

3. Educational program

Guarantor of the educational program Vysochyn I. V.

3.1. Profile of the educational program "Trade Economics" in the specialty 051 "Economics"

1-General information	
Full name of the institution of higher education and structural subdivision	State University of Trade and Economics Faculty of Economics, Management and Psychology Department of Economics and Finance of Enterprise
Higher education degree and qualification name in the original language	Bachelor's degree in higher education Specialty «Economics» Educational program "Trade Economics"
The official name of the educational program	«Trade Economics»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the standard of higher education of the Ministry of Education and Science of Ukraine
Type of diploma and volume of educational program	Bachelor degree, unitary, 240 ECTS credits, term of study 3 years 10 months
Availability of accreditation	Ministry of Education and Science of Ukraine Accreditation Commission of the Ministry of Education and Science of Ukraine, from 2017 to 2026
Cycle/Level	NRC of Ukraine – 6th level, FQ-EHEA – first cycle, EQF-LLL- 6 level
Prerequisites	Availability of complete general secondary education
Language(s) of teaching	Ukrainian
Duration of the educational program	2021-2026 pp.
Internet address of the permanent placement of the description of the educational Program	https:// knute.edu.ua
2- The purpose of the educational program	
Training of highly skilled professionals with modern economic thinking, theoretical knowledge and applied skills in managing business processes of the subject of trading activity, capable of solving research and practical problems using tools and algorithm for making managerial decisions for the purpose of further employment; preparation for the successful mastering of higher education programs.	
3-Characteristics of the educational program	
Subject area	<p><i>Object of study and / or activity:</i> regularities of functioning and development of socio-economic systems, socio-economic processes, their modeling, forecasting and regulation, motivation and behavior of economic entities.</p> <p><i>Objectives of training:</i> training of specialists with modern economic thinking, theoretical knowledge and practical skills necessary to solve problems of the subject area.</p> <p><i>Theoretical content of the subject area:</i> concept, categories, concepts, principles of economic sciences.</p> <p><i>Methods, methods and technologies:</i> general scientific methods of</p>

	<p><i>cognition and research activity, mathematical and</i> statistical methods of economic analysis, economic and mathematical modeling, information and communication technologies of research, distribution and presentations of research results.</p> <p><i>Tools and equipment: modern information and</i> communication equipment, information systems and software products used in professional activities.</p>
Orientation of the educational program	<p>Educational and professional.</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 in the labor market that provide opportunities for the development of professional and scientific careers. It involves the study of relevant professionally oriented disciplines in accordance with the approved programs:</p> <p>"Commodity Science", "Trade Economics", "Trade Marketing", "Trade Organization", "Accounting in Trade", "International Trade", "Pricing", practical course "Business Simulation".</p>
The main focus of the educational program and specialization	<p>General education in the field of social and behavioral sciences with in-depth study of theoretical and methodological foundations of the organization of activities of trade business entities; system and process analysis of economic systems, finding predictive assessments 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 evaluating, analyzing and forecasting complex socio-economic systems; analysis and processing of statistical data using modern computer technologies; diagnostics and search for opportunities to achieve positive changes in the development of trade entities and their structural divisions; evaluation of projects , methods and means of attracting resources for the implementation of projects and mechanisms for their management; application of specialized software.</p> <p>Keywords: socio-economic systems, economic and mathematical models, economic objects.</p>
Peculiarities of the Program	<p>It provides for the expansion of the obligatory component by studying current professionally oriented disciplines in accordance with the approved author's programs ("Econometrics", "Economic Analysis", "E-commerce», «Digital technologies in business", "Business technologies", "Sales management and merchandising", "Franchising", "Logistics", "Category management", "Audit"), which provide the formation of skills and abilities for work in the field of trade economics.</p> <p>The curricula (6 weeks) provide practical training at the leading trade enterprises of Ukraine.</p>
4 - Suitability of graduates for employment and further education	
Suitability for employment	<p>A specialist of the degree of higher education "bachelor" according to the National Classifier of Professions DK 003: 2010 may occupy the following primary positions: economist, planning economist, logistics economist, sales economist, business efficiency specialist, international trade economist, pricing economist, economist in accounting and analysis of economic activity, commodity market research analyst, merchant, manager in wholesale, manager in retail trade, logistics manager, marketing manager, manager of supply,</p>

	economic adviser, economic consultant, economic columnist, chief economist, director of economics, head of planning and economic department, director (head) of a small trading company, store manager.
Further education	Opportunity to continue education for the second level of higher education - master degree in business and management.
5-Teaching and Evaluation	
Teaching and learning	A balanced combination of classroom (lectures-discussions, seminars, practical classes in small groups, independent work with information sources, teacher consultations, distance learning) and independent work on the basis of problem-oriented, interactive learning and self-study.
Evaluation	Current control, written exams, coursework in the specialized discipline. Evaluation is carried out in accordance with "Regulations on the assessment of learning outcomes of students and graduate students at SUTE", "Regulations on the organization of the educational process".
6-Program competencies	
Integral competence	Ability to solve complex specialized and practical problems in the economic sphere, which are characterized by complexity and uncertainty of conditions, which involves the application of theories and methods of economic science.
General competencies (GC)	<p>GC1. Ability to realize their rights and obligations 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 citizen rights and freedoms in Ukraine.</p> <p>GC 2. The ability to preserve moral, cultural, scientific values and increase 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 technology, to use various types and forms of physical activity for active recreation and maintaining a healthy lifestyle.</p> <p>GC 3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 4. Ability to apply knowledge in practical situations.</p> <p>GC 5. Ability to communicate in the state language both orally and in writing.</p> <p>GC 6. Ability to communicate in a foreign language.</p> <p>GC 7. Skills in the use of information and communication technologies.</p> <p>GC 8. Ability to search, process and analyze information from various sources.</p> <p>GC 9. Ability to adapt and act in a new situation.</p> <p>GC 10. The ability to be critical and self-critical.</p> <p>GC 11. Ability to make informed decisions.</p> <p>GC 12. Interpersonal skills.</p> <p>GC 13. Ability to act socially responsibly and consciously.</p> <p>GC 14. <i>Ability to continuous and relevant learning, study and generalization of best practices in the field of their professional activity, generating new ideas.</i></p>

Professional competence of the specialty (PC)	<p>PC 1. Ability to identify knowledge and understanding of the problems of the subject area, the basics of the functioning of the modern economy at the micro, meso, macro and international levels.</p> <p>PC 2. Ability to carry out professional activities in accordance with applicable regulatory and legal acts.</p> <p>PC 3. Understanding the features of leading scientific schools and areas of economic science.</p> <p>PC 4. Ability to explain economic and social processes and phenomena based on theoretical models, analyze and meaningfully interpret the results.</p> <p>PC 5. Understanding the features of the modern world and national economy, their institutional structure, justification of the directions of social, economic and foreign economic policy of the state.</p> <p>PC 6. Ability to apply economic and mathematical methods and models for solving economic problems.</p> <p>PC 7. Ability to apply computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.</p> <p>PC 8. Ability to analyze and solve problems in the field of economic, social and labor relations.</p> <p>PC 9. Ability to predict socio-economic processes on the basis of standard theoretical and econometric models.</p> <p>PC 10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.</p> <p>PC 11. Ability to justify economic decisions based on an understanding of the laws of economic systems and processes and using modern methodological tools.</p> <p>PC 12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.</p> <p>PC 13. Ability to conduct economic analysis of the functioning and development of business entities, assessment of their competitiveness.</p> <p>PC 14. Ability to in-depth analyze problems and phenomena in one or more professional areas, considering economic risks and possible socio-economic consequences.</p> <p>PC 15. <i>Ability to choose and use appropriate methods, tools to justify decisions on the establishment and functioning of trade enterprises.</i></p> <p>PC 16. <i>Ability to analyze and plan the activities of a trade enterprise and the basis of financial and management reporting, justification of management decisions to improve the efficiency of its activities.</i></p>
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 enjoy their own rights and freedoms, to show respect for the rights and freedoms of others, in particular, members of the collective. 2. To reproduce moral, cultural, scientific values, to increase the achievements of society in the socio-economic sphere, to promote a healthy lifestyle. 3. Know and use economic terminology, explain the basic concepts of micro- and macroeconomics. 4. Understand the principles of economic science, features of the functioning 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-economic phenomena from the point of view of fundamental principles and knowledge based on an understanding of the main directions of development of economic science. 8. 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 analyze the functioning and development of business entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities. 11. Be able to analyze the processes of state and market regulation of socio-economic and labor relations. 12. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results. 13. Identify sources and understand the methodology of definition and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators. Identify and plan personal professional development opportunities. 14. Demonstrate basic creative and critical thinking skills in research and professional communication. 15. Be able to use data, provide arguments, critically evaluate logic and form conclusions from scientific and analytical texts on economics. 16. Perform an interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, considering risks and possible socio-economic consequences.
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	<p>17. Use regulations and legal acts regulating professional activity.</p> <p>18. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.</p> <p>19. Master the skills of oral and written professional communication in state and foreign languages.</p> <p>20. Be able to think abstractly, apply analysis and synthesis to identify the key characteristics of economic systems of different levels, as well as the characteristics of the behavior of their subjects.</p> <p>21. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions.</p> <p>22. Show the skills of independent work, demonstrate critical, creative, self-critical thinking.</p> <p>23. Demonstrate the ability to act socially responsibly and consciously based on ethical principles, to value and respect cultural diversity, individual differences of people.</p>
8-Resource support for the implementation of the program	
Staffing	<p>To prepare bachelors in the educational program, scientific and pedagogical workers with scientific degrees and / or academic titles, as well as highly qualified specialists are involved.</p> <p>Providing advanced training of scientific and pedagogical staff of SUTE in accordance with the Regulations on Advanced Training qualifications and internships of scientific-pedagogical and pedagogical workers of the State University of Trade and Economics, all scientific and pedagogical workers undergo internships 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 Regulations on the organization of the educational process of students; Regulations on the independent work of students and graduate students 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 educational and methodological support	<p>Ensuring the availability of information systems for effective management of the educational process through the following systems: distance learning MOODLE provides independent and individual training, control, access to the Internet and e-mail, "Dean's Office", BAS Accounting, "Load-schedule", management of WEB-resources of SUTE, management of library fund, as well as the electronic document management system "OPTiMA – WorkFlow", corporate information field in the form of "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 on the official website of the State Pedagogical University of information packages of ECTS, educational programs, schedule of classes, as well as all components of the educational process, which are to be published in accordance with the Law of Ukraine "On Higher Education".</p>

	Ensuring an effective system of prevention and detection of academic plagiarism in the scientific works of SUTE employees and applicants for higher education (publication of the text of dissertation research on the official website of SUTE), compliance with the norms of the Ethical Code of the scientist of Ukraine, other procedures and measures to ensure the fulfillment of licensing conditions for conducting educational activities.
9-Academic mobility	
National Credit Mobility	National credit mobility is carried out in accordance with concluded agreements on academic mobility.
International credit mobility	International credit mobility is realized through the conclusion of agreements on international academic mobility (Erasmus +), on double diplomas, on long-term international projects that involve teaching students, issuing a double diploma, etc.
Foreign education 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. The list of components of the educational program and their logical sequence

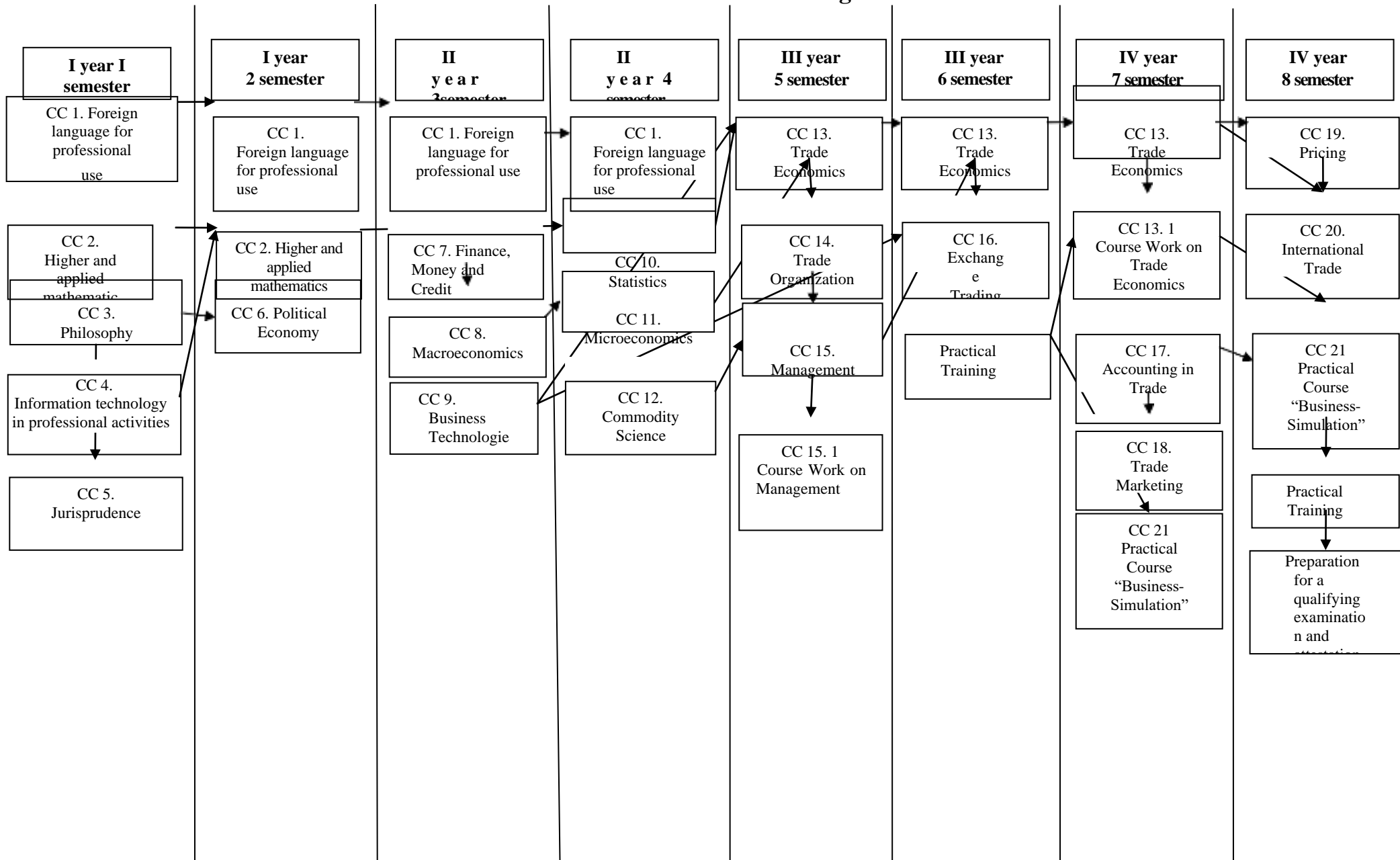
1.1. List of the EP components

Code a/d	Components of the educational program (academic disciplines, course projects (works), practice, qualification exam, final qualification work)	Amount of credits
1	2	3
Compulsory components of the EP		
CC 1.	Foreign Language for Professional Use	24
CC 2.	Higher and Applied Mathematics	12
CC 3.	Philosophy	6
CC 4.	Information Technology in Professional Activities	6
CC 5.	Jurisprudence	6
CC 6.	Political Economy	6
CC 7.	Finance, Money and Credit	6
CC 8.	Macroeconomics	6
CC 9.	Business Technologies	6
CC 10.	Statistics	6
CC 11.	Microeconomics	6
CC 12.	Commodity Science	6
CC 13.	Trade Economics	18
CC 13.1	Course Work on Trade Economics	
CC 14.	Trade Organization	6
CC 15.	Management	6
CC 15.1	Course Work on Management	
CC 16.	Exchange Trading	6
CC 17.	Accounting in Trade	6
CC 18.	Trade Marketing	6
CC 19.	Pricing	6
CC 20.	International Trade	6
CC 21.	Practical course "Business Simulation"	9
Total volume of compulsory components:		165
Selective components of EP		
SC 1	Audit	6
SC 2	Life safety	6
SC 3	Business Planning	6
SC 4	Brand Management in Trade	6
SC 5	Diplomatic and Business Protocol and Etiquette	6
SC 6	Digital Technologies in Business	6
SC 7	Econometrics	6
SC 8	Economy of Ukraine	6
SC 9	Economic analysis	6
SC 10	Expertise of goods	6

SC 11	E-commerce	6
SC 12	Electronic Document Management	6
SC 13	Consumer Protection	6
SC 14	History of Ukraine	6
1	2	3
SC 15	Information Wars	6
SC 16	Category Management	6
SC 17	Commercial Law	6
SC 18	Conflictology and Psychology of Business Communication	6
SC 19	Logic	6
SC 20	Logistics	6
SC 22	Customs	6
SC 22	National Interests in World Geopolitics and Geo-economics	6
SC 23	Cybersecurity Basics	6
SC 24	Consumer Behavior	6
SC 25	Tax System	6
SC 26	Law of International Trade and Economic Organizations	6
SC 27	World Trade Organization Law	6
SC 28	Psychology of Trade	6
SC 29	Trade Advertising	6
SC 30	World Market for Goods and Services	6
SC 31	Certification and Competitiveness of Goods	6
SC 32	Social Economy	6
SC 33	Social Leadership	6
SC 34	Market Statistics for Goods and Services	6
SC 35	Startup Technology	6
SC 36	Retail Chains	6
SC 37	Ukrainian language (for professional use)	6
SC 38	Human Resources Management	6
SC 39	Sales Management and Merchandising	6
SC 40	Franchise	6
Total volume of selective components:		60
Practical training		
Industrial Practice 1		6
Industrial Practice 2		6
Total		12
Attestation		
Preparation for a qualifying examination and attestation		3
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240

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

2. Structural and logical scheme of the EP



4. Form of attestation of applicants for higher education

Attestation is carried out in the form of a qualifying examination.

The qualifying examination in the specialty should check the achievement of learning outcomes determined by the Standard of Higher Education and the educational program.