

3. Educational program

Project team leader

(head of the educational program)

PhD in Economics, associate

professor Serova L.P.

3.1. Profile of the educational program

in the specialty 073 «Management»

(specialization «Management of foreign economic activity»)

1 – General information	
Full name of the IHE and structural subdivision	State University of Trade and Economics Faculty of International Trade and Law Department of International Management
Academic degree and qualification title in the original language	Degree of higher education master Specialty "Management" Specialization "Management of foreign economic activity"
Educational program Title	"Management of foreign economic activity"
Qualification Title (Degree), program credits and duration	Master's degree, single, 90 ECTS credits, term of study 1.5 years
Accreditation	Ministry of Education and Science of Ukraine, Ukraine, 2012
Cycle / level	NRC of Ukraine - level 7, FQ-EHEA - second cycle, EQF-LLL - level 7
Prerequisites	Having a bachelor's degree
Language (s) of instruction	Ukrainian, English
Program duration	2023
Internet address of the permanent placement of the description of the educational program	https://knute.edu.ua
2 – The purpose of the educational program	
Training of highly qualified specialists in foreign economic activity management through the optimal combination of professional, humanitarian, legal and information education, which allows graduates to model market situations and develop strategies for entering the foreign market, make and implement management decisions in foreign economic activity and be aware of the responsibility for their implementation.	
3 - Characteristics of the educational program	
Subject area (field	Field of knowledge 07 "Management and

of knowledge, specialty, specialization (if available))	administration" Specialty 073 "Management" Specialization "Management of foreign economic activity"
Educational program orientation	Educational and professional program. Professional emphasis on the willingness to work and acquire knowledge and practical skills in managing foreign economic activity of economic entities, their development and promotion in the international environment.
The main focus of the educational program and specialization	Special higher education in management of foreign economic activity with in-depth study of international marketing, branding in foreign economic activity of the enterprise, efficiency management, international competitiveness of enterprises and their risks in foreign economic activity. Key words: management, foreign economic activity, risk management, international marketing, branding.
Specific requirements	In-depth study and knowledge of promising areas of development and promotion of domestic businesses in the foreign economic environment by means of international marketing and branding through the management of their efficiency, competitiveness and risk. Industrial practice (undergraduate) practice at leading domestic and foreign enterprises. Studying in an English-language master's program.
4 – Career opportunities and future learning	
Suitability for employment	Positions in domestic and foreign companies, enterprises and organizations, in the bodies of state executive power, civil service, financial, accounting, economic, legal and administrative divisions in the field of foreign economic activity. Positions that the master is able to hold in accordance with the Classifier of Professions DK 003: 2010: 1224 Head of production units in wholesale and retail trade; 1227 Heads of production units in commercial service; 1229.7 General Manager; 123 Head of functional divisions; 1453 Manager in retail trade of household and non-household goods; 1453.2 Manager in retail of non-food products; 1454 Manager in the retail sale of food products; 1475.4 Manager of foreign economic activity;

	149 Managers in other economic activities; 1496 Corporate and Social Responsibility Manager.
Further training	Opportunity to study in the third cycle programs.
5 – Teaching and assessment	
Teaching and learning	Balanced combination of classroom and independent work on the basis of problem-oriented and interactive learning with the use of modern educational technologies and methods (cases, trainings, master classes). At the end of their studies, students defend their final qualification work.
Assessment	Assessment is carried out in accordance with the Regulations of SUTE "On the organization of the educational process of students"; Regulations "On the evaluation of learning outcomes of students and graduate students".
6 – Program competencies	
Integral competence	The ability of a person to solve complex problems and problems in the field of management of foreign economic activity and / or in the learning process, which involves research and / or implementation of innovations and is characterized by uncertainty of conditions and requirements.
General Competences (GQ)	<p>GQ1. Ability to conduct research at the appropriate level;</p> <p>GQ2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / economic activities);</p> <p>GQ3. Skills in the use of information and communication technologies;</p> <p>GQ4. Ability to motivate people and move towards a common goal;</p> <p>GQ5. Ability to act on the basis of ethical considerations (motives);</p> <p>GQ6. Ability to generate new ideas (creativity);</p> <p>GQ7. Ability to abstract thinking, analysis and synthesis</p> <p>GQ8. Ability to personal and professional development, the desire for self-realization;</p> <p>GQ9. Ability to take responsibility for decisions and their implementation.</p>

Professional competencies	<p>PC1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards;</p> <p>PC2. Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans;</p> <p>PC3. Ability for self-development, lifelong learning and effective self-management;</p> <p>PC4. Ability to effectively use and develop the organization's resources;</p> <p>PC5. Ability to create and organize effective communications in the management process;</p> <p>PC6. Ability to form leadership qualities and demonstrate them in the process of managing people;</p> <p>PC7. Ability to develop projects, manage them, show initiative and entrepreneurship;</p> <p>PC8. Ability to use psychological technology to work with staff.</p> <p>PC9. Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation;</p> <p>PC10. Ability to manage the organization and its development.</p> <p><i>PC11. Ability to anti-crisis management of the enterprise - the subject of foreign economic activity;</i></p> <p><i>PC12. Ability to strategic, tactical and operational planning of foreign economic activity of the enterprise;</i></p> <p><i>PC13. Ability to assess and manage external and internal risks of the enterprise - the subject of foreign economic activity;</i></p> <p><i>PC14. Ability to manage the international competitiveness of the subject of foreign economic activity in a relevant environment.</i></p>
7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions; 2. Identify problems in the organization and justify methods of solving them; 3. Design effective management systems for organizations; 4. Substantiate and manage projects, generate business ideas; 5. Plan the activities of the organization in strategic and tactical sections;

	<p>6. Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of applicable law, ethical considerations and social responsibility;</p> <p>7. Organize and carry out effective communication within the team, with representatives of various professional groups and in the international context;</p> <p>8. Use specialized software and information systems to solve management problems of the organization;</p> <p>9. Be able to communicate in professional and scientific circles in the state and foreign languages;</p> <p>10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems;</p> <p>11. Provide personal professional development and planning of own time.</p> <p>12. Be able to delegate authority and management of the organization (unit);</p> <p>13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit).</p> <p>14. Positively perceive the need to coordinate relations with contact audiences in the process of foreign economic activity;</p> <p>15. Manage the formation of sustainable competitive advantages of the subject of foreign economic activity;</p> <p>16. <i>Aware of the responsibility for managing internal and external risks of the entity;</i></p> <p>17. <i>Assess the international competitiveness of the product, corporation, cluster, region, country.</i></p>
8 – Resource support for program implementation	
Academic staff	<p>The share of teachers with doctoral and candidate of science degrees is 100 percent.</p> <p>The participation of practitioners in the teaching of disciplines of the training cycle is possible.</p>
Facilities	<p>Material and technical base of the European level. Classrooms are equipped with modern demonstration equipment, computer classrooms - equipment with the latest software versions.</p>
Informational, teaching and learning materials	<p>The technological requirements for educational and methodological and information support of educational activities are fully met. Independent and individual training is provided by the MOODLE distance learning system.</p>

9 – Academic mobility	
National credit mobility	The definition of credit mobility is carried out in accordance with the Law of Ukraine "About Education", the Law of Ukraine "About Higher Education", Regulations "On the organization of the educational process of students", "On the implementation of the right to academic mobility in SUTE" and agreements on conditions of academic mobility on the basis of the following documents: course catalog; training agreement; academic certificate; certificate of practical training. Under the terms of credit mobility of the student, all credits that he obtained outside the place of basic study and which are components of the educational program are recalculated.
International credit mobility	According to the programs of international cooperation, the best students with knowledge of foreign languages and according to the SUTE rating have the opportunity to study in France (ESCP Europe Paris); , Paris, Audencia Nantes, Nantes, University of Grenoble Alpes (Faculty of Economics, Grenoble) and Great Britain (University of Central Lancashire, Preston).
Training of foreign applicants for higher education	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1. For foreign students, the discipline "Ukrainian language" is taught for 1-3 semesters on a separate schedule.

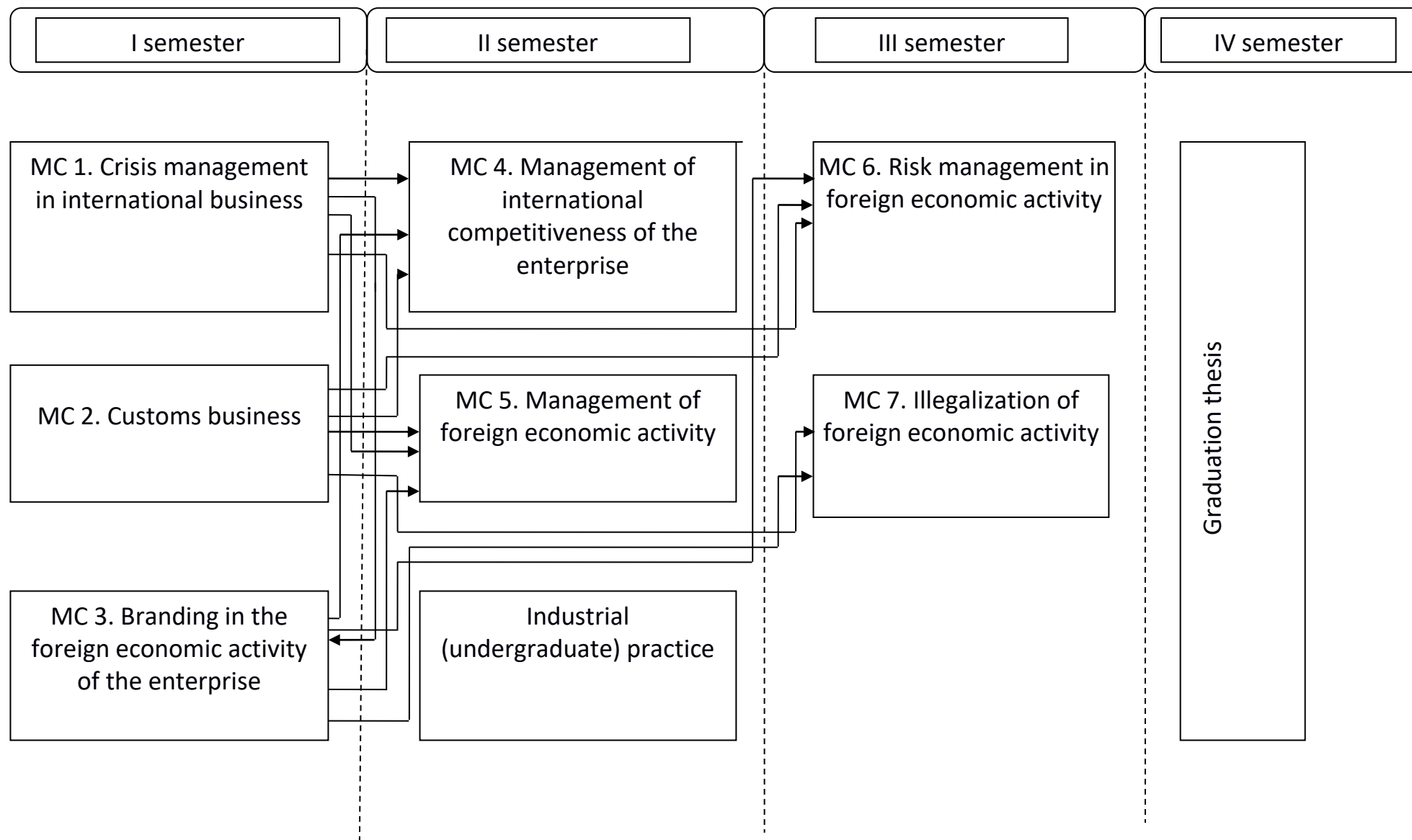
3.2. List of components of the educational program and their logical order

Code of s/d	Components of the educational program, academic disciplines, course projects (works), practices, qualification exam, final qualifying work)	Number of loans
1	2	3
Compulsory EP components		
CC 1.	Crisis management in international business	6
CC 2.	Customs business	6
CC 3.	Branding in the foreign economic activity of the enterprise	6
CC 4.	Management of international competitiveness of the enterprise	6
CC 5.	Management of foreign economic activity	9
CC 6.	Risk management in foreign economic activity	6
CC 7.	Illegalization of foreign economic activity	6
Total credits for compulsory components		45
Optional EP components		
OC 1.	Business engineering	6
OC 2.	Reporting in foreign economic activity	6
OC 3.	Controlling	6
OC 4.	Corporate governance in international companies	6
OC 5.	International security	6
OC 6.	International technical regulation	6
SC 7.	International Environmental Management	6
OC 8.	Monitoring of financial and economic activities	6
OC 9.	Accounting for foreign economic activity of the enterprise	6
OC 10.	Statistical forecasting methods in international business	6
OC 11.	Change management	6
OC 12.	Financial management in international business	6
OC 13.	Intellectual Property	6
OC 14.	International transport law	6
OC 15.	International investment law	6
OC 16.	International trade law	6
OC 17.	International financial law	6
OC 18.	EU internal market law	6

OC 19.	Legal regulation of foreign economic activity	6
OC 20.	Business psychology	6
OC 21.	Information systems and technologies in the management of foreign economic activity	6
OC 22.	Business intelligence systems in international business	6
	Industrial (undergraduate) practice	9
	Preparation of final qualifying work and defense	12
Total amount for optional components		24
Practical training		
Production (undergraduate) practice		9
Certification		
Preparation of final qualifying work		12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

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

3.3. Structural logical diagram EP



3.4. Form of certification of applicants for higher education

Certification is carried out in the form of public defense of the final qualifying work.

The final qualification work should involve solving a complex problem or problem in the field of management, a task or problem in the field of management that requires research and / or innovation and is characterized by complexity and uncertainty, using theories and methods of economics.

The final qualifying work should not contain academic plagiarism, falsification, fabrication.

The final qualifying 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.

3.5. Matrix of correspondence of program competencies to the components of the educational program

Competences	MC 1.	MC 2.	MC 3.	MC 4.	MC 5.	MC 6.	MC 7.	SC 1.	SC 2.	SC 3.	SC 4.	SC 5.	SC 6.	SC 7.	SC 8.	SC 9.	SC 10.	SC 11.	SC 12.	SC 13.	SC 14.	SC 15.	SC 16.	SC 17.	SC 18.	SC 19.	SC 20.	SC 21.	SC 22.
GQ 1			•		•	•	•			•		•	•	•	•	•	•	•		•	•	•	•	•	•	•		•	•
GQ 2	•	•	•			•				•			•	•	•	•	•	•			•	•	•	•	•	•			
GQ 3	•	•		•	•			•	•	•	•			•			•	•	•	•	•	•	•	•	•	•		•	•
GQ 4	•		•	•							•			•				•		•							•		
GQ 5				•							•			•	•					•		•	•	•			•		
GQ 6	•		•	•	•		•	•	•			•	•	•				•	•	•									
GQ 7				•	•	•	•	•	•	•				•			•		•	•					•	•	•		•
GQ 8			•	•	•									•								•	•	•					
GQ 9	•	•	•	•		•				•	•	•		•				•			•							•	
SC 1	•		•	•	•	•				•	•	•	•	•				•							•			•	
SC 2	•		•	•	•	•		•			•		•	•				•	•	•						•			
SC 3			•							•										•		•		•		•			
SC 4	•			•	•	•	•	•	•			•	•	•	•				•		•						•		
SC 5	•	•	•	•				•		•	•	•										•	•	•				•	
SC 6	•		•									•																	
SC 7	•	•		•				•		•				•				•		•					•				
SC 8																		•		•					•				
SC 9	•	•	•	•	•	•	•	•	•		•	•		•	•	•		•	•		•		•				•	•	•
SC 10	•		•	•	•		•	•			•			•	•			•	•				•				•	•	
SC 11	•					•		•						•															
SC 12		•			•		•		•								•								•		•	•	
SC 13					•	•				•				•		•	•								•	•		•	•
SC 14			•	•			•							•			•								•				

3.6. Matrix for providing program learning outcomes with relevant components of the educational program

Program learning outcomes	Components																													
	MC 1.	MC 2.	MC 3.	MC 4.	MC 5.	MC 6.	MC 7.	SC 1.	SC 2.	SC 3.	SC 4.	SC 5.	SC 6.	SC 7.	SC 8.	SC 9.	SC 10.	SC 11.	SC 12.	SC 13.	SC 14.	SC 15.	SC 16.	SC 17.	SC 18.	SC 19.	SC 20.	SC 21.	SC 22.	
1.	•					•	•			•	•	•	•				•													
2.	•	•		•	•	•	•	•	•	•	•	•	•	•		•		•	•	•					•	•	•	•	•	•
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4.			•	•	•			•	•					•		•		•	•	•		•			•	•				
5.	•		•	•	•	•	•		•	•				•			•	•	•											
6.	•	•		•	•	•	•			•		•	•	•	•					•	•		•		•	•	•			
7.	•	•	•		•			•			•					•		•		•						•	•	•		
8.		•				•		•		•						•	•					•							•	•
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