

Educational program
Profile of the educational program “Trade Economics”
on the Subject Area 051 “Economics” guarantor Vysochyn I.V.

1-General information	
Full name of the university and structural subdivision	State University of Trade and Economics Faculty of Economics, Management and Psychology Department of Economics and Enterprise Finance
Degree of higher education and title of qualification in the original language	Bachelor's degree Subject Area “Economics”
The official name of the educational program	“Trade Economics”
Compliance with the higher education standard of the Ministry of Education and Science of Ukraine	Complies with the higher education standard of the Ministry of Education and Science of Ukraine
Type of diploma and scope of educational program	Bachelor's degree, single, 240 ECTS credits, study period is 3 years 10 month
Availability of accreditation	Ministry of Education and Science of Ukraine Accreditation Commission of the Ministry of Education and Science of Ukraine, from 2017 till 2026
Cycle / level енб	NRC of Ukraine – level 6, FQ-EHEA – the first cycle, EQF-LLL- level 6
Prerequisites	Being in possession of complete general secondary education
Language of teaching	Ukrainian
Valid till	2021-2026
Internet address of the permanent post	https:// knute.edu.ua
2 – The purpose of the educational program	
Training of highly qualified specialists who possess modern economic thinking, theoretical knowledge and applied skills in the analysis, planning and justification of reserves for increasing the efficiency of the financial and economic activity of a trading business entity, capable of solving research and practical tasks using tools and an algorithm for making management decisions for further employment; preparation for successful assimilation of programs of higher degrees of education.	
3 – Characteristics of the educational program	
Subject area	<p>Object of study and/or activity: patterns of functioning and development of socio-economic systems, socio-economic processes, their modeling, forecasting and regulation, motivation and behavior of economic subjects.</p> <p>Learning goals: training specialists who possess modern economic thinking, theoretical knowledge and practical skills necessary for solving the tasks of the subject area.</p> <p>Theoretical content of the subject area: concepts, categories, principles of economic sciences.</p> <p>Methods, techniques and technologies: general scientific methods of cognition and research activity, mathematical and statistical methods of economic analysis, economic and mathematical modeling, information and</p>

	<p>communication technologies of research, dissemination and presentation of research results.</p> <p>Tools and equipment: modern information and communication equipment, information systems and software products used in professional activities.</p>
Orientation of the educational program	<p>Educational and occupational.</p> <p>The program is based on the conceptual theoretical foundations of leading scientific economic schools and the generalization of practical experience in the field of trade economics, forms competencies relevant for the labor market, which provide opportunities for the development of a professional and scientific career. It involves the study of current professionally oriented disciplines in accordance with the approved programs: “Trade Economics”, “Trade Marketing”, “Trade Organization”, “Accounting in Trade”, “International Trade”, “Commodity Science”, “Pricing”, practical course “Business simulation”.</p>
The main focus of the educational program	<p>General education in the field of social and behavioral sciences with an in-depth study concerning the theoretical and methodological foundations of the organization of the activities of trade entrepreneurship subjects; system and process analysis of economic systems, finding predictive estimates of their behavior in the future and developing management decisions based on them; construction and use of economic and mathematical models, which are tools for assessment, analysis and forecasting of complex socio-economic systems; analysis and processing of statistical data using modern computer technologies; diagnosis and search for opportunities to achieve positive changes in the development of trading entities and their structural divisions; evaluation of projects, methods and means of attracting resources for the implementation of projects and their management mechanisms; application of specialized software.</p> <p>Keywords: socio-economic systems, economic-mathematical models, economic objects.</p>
Special features of the program	<p>It provides for the expansion of the mandatory component due to the study of relevant professionally oriented disciplines in accordance with the approved author’s programs (“Econometrics”, “Economic analysis”, “Electronic trade”, “Digital technologies in business”, “Business technologies”, “Sales management and merchandising”, “Franchising”, “Logistics”, “Category management”, “Audit”), which ensure the formation of skills and abilities for work in the field of economy trade</p> <p>Practical training (6 weeks) at the leading trade enterprises of Ukraine is provided for by the training plans.</p>
4 – Suitability of graduates for employment and further education	

Employment suitability	A specialist with a Bachelor's higher education degree according to the National Classifier of Professions DK 003:2010 can hold the following primary positions: economist, planning economist, logistics economist, sales economist, business efficiency specialist, international trade economist, pricing economist, accounting and economic activity analysis economist, commodity market research expert-analyst, merchant, manager in wholesale trade, manager in retail trade, logistics manager, marketing manager, supply manager, economic advisor, economic consultant, economic columnist, chief economist, director of economics, chief of the planning and economic department, director (head) of a small trading company, store manager.
Further education	The opportunity to continue studying to acquire the second level higher education – Master's degree in business and management.
5 – Teaching and assessment	
Teaching and learning	A balanced combination of classroom (lectures-discussions, seminar classes, practical classes in small groups, independent work with information sources, teacher consultations, distance learning) and independent work based on problem-oriented, interactive learning and self-learning.
Assessment	On-going control, written exams, coursework in a specialized discipline. Evaluation is carried out in accordance with “Regulations on the assessment of learning outcomes of students and postgraduate students in SUTE”, “Regulations on the organization of the educational process”
6 – Program competencies	
Integral competence	The ability to solve complex specialized tasks and practical problems in the economic sphere characterized by the complexity and uncertainty of conditions, which involves the application of theories and methods of economic science.

<p>General competencies (GC)</p>	<p>GC1. The ability to realize one's 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, the rights and freedoms of a person and a citizen in Ukraine.</p> <p>GC2. The ability to preserve moral, cultural, scientific values and multiply the achievements of society based on an understanding of 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 and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.</p> <p>GC3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC4. Ability to apply knowledge in practical situations.</p> <p>GC5. Ability to communicate in the national language both orally and in writing.</p> <p>GC6. Ability to communicate in a foreign language.</p> <p>GC7. Skills in using information and communication technologies.</p> <p>GC8. Ability to search, process and analyze information from various sources.</p> <p>GC9. 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 continuous and up-to-date training, study and generalization of best practices in the field of professional activity, generation of new ideas.</i></p>
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Special (professional) competencies	<p>SC1. The ability to demonstrate knowledge and understanding of the problems of the subject area, the foundations of the functioning of the modern economy at the micro-, meso-, macro- and international levels.</p> <p>SC2. The ability to carry out professional activities in accordance with current regulatory and legal acts.</p> <p>SC3. Understanding the features of leading scientific schools and areas of economic science.</p> <p>SC4. The ability to explain economic and social processes and phenomena on the basis of theoretical models, to analyze and meaningfully interpret the obtained results.</p> <p>SC5. Understanding the peculiarities of the modern world and national economy, their institutional structure, substantiating the directions of the state's social, economic and foreign economic policy.</p> <p>SC6. Ability to apply economic and mathematical methods and models to solve economic problems.</p> <p>SC7. Ability to apply computer technologies and data processing software to solve economic problems, analyze information and prepare analytical reports.</p> <p>SC8. The ability to analyze and solve tasks in the field of economic and social-labor relations.</p> <p>SC9. The ability to forecast socio-economic processes on the basis of standard theoretical and econometric models.</p> <p>SC10. The ability to use modern sources of economic, social, management, accounting information for the preparation of official documents and analytical reports.</p> <p>SC11. The ability to justify economic decisions based on an understanding of the regularities of economic systems and processes and using modern methodological tools.</p> <p>SC12. The ability to independently identify problems of an economic nature when analyzing specific situations, to propose ways to solve them.</p> <p>SC13. The ability to conduct an economic analysis of the functioning and development of economic entities, an assessment of their competitiveness.</p> <p>SC14. The ability to deeply analyze problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.</p> <p>SC15. <i>The ability to choose and use appropriate methods and tools for justifying decisions regarding the creation and operation of trade enterprises.</i></p> <p>SC16. <i>The ability to analyze and plan the activities of a trade enterprise and the basis of financial and management reporting, justifying management decisions to improve the efficiency of its activities.</i></p>
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7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. To associate oneself as a member of civil society, the scientific community, to recognize the rule of law, in particular in professional activities, to understand and be able to use one's own rights and freedoms, to show respect for the rights and freedoms of other persons, in particular, team members. 2. To reproduce moral, cultural, scientific values, multiply society's achievements in the socio-economic sphere, promote a healthy lifestyle. 3. To know and use economic terminology, explain the basic concepts of micro- and macroeconomics. 4. To understand the principles of economic science, the peculiarities of the functioning of economic systems. 5. To apply analytical and methodical tools for justifying proposals and making managerial decisions by various economic agents (individuals, households, enterprises and state authorities). 6. To use professional argumentation to convey information, ideas, problems and methods of solving them to specialists and non-specialists in the field of economic activity. 7. To explain the models of socio-economic phenomena from the point of view of fundamental principles and knowledge based on the understanding of the main directions of the development of economic science. 8. To apply appropriate economic and mathematical methods and models to solve economic problems. 9. To be aware of the main features of the modern world and national economy, institutional structure, directions of social, economic and foreign economic policy of the state. 10. To conduct an analysis of the functioning and development of business entities, to determine functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities. 11. To be able to analyze the processes of state and market regulation of socio-economic and labor relations. 12. To apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results. 13. To identify sources and understand the methodology of determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators. 14. To identify and plan opportunities for personal professional development. 15. To demonstrate basic skills of creative and critical thinking in research and professional communication. 16. To be able to use data, provide arguments, critically evaluate logic and form conclusions from scientific and analytical texts on economics. 17. To perform an interdisciplinary analysis of socio-economic phenomena and problems in one or more professional spheres, taking into account risks and possible socio-economic consequences.

	<p>18. To use regulatory and legal acts regulating professional activity.</p> <p>19. To use information and communication technologies to solve social and economic problems, prepare and present analytical reports.</p> <p>20. To master oral and written professional communication skills in the state and foreign languages.</p> <p>21. To be able to think abstractly, apply analysis and synthesis to identify the key characteristics of economic systems of different levels, as well as the peculiarities of the behavior of their subjects.</p> <p>22. To demonstrate flexibility and adaptability in new situations, in working with new objects and in uncertain conditions.</p> <p>23. To show the skills of independent work, demonstrate critical, creative, self-critical thinking.</p> <p>24. To demonstrate the ability to act socially responsibly and consciously based on ethical principles, value and respect cultural diversity, individual differences of people.</p> <p>25. <i>To generate and justify management decisions on increasing the efficiency of the trade enterprise in the conditions of dynamic changes in the external and/or internal environment.</i></p>
8 – Resource support for program implementation	
Staffing	<p>Scientific and pedagogical workers with scientific degrees and/or scientific titles, as well as highly qualified specialists, are involved in the training of bachelors under the educational program.</p> <p>Ensuring advanced training of scientific and pedagogical employees of SUTE: according to the “Regulations on advanced training and internships of scientific and pedagogical, pedagogical and scientific employees of the State University of Trade and Economics”, all scientific and pedagogical employees undergo an internship once every five years.</p>
Material and technical support	<p>Ensuring the availability of the necessary resources for the organization of the educational process, including the independent work of students, for each educational program in accordance with the Regulation on the organization of the educational process of students; Regulation on independent work of students and postgraduates of SUTE.</p> <p>Use of laboratories, computer and specialized classrooms of SUTE.</p> <p>Availability of social and household infrastructure of SUTE</p>

Information and teaching support	<p>Ensuring the availability of information systems for effective management of the educational process through systems: distance learning MOODLE provides independent and individual training, control, availability of access to the Internet and e-mail, “Dean’s Office”, BAS Accounting, “Load-schedule”, management of SUTE WEB resources, management of the library fund, as well as the electronic document management system “OPTiMA – WorkFlow”, a corporate information field in the form of a “personal cabinet” of the user of the SUTE web portal.</p> <p>Ensuring the publicity of information about educational programs, degrees of higher education and qualifications: implementation of the information policy of SUTE; publication of ECTS information packages, educational programs, the schedule of classes on the official website of SUTE, as well as all components of the provision 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 for the prevention and detection of academic plagiarism in scientific works of SUTE employees and students of higher education (publication of the dissertation texts on the official website of SUTE), compliance with the norms of Ukraine’s Scientist Code of Ethics, other procedures and measures that ensure the fulfillment of license conditions for conducting educational activities.</p>
9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility.
International credit mobility	International credit mobility is implemented through the conclusion of agreements on international academic mobility (Erasmus+), on double graduation, on long-term international projects involving student training, issuing a double diploma, etc.
Training of foreign applicants for higher education	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.

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

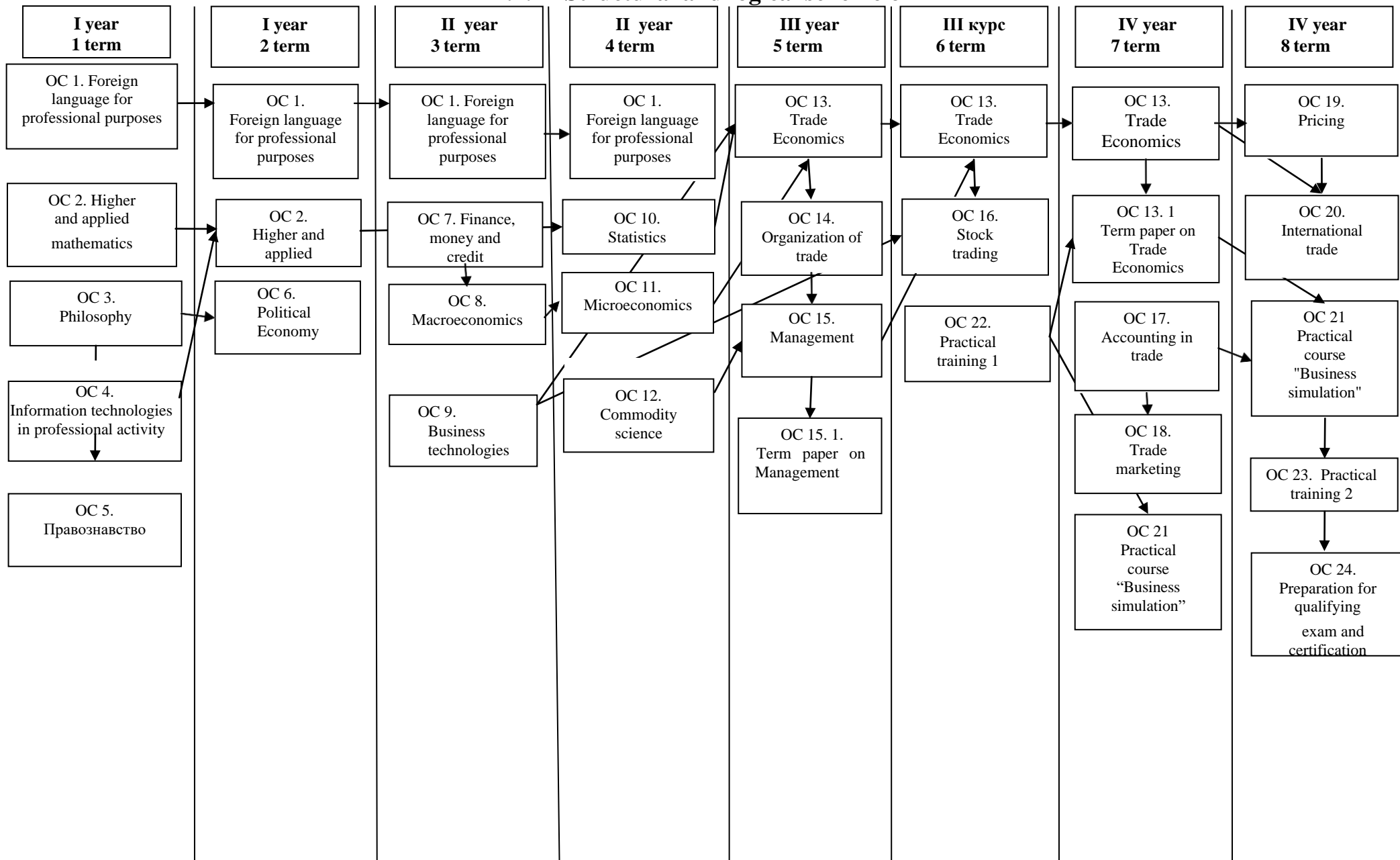
2.1. The list of EP components

Code	Educational program components (academic disciplines, course projects (works), practical trainings, qualifying exam, final qualification work)	Number of credits
1	2	3
Obligatory EP components		
OC 1	Foreign language for professional purposes	24
OC 2	Higher and applied mathematics	12
OC 3	Philosophy	6
OC 4	Information technologies in professional activity	6
OC 5	Law	6
OC 6	Political Economy	6
OC 7	Finance, money and credit	6
OC 8	Macroeconomics	6
OC 9	Business technologies	6
OC 10	Statistics	6
OC 11	Microeconomics	6
OC 12	Commodity science	6
OC 13	Trade Economics	18
OC 13.1	Test on Trade Economics	
OC 14	Organization of trade	6
OC 15	Management	6
OC 15.1	Test on Management	
OC 16	Stock trading	6
OC 17	Accounting in trade	6
OC 18	Trade marketing	6
OC 19	Pricing	6
OC 20	International trade	6
OC 21	Practical course “Business simulation”	9
OC 22	Practical training 1	6
OC 23	Practical training 2	6
OC 24	Preparation for qualifying exam and certification	3
The total amount of obligatory components:		180
Elective EP components		
EC 1	Audit	6
EC 2	Safety	6
EC 3	Business planning	6
EC 4	Branding	6
EC 5	Diplomatic and business protocol and etiquette	6
EC 6	Digital technologies in business	6
EC 7	Econometrics	6
EC 8	Ukraine economy	6
EC 9	Economic analysis	6
EC 10	Examination of goods	6

EC 11	Electronic trade	6
EC 12	Electronic document management	6
EC 13	Consumer rights protection	6
EC 14	History of Ukraine	6
EC 15	Information wars	6
EC 16	Category management	6
EC 17	Commercial law	6
EC 18	Conflictology and psychology of business communication	6
EC 19	Logic	6
EC 20	Logistics	6
EC 22	Customs	6
EC 22	National interests in world geopolitics and geoeconomics	6
EC 23	Fundamentals of cyber security	6
EC 24	Consumer behavior	6
EC 25	Tax system	6
EC 26	Law of international trade and economic organizations	6
EC 27	Law of the World Trade Organization	6
EC 28	Trade psychology	6
EC 29	Advertising in trade	6
EC 30	World market of goods and services	6
EC 31	Certification and competitiveness of goods	6
EC 32	Social economy	6
EC 33	Social leadership	6
EC 34	Statistics of the market of goods and services	6
EC 35	Startup creation technology	6
EC 36	Trade management	6
EC 37	Trade networks	6
EC 38	Ukrainian language (for professional purposes)	6
EC 39	Personnel management	6
EC 40	Sales management and merchandising	6
EC 41	Franchising	6
The total amount of elective components:		60
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240

An examination is the form of final control for all components of the educational program.

2.2. Structural and logical scheme of EP



3. Form of higher education applicants' certification

Certification is carried out in the form of qualifying exam.

The qualifying exam on the subject area is to check the achievement of learning outcomes defined by the Standard of Higher Education and the educational program.

4. Matrix of compliance of program competencies with the obligatory components of the educational program

Components/ Competencies	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	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24
GC 1			+		+																			
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									+			+	+	+	+	+	+	+		+	+	+	+	+
SC 1						+	+	+			+		+		+			+			+	+	+	+
SC 2					+		+		+			+	+	+	+	+	+		+	+	+	+	+	+
SC 3						+		+			+											+	+	+
SC 4			+			+		+	+		+											+	+	+
SC 5						+		+												+		+	+	+
SC 6		+		+				+		+	+		+									+	+	+
SC 7				+					+	+			+	+	+	+	+	+		+	+	+	+	+
SC 8					+								+	+	+						+	+	+	+
SC 9		+		+				+		+												+	+	+
SC 10	+									+			+	+	+	+	+	+	+	+	+	+	+	+
SC 11							+	+	+		+		+	+	+	+		+	+	+	+	+	+	+
SC 12									+				+	+			+				+	+	+	+
SC 13											+		+	+	+						+	+	+	+
SC 14							+	+			+		+	+	+	+		+		+	+	+	+	+
SC 15									+				+	+	+		+	+	+	+	+	+	+	+
SC 16													+	+			+	+	+	+	+	+	+	+

5. Matrix of providing program learning outcomes with the relevant obligatory components of the educational program

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	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24
1			+		+																	+	+	+
2			+																			+	+	+
3						+		+		+	+		+	+		+		+		+	+	+	+	+
4						+		+			+		+	+						+		+	+	+
5				+		+		+		+	+		+	+	+	+		+		+	+	+	+	+
6									+			+	+	+	+		+	+			+	+	+	+
7						+	+	+			+											+	+	+
8		+						+		+	+		+								+	+	+	+
9						+	+	+												+	+	+	+	+
10										+	+		+	+	+			+		+	+	+	+	+
11					+			+			+		+	+	+							+	+	+
12		+					+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
13							+	+		+	+		+	+	+	+	+	+		+	+	+	+	+
14															+						+	+	+	+
15			+			+							+	+				+			+	+	+	+
16						+		+		+	+		+	+				+			+	+	+	+
17								+			+		+		+			+		+	+	+	+	+
18					+		+		+			+	+	+	+	+	+		+	+	+	+	+	+
19				+					+	+			+	+	+	+	+	+		+	+	+	+	+
20	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
21		+	+	+		+	+	+		+	+		+	+	+	+		+	+	+	+	+	+	+
22			+										+		+	+		+		+	+	+	+	+
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