

3. Educational program.

3.1. Profile of educational program in specialty 073 " Management" (on specialization " Trade management")

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1 – General information	
Full name of the institution of higher education and structural unit	Kyiv National University of Trade and Economics Faculty of Economics, Management and Psychology, Department of Management
Academic degree and qualification title in the original Educational program title	Degree of Higher Education Master's degree specialty "Management" specialization "Trade Management" "Trade management"
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, training period - 1 year and 4 months
Availability of accreditation	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 01, 2024 in accordance with the order №1565 of the Ministry of Education and Science of Ukraine dated 19.12.2016
Cycle / level	HPK Ukraine-7 level FQ-EHEA - second cycle EQF-LLL-7 level
Academic background	educational degree of Higher Education – Bachelor's degree; conditions of admission to the program are regulated by the rules of admission to KNUTE.
Language(s) of instruction	Ukrainian
Program duration	until 01.07. 2024
Educational program link	https://knute.edu.ua
2 – Educational program aim	
Formation of future specialists ' modern managerial thinking and a system of special knowledge in the field of management, understanding the conceptual foundations of the system management of trade organizations, acquiring skills in making and implementing informed management decisions in the dynamic external environment of their functioning.	
3 – Educational program general information	
Subject area (field)	Field of knowledge 07 "Management and administration"

of knowledge, speciality, specialization)	Specialty 073 "Management" Specialization "Trade Management"
Educational program orientation	Fundamental general economic training and focus on practical aspects of future specialists ' use of modern tools of effective trade Management (Academic, Professional, Research).
Educational program and specialization goals and objectives	Formation of professional competence in the effective application of trade management principles to ensure the effective functioning and development of trade organizations of various formats, establishing constructive interaction between participants in the trade and technological process and other stakeholders. Keywords: efficiency of functioning and development, performance, commercial activity, business processes in trade, management of trade enterprises, retail chains, trade regulation, trade environment, trade mix.
Specific requirements	Combining theoretical training of students, practice at leading trade enterprises with research work (including writing articles). It is also taught in English.
4 – Career opportunities and further learning	
Career opportunities	Jobs in the field of trade, management of trade organizations, trade enterprises and trade and manufacturing companies, etc. Positions that the master is able to hold in accordance with the current National Classification of Ukraine: Classifier of professions (DK 003: 2010): 1224 Head of a retail business; market manager; head of section; head of the trade and economic mission. 1233 Commercial Director; head of sales (marketing); head of the commercial department. 1314 Director (manager) of a small trading company; store manager; merchant. 1451 Manager (manager) in the trade of vehicles. 1452 Manager (manager) in wholesale trade. 1453 Manager (manager) in the retail trade of household and non-food products. 1454 Manager (manager) in food retail. Positions that the master is able to hold in accordance to the current International Standard – International Standard Classification of Occupations 2008 (ISCO-08): 1120 Managing Directors and Chief Executives. 1221 Sales and Marketing Managers . 1224 Production and Operations Department Managers in Wholesale and Retail Trade.

Further learning	<p>1324 Supply, Distribution and Related Managers. 1420 Retail and Wholesale Trade Managers. 3322 Commercial Sales Representatives.</p> <p>Under the conditions of gaining relevant experience can adapt to the following areas of related professional activities: economic, marketing, foreign economic, educational, research.</p> <p>Opportunity to study according to the program of the third cycle in this field of knowledge FQ-EHEA, which is consistent with the obtained master's degree or related - in graduate school (educational and scientific) program of higher education 8 level EQF-LLL and 9 level NQF of Ukraine</p>
5 – Training and assesment	
Teaching and learning	<p>Student-centered learning with the use of thematic, problem-based, review, binary, dual lectures, lectures-conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, modeling of situations, application of the case-study method solving real problems, students completing projects commissioned by enterprises, working in small groups, independent work of students, preparation of final qualifying work</p>
Assessment	<p>Current control, tests, written exams, practice, presentations, project work, defense of the final qualifying work.</p> <p>Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and graduate students" and "Regulations on the organization of the educational process of students" in KNUTE</p>
6 – Program competences	
Integral competence	<p>The ability to solve complex specialized problems and practical problems in the field of management or in the process of learning, applying management theories and methods</p>
General competence	<p style="text-align: center;">Повторюється в кожному магістерському ІІІ!</p>
Professional competence	<p style="text-align: center;">Початок - повторюється в кожному магістерському ІІІ!</p> <p><i>PC11. Ability to diagnose the state of the trading environment and assess the impact on the development of trade and individual trade organizations of political, economic, social and cultural processes in society, as well as to develop and implement a trade mix in the trading environment to meet customer needs;</i></p> <p><i>PC12. Ability to plan and implement changes in the activities of trade organizations, modern management technologies, develop innovative projects, organize a system of control over their effectiveness;</i></p> <p><i>PC13. Ability to increase the level of competitiveness of trade organizations as socio-economic systems, taking into account the specifics of interpersonal competition in the trading environment;</i></p>

	<p><i>PCI4. Ability to organize and improve business processes occurring in the field of trade;</i></p> <p><i>PC 15. Ability to reconcile the interests of participants in corporate relations, solve the problem of division of competencies between the corporate governance of the company, make management decisions on corporate social responsibility (from the standpoint of interaction with different groups of stakeholders), apply different methodological approaches to determine the effectiveness and quality of corporate governance companies.</i></p>
7 – Program learning outcomes (PLO)	
	<p style="text-align: center;">Початок - повторюється в кожному магістерському ІІІ!</p> <ul style="list-style-type: none"> • <i>Be able to form an effective management system at trade enterprises, taking into account the specifics of the organizational and legal form of business organization, enterprise size and internal organizational potential;</i> • <i>Be able to diagnose the state of the trade environment and assess the impact on trade and individual trade organizations of political, economic, social and cultural processes in society, identify potential risks in the activities and development of trade, analyze their causes and consequences, develop and implement trade mix in the trading environment;</i> • <i>Monitor innovations, be able to assess the innovation potential and prerequisites for the implementation of innovative changes in the trade organization, develop and organize the implementation of plans for changes in activities, implementation of modern management technologies, implementation of innovative projects in trade organizations, organize control system to monitor and control results implementation of plans of the trade organization;</i> • <i>Be able to assess the competitiveness of trade organizations, form and develop their competitive advantages, select (or develop) for them and implement effective competition strategies taking into account the specifics of interpersonal competition in the trade environment;</i> • <i>Apply the principles and rules of corporate governance, resolve corporate conflicts, make management decisions on conducting business activities on the principles of corporate social responsibility, determine the effectiveness and quality of corporate governance of a trading company;</i> • <i>Be able to organize and improve business processes occurring in the field of trade, to develop management decisions aimed at reducing operating costs of the trade organization.</i> • <i>Identify actions that harm the information security of the trade organization, be able to apply methods to ensure it; identify and</i>

	<i>implement a set of actions for the organization of e-commerce and promotion of goods and services through Internet marketing.</i>
8 – Resource support for program implementation	
Academic staff	Повторюється в кожному магістерському ІІІ!
Facilities	3Повторюється в кожному магістерському ІІІ!
Informational, teaching and learning materials	Повторюється в кожному магістерському ІІІ!
9 – Academic mobility	
National credit mobility	Повторюється в кожному магістерському ІІІ!
International credit mobility	Повторюється в кожному магістерському ІІІ!
Training of foreign students	Повторюється в кожному магістерському ІІІ!

3.2. List of educational program and their logical order

3.2.1. List of educational program components

№	Educational Program components (academic disciplines, course projects (work), practices, qualifying exam graduation work)	Total credits
1	2	3
Compulsory components (CC)		
CC 1	Information systems and technologies in management	6
CC 2	Commercial logistics	6
CC 3	Corporative management	7,5
CC 4	Project management	7,5
CC 5	Trade management	6
Total credits for compulsory components:		33
Optional block of courses (OB)		
OB 1	Administrative services	6
OB 2	Anti-crisis management of the enterprise	6
OB 3	Brand management	6
OB 4	Contract law	6
OB 5	Investment management	6
OB 6	Consulting	6
OB 7	Consumer law	6
OB 8	Corporate law	6
OB 9	Cross-cultural management	6
OB 10	Logistics management	6
OB 11	Management ZED	6
OB 12	International technical regulation	6
OB 13	Tax management	
OB 14	Reputation management	6

OB 15	Financial services market	6
OB 16	Retail chains	6
OB 17	Business process management in trade	6
OB 18	Change management	6
OB 19	Management of international competitiveness of the enterprise	6
OB 20	Quality management	6
OB 21	Financial management	6
Total credits for optional components:		36
Practical training		
Practical training		9
Final assessment		
Preparation of graduate paper and defence		12
TOTAL NUMBER OF CREDITS		90

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

3.2.2. Structural and logical scheme of educational program

3.5. Matrix for ensuring program learning outcomes with appropriate components of the educational program

Component s	Program learning outcomes																												
	O C 1	O C 2	O C 3	O C 4	O C 5	S C 1	S C 2	S C 3	S C 4	S C 5	S C 6	S C 7	S C 8	S C 9	S C 10	S C 11	S C 12	S C 13	S C 14	S C 15	S C 16	S C 17	S C 18	S C 19	S C 20	S C 21	S C 22		
1		+	+	+	+							+	+	+		+	+	+	+	+	+	+				+	+		
2		+	+		+							+	+				+	+									+	+	
3				+	+																+								
4	+			+	+																							+	
5					+																								
6			+	+	+	+	+	+	+	+		+				+	+	+			+						+	+	
7		+	+			+	+	+	+	+	+	+		+			+	+					+	+			+	+	
8	+	+		+									+				+				+						+		
9			+	+	+	+	+					+	+					+									+	+	
10			+	+	+							+							+								+	+	
11				+															+	+								+	+
12		+	+		+							+		+		+	+	+	+	+	+	+	+			+	+	+	+
13		+		+	+							+	+	+		+	+	+								+	+	+	+
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