

3. Educational program.

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3.1. Profile of the educational program "Trade management" in the subject area 073 "Management"

1 – General information	
Full name of HEI and structural institutional unit	State University of Trade and Economics Faculty of Economics, Management and Psychology Department of Management
Degree of higher education / professional pre-higher education and title of qualification in the original language	Degree of higher education - Master's degree Subject Area "Management"
Authorised title of the educational program	"Trade management"
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the Standards of Higher Education of the Ministry of Education and Science of Ukraine
Type of diploma and scope of educational programme	Master's degree, single, 90 ECTS credits, Duration of study - 1 year 4 months
Availability of accreditation	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 01, 2024 in accordance with the order №1565 of the Ministry of Education and Science of Ukraine dated 19.12.2016
Cycle / level	National Qualifications Framework of Ukraine – 7 level, FQ-EHEA – second cycle, EQF-LLL – 7 level
Educational Background & Prerequisites	- educational degree of Higher Education – Bachelor's degree; - the terms of admission to the program are regulated by the SUET Admission Rules.
Language(s) of instruction	Ukrainian
Duration of the study programme	until July 01, 2024.
Educational program link	https://knute.edu.ua
2 – Educational programme aim	
Formation of future specialists' modern managerial thinking and a system of special knowledge in the field of management, understanding the conceptual foundations of the system management of trade organisations, acquiring skills in making and implementing informed management decisions in the dynamic external environment of their functioning.	
3 – Educational programme general information	

Field of study	<p>Object of study: management of organizations and their units.</p> <p>Learning objectives: training of specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process, involving research and/or innovation and characterized by uncertainty of conditions and requirements.</p> <p>Theoretical content of the subject area:</p> <ul style="list-style-type: none"> - paradigms, laws, patterns, - principles, historical prerequisites for the development of management; - concepts of systemic, situational, adaptive, anti-sympathetic, anti-crisis, innovative, project management, etc; - functions, methods, technologies and management decisions in management. <p>Methods, techniques and technologies:</p> <ul style="list-style-type: none"> - general scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc;) - methods of implementing management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organisational management structures; methods of motivation; methods of control; methods of assessing social, organizational and economic efficiency in management, etc.) - management methods (administrative, economic, socio-psychological, technological); - technologies for substantiating management decisions (economic analysis, simulation modeling, decision tree, etc.). <p>Tools and equipment: modern information and communication equipment, information systems and software products used in management.</p>
Focus of the educational programme	Fundamental general economic training and focus on the practical aspects of using modern tools of effective trade management by future specialists (academic, professional, research).
The main focus of the educational programme	<p>Fostering professional competence in the effective application of trade management principles to ensure the effective functioning and development of trade organizations of various formats, establishing constructive interaction between participants in the trade and technological process and other stakeholders.</p> <p>Keywords: efficiency of functioning, innovative development, performance, commercial activity, business processes in trade, change management, management of trade enterprises, trade networks, trade regulation, trade environment, trade mix.</p>
Main advantages of the programme	Combining theoretical training of students, practice at leading trade enterprises with research work (including writing articles). It is also taught in English.

4 – Career opportunities and further learning	
Career opportunities	<p>Jobs in the field of trade, management of trade organizations, trade enterprises and trade and manufacturing companies, etc.</p> <p>Positions that the Master graduate is able to hold in accordance with the current National Classification of Ukraine: Classifier of professions (DK 003:2010):</p> <p>1224 Head of a retail business; market manager; head of section; head of the trade and economic mission.</p> <p>1233 Commercial Director; head of sales (marketing); head of the commercial department.</p> <p>1314 Director (manager) of a small trading company; store manager; merchant.</p> <p>1451 Manager (manager) in the trade of vehicles.</p> <p>1452 Manager (manager) in wholesale trade.</p> <p>1453 Manager (manager) in the retail trade of household and non-food products.</p> <p>1454 Manager (manager) in food retail.</p> <p>Positions that the Master graduate is able to hold in accordance to the current International Standard – International Standard Classification of Occupations 2008 (ISCO-08):</p> <p>1120 Managing Directors and Chief Executives.</p> <p>1221 Sales and Marketing Managers .</p> <p>1224 Production and Operations Department Managers in Wholesale and Retail Trade.</p> <p>1324 Supply, Distribution and Related Managers.</p> <p>1420 Retail and Wholesale Trade Managers.</p> <p>3322 Commercial Sales Representatives.</p> <p>Under the conditions of gaining relevant experience can adapt to the following areas of related professional activities: economic, marketing, foreign economic, educational, research.</p>
Further learning	<p>Opportunity to study according to the program of the third cycle in this field of knowledge FQ-EHEA, which is consistent with the obtained master's degree or related - in graduate school (educational and scientific) program of higher education 8 level EQF-LLL and 9 level NQF of Ukraine.</p>
5 – Training and assessment	
Training and teaching	<p>Student-centered learning with the use of thematic, problem-based, review, binary, dual lectures, lectures-conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, modeling of situations, application of the case-study method solving real problems, students completing projects commissioned by enterprises, working in small groups, independent work of students, preparation of final qualifying work.</p>

Assessment	On-going monitoring, tests, written exams, internships, presentations, project work, and graduate thesis defense. The assessment is carried out in accordance with the Regulations on Assessment of Undergraduate and Postgraduate Students' Learning Outcomes at SUET and the Regulations on the Organisation of the Students' Educational Process at SUET.
6 – Programme competences	
Integral competence	Ability to solve complex tasks and problems in the field of management, in particular, <i>trade management</i> or in the process of training, involving research and/or innovation under uncertain conditions and requirements.
General competencies	GC1. Ability to conduct research at the appropriate level; GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity); GC3. Skills in the use of information and communication technologies; GC4. Ability to motivate people and move towards a common goal; GC5. Ability to act on the basis of ethical considerations (motives); GC6. Ability to generate new ideas (creativity); GC7. Ability to think abstractly, analyse and synthesise.
Vocational (professional, are of study-related) competencies	VC1. Ability to choose and use management concepts, methods and tools, including in accordance with the defined goals and international standards; VC2. Ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans; VC3. Ability to self-development, lifelong learning and effective self-management; VC4. Ability to effectively use and develop the organization's resources; VC5. Ability to create and organize effective communications in the management process; VC6. Ability to form leadership qualities and demonstrate them in the process of managing people; VC7. Ability to develop projects, manage them, show initiative and entrepreneurship; VC8. Ability to use psychological technologies of work with staff; VC9. Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation; VC10. Ability to manage the organization and its development; <i>PC11. Ability to diagnose the state of the trading environment and assess the impact on the development of trade and individual trade organizations of political, economic,</i>

	<p><i>social and cultural processes in society, as well as to develop and implement a trade mix in the trading environment to meet customer needs;</i></p> <p><i>PC12. Ability to plan and implement changes in the activities of trade organizations, modern management technologies, develop innovative projects, organize a system of control over their effectiveness;</i></p> <p><i>PC13. Ability to increase the level of competitiveness of trade organizations as socio-economic systems, taking into account the specifics of interpersonal competition in the trading environment;</i></p> <p><i>PC14. Ability to organize and improve business processes occurring in the field of trade;</i></p> <p><i>PC 15. Ability to reconcile the interests of participants in corporate relations, solve the problem of division of competencies between the corporate governance of the company, make management decisions on corporate social responsibility (from the standpoint of interaction with different groups of stakeholders), apply different methodological approaches to determine the effectiveness and quality of corporate governance companies.</i></p>
7 – Programme learning outcomes (PLO)	
	<ol style="list-style-type: none"> 1. To critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions; 2. Identify problems in the organisation and justify methods of solving them; 3. Design effective management systems for organisations; 4. Justify and manage projects, generate entrepreneurial ideas; 5. Plan the organisation’s activities in strategic and tactical terms; 6. Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility; 7. Organise and carry out effective communications within the team, with representatives of different professional groups and in the international context; 8. Apply specialised software and information systems to solve organisational management problems; 9. Be able to communicate in professional and scientific circles in the state and foreign languages;

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| | <p>10. Demonstrate leadership skills and the ability to work in a team, interact with people, influence their behavior to solve professional problems;</p> <p>11. Ensure personal professional development and time management.</p> <p>12. Be able to delegate authority and management of the organisation (unit);</p> <p>13. Be able to plan and implement information, methodological, material, financial and personnel support of the organisation (unit);</p> <p><i>14. Be able to form an effective management system at trade enterprises, taking into account the specifics of the organisational and legal form of business organisation, enterprise size and internal organisational potential;</i></p> <p><i>15. Be able to diagnose the state of the trade environment and assess the impact on trade and individual trade organisations of political, economic, social and cultural processes in society, identify potential risks in the activities and development of trade, analyse their causes and consequences, develop and implement trade mix in the trading environment;</i></p> <p><i>16. Monitor innovations, be able to assess the innovation potential and prerequisites for the implementation of innovative changes in the trade organisation, develop and organise the implementation of plans for changes in activities, implementation of modern management technologies, implementation of innovative projects in trade organisations, organise control system to monitor and control results implementation of plans of the trade organisation;</i></p> <p><i>17. Be able to assess the competitiveness of trade organizations, form and develop their competitive advantages, select (or develop) for them and implement effective competition strategies taking into account the specifics of interpersonal competition in the trade environment;</i></p> <p><i>18. Apply the principles and rules of corporate governance, resolve corporate conflicts, make management decisions on conducting business activities on the principles of corporate social responsibility, determine the effectiveness and quality of corporate governance of a trading company;</i></p> <p><i>19. Be able to organise and improve business processes occurring in the field of trade, to develop management</i></p> |
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	<p><i>decisions aimed at reducing operating costs of the trade organization.</i></p> <p><i>20. Identify actions that harm the information security of the trade organization, be able to apply methods to ensure it; identify and implement a set of actions for the organisation of e-commerce and promotion of goods and services through Internet marketing.</i></p>
8 – Resource support for program implementation	
Staffing support	<p>The Department of Management of SUET is responsible for the training of specialists. The head of the department and the director of the educational program have a doctorate and the academic title of professor.</p> <p>96% of the lecturers who provide training for masters in the Trade Management program have a scientific degree and/or academic rank.</p> <p>All academic staff have signed employment contracts.</p>
Facilities	<p>Provision of premises for training and control activities - 4 m² per person.</p> <p>60% of classrooms are equipped with multimedia equipment. There is a specialized computer classroom with modern hardware and software resources that ensure high-quality training of masters in the educational program.</p> <p>SUET's infrastructure includes libraries, including a reading room, catering facilities, an assembly hall, gymnasiums, a stadium, a medical center, and dormitories.</p>
Informational, teaching and learning materials	<p>Public scientific and specialized sources of information on trade management, educational and monographic literature, information resources of the distance learning system and the Internet.</p> <p>There is access to databases of periodicals in English of the relevant or related profile (databases may be shared by several educational institutions).</p> <p>There is an official website of SUET, which contains basic information about its activities (structure, licenses and accreditation certificates, educational/educational-scientific/publishing/attestation (of scientific personnel) activities, educational and scientific structural units and their composition, list of academic disciplines, admission rules, contact information): https://knute.edu.ua</p> <p>The Distance Learning Support Department of DTEK has teaching and methodological materials on the curriculum disciplines: http://dist.knute.edu.ua/</p>
9 – Academic mobility	
National credit system-based mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility.
International credit system-based mobility	International credit mobility is implemented through the conclusion of agreements on international academic mobility Erasmus + Option K1 / Credit Mobility, on double diploma, on

	long-term international projects that provide for student training and the issuance of a double diploma, etc.
Training of foreign higher education students	Prerequisites and specifics of the educational programme in the context of studying for foreign citizens: knowledge of Ukrainian at least B1 level.

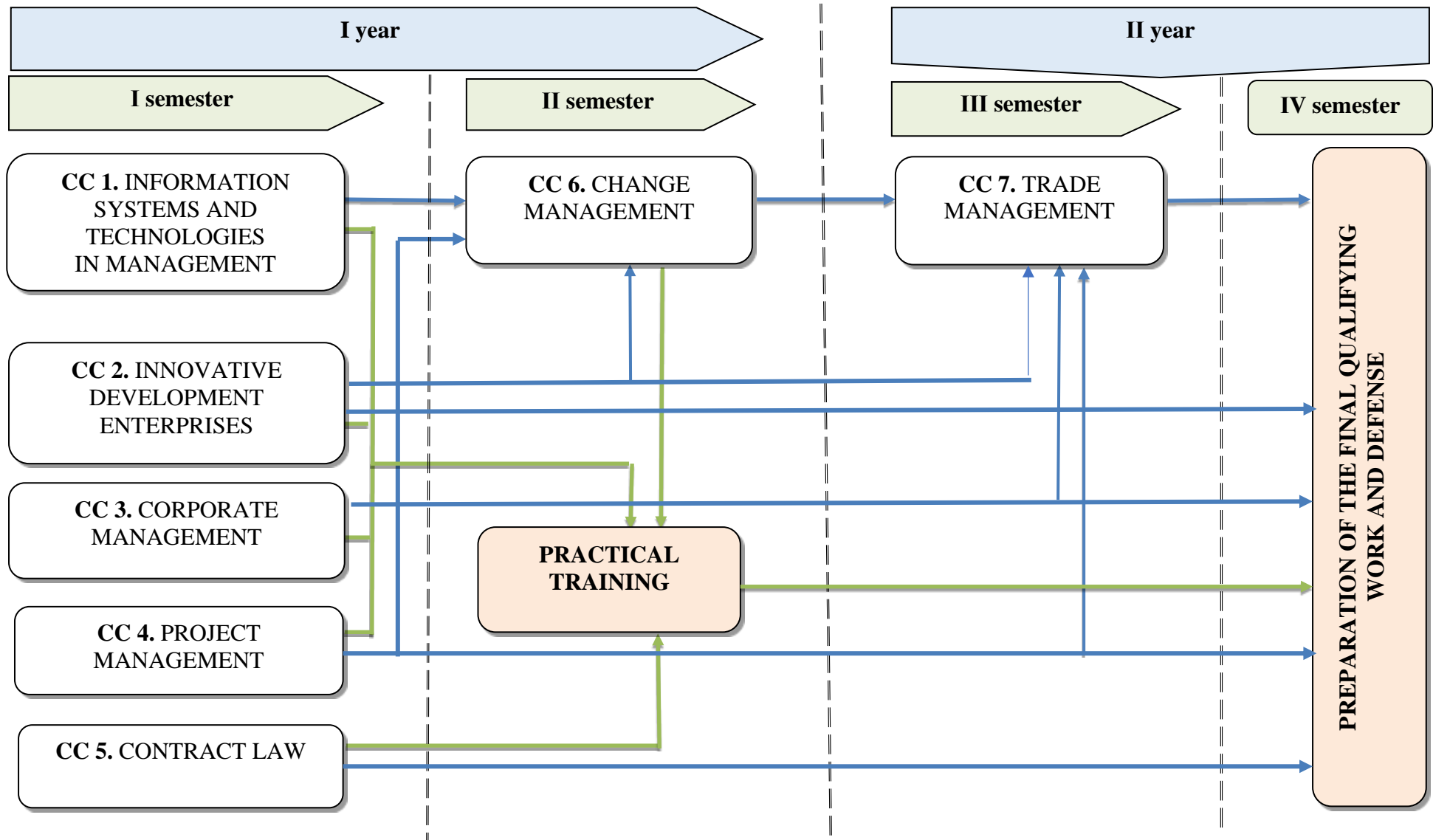
3.2. List of components of the educational program and their logical sequence

3.2.1. List of educational program components*

Code #	Educational Program components (academic disciplines, course projects (work), practices, qualifying exam graduation work)	Total credits
1	2	3
Compulsory components (CC)		
CC 1	Information systems and technologies in management	6
CC 2	Innovative development of the enterprise	6
CC 3	Corporate management	6
CC 4	Project management	6
CC 5	Contract law	6
CC 6	Change management	9
CC 7	Trade management	6
Total credits for compulsory components:		45
Elective courses (EC)		
EC 1	Administrative services	6
EC 2	Anti-crisis management of the enterprise	6
EC 3	Life safety	6
EC 4	Brand management	6
EC 5	Investment management	6
EC 6	Information warfare	6
EC 7	Consulting	6
EC 8	Commercial logistics	6
EC 9	Consumer law	6
EC 10	Corporate law	6
EC 11	Cross-cultural management	6
EC 12	Logistics management	6
EC 13	Management of international economic activity	6
EC 14	International technical regulation	6
EC 15	Fundamentals of cybersecurity	6
EC 16	Tax management	6
EC 17	Reputation management	6
EC 18	Financial services market	6
EC 19	Trade networks	6
EC 20	Management of business processes in trade	6
EC 21	Managing the international competitiveness of an enterprise	6
EC 22	Quality management	6
EC 23	Financial management	6
Toral credits for elective courses:		36
Practical training		
Practical training		9
Final assessment		
Preparation of graduate paper and defence		12
TOTAL NUMBER OF CREDITS		90

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

2.2. Structural and logical scheme of educational program



3.3. Qualification forms for higher education graduates

Assessment is carried out in the form of a public defense of the final qualification work.

The final qualification work should provide for the solution of a complex task 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 of conditions, using theories and methods of economic science.

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

3.4. Matrix of conformity of mandatory competencies with educational programme components

Components Competencies	CC1	CC2	CC3	CC4	CC5	CC6	CC7	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC15	EC16	EC17	EC18	EC19	EC20	EC21	EC22	EC23
GC1		+	+	+			+			+			+	+	+							+		+	+	+		+	+	+
GC2			+		+	+	+	+	+		+	+	+								+	+					+	+		
GC3	+	+		+		+	+	+		+	+	+	+								+	+			+	+		+	+	+
GC4		+		+										+		+														
GC5		+	+	+						+			+																	
GC6		+		+			+																			+				+
GC7	+		+	+			+			+			+	+	+	+	+	+	+	+	+	+	+	+	+			+	+	
VC1		+	+	+			+	+	+	+			+	+		+	+		+	+	+		+	+	+	+		+		+
VC2		+	+	+			+						+			+						+								+
VC3		+					+			+			+																	+
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VC5			+	+			+	+			+	+	+								+					+		+		
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VC8			+										+		+						+									
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VC10		+	+			+	+								+							+	+					+		+
VC11							+						+					+				+								
VC12	+			+			+			+												+	+							+
VC13		+					+			+			+		+															
VC14		+													+	+										+		+	+	
VC15			+		+			+		+			+									+	+							

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

Components Programme learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC15	EC16	EC17	EC18	EC19	EC20	EC21	EC22	EC23		
1		+	+	+			+			+			+	+	+	+	+		+	+	+		+	+	+	+		+		+		
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7			+		+	+		+	+		+	+	+	+	+	+		+			+	+				+		+	+	+	+	
8	+			+									+		+		+				+	+	+		+					+		
9			+	+			+	+	+				+	+		+						+								+		
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