<b>6</b>
<b>CC 19.</b>	Start-up Technology	<b>6</b>
<b>CC 20.</b>	Business Planning	<b>6</b>
<b>CC 21</b>	Practical course "Business Simulation"	<b>9</b>
<b>Total Number of Compulsory Components:</b>		<b>165</b>
<b>Optional Components of EP (OC)</b>		
<b>OC 1.</b>	Web-design and Web-programming	<b>6</b>
<b>OC 2.</b>	Audit	<b>6</b>
<b>OC 3.</b>	Life Safety	<b>6</b>
<b>OC 4.</b>	Exchange Trade	<b>6</b>
<b>OC 5.</b>	Commercial Law	<b>6</b>
<b>OC 6.</b>	Digital Technologies in Business	<b>6</b>
<b>OC 7.</b>	Diplomatic and Business protocol and Etiquette	<b>6</b>
<b>OC 8.</b>	Econometrics	<b>6</b>
<b>OC 9.</b>	Economics and Organization of Innovative Activities	<b>6</b>
<b>OC 10.</b>	Real Estate Economy	<b>6</b>
<b>OC 11.</b>	Economy of Ukraine	<b>6</b>
<b>OC 12.</b>	Economic and Mathematical Modelling	<b>6</b>



1	2	3
<b>OC 13.</b>	Economic Statistics	<b>6</b>
<b>OC 14.</b>	Economic Analysis	<b>6</b>
<b>OC 15.</b>	E-commerce	<b>6</b>
<b>OC 16.</b>	Electronic Document Management	<b>6</b>
<b>OC 17.</b>	Enterprise Reporting	<b>6</b>
<b>OC 18.</b>	Foreign Economic Activity of Enterprise	<b>6</b>
<b>OC 19.</b>	History of Ukraine	<b>6</b>
<b>OC 20.</b>	Logic	<b>6</b>
<b>OC 21.</b>	Logistics	<b>6</b>
<b>OC 22.</b>	International Credit-settlement and Currency Transactions	<b>6</b>
<b>OC 23.</b>	National Interests in World Geopolitics and Geoeconomics	<b>6</b>
<b>OC 24.</b>	Accounting for Small Businesses	<b>6</b>
<b>OC 25.</b>	Business Law	<b>6</b>
<b>OC 26.</b>	Payment Systems	<b>6</b>
<b>OC 27.</b>	The Tax System	<b>6</b>
<b>OC 28.</b>	Political Science	<b>6</b>
<b>OC 29.</b>	European Union Law	<b>6</b>
<b>OC 30.</b>	Forecasting of Socio-economic Processes	<b>6</b>
<b>OC 31.</b>	Project Analysis	<b>6</b>
<b>OC 32.</b>	Psychology of Management	<b>6</b>
<b>OC 33.</b>	Psychology of Business	<b>6</b>
<b>OC 34.</b>	Psychology	<b>6</b>
<b>OC 35.</b>	Market of Securities	<b>6</b>
<b>OC 36.</b>	World Culture	<b>6</b>
<b>OC 37.</b>	Social Economy	<b>6</b>
<b>OC 38.</b>	Insurance	<b>6</b>
<b>OC 39.</b>	Probability Theory and Mathematical Statistics	<b>6</b>
<b>OC 40.</b>	Ukrainian Language (for professional purposes)	<b>6</b>
<b>OC 41.</b>	Managerial Accounting	<b>6</b>
<b>OC 42.</b>	Franchising	<b>6</b>
<b>Total volume of optional components:</b>		<b>60</b>
<b>Practical training:</b>		
<b>Industrial placement 1</b>		<b>6</b>
<b>Industrial placement 2</b>		<b>6</b>
<b>Attestation</b>		
<b>Preparation for a qualification exam and attestation</b>		<b>3</b>
<b>Total EP volume:</b>		<b>240</b>

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

### 3.3. Structural and logical scheme of EP



### **3.4. Form of attestation of applicants for higher education**

Certification 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.

### 3.5. Matrix of the correspondence of program competences to EP components

Компоненти / Компетентності	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC13.1	CC14	CC15	CC15.1	CC16	CC17	CC18	CC19	CC20	CC21
GC1					+	+	+					+											
GC 2						+	+		+			+											
GC 3		+	+	+			+		+	+				+			+			+			
GC 4		+	+		+								+		+		+	+	+	+	+	+	+
GC 5														+									
GC 6	+																						
GC 7		+		+				+	+	+					+		+	+		+		+	+
GC 8			+							+			+	+		+	+			+		+	+
GC 9			+																		+		+
GC 10																							
GC 11								+			+						+					+	+
GC 12	+										+												+
GC 13					+						+								+	+			
GC 14													+	+	+				+			+	+
GC 15								+		+			+	+		+				+			
PC1						+	+	+			+	+											
PC 2	+				+							+							+	+	+		
PC 3							+					+											
PC 4			+			+	+					+		+		+	+						
PC 5	+				+	+	+					+											
PC 6		+		+						+				+									+
PC 7	+	+		+					+	+				+	+				+		+	+	+
PC 8									+	+	+			+			+				+	+	+
PC 9									+	+												+	
PC 10										+			+			+	+	+				+	
PC 1											+					+			+	+			+
PC 12											+		+		+	+		+			+		
PC 13													+	+									+
PC 14			+					+					+				+		+	+	+		
PC 15								+			+		+	+	+	+	+					+	+







