

### 3. Educational Program.

Program team manager (program guarantor) – Sydorenko Olena, Prof., Doctor of Engineering, Acting Head of the Department of Commodity Studies, Safety and Quality Management

#### 3.1. Profile of Educational Program «Commodity Science and Commercial Logistics» in specialty 076 «Entrepreneurship and trade»

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	State University of Trade and Economics: Faculty of Trade and Marketing, The Department of Commodity Science, Safety and Quality Management
<b>Level of higher education and qualification name in the original language</b>	Level of higher education: Master's specialty «Entrepreneurship and trade»
<b>Educational program official name</b>	«Commodity Science and Commercial Logistics»
<b>Compliance with the higher education standards of the Ministry of Education and Science of Ukraine</b>	Corresponds to the HES of the Ministry of Education and Science of Ukraine
<b>Diploma type and volume of the program</b>	Master's Degree, 90 credits ECTS, term of training 46 months ( 3 years and 10 months)
<b>Accreditation</b>	Ministry of Education and Science of Ukraine, Ukraine, Certificate on Accreditation ND №1196398 of 10.07.2017 valid to 01.07.2024
<b>Cycle/ Level</b>	HPK of Ukraine – 7 level, FQ-EHEA – second cycle, EQF-LLL – 7 level
<b>Preconditions</b>	On the basis of a bachelor's degree and the educational qualification level of a specialist obtained in another specialty (direction of training), subject to successful completion of additional entrance examinations, taking into account the average score of a bachelor's degree. Related specialties include: <ul style="list-style-type: none"> <li>• Commodity Science and Foreign Trade Management</li> <li>• Commodity Science and Expertise in Customs</li> <li>• Category management in retail</li> <li>• Product Safety and Quality Management</li> <li>• Organization of Wholesale and Retail Trade</li> </ul>
<b>Language of instruction</b>	Ukrainian
<b>Program validity period</b>	Valid up to 01.07. 2024
<b>Internet address for permanent placement of the program description</b>	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
<b>2 – The educational program aim</b>	
To prepare highly qualified commodity expert, scientists, specialists in the field of entrepreneurship, trade and exchange activities in order to ensure the quality and competitiveness of goods in the integrated supply chain	

<b>3 - Educational program characteristics</b>	
<b>Subject area ( sphere of knowledge, specialty and specialization)</b>	<p>Objects of study: economic activity for the production and circulation of goods and services, which is carried out by business entities in order to ensure their effective management and development.</p> <p>Objectives of training: training of highly qualified specialists in entrepreneurship, trade and exchange activities, who have the methodology and instrumental tool in the managerial, research, educational, expert and consulting fields.</p> <p>Theoretical content of the subject area: theoretical and methodological, scientific and methodological, and applied principles of entrepreneurial, trading and exchange activities, which ensure the adoption of sound professional decisions and the implementation of scientific research.</p> <p>Methods, techniques and technologies: include a system of innovative methods, professional methods and technologies, the application of which allows solving scientific and practical problems to ensure the effective functioning and development of entrepreneurial, trade and stock exchange structures.</p> <p>Tools and equipment: information and communication systems, devices and equipment necessary for the formation of professional competencies of the master in entrepreneurship, trade and exchange activities (computer equipment, application packages, software products, etc.).</p>
<b>Educational program orientation</b>	Educational, professional, and applied
<b>Main focus of the educational program and specialization</b>	<p>Special education in the field «Management and Administration» in the specialty «Entrepreneurship and trade», specialization «Commodity Science and Commercial Logistics»</p> <p>Key words: commodity science, logistics, quality, safety, competitiveness, supply chain</p>
<b>Features of the program</b>	Requires special practice in specialization
<b>4 – Career opportunities and further learning</b>	
<b>Career opportunities</b>	<p>According to the national classification of economic activities of the DC 009: 2010, as well as taking into account the requirements of the labor market, the types of professional activities of the bachelor of Commodity Science and trade entrepreneurship are:</p> <ul style="list-style-type: none"> <li>– wholesale and retail trade – G.;</li> <li>– warehousing – H. 52.10;</li> <li>– catering – I. 56.2.</li> <li>– advice on business and management- – M. 70.22;</li> <li>– technical testing and analysis – M. 71.20;</li> <li>– activities in the field of higher education K.85.42.;</li> </ul> <p>Educational specialist degree of the bachelor of commodity research and trading enterprise in accordance with National classifier of professions DK 003:2010 can occupy the following primary positions: inspector of quality control, quality inspector of bakeries, fruit and vegetable, technical crops and animal products; inspector of the state for the quality of goods and trade; state inspector for purchases and quality of agricultural products; quality supervisor; merchandiser; buyer; inspector of goods; supervisor of food products</p>
<b>Further learning</b>	Possible higher education: postgraduate programs in the specialty 076 «Entrepreneurship and trade»
<b>5 – Training and assessment</b>	
<b>Teaching and</b>	Lectures, laboratory and practical work in small groups, distance courses,

<b>learning</b>	practical training, student-centered learning, self-study, problem-oriented learning.
<b>Evaluation</b>	Midterm tests, written examinations. Evaluation is carried out in accordance with the "Regulations on the assessment of student and graduate student learning outcomes at DTEU", "Regulations on the organization of the educational process of students".
<b>6 – Program competences</b>	
<b>Integral Competence</b>	The ability to solve complex specialized tasks and practical problems in the sphere of entrepreneurship, trade and stock exchange activity on practice or during the education process that implies to use specific theories and methods of correspondent sciences, as well as it is characterized by complexity and ambiguity of conditions.
<b>General Competence (GC)</b>	<p>3K 1. Ability to adapt and act in a new situation.</p> <p>3K 2. Ability to identify, pose, and solve problems.</p> <p>3K 3. Ability to motivate people and move towards a common goal.</p> <p>3K 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>3K 5. Certainty and perseverance regarding tasks and responsibilities assumed.</p>
<b>Спеціальні (фахові, предметні) компетентності (СК)</b>	<p>CK 1. Ability to develop and implement a strategy for the development of entrepreneurial, trading and /or exchange structures.</p> <p>CK 2. Ability to evaluate products, goods and services in business, trade and/or exchange activities</p> <p>CK 3. Ability to effectively manage the activities of business entities in the field of entrepreneurship, trade and /or exchange activities.</p> <p>CK 4. Ability to solve problem issues and make management decisions in professional activities.</p> <p>CK 5. Ability to initiate and implement innovative projects in entrepreneurial, trading and / or exchange activities</p> <p><i>CK 6. Ability to analyze the latest technologies for managing supply chains of goods, directions of development of the nomenclature of various product groups, as well as the state of the domestic and world market of goods.</i></p> <p><i>CK 7. Ability to develop criteria for product identification, conduct expertise, predict the quality of goods in an integrated supply chain</i></p> <p><i>CK 8. Ability to develop and implement management systems in accordance with international documents</i></p>
<b>7 – Program learning outcomes</b>	
	<ol style="list-style-type: none"> <li>1. Be able to adapt and show initiative and independence in situations that arise in professional activities.</li> <li>2. Identify, analyze the problems of entrepreneurship, trade and exchange activities and develop measures to solve them.</li> <li>3. Be able to develop measures of material and moral incentives and apply other tools to motivate staff and partners to achieve the goal.</li> <li>4. Apply business communications to support interaction with representatives of different professional groups.</li> <li>5. Be able to professionally, fully and with creative self-realization perform tasks in the field of entrepreneurship, trade and / or exchange activities.</li> <li>6. Be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness.</li> <li>7. Identify and implement strategic plans for the development of business entities in the field of entrepreneurship, trade and/or exchange</li> </ol>

	<p>activities.</p> <p>8. Evaluate products, goods, services, as well as processes occurring in business, trade and / or exchange structures, and draw appropriate conclusions for making management decisions.</p> <p>9. Develop and make decisions aimed at ensuring the effectiveness of business entities in the field of entrepreneurial, trading and / or exchange activities.</p> <p>10. Be able to solve problematic issues arising in the activities of business, trade and / or exchange structures in conditions of uncertainty and risks.</p> <p>11. Implement innovative projects in order to create conditions for the effective functioning and development of entrepreneurial, trade and / or exchange structures.</p> <p>12. <i>Create favorable conditions for accelerating trade by rationalizing supply channels of goods, improving the forms of goods distribution</i></p> <p>13. <i>Develop identification criteria and predict changes in the quality of goods in the integrated supply chain, applying the methods of mathematical forecasting and expert evaluation</i></p> <p>14. <i>Develop and implement management systems in accordance with international documents</i></p>
<b>8 – Resource support for program implementation</b>	
<b>Staff support</b>	100% of scientific and pedagogical staff with scientific degrees and / or academic titles are involved in the implementation of the program. Scientific and pedagogical staff once every five years undergo advanced training in various forms
<b>Material and technical support</b>	Educational, domestic, sports premises that meet sanitary norms and rules, state building codes of Ukraine
<b>Information and educational-methodical support</b>	During the training, common office programs of the MS Office suite, test programs developed at DTEU, distance learning platform Moodle, professional programs for modeling the dynamics of hazards and developing measures for their management of open access organizations FDA, FAO are used. Each discipline is provided with an educational and methodological complex, which necessarily includes the program and work program of the discipline, methodological recommendations for independent study of the discipline by students, reference notes of lectures, methodological recommendations for practical work or laboratory workshop, textbook for final qualification work, textbooks.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	On a general base within Ukraine. Short-term education of students at other higher education establishments according to the specific educational components.
<b>International credit mobility</b>	<p>Cooperation agreements, including partner exchange and students tuition agreements were signed with higher educational institutions of France, Great Britain, Poland and Germany.</p> <p>Training in the direction of CA1 at a predetermined course for obtaining loans at the universities of the member countries of the Erasmus Program +.</p>
<b>Training of overseas students</b>	Foreign students of higher education have the opportunity to study at the preparatory department for foreigners and stateless persons and according to the specialization.

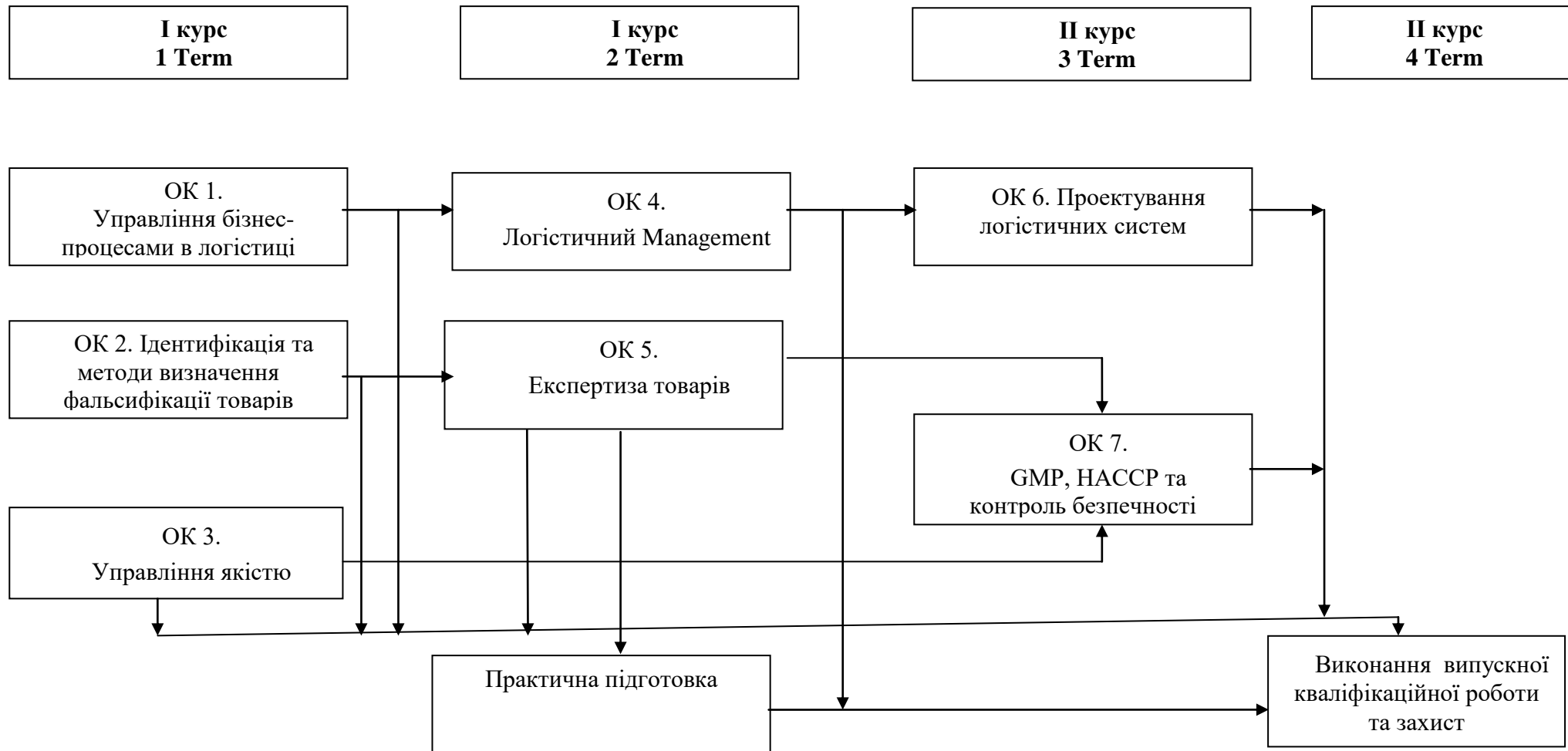
## 2. List of educational program components in the logical sequence

### 2.1 List of educational program components

Code	Components of educational program ( academic disciplines, term projects (papers), industrial placements, qualification exam, final qualification work)	Amount of credits
1	2	3
<b>Compulsory components CC</b>		
CC 1	Business process management in logistics	6
CC 2	Identification and methods for determining counterfeit goods	6
CC 3	Quality Management	6
CC 4	Logistics Management	7,5
CC 5	Examination of goods	7,5
CC 6	Design of logistics systems	6
CC 7	GMP, HACCP and Product safety control	6
	<b>Total amount of compulsory components</b>	<b>45</b>
<b>Optional components OC</b>		
OC 1	Life safety	
OC 2	Information systems and networks security	6
OC 3	Information warfare	
OC 4	Qualimetry	6
OC 5	Commercial logistics	6
OC 6	Commercial Law	6
OC 7	International technical regulation	6
OC 8	Optimization of logistics solutions	6
OC 9	Organization of multimodal transportation	6
OC 10	Cybersecurity basics	
OC 11	Product quality forecasting	6
OC 12	Statistical forecasting methods	6
OC 13	Trading networks	6
OC 14	Freight forwarding activity	6
OC 15	Supply Chain Management	6
	<b>Total amount of optional components:</b>	<b>24</b>
<b>Practical training</b>		
	Practical training	<b>9</b>
<b>Attestation</b>		
	Preparation and defence of final qualification work	<b>12</b>
	<b>TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM</b>	<b>90</b>

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

## 2.2. Structural and logical scheme of the Educational Program



### 3. The form of attestation of higher education applicants

Certification is carried out in the form of public defense (demonstration) of final qualification work

Final qualification work should involve the solution of a complex problem or problem in the field of entrepreneurship, trade and / or exchange activities, which involves research and / or innovation under uncertain conditions and requirements.

In the final qualification work there should be no academic plagiarism, fabrication and falsification.

The final qualification work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

#### 4.1. Matrix of correspondence of program learning competence to educational program components

Компоненти / Компетентності	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7
ЗК1	+		+			+	+
ЗК2	+	+			+	+	+
ЗК3			+	+			+
ЗК4			+		+		
ЗК5		+			+		
СК1	+			+		+	
СК2			+		+	+	+
СК3	+			+			
СК4			+				+
СК5				+			
СК6	+					+	
СК7		+	+		+		+
СК 8			+	+			+



#### 4.2. Matrix of correspondence of program learning competence to educational program components

Компоненти / Компетент- ності	БК 1	БК 2	БК 3	БК 4	БК 5	БК 6	БК 7	БК 8	БК 9	БК 10	БК 11	БК 12	БК 13	БК 14	БК 12
ЗК1	+		+		+	+									
ЗК2		+			+	+		+		+	+	+	+		
ЗК3									+						+
ЗК4					+	+			+					+	
ЗК5					+	+								+	+
СК1	+		+					+	+					+	+
СК2				+			+					+			
СК3								+	+		+			+	+
СК4					+	+					+			+	+
СК5		+		+				+							
СК6								+					+	+	+
СК7		+								+		+			
СК 8								+			+				+

### 5.1. Matrix of correspondence of program learning competence to educational program components

Компоненти / Програмні Learning outcomes	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6	ОК 7
1	+		+	+			+
2		+			+		+
3		+	+		+		+
4	+		+	+		+	+
5	+			+		+	
6		+	+		+		+
7			+	+			
8			+		+		+
9	+					+	
10	+	+			+		+
11	+			+		+	
12	+		+	+		+	
13		+			+		+
14			+				+

## 5.2. Matrix of correspondence of program learning competence to educational program components

Компоненти / Програмні Learning outcomes	БК 1	БК 2	БК 3	БК 4	БК 5	БК 6	БК 7	БК 8	БК 9	БК 10	БК 11	БК 12	БК 13	БК 14	БК 15
1	+			+			+					+			
2				+			+					+			
3				+								+	+		
4			+				+	+	+				+		
5		+						+		+			+	+	
6		+			+		+			+	+				
7						+	+					+	+		
8		+			+	+				+	+			+	+
9		+				+		+		+			+		+
10				+				+	+			+			+
11			+				+	+				+			+
12							+					+	+	+	+
13		+				+				+	+				
14					+		+						+		

#### **4. Information on educational components (disciplines).**

##### **4.1. Title. BUSINESS PROCESS MANAGEMENT IN LOGISTICS.**

**Type.** Compulsory.

**Year of study.** 2023/2024.

**Term.** I.

**Lecturer, scientific title, scientific degree, position.** Kochubei D., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** Know modern concepts and technologies used in business process management in logistics, organization and supply chain management; be able to make decisions in the management of business processes in logistics; develop practical skills in supply chain design; coordinate the relationship between business processes in logistics; evaluate the economic efficiency of business processes; provide information support in the management of business processes in logistics.

**Compulsory previous academic courses.** «Management», «Marketing», «Economics of trade enterprise», «Logistics».

**Contents.** The essence and importance of business processes in logistics. Conceptual apparatus of the business process and its management. Management of business processes in supply chains. Design of business processes in logistics. Basic solutions in business process management in logistics. Decision-making in the management of business processes in conditions of uncertainty.

Supply chain strategies. Integration and cooperation in supply chains. Information technology supply chain management. Economic aspects of supply chain management. Global supply chain management. Conceptual apparatuses for the development and improvement of supply chains in trading activities.

##### **Recommended sources and other learning resources/tools.**

1. György Kovács. LOGISTICS AND PRODUCTION PROCESSES TODAY AND TOMORROW. URL: [http://actalogistica.eu/issues/2016/IV\\_2016\\_01\\_Kovacs.pdf](http://actalogistica.eu/issues/2016/IV_2016_01_Kovacs.pdf)

2. Dariusz Badura MODELLING BUSINESS PROCESSES IN LOGISTICS WITH THE USE OF DIAGRAMS BPMN AND UML. URL : <http://www.wsb.edu.pl/container/FORUM%20SCIENTIAE/fso%20logistic/badura.pdf>

3. Business Process Modelling in Production Logistics: Complementary Use of BPMN and UML. URL :

[https://info.vtresearch.com/process-modelling/download-process-modelling-simulation-guide?hs\\_preview=WYhNcWzn-41093964021&gclid=Cj0KCQjw3duCBhCAARIsAJeFyPULpjeA\\_7lqWxZSKD\\_BEwRAcWca9UfzRizyGjOiMPFc-MSY\\_2M2Su8aAhT2EALw\\_wcB](https://info.vtresearch.com/process-modelling/download-process-modelling-simulation-guide?hs_preview=WYhNcWzn-41093964021&gclid=Cj0KCQjw3duCBhCAARIsAJeFyPULpjeA_7lqWxZSKD_BEwRAcWca9UfzRizyGjOiMPFc-MSY_2M2Su8aAhT2EALw_wcB)

**Planned learning activities and teaching methods.**

Lectures using multimedia tools, seminars using modern interactive technologies, round tables, competitions.

**Evaluation:**

- midterm evaluation – surveys, testing, defense of individual projects;
- final control – exam.

**Language of learning and teaching.** Ukrainian.

**4.2. Title. IDENTIFICATION AND METHODS FOR DETERMINING COUNTERFEIT GOODS**

**Type.** Compulsory.

**Year of study.** 2023/2024.

**Term.** I.

**Lecturer, scientific title, scientific degree, position.** Motuzka Y., Professor, Doctor of Technical Sciences, Professor of the Department of Commodity Science, Safety and Quality Management.

**Learning outcomes.** Formation of students' system of theoretical knowledge, practical skills and abilities to identify, detect falsification necessary for professional activity.

**Compulsory previous academic courses.** «Commodity Science», «Sensory analysis», «Standardization, metrology and quality management», «Commercial Law».

**Contents.** Theoretical bases of goods identification. Problems of the commodity market, which determine the relevance of identification. The role and importance of identification in the sphere of commodity circulation. Purpose, objectives and identification functions. Terminology in the field of product identification. Objects and subjects of identification. Legislative and regulatory regulation of identification. Identification algorithm. International regulations in the field of identification of goods. Requirements of normative acts of the European Union and Ukraine and ways of their harmonization. Creation of a single information base, a library of standards, as a means of solving the problems of identification of goods. Coordination of efforts of production, research, expert, consumer organizations, customs, certification bodies to ensure the effectiveness of

identification activities. Scientific research as a component of the development of identification.

Types of product identification. Features of identification in the conformity assessment procedure, commodity expertise, audit of quality management systems, safety, other types of valuation activities. Indicators, criteria, means and methods of identification of goods. Features of food identification. Identification of non-food products.

Theoretical bases of detection of falsification of goods. Types, methods, signs and varieties of falsification. The relationship of identification and falsification of goods. Criteria, methods, means of detecting falsification of goods and requirements for them. Use of additives and substitutes for the purpose of adulteration of goods. Detection methods and means of preventing food adulteration. Detection methods and means of preventing falsification of non-food products.

#### **Recommended sources and other learning resources/tools.**

1. Про основні принципи та вимоги до безпечності та якості харчових продуктів: Закон України від 20.09.2015 № 771/97-ВР.  
URL : <http://zakon3.rada.gov.ua/laws/show/771>.

2. Палієнко В.М., Омельченко Н.О. Ідентифікація товарів. Х. : Центр поліграфії, 2020. 327 с.

3. Codex Alimentarius Commission. URL : [www.codexalimentarius.net](http://www.codexalimentarius.net)

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies: lectures (thematic, problem); laboratory classes (laboratory tests, solving situational problems).

#### **Evaluation:**

- midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching.** Ukrainian.

### **4.3. Title. QUALITY MANAGEMENT.**

**Type.** Compulsory.

**Year of study.** 2023/2024.

**Term.** I.

**Lecturer, scientific title, scientific degree, position.** Osievska V., Associate Professor., Candidate of Technical Sciences, Associate Professor of the Department of Commodity Science and Customs.

**Learning outcomes.** Formation of theoretical knowledge and practical skills in the theory and methodology of quality management, principles of

construction and functioning of quality management systems, mastering regulatory, organizational and economic issues of quality management.

**Compulsory previous academic courses.** «Standardization, metrology and quality management».

**Contents.** Basic concepts and categories in the field of quality management. Questions about solving quality problems at the present stage. The relationship of quality with the success and efficiency of development of the national economy, product competitiveness, national prestige of the country. The value and essence of quality management, quality management at the enterprise level. Domestic and international experience in quality management.

Methodological principles of quality management: general approaches and methods of work on quality management, planning and control of product quality, statistical methods of quality management. Practical skills in organizing work to ensure product quality through the development and implementation of quality systems in accordance with the recommendations of international standards ISO 9000. The cost of quality, their classification.

**Recommended sources and other learning resources/tools.**

1. International Standard Organization. URL : <https://www.iso.org/>
2. Мережко Н.В., Осієвська В.В., Мотузка Ю.М. Управління якістю : підруч. для вищ. навч. закл. К. : Київ. нац. торг.-екон. ун-т. 2019. 328 с.
3. ДСТУ ISO 9001:2015 (ISO 9001:2015, IDT). Системи управління якістю. Вимоги. URL : <https://khoda.gov.ua/image/catalog/files/%209001.pdf>

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic, problematic);
- practical classes, seminars (work in small groups, research);
- individual tasks;
- independent work of students.

**Evaluation:**

- midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching.** Ukrainian.

#### **4.4. Title. Logistics Management.**

**Type.** Compulsory.

**Year of study.** 2023/2024.

**Term.** II.

**Lecturer, scientific title, scientific degree, position.** Kochubei D., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** Use of a systematic approach in enterprise management; development of optimal organizational structures of the logistics service; organization of logistics at enterprises of different types of activity; using the motivation of logistics personnel to reduce overall costs; development of logistics strategies for enterprises of different types of activity; drawing up plans for current and operational logistics activities of the enterprise; conducting a logistics audit of the enterprise.

**Compulsory previous academic courses.** «Management», «Marketing», «Economy of enterprise», «Logistics».

**Contents.** The essence and importance of logistics Management, its main functions in market conditions. Conceptual and methodological foundations of logistics management. The essence and tasks of logistics Management.

Flow process as an object of logistics management. Scientific principles of logistics management. Logistics Management Strategy. Organizational structure of logistics management.

Logistics technologies of supply chain management. Controlling of logistics business processes. Administration of the logistics system. Logistics management of logistics flows. Management of supply, distribution, warehousing, stocks in logistics systems. Problems and approaches to solving situations with interruptions in the supply of products to retail chains.

**Recommended sources and other learning resources/tools.**

1. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.

2. Про підприємництво : Закон України № 698-ХІІ-ВР від 07.02.1991 (зі змін. та допов.). URL: <http://zakon2.rada.gov.ua/laws/show/698-12>

3. Цивільний кодекс України : Закон України від 16.01.2003 № 435-IV (зі змін. та допов.). URL: <http://zakon2.rada.gov.ua/laws/show/435-15>

**Planned learning activities and teaching methods.** Lectures (thematic and problematic), seminars and practical classes (using information technology, analytical and calculation, creative and situational tasks).



**Evaluation:**

- midterm evaluation – survey, test paper;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.5. Title. EXAMINATION OF GOODS.**

**Type.** Compulsory.

**Year of study.** 2023/2024.

**Term.** II.

**Lecturer, scientific title, scientific degree, position.** Belinska S., Professor, Doctor of Technical Sciences, Professor of the Department of Commodity Science, Safety and Quality Management.

**Learning outcomes.** Formation of knowledge about types, methods, means, criteria for examination of goods, mastering the procedure for conducting and documenting the results of examination of the quantity and quality of food products and non-food products.

**Compulsory previous academic courses.** «Commodity Science», «Commercial Law».

**Contents.** The place and role of examination of goods in the context of globalization of trade. Grounds for appointing an examination. Rights and obligations of the expert. Requirements for expert competence. Information means of examination of goods: labeling, documents. Requirements for their Contents and design. Confirmation of authenticity of documents. Methods of examination of goods; general and specific. Types of examination of goods: quantity, quality, documentary, complex. Organization and procedure of their conduct. Features of the primary, repeated, control, comprehensive examination of goods. The procedure and procedure for the examination of labeling of transport and consumer packaging. Peculiarities of examination of the quantity of food products and non-food products, taking into account the specifics of their transportation and storage features. Peculiarities of examination of certain groups of food products and non-food products. Features of sanitary-epidemiological, veterinary-sanitary, phytosanitary, ecological, scientific and scientific-technical expertise in the framework of a comprehensive examination of goods. Forensic commodity and customs expertise. The grounds for their appointment. Documentation of various types of expertise. Prospects for the development of expert activity.

**Recommended sources and other learning resources/tools.**

1. Белінська С.О., Коломієць Т.М. Експертиза товарів : навч. посіб. для студ. вищ. навч. закл. К. : КНТЕУ. 2020. 214 с.
2. Про основні принципи та вимоги до безпечності та якості харчових продуктів : Закон України № 771/97-ВР URL : <http://zakon2.rada.gov.ua/laws/show/771/97-вр>
3. Про інформацію для споживачів щодо харчових продуктів: Закон України №2639-VIII від 06.12.2018. URL : <https://zakon.rada.gov.ua/laws/show/2639-19>

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic, problematic);
- laboratory classes (laboratory tests, solving situational problems).

**Evaluation:**

- midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.6. Title. DESIGN OF LOGISTICS SYSTEMS.**

**Type.** Compulsory.

**Year of study.** 2024/2025.

**Term.** III.

**Lecturer, scientific title, scientific degree, position.** Ilchenko N., Professor, Doctor of Economic Sciences, Head of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** As a result of studying the discipline, students should be able to: determine the structure of the logistics system; calculate the parameters of material and accompanying flows in logistics systems; determine the location of logistics facilities; harmonize the capacities of the objects of the logistics system; use information technology in the process of designing and organizing logistics systems; apply a project approach to the formation and development of the logistics system of the enterprise; coordinate logistics processes during the design and organization of the logistics system; develop a business plan for a logistics system project.

**Compulsory previous academic courses.** «Management», «Marketing», «Trade Economics», «Logistics».

**Contents.** The essence and importance of logistics systems in trading activities. Methodological bases of analysis and synthesis of logistics

systems. Life cycle and mode of operation of the logistics system. Methodological principles of designing logistics systems.

Generalized procedure for designing a logistics system. Infrastructure and choice of location of a logistics object at the logistics site. Definition and harmonization of capacities of logistics systems. Features of the organization and design of internal logistics systems.

Designing supply chains to create added value. Design of integrated logistics systems. Project management for the development and implementation of a logistics system.

**Recommended sources and other learning resources/tools.**

1. Делко О.Р. Управління процесами в торгівлі: навч. посіб. К. : Селті-прес, 2018. 186 с.
2. Мазаракі А.А., Ільченко Н.Б. Мерчандайзинг : навч. посіб. для студ. вищ. навч. закл. К. : Київ. нац. торг.-екон. ун-т. 2018. 292 с.
3. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.

**Planned learning activities and teaching methods.** Lectures (thematic and problematic), seminars and practical classes (using information technology, analytical and calculation, creative and situational tasks).

**Evaluation:**

- Midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.7. Title. GMP, HACCP AND PRODUCT SAFETY CONTROL.**

**Type.** Compulsory.

**Year of study.** 2024/2025.

**Term.** III.

**Lecturer, scientific title, scientific degree, position.** Motuzka Y., Professor, Doctor of Technical Sciences, Professor of the Department of Commodity Science, Safety and Quality Management.

**Learning outcomes.** Formation of knowledge on the theory and methodology of practical application of the HACCP concept in the activities of enterprises that make up a continuous chain of production and distribution of food products, their acquisition of skills in the development, implementation and development of product safety management systems at enterprises producing and circulation of food products and food raw materials, forming students' knowledge about the purpose, general approaches and organization of safety control of consumer goods based on domestic and foreign experience and practice.

**Compulsory previous academic courses.** «Microbiology», «Commodity Science», «Standardization, metrology and quality management», «Product safety», «Hygiene and sanitation».

**Contents.** Terminology and categorical apparatus in the field of food safety management. Prerequisites for the development and application of HACCP. An integrated approach to food safety within the product life cycle. Classification of hazardous factors of food and food raw materials. Application of general sanitary and hygienic requirements and mandatory prerequisite programs in the implementation of food safety management systems. The role and place of safety management systems in the practice of manufacturing and trade enterprises in Ukraine. The procedure for auditing food safety management systems for compliance with modern criteria. The procedure for certification of food safety management systems for compliance with modern criteria. Principles of organization of mandatory control of safety of consumer goods in Ukraine and in the world.

Study of the procedure for conducting state inspections in Ukraine, in particular sanitary-epidemiological expertise. Study of safety criteria for consumer goods; physiological and hygienic characteristics of various food groups; characteristics of safety indicators of various groups of non-food products.

**Recommended sources and other learning resources/tools.**

1. Про основні принципи та вимоги до безпечності та якості харчових продуктів : Закон України. URL : <http://zakon2.rada.gov.ua/laws/show/771/97-%D0%B2%D1%80>
2. International Standard Organization. URL : <https://www.iso.org/>
3. Codex Alimentarius Commision. URL : [www.fao.org/fao-who-codexalimentarius/](http://www.fao.org/fao-who-codexalimentarius/)

– **Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies:

- – lectures (thematic);
- – practical classes (laboratory studies of product quality indicators, structure and properties of materials, presentation, seminars).

**Evaluation:**

- midterm evaluation – survey, test paper;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

#### **4.8. Title. LIFE SAFETY.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Kryvoruchko M., Candidate of Technical Sciences, Associate Professor of the Department of Design and Engineering.

**Learning outcomes.** Knowledge: measures and means of shaping the safety of human life; risk assessment procedure; harmful and dangerous factors of economic activity of IT-sphere objects; content and requirements of regulatory documents on labor protection; ways and means of protecting workers, consumers and property of enterprises from dangerous factors of accidents, catastrophes, natural disasters, major fires and modern weapons of mass destruction. Skills: assess the risks of threats to personal safety and safety of others in the environment; independently make decisions to prevent risks of an unacceptable level; develop and implement a system of measures aimed at continuous risk reduction, preservation of employees' health, and their harmonious development; provide first aid in extreme situations to yourself or other victims.

**Compulsory previous academic courses.** «Jurisprudence», «Philosophy».

**Contents.** Basic terms and definitions: safety, risk, threat, danger, emergency, harmful and dangerous factors, trauma, occupational diseases. The essence of the concept of man-made, social and natural hazard. The concept of first aid, emergencies, principles of care in emergency conditions of a person, algorithm. Normative legal acts on civil protection, fire safety, labor protection. Responsibility for violation of legislation and regulations on labor protection. EU framework directives and ILO conventions. Training and testing of knowledge on labor protection issues. Hygienic standards. Principles of hygienic regulation. Electrical safety. Protection against static and atmospheric electricity. Prevention of electrical injuries. Analysis of working conditions in terms of the labor process. Stationary fire extinguishing equipment. Primary means of extinguishing the fire. Algorithm of actions of officials of enterprises in case of fire. Duties and responsibilities.

**Recommended sources and other learning resources/tools.**

1. Желібо Є.П., Зацарний В.В. Безпека життєдіяльності: Підручник. К.: Каравела, 2013. 344с.
2. Атаманчук П.С. Основи охорони праці. : навч. посіб. К. : Центр навч. л-ри, 2019. 224 с.
3. Михайлюк В.О. Цивільна безпека : навч. посіб. К. : Центр навч. л-ри, 2019. 158 с.

**Planned training activities and teaching methods.** Lectures: review, thematic, problematic. Practical classes: presentations, simulation of situations, discussions, technical calculations.

**Evaluation:**

– midterm evaluation – tests, surveys, report, solving practical problems and situational problems;

– final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.9. Title. SECURITY OF INFORMATION SYSTEMS AND NETWORKS.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, academic rank, degree, position.** Kotenko N., Candidate of Pedagogic Sciences , Associate Professor of the Department of Software Engineering and Cybersecurity.

**Training outcomes.** Formation of theoretical knowledge and practical skills necessary for the safe use of information technology in information systems and networks, as well as prevention of disclosure, leakage and misuse of information, illegal actions to destroy, modify, copy and block information.

**Compulsory previous academic courses.** «Life safety and labor protection», «Higher Mathematics», «Computer architecture», «Operating systems».

**Contents.** The relevance of the security of information and telecommunication systems (ITS). Basic concepts of ITS security. ITS security models. Cyberspace and cybersecurity. Key ITS security issues. Cyberweapons and cyberwarfare. Threats to the security of ITS. Classification of security threats. The main intentional threats. Modern network threats: Internet fraud. Modern network threats: identity theft. Definition and classification of attacks on ITS. Network attacks.

ITS security violators. Modern technologies of information resources protection. Basic methods of ensuring the security of ITS. The concept and classification of malicious software.

Social engineering. Malware detection methods. Types and characteristics of antivirus programs. Security classes of computer systems. International standard ISO 27000 "General Criteria for Information Technology Security". Organizational protection. The structure of the organization's

security policy. Risk management. General characteristics of engineering and technical means of security. Digital certificate-based authentication. Centralized authentication systems. The concept of a single logical input. Access control. Discretionary model of access control.

**Recommended sources and other learning resources/tools.**

1. Про основні засади забезпечення кібербезпеки України: Закон України URL : <https://zakon.rada.gov.ua/laws/show/2163-19>
2. Остапов С.Е., Євсєєв С.П., Король О.Г. Технології захисту інформації: навчальний посібник. Чернівці: Родовід, 2020. 471с.
3. Гончарова Л.Л., Возненко А.Д., Стасюк О.І. Основи захисту інформації в телекомунікаційних та комп'ютерних мережах: навч. посіб. для студ. вищ. навч. закл. К. КНТЕУ. 2019. 435 с.

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic; problematic);
- practical classes (traditional, training).

**Evaluation:**

- midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.10. Title. INFORMATION WARFARE.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Hamova I., Associate Professor., Candidate of Economic Sciences, Associate Professor of the Department of Journalism and Advertising.

**Learning outcomes.** Formation of students' special theoretical knowledge and practical skills regarding the methodology, technology and organization of the state's information policy, problems of countering information threats.

**Compulsory previous academic courses.** «Advertising basics», «Basics of public relations», «Mass communications».

**Contents.** Information sovereignty and information security of Ukraine. Information wars in the modern world. Information wars in political campaigns. Information asymmetry and formation of information space. Tools of influence in the information space. Methods of struggle in the

information space. Counteraction tools in the information space. Methods of restructuring the information space. Spinductor. Means of information influence on humans. The image of the enemy in the information war.

**Recommended sources and other learning resources/tools.**

1. Гороховський О. М. Фактчек як тренд розслідувань: можливості та перспективи: практичний посібник. Дніпро: ЛІРА, 2017. 133 с.
2. Золотухін Д. Ю. Біла книга спеціальних інформаційних операцій проти України 2014 – 2018. К., 2018. 384 с.
3. Гамова І.В. Інформаційні війни: підручник. Київ: Держ. торг.-екон. ун-т, 2022. 184 с.

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies: lectures (review / thematic); practical classes (presentation / case-study method).

**Evaluation:**

- midterm evaluation – testing, oral / written questioning, verification of the prepared essay / presentation / calculation and graphic works / tasks / situational tasks;
- □final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.11. Title. QUALIMETRY.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Sydorenko O., Professor, Doctor of Technical Sciences, Acting Head of the Department of Commodity Science, Safety and Quality Management.

**Learning outcomes.** Acquisition of skills to determine competitive advantages, justification of the methodology of qualimetric research of new products based on the quantitative assessment of their nutritional properties and quality. Forecasting and qualimetric assessment of the level of quality and competitiveness of the newest products, the dynamics of the quality of consumer goods during the movement of goods. Optimization of the process of goods distribution and promotion of the latest products on the market.

**Compulsory previous academic courses.** «Commodity Science», «Marketing», «Commercial activity», «Commercial entrepreneurship», «Logistics».



**Contents.** The essence and importance of qualimetry, its role in ensuring the quality of the trade organization. Study of conceptual provisions of modern qualimetry, methodology of qualimetric research and forecasting the quality of goods. Applied application of qualimetric approaches. Determination of competitive advantages of new products based on quantitative assessment of their consumer properties and quality. Expert qualimetry. Specifications (typologies) of quality indicators. Systematics of indicators, scales, principles and methods of qualimetric measurements. A systematic approach to the qualimetry of competitive new consumer goods and services.

**Recommended sources and other learning resources/tools.**

1. Білоусова С.В., Ковальчук Т.В. Економіко-математичне моделювання: компендіум і практикум. К. : КНТЕУ. 2018. 523 с.
2. Електронний посібник «StatSoft». URL : <http://www.statsoft.com/Textbook>.
3. Інформаційно-правовий портал «Закони України». URL : <http://uazakon.com/>

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using the latest technologies:

- lectures (thematic, problematic);
- practical classes (training, communicative method, work in small groups).

**Evaluation:**

- midterm evaluation – computer testing, surveys, practical tasks;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.12. Title. COMMERCIAL Logistics.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Kharsun L., Associate Professor., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes:** obtaining theoretical knowledge of the general principles of commercial logistics; regularities of integrated management of material, information, financial and other flows, taking into account the specifics of logistics activities of trade enterprises; mechanism of creation

and operation of logistics systems; methods of optimal management of logistics processes. Possession of practical skills in the use of logistics concepts; effective management of material, information, financial flows; determination of total costs in the logistics chain; modeling of the optimal logistics system; determination of the optimal level of logistics service.

**Compulsory previous academic courses.** «Management», «Marketing», «Commercial activity», «Logistics».

**Contents.** Commercial logistics as a factor in increasing competitiveness. Organization of logistics in the enterprise. Types of logistics strategies. Experience of foreign countries in the application of commercial logistics. Logistics solutions in customer service. Characteristics of the costs of logistics services to the consumer. Elements and criteria of customer service. Outsourcing in commercial logistics. Modern logistics service providers. Optimization of procurement solutions in the logistics system. Basic logistics systems of inventory management. Key indicators of the state of stocks. Modern computer technology of inventory management in logistics systems. Organization of transportation in commercial logistics. Documentary support of cargo transportation of trade enterprises. Planning routes for the transportation of goods. Routing of transportation and development of a schedule for the delivery of goods. Logistics solutions for storing goods in warehouses. The main indicators of the composition of the trade enterprise. Principles and technologies of organization of warehousing of goods. Logistics of distribution of goods. Coordination and integration of logistics intermediaries. Objects of logistics solutions in the distribution of goods. Logistic information systems.

**Recommended sources and other learning resources/tools.**

1. Мазаракі А.А., Ільченко Н.Б. Мерчандайзинг : навч. посіб. для студ. вищ. навч. закл. К. : Київ. нац. торг.-екон. ун-т. 2018. 292 с.
2. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.
3. Делко О.Р. Управління процесами в торгівлі: навч. посіб. К. : Селті-прес, 2018. 186 с.

**Planned learning activities and teaching methods.** Lectures, seminars and practical classes using active teaching methods.

**Evaluation:**

- midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

#### **4.13. Title. Commercial Law.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Melnychenko N., Candidate of Law Sciences, Associate Professor of the Department of International, Civil and Commercial Law.

**Learning outcomes.** The study of the discipline involves training, as a result of which students should know: current trade legislation; goals, objectives, principles, commercial legal relations; measures of state regulation of trade activity; rules for conducting trade activities and commercial services for the population; the procedure for the use of cash registers in the field of trade; legal basis for electronic commerce (commerce); mechanisms of consumer protection in the field of retail purchase and sale; legal regulation of wholesale turnover; legal requirements for advertising; grounds and procedure for bringing to responsibility for violations in the field of trade.

Students should be able to: navigate the current trade legislation; be able to critically and thoroughly interpret current legislation and apply it in practice; resolve disputes arising during trading activities.

**Compulsory previous academic courses.** «Jurisprudence».

**Contents.** The concept and subject of commercial law. Sources of commercial law. Problems of improving the current, developing prospective legislation in the field of commercial law. The concept and types of trading activity. The concept and classification of shopping facilities. The procedure for registration of documents for the commencement of work of retail facilities. Retail price designations. The procedure for carrying out trading activities in the markets. Legal regulation of wholesale turnover.

Legal basis for the implementation of e-commerce (trade). The main means of regulating the influence of the state on trading activities. Legal framework for standardization. Technical regulations and conformity assessment. Legal regulation of prices and pricing. Legal basis for licensing trade activities. The procedure and peculiarities of exercising control (inspections) in the field of trade. Legal basis for advertising activities in Ukraine. Legal grounds for bringing business entities to responsibility for violation of legislation in the field of trade.

**Recommended sources and other learning resources/tools.**

1. Корнеєв Ю.В. Підприємницьке право України. Навч. посібник. К. : Центр учбової літератури. 2019. 120 с.
2. Господарський кодекс. URL : <http://zakon3.rada.gov.ua/laws/436-15>

3. Цивільний кодекс. URL : <http://zakon3.rada.gov.ua/laws/show/435-15>

**Planned learning activities and teaching methods.**

Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (review, thematic, problem, lectures-conferences, lectures-discussions);
- practical classes (trainings, presentations, discussions, work in small groups, simulation of situations).

**Evaluation:**

- midterm evaluation – computer testing, oral questioning; colloquium;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.14. Title. INTERNATIONAL TECHNICAL REGULATION.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Merezhko N., Professor, Doctor of Technical Sciences, Head of the Department of Commodity Science and Customs.

**Learning outcomes.** Formation of a system of knowledge on the role of the system of technical regulation in the context of globalization of economic processes, characteristics of international agreements, legislative and regulatory support of international technical regulation.

**Compulsory previous academic courses.** «Commodity Science. Non-food items», «Commodity Science. Foods», «Standardization, metrology and quality management», «Conformity assessment».

**Contents.** The system of international technical regulation in the context of globalization of economic processes. Components of international technical regulation: standardization, metrology, conformity assessment and accreditation, market surveillance. The concept of development of the system of technical regulation in Ukraine.

External and internal factors influencing the technical regulation system. Legislative and regulatory support of the technical regulation system. International organizations and agreements in the field of international technical regulation.

European model of technical regulation system development – rules, principle of creating a single market. EU requirements for exporters and importers of goods. The main regulatory aspects of the functioning of the

common market of the European Union. EU systems for warning dangerous goods RAPEX, RASSF. International global standards for product safety and quality. BRC, IFS, Global Gap standards, Codex Alimentarius commission standards.

**Recommended sources and other learning resources/tools.**

1. International Standard Organization. URL : <https://www.iso.org/>
2. Про технічні регламенти та оцінку відповідності : Закон України . URL : <http://zakon5.rada.gov.ua/laws/show/124-19>
3. Угода Світової організації торгівлі про технічні бар'єри в торгівлі : затверджена Рішенням Ради ЄС. URL : [http://zakon5.rada.gov.ua/laws/show/981\\_008](http://zakon5.rada.gov.ua/laws/show/981_008)

**Planned learning activities and teaching methods.**

Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic, problematic);
- practical classes (solving situational problems).

**Evaluation:**

- midterm evaluation – delivery of standards;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.15. Title. OPTIMIZATION OF LOGISTICS SOLUTIONS.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Ilchenko N., Professor, Doctor of Economic Sciences , Head of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** Know modern concepts and technologies of organization of logistics supply routes, master basic skills in the field of strategic planning, organization and management of supply chains; be able to make decisions in supply chain management; develop practical skills in supply chain design; coordinate relationships between supply chain participants; assess the cost-effectiveness of the supply chain; provide information support in supply chain management.

**Compulsory previous academic courses.** «Trade Economics», «Trade organization», «Marketing», «Management», «Commercial activity».

**Contents.** Characteristics of sales management system. Factors affecting the choice of sales system. Identification of target customers in the formation of the sales system. Sales system management cycle. Operational management of the sales system. Current trends in the theory

of sales management. Formation of the organizational structure of the sales department. Principles of customer relationship management by mathematical method. The place of sales strategy in the activities of the enterprise. The main sales strategies, their characteristics. Building an effective sales system by manufacturing enterprises. Planning the sale of goods by manufacturing enterprises in the sales system. Control over the sale of goods, pricing policy and quality of service in distribution channels. Management of retail sales at points of sale. Merchandising tools that stimulate demand at points of sale. Placement of promotional materials at points of sale. Monitoring of communication activities by competitors. Encouraging trade enterprises and their employees to implement and comply with the principles and rules of merchandising. Category management. Placement of trade and technological equipment and formation of the type of movement of visitors in the trading floor. Management of commodity display at a retail enterprise. Regulation of the flow of customers in the sales area of the store.

**Recommended sources and other learning resources/tools.**

1. Мазаракі А.А., Ільченко Н.Б. Мерчандайзинг : навч. посіб. для студ. вищ. навч. закл. К. : Київ. нац. торг.-екон. ун-т. 2018. 292 с.
2. Делко О.Р. Управління процесами в торгівлі: навч. посіб. К. : Селті-прес, 2018. 186 с.
3. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.

**Planned learning activities and teaching methods.**

Lectures using multimedia tools, seminars using modern interactive technologies, round tables, competitions.

**Evaluation:**

- midterm evaluation – surveys, testing, defense of individual projects;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.16. Title. ORGANIZATION OF MULTIMODAL TRANSPORTATION.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Kharsun L., Associate Professor., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** Formation of students' understanding of theoretical and practical approaches to transportation and supply; mastering by

students practical skills in organizing freight forwarding services; acquisition of skills in the regulation and documentation of TED.

**Compulsory previous academic courses.** «Logistics», «Business process management in logistics», «Commercial Logistics».

**Contents.** The essence and purpose of freight forwarding activities. Freight forwarding services for cargo flows. Freight forwarding services market participants. Cargo as an object of freight forwarding activities. Freight forwarding service operations. Packaging and packaging in the organization of freight forwarding services for cargo transportation. Technologies of organization of freight forwarding services for cargo transportation on various modes of transport. Pricing of freight forwarding activities. Documentary support of freight forwarding activities. Features of freight forwarding services for transportation of bulk and general cargo. Features of freight forwarding services for the transportation of especially sensitive cargoes. Technologies of cargo preservation in freight forwarding activities. Management of freight forwarding activities.

**Recommended sources and other learning resources/tools.**

1. Делко О.Р. Управління процесами в торгівлі: навч. посіб. К. : Селті-прес, 2018. 186 с.
2. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.
3. Усе про облік та організацію транспортно-експедиторської діяльності. URL : <https://i.factor.ua/ukr/journals/nk/2014/august/issue-16/article-1171.html>

**Planned learning activities and teaching methods.** Lectures, seminars, practical classes using cases, information technology.

**Evaluation:**

- midterm evaluation – surveys, testing, defense of individual projects;
- final control – exam.

**Language of learning and teaching.** Ukrainian.

#### **4.17. Title. BASICS OF CYBERSECURITY**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Kostiuk Y., Senior lecturer of the Department of Software Engineering and Cybersecurity.

**Learning outcomes.** Formation of theoretical knowledge and practical skills on the correct handling of information in the cybersphere, as well as the formation of skills for safe work with computer equipment.

**Compulsory previous academic courses.** «Information technology in professional activities».

**Contents.** Cyberspace and cybersecurity are the main features of the new information civilization. National cybersecurity system of Ukraine. The essence and basic procedures for cybersecurity management. Cyberattacks, threats and their properties. Characteristics of modern cyberattacks. Disinformation as an element of cyberattacks. Development scenarios and methods of counteraction. Computer virology. Social engineering. Sociotechnical safety: problematic aspects. Security of communication in cyberspace. Features of economic activity of business entities in cyberspace. Security of the digital space of business entities. Internet of Things security. Information security systems for penetration. Basic methods of ensuring cybersecurity of a business entity.

**Recommended sources and other learning resources/tools.**

1. Даник Ю.Г. Основи кібербезпеки та кібероборони: підручник. [Видання друге, перероб. та доп.]. Одеса.: ОНАЗ ім. О.С. Попова, 2019. 320 с.
2. Бурячок В.Л. Інформаційна та кібербезпека: соціотехнічний аспект: підручник. К.: ДУТ, 2015. 288 с.
3. Азаров О.Д., Захарченко С.М., Кадук О.В., Орлова М.М., Тарасенко В.П. Комп'ютерні мережі: підручник. Вінниця ВНТУ, 2020. 378 с.

**Planned learning activities and teaching methods.**

Combination of traditional and non-traditional teaching methods using innovative technologies: lectures (thematic, problem); laboratory classes using modern interactive technologies (traditional, discussion, simulation of situations); independent work; consultations.

**Evaluation:**

- midterm evaluation – computer testing, survey;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.18. Title. PRODUCT QUALITY FORECASTING.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Sydorenko O., Professor, Doctor of Technical Sciences, Acting Head of the Department of Commodity Science, Safety and Quality Management.



**Training outcomes.** Formation of students' system thinking and a complex of knowledge of the basic methods of forecasting the quality of goods, factors of formation of consumer properties of goods, changes during storage and transportation depending on the predicted conditions of traffic, modern software products for forecasting quality, the essence and methods of mathematical modeling for forecasting the quality of goods; ability to predict the safety, shelf life and resistance of goods to the conditions of goods distribution in order to minimize the costs of the enterprise and increase the economic efficiency of commercial activity, develop mathematical models for forecasting the quality of goods and use them in practice in order to improve the efficiency of commercial activities

**Compulsory previous academic courses.** «Theoretical foundations of commodity science», «Economic theory», «Economic Informatics»

**Content.** The essence and principles of forecasting. Varieties of forecasts. Application of quality forecasting in retail, safety and quality management. The specifics of forecast assessment in retail. Mean absolute deviation. The sum of forecast errors is a running total. Tracking signal. The concept and essence of modeling. Classification of models. Diagnostics of keeping capacity and forecasting of various groups of food and non-food products. Differentiated shelf life. Methods of strategic forecasting in international trade.

Combination of expert assessments with mathematical modeling of changes in product quality in integrated supply chains. Forecasting of heat exchange of food products during cooling, freezing, defrosting, transportation. Forecasting the shelf life of chilled and frozen products in the process of goods distribution. Prediction of quality changes during food temperature increase during commodity distribution.

Forecasting the intensity of migration of substances, contacting surfaces and materials, depending on internal and external factors in integrated supply chains of goods. Types, methods and optimization parameters. Target functions (optimization criteria). Plan your experiment. Input factors and output planning criteria. Managed and unmanaged variables. Statistical processing of an active or passive experiment. Generalized quality criterion.

**Recommended sources and other learning resources/tools.**

1. Білоусова С.В., Ковальчук Т.В. Економіко-математичне моделювання: компендіум і практикум. К. : КНТЕУ. 2018. 523 с.
2. Електронний посібник «StatSoft». URL : <http://www.statsoft.com/Textbook>.

3. Інформаційно-правовий портал «Закони України» URL : <http://uazakon.com/>

**Planned learning activities and teaching methods.** Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic, problematic);
- practical classes (work in small groups, individual tasks).

**Evaluation:**

- midterm evaluation – surveys, testing;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

#### **4.19. Title. STATISTICAL FORECASTING METHODS**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** II-III.

**Lecturer, scientific title, scientific degree, position.** Holovach N., Associate Professor., Candidate of Economic Sciences, Associate Professor of the Department of Statistics and Econometrics.

**Learning outcomes.** Formation of theoretical knowledge and practical skills of statistical evaluation of economic phenomena and processes of social life, mastering the methods of statistical analysis. Formation of skills: conduct statistical research, calculate generalizing indicators, build statistical tables, graphs, identify patterns and trends in the development of the phenomena studied.

**Compulsory previous academic courses.** "Mathematics" of the level of complete general secondary education.

**Contents.** Statistical methods of forecasting in the context of technical disciplines. Role in human life and development of science and technology. Methodological foundations of statistics. Organization of statistics in Ukraine. Statistical observations. Aggregate and group statistics. Generalizing statistical indicators and general principles of their application: absolute and relative values; averages. Variational distribution series. Rows of dynamics. Index method. Sample method. Statistical methods for measuring relationships. Statistics in improving the level of safety and quality of goods and services.

**Recommended sources and other learning resources/tools.**

1. Корж О.Н. Статистичне прогнозування: навч. посіб. Х. : ПІА. 2020. 328 с.

2. Лутінін О.Є. Статистика : підручник. К. : Центр навч. літ. 2019. 518 с.

3. Земін К.Н., Нікіфоров Ю.А. Основи статистики : навч. посіб. К. : Знання. 2018. 271 с.

**Planned learning activities and teaching methods.** Lectures (thematic, problematic) and practical (traditional, workshops, webinars using the methods of business games. case studies) classes.

**Evaluation:**

- midterm evaluation – computer testing, surveys, practical tasks;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.20. Title. TRADING NETWORKS.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** II-III.

**Lecturer, scientific title, scientific degree, position.** Kavun-Moshkovska O., Associate Professor., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** Formation of students' systematic knowledge about:

- essence, classification of business associations and prerequisites for their development in modern conditions;
- essence, classification of retail chains, principles of their formation and competitive advantages;
- Types of strategies for the development of the trading network in the market and methodological principles of their development;
- theoretical principles of management of functioning of retail chains;
- essence, classification, motives for using own trademarks;
- the essence of category Management, the main stages of its implementation;
- theoretical principles of management of commodity supply of trade network;
- classification of franchise retail chains and the main stages of their formation;
- features of networks of shopping centers and their types, as well as principles of organization of effective functioning;
- types of voluntary associations of enterprises in trade, features of their formation.

**Compulsory previous academic courses.** «Trade entrepreneurship», «Trade Economics», «Trade organization», «Logistics».

**Contents.** Globalization of the world economy: current trends and prospects. The essence of the internationalization of entrepreneurship and the main aspects of its manifestation. The main forms and mechanisms of economic interaction between large, medium and small businesses. Peculiarities of application of a systematic approach in trade. The essence and classification of business networks in trade. The main stages of the formation of entrepreneurial networks in the trade of countries of the world. Prerequisites for the development of business associations in Ukraine. Factors influencing the formation of business associations in the economy of Ukraine. Classification of retail chains. Competitive advantages of retail chains. Methodical approaches to developing a strategy for the formation of retail chains. Organizational forms of functioning of retail chains. Organizational structures of management of retail chains in different markets. Organization of marketing activity of trade network. Rental management in the trade network. Own trademarks. Category management in corporate trading network. Management of commodity supply of trade network. Franchise retail chains. Management of relations between entities in the franchise trading network. Shopping centers and their networks. Types of voluntary associations in retail trade and principles of their formation.

**Recommended sources and other learning resources/tools.**

1. Кузьмін О.Є. Франчайзинг у підприємницькій діяльності: навч. посіб. Х. : Центр книг. 2020. 263 с.
2. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.
3. Шевчук В.І. Міжнародний досвід забезпечення збуту : монографія. К. : КНЕУ. 2019. 274 с.

**Planned learning activities and teaching methods.**

Lectures, seminars, practical classes using information technology.

**Evaluation:**

- midterm evaluation – computer testing, oral questioning; colloquium;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.21. Title. FREIGHT FORWARDING ACTIVITIES.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** I-III.

**Lecturer, scientific title, scientific degree, position.** Kharsun L., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes:**

- formation of students' understanding of theoretical and practical approaches to the implementation of freight forwarding operations;
- mastering by students practical skills in organizing freight forwarding services;
- acquisition of skills in the regulation and documentation of TED;
- mastering by students the methodology of conducting an economic analysis of the effectiveness of TED.

**Compulsory previous academic courses.** «Logistics», «Business process management in logistics», «Commercial Logistics».

**Contents.** The essence and purpose of freight forwarding activities. Freight forwarding services for cargo flows. Freight forwarding services market participants. Cargo as an object of freight forwarding activities. Freight forwarding service operations. Packaging and packaging in the organization of freight forwarding services for cargo transportation. Technologies of organization of freight forwarding services for cargo transportation on various modes of transport. Pricing of freight forwarding activities. Documentary support of freight forwarding activities. Features of freight forwarding services for transportation of bulk and general cargo. Features of freight forwarding services for the transportation of especially sensitive cargoes. Technologies of cargo storage in freight forwarding activities. Management of freight forwarding activities.

**Recommended sources and other learning resources/tools.**

1. Делко О.Р. Управління процесами в торгівлі: навч. посіб. К. : Селті-прес, 2018. 186 с.
2. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.
3. Усе про облік та організацію транспортно-експедиторської діяльності. URL : <https://i.factor.ua/ukr/journals/nk/2014/august/issue-16/article-1171.html>

**Planned learning activities and teaching methods.**

The combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (overview / thematic / problem / with planned errors);
- practical classes (presentation / discussion / communicative method / moderation / simulation of situations / "brainstorming" / case study method / work in small groups, etc.).

**Evaluation:**

- midterm evaluation – surveys, testing, individual independent work;
- final control – exam.

**Language of learning and teaching. Ukrainian.**

**4.22. Title. SUPPLY CHAIN MANAGEMENT.**

**Type.** Optional.

**Year of study.** 2023/2024, 2024/2025.

**Term.** II-III.

**Lecturer, scientific title, scientific degree, position.** Kochubei D., Candidate of Economic Sciences, Associate Professor of the Department of Trade Entrepreneurship and Logistics.

**Learning outcomes.** Know modern concepts and technologies used in organizing the supply chain management process; master basic skills in strategic planning, organization and management of supply chains; be able to make decisions in supply chain management; develop practical skills in supply chain design; coordinate relationships between supply chain participants; assess the cost-effectiveness of the supply chain; provide information support in supply chain management.

**Compulsory previous academic courses.** «Management», «Marketing», «Economics of trade enterprise», «Logistics».

**Contents.** The essence and value of supply chains. The supply chain is a new stage in the evolution of logistics management.

Conceptual apparatus of the supply chain and its management. Management of business processes in supply chains. Supply chain design. Major solutions in supply chain management. Decision making in supply chain management under uncertainty.

Supply chain strategies. Integration and cooperation in supply chains. Information technology supply chain management. Economic aspects of supply chain management. Global supply chain management. Conceptual apparatuses for the development and improvement of supply chains in trading activities.

**Recommended sources and other learning resources/tools.**

1. Мазаракі А.А., Ільченко Н.Б. Мерчандайзинг : навч. посіб. для студ. вищ. навч. закл. К. : Київ. нац. торг.-екон. ун-т. 2018. 292 с.
2. Делко О.Р. Управління процесами в торгівлі: навч. посіб. К. : Селті-прес, 2018. 186 с.
3. Вітаєв К.М. Забезпечення логістичного постачання : навч. посіб. Х. : Етні-прес. 2019. 328 с.

**Planned learning activities and teaching methods.**

Lectures using multimedia tools, seminars using modern interactive technologies, round tables, competitions.

**Evaluation:**

- midterm evaluation – surveys, testing, defense of individual projects;
- final control – exam.

**Language of learning and teaching.** Ukrainian.