

### 3. Educational program

#### 1. Educational Program profile in specialty 076 «Entrepreneurship, trade, and stock activity» (specialization "trading business")

<b>1–General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics, Department of Trade and Marketing, Department of Trade Entrepreneurship and Logistics
<b>Academic degree and qualification title in the original</b>	Academic degree «Bachelor» specialty «Entrepreneurship, trade, and stock activity» specialization «Wholesale and retail trade»
<b>Educational Program Title</b>	«Trading business»
<b>Diploma type and quantity of the program</b>	Bachelor Diploma, Single, 240 ECTS credits, Studying period -3 year 10 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine, Ukraine, certificate of accreditation dated 08/7/2014, protocol No.110
<b>Cycle/Level</b>	NRK-Ukraine -6 level, FQ-EHEA –1-st cycle, EQF - LLL - 6 level
<b>Preconditions</b>	Comprehensive General Secondary Education / Junior Specialist Degree
<b>Language of instruction</b>	Ukrainian
<b>Program duration</b>	Till 01.07.2025
<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>	
Formation of general and professional competencies of specialists capable of solving practical problems and complex specialized tasks in entrepreneurship and trade and exchange activities with an emphasis on mastering the fundamental professional knowledge and practical skills in organizing business in the field of wholesale and retail trade.	
<b>3 - Educational program characteristics</b>	
<b>Subject area (Field of study, speciality, and specialization(if exists))</b>	Field of study 07 «Management and administration» Specialty 076«Entrepreneurship, trade, and stock activity» Specialization «trading business»
<b>Educational program orientation</b>	Educational-professional The program focuses on the scientific theories, regulations, concepts, principles of entrepreneurship, trade and exchange activities, methodology of their use for the organization and effective functioning of business, trade, exchange structures, in particular, in more depth - to organize and ensure effective business development in wholesale and retail trade

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<b>Educational program and specialization goals and objectives</b>	<p>General economic education in the field of management and administration of business, trade and stock activity.</p> <p>Key words: entrepreneurship, retail trade, wholesale trade, e-commerce, logistics activities of wholesale trade enterprises, logistics activity of retail trade enterprises, design of trade entities, stock exchange activity</p>
<b>Specific requirements</b>	<p>Professional competencies in entrepreneurship, trade and exchange activities with in-depth mastery of theoretical provisions and professional methods and tools for the peculiarities of creating a business entity, designing retail facilities, organization of trade and technological processes in the field of wholesale and retail trade, ensuring high quality trade customer service, as well as ensuring the economic and social efficiency of trade business</p>
<b>4 – - Suitability of graduates for employment and further training</b>	
<b>Suitability for employment</b>	<p>A graduate is able to perform professional work and occupy positions determined by the National Classifier of Ukraine "Classifier of professions DK 009: 2010", in particular:</p> <p>G. 45;  wholesale trade, except trade in motor vehicles and motorcycles -  G. 46;  - retail trade, except trade in motor vehicles and motorcycles  - G. 47;  - warehousing - H. 52.1;  - advising on business and management issues - M. 70.22; -  research of market conditions and public opinion - M. 73.20.</p> <p>In accordance with the National Classification of Professions DK 003: 2010 an expert may hold the following primary positions: commodity expert, sales consultant, delivery organizer, sales organizer, sales inspector, trading inspector, trading broker, dealer, commercial agent, trading agent, supply agent, quality control inspector, analyst for commodity market research, merchant, salesman, merchandiser. Curriculum plans include production practice at leading Ukrainian wholesale and retail trade enterprises</p>
<b>Further learning</b>	<p>The possibility to study by the programme of the second (master) cycle of higher education by educational- professional program.</p>
<b>5 –Training and assessment</b>	
<b>Teaching and learning</b>	<p>Balanced combination of classroom and self work on the basis of problem-oriented and interactive learning using modern educational technologies and techniques, student-centered, problem-oriented training in conducting practical, laboratory, and seminar classes, selftraining in preparation for classes.</p>

<b>Assessment</b>	Current control based on the assessment of the solution of situational practical problems, analytical and calculation tasks, presentations, surveys, testing, writing essay, cases studies etc.
<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 fields of business, trade and exchange activities or in the learning process, which involves the application of theories and methods of organization and functioning of business, trade, exchange structures with emphasis on wholesale and retail business and characterized by complexity and uncertainty of conditions
<b>General competence (GC)</b>	GC1. The ability to abstract thinking, analysis and synthesis. GC2. The ability to employ the knowledge received in practical situations.

	<p>GC3. The ability to communicate orally and in writing using the national language</p> <p>GC 4. The ability to communicate using a foreign language</p> <p>GC5. The skills to employ information and communication technologies.</p> <p>GC6. The ability to search, process and analyze information from different sources.</p> <p>GC7. The ability to work in a team.</p> <p>GC8. The ability to demonstrate the initiative and entrepreneurial skills.</p> <p>GC 9. The desire to save natural environment.</p> <p>GC10. The ability to act consciously and with responsibility.</p> <p>GC11. The ability to implement own rights and duties as a member of society, realize the values of the civil (free democratic) society and the necessity its continuing growth, supremacy of the law, rights and liberties of a citizen in Ukraine.</p> <p>GC12. The ability to preserve and increase moral, cultural, scientific values and achievements of the society on the base of understanding the history and regularities of the subject area development, its place within the general system of knowledge about nature and society as well as within the development of society, technology and technics, to use different types and forms of motion activity to rest actively and keep a healthy lifestyle.</p>
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<p><b>Professional competence (PC)</b></p>	<p>PC1. Critical understanding of the theoretical foundations of business, trade and exchange activities, in particular the possession of theoretical knowledge on the organization and technology of business in the field of wholesale and retail trade.</p> <p>PC2. Ability to choose and use appropriate methods, tools to justify decisions on the establishment, operation of business, trade and exchange structures, in particular the use of a systematic approach to managing the activities of trade entities (retail and wholesale enterprises).</p> <p>PC3. Ability to carry out activities in the interaction of market relations, in particular in the field of trade business (wholesale and retail trade)</p> <p>PC 4. Ability to apply innovative approaches in the activities of business, trade and exchange structures.</p> <p>PC5. Ability to determine and evaluate the characteristics of goods and services in business, trade, exchange activities.</p> <p>PC 6. The ability to perform activities in accordance with the requirements of normative legal instruments in the sphere of entrepreneurial, trade and stock exchange activities.</p> <p>PC 7. The ability to define and fulfil professional assignments on organizing the entrepreneurial, trade and stock exchange structures' activities.</p> <p>PC 8. The ability to employ the fundamentals of accounting and taxation in entrepreneurial, trade and stock exchange activities.</p>
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	<p>PC9. Ability to organize foreign economic activity of business, trade and exchange structures.</p> <p>PC10. Ability to do business planning, assess market conditions and performance in the field of entrepreneurship, trade and exchange practices, taking into account the risks</p> <p>PC11. Ability to take into account the peculiarities of the functioning of different types of trade facilities, to design shopping centers, shops and warehouses, to ensure the rational organization of trade and technological processes in wholesale and retail trade.</p> <p>PC12. Ability to analyze and forecast the development of trade business of Ukraine and foreign countries.</p> <p>PC 13. Ability to manage the processes of purchase and sale of goods, trade services to customers and to develop and implement measures to improve their organization.</p> <p>PC14. Ability to apply information and communication and marketing technologies to organize trade business and ensure the competitive advantages of trade enterprises in the consumer market.</p> <p>PC 15. Ability to make effective decisions to optimize and improve the management of wholesale and retail trade.</p>
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**7 - Program learning outcomes**

	<p>PLO1. To employ basic knowledge on entrepreneurship, trade and stock exchange activity as well as critical thinking, analysis, synthesis in professional purposes.</p> <p>PLO2. To employ the knowledge acquired to discover, state and solve assignments within different practical situations in the field of entrepreneurial, trade and stock exchange activity.</p> <p>PLO3 To acquire the skills of written and oral professional communication by both the national and foreign languages.</p> <p>PLO4 To employ the state-of-the-art computer and telecommunication technologies of exchanging and distributing the information of professional purposes in the sphere of entrepreneurship, trade and stock exchange activity.</p> <p>PLO5 To organize the search, independent selection, quality processing of information from different sources to form data bases in the sphere of entrepreneurship, trade and stock exchange activity.</p> <p>PLO 6. Be able to work in a team, have interpersonal skills that allow you to achieve professional goals.</p> <p>PLO 7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.</p> <p>PLO 8. Apply the acquired knowledge and skills to initiate and implement measures in the field of environmental protection and safe operation of business, trade and exchange structures.</p> <p>PLO 9. Know the requirements for the specialty, due to the need to ensure sustainable development of Ukraine, its strengthening as a democratic, social and legal state.</p> <p>PLO 10. Demonstrate the ability to act socially responsibly on the basis of ethical, cultural, scientific values and achievements of society.</p> <p>PLO 11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.</p> <p>PLO12. Have the methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.</p> <p>PLO 13. Use knowledge of the forms of interaction of the subjects of market relations to ensure the activities of business, trade and exchange structures.</p> <p>PLO 14. Be able to apply innovative approaches in business, trade and exchange activities</p>
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	<p>PLO15. Evaluate the characteristics of goods and services in business, trade and exchange activities using modern methods.</p> <p>PLO 16. Know the regulatory and legal support of business, trade and exchange structures and apply it in practice.</p> <p>PLO 17. Be able to solve professional problems in organizing the activities of business, trade and exchange structures and solve problems in crisis situations, taking into account external and internal influences.</p> <p>PLO 18. Know the basics of accounting and taxation in business, trade and exchange activities.</p> <p>PLO19. Apply knowledge and skills to ensure the effective organization of foreign economic activity of business, trade and exchange structures, taking into account market conditions and current legal norms.</p> <p>PLO 20. Know the basics of business planning, assessing market conditions and performance of business, trade and exchange structures, taking into account the risks.</p> <p>PLO 21. Know the procedure for creating and registering a trade business entity, regardless of ownership and organizational and legal form of management with an assessment of possible risks, the choice of form of product specialization and market segment.</p> <p>PLO 22. Be able to organize and conduct business in the field of wholesale and retail (including electronic) trade, make management decisions on the organization of commercial, logistics and marketing activities of enterprises, apply effective business models and maintain their competitive position in the market.</p>
<b>8 - Resource support for program implementation</b>	
<b>Academic staff</b>	<p>Specialists who train bachelors in the educational program "Trade Business" must have professional knowledge and professional skills in the field of entrepreneurship, wholesale and retail trade, exchange activities, logistics, e-commerce.</p> <p>The participation of foreign specialists and practitioners in the teaching of disciplines is possible.</p> <p>In order to improve their professional level, all scientific and pedagogical workers undergo internships once every five years</p>
<b>Facilities</b>	<p>Providing of premises for conducting training sessions and control activities and appropriate multimedia equipment in accordance with requirements. Usage of laboratories, computer and specialized audiences of KNUTE. To provide the educational process, there are specialized educational and research laboratories of the Department of Trade Entrepreneurship and Logistics. Providing of training rooms, computer workstations, multimedia equipment meets the need Availability of social and domestic infrastructure of KNUTE. There are all necessary social and domestic infrastructure, the number of places in the hostel meets the requirements.</p>

<b>Informational, teaching and learning materials</b>	The existing MOODLE distance learning system provides self and individual training. Tools and equipment: technical equipment, specialized application licensed software, etc. KNUTE has a local computer network.
	The use of the Internet network is unlimited.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	It is envisaged by law and it is expedient when it becomes necessary to study (mastering) students of fundamentally new disciplines which are not taught in the basic ZVO. The protocol on academic mobility has been developed
<b>International credit mobility</b>	The University has concluded agreements on cooperation between KNUTE and higher education institutions, in which partner exchange and student training are carried out. In addition, international academic mobility is carried out through international programs and projects within Erasmus + in particular with the following universities: Krakow University of Economics (Poland, Krakow), Shchetsin University (Poland, Shchetsin), Audencia Business School (France, Nant), France University of Grenobl Alps (France, Grenobl), Paris Es Cretay University (France, Paris), University of Central Lancashire (Great Britain, Preston), Hohenheim University (Germany, Stuttgart), Piraeus University of Applied Sciences (Greek, Piraeus,) Clement Ohrydskyi University (Bulgaria, Sofia).
<b>Training of foreign students</b>	English language programs are developed on the discipline, which are fixed by the department.

## 2. List of educational program components and their logical order

### 2.1. List of educational program components

№	Educational Program components (disciplines, term projects (papers), practical training qualification exam, graduate paper)	Total credits	Final assessment
1	2	3	4
<b>Compulsory component of EP</b>			
CC 1.	Foreign language for specific purposes	21	exam
CC 2.	Economic theory	6	exam
CC 3.	Information technology in professional activities	6	exam
CC 4.	Jurisprudence	6	exam
CC 5.	Commodity science. Packaging materials and packaging	6	exam
CC 6	Philosophy	6	exam
CC 7.	Fundamentals of entrepreneurship	6	exam
CC 8.	International business	6	exam
CC 9.	Economics of trade	6	exam
CC 10.	Trade equipment	4,5	exam
CC 11.	Commodity Science. Food products	6	exam
CC 12.	Organization of retail trade	6	exam
CC 13.	Commodity Science. Non-food goods	6	exam
CC 14.	Logistics	6	exam
CC 15.	Exchange trading	6	exam
CC 16.	Organization of wholesale trade	6	exam
CC 16.1	Test Organization of wholesale trade		exam
CC 17.	Marketing	6	exam
CC 18.	E-commerce	6	exam
CC 19.	Accounting	4,5	exam
CC 20.	Advertising in trade	6	exam
CC 21.	Practical course "Business Simulation"	6	exam



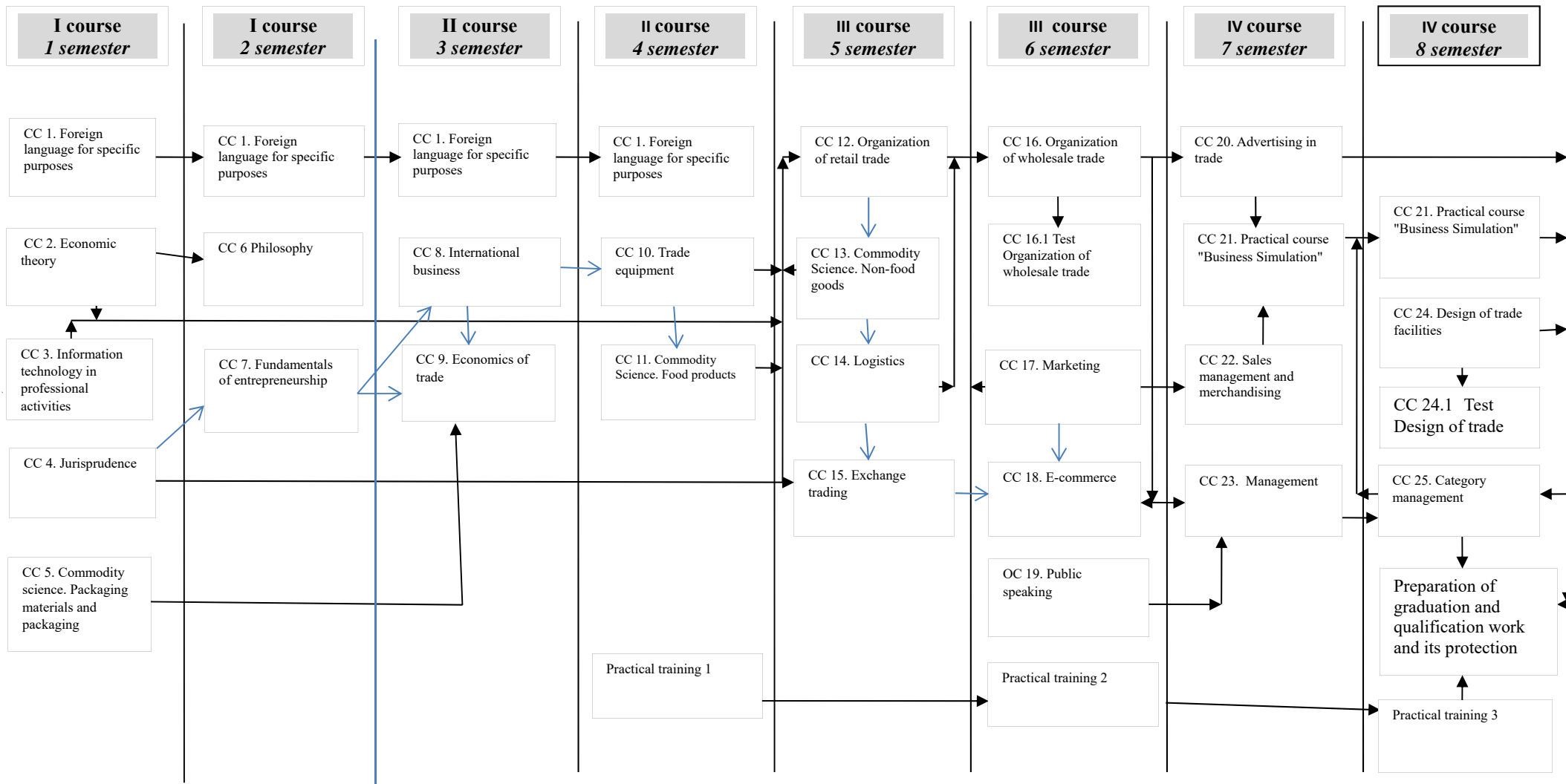
CC 22.	Sales management and merchandising	9	exam
CC 23.	Management	6	exam
CC 24.	Design of trade facilities	6	exam
CC 24.1	Test Design of trade facilities	6	exam
CC 25.	Category management	6	exam
<b>Total amount of compulsory components:</b>		163,5	
<b>Optional component of EP</b>			
OC 1	Business security	6	exam
OC 2.	Commercial law	6	exam
OC 3.	Diplomatic and business protocol and etiquette	6	exam
OC 4	Foreign Language	6	exam
OC 5	Business ethics	6	exam
OC 6.	Consumer protection	6	exam
OC 7.	Foreign economic activity of the enterprise	6	exam
OC 8.	History of Ukraine	6	exam
OC 9.	History of Ukrainian Culture	6	exam
OC 10.	Conflictology and negotiation theory	6	exam
OC 11.	Commercial activity	6	exam
OC 12.	Cultural heritage of Ukraine	6	exam
OC 13.	Logic	6	exam
OC 14.	Materials science and basics of technology of production of goods	6	exam

OC 15.	International Economics	6	exam
OC 16.	Customs	6	exam
OC 17.	Customs-intermediary services	6	exam
OC 18.	National Interests in the World's geopolitics and geoeconomics	6	exam
OC 19.	Public speaking	6	exam
OC 20	Business law	6	exam
OC 21.	Planning of the enterprise	6	exam
OC 22	Polytology	6	exam
OC 23	Entrepreneurial law	6	exam
OC 24	Psychology	6	exam
OC 25.	Psychology of business	6	exam
OC 26	Religious	6	exam
OC 27	World Culture	6	exam
OC 28	Automated design systems	6	exam
OC 29	Sociology	6	exam
OC 30	Social leadership	6	exam
OC 31	Standardization, metrology and quality management	6	exam
OC 32	Statistics	6	exam
OC 33	Theory of industry markets	6	exam
OC 34	Trade marketing	6	exam
OC 35	The Ukrainian language for specific purposes		
OC 36	Physical methods of investigation	6	exam

OC 37	Finance, money and credit	6	exam
OC 38	Chemistry	6	exam
<b>Total volume of optional components:</b>		60	
<b>Practical training</b>			
Practical training 1		4,5	credit
Practical training 2		3	credit
Practical training 3		6	credit
<b>Attestation</b>			
Preparation of graduation and qualification work and its protection		3	
Total volume of educational program		<b>240</b>	

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

## 2.2. Structural and logical scheme of educational program



### **3. Form of certification of applicants for higher education**

The certification of graduates of the educational program of the specialty 076 "Entrepreneurship, trade, and stock activity" is conducted in the form of a qualifying examination and ends with the issuance of a standard document of awarding a bachelor's degree with a qualification: a higher education degree bachelor specialty "Entrepreneurship, trade, and stock activity" specialization " trading business " .

The certification is carried out openly and publicly.

#### 4. Program Competences and EP Componernts Matrix

	CC1	CC2	CC3	CC4	CC5	CC 6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24	CC25
GC 1						+																			
GC 2							+	+			+	+	+	+	+	+		+		+	+	+	+	+	+
GC 3							+				+	+	+		+	+								+	
GC 4	+																								
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GC 12				+																					
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	OB 1	OB 2	OB 3	OB 4	OB 5	OB 6	OB 7	OB 8	OB 9	OB 10	OB 11	OB 12	OB 13	OB 14	OB 15	OB 16	OB 17	OB 18	OB 19	OB 20	OB 21	OB 22	OB 23	OB 24	OB 25	OB 26	OB 27	OB 28	OB 29	OB 30	OB 31	OB 32	OB 33	OB 34	OB 35	OB 36	OB 37	OB 38			
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## Program learning outcomes (PLO) and EP Componernts Matrix

	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25
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	OB 1	OB 2	OB 3	OB 4	OB 5	OB 6	OB 7	OB 8	OB 9	OB 10	OB 11	OB 12	OB 13	OB 14	OB 15	OB 16	OB 17	OB 18	OB 19	OB 20	OB 21	OB 22	OB 23	OB 24	OB 25	OB 26	OB 27	OB 28	OB 29	OB 30	OB 31	OB 32	OB 33	OB 34	OB 35	OB 36	OB 37	OB 38			
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