

3. Education program Guarantor - Vysochyn I.V.

3.1. Profile of educational program in specialty 051 "Economics" Specialization "Trade Economy"

1 - General information	
Full name of the institution of higher education and structural subdivision	Kyiv National University of Trade and Economics; Faculty of Economics, Management and Psychology; Department of Economy and Finance of an Enterprise
Higher education degree and the name of the qualification in the language of the original	Higher education degree – bachelor, specialty "Economics", specialization "Economy of Trade"
The official name of the educational program	"Economy of Trade"
Type of diploma and volume of educational program	Bachelor degree, unitary, 240 ECTS credits, term of study – 3 years 10 months
Availability of accreditation	Ministry of Education and Science of Ukraine Accreditation Commission of the Ministry of Education and Science of Ukraine, from 2017 to 2026
Cycle / Level	NRC of Ukraine - 7th level, FQ - EHEA - first cycle, EQF - LLL - 6 level
Prerequisites	Availability of full general secondary education
Language (s) of teaching	Ukrainian
The duration of the educational program	2021-2026 pp.
Internet address of the permanent description of the educational program	https:// knute.edu.ua
2- The purpose of the educational program	
Training of highly skilled professionals with modern economic thinking, theoretical knowledge and applied skills in managing business processes of the subject of trading activity, capable of solving research and practical problems using tools and algorithm for making managerial decisions for the purpose of further employment; preparation for the successful mastering of higher education programs.	
3- Characteristics of the educational program	
Subject area (branch of knowledge, specialty, specialization)	Branch of Knowledge 05 "Social and Behavioral Sciences" Specialty 051 "Economics" Specialization "Trade Economy"

<p>Orientation of the educational program</p>	<p>Educational - professional.</p> <p>The program is based on the conceptual theoretical foundations of the leading scientific and economic schools and the generalization of practical experience in the field of the economy of trade, forms the relevant competencies in the labor market, which provide opportunities for the development of professional and scientific careers. It provides the study of relevant, professionally oriented disciplines in accordance with the approved programs: "Commodity Science", "Trade Economy", "Trade Marketing", "Trade Organization", "Accounting in Trade", "International Trade", "Pricing", Practical course "Business Simulation".</p>
<p>The main focus of the educational program and specialization</p>	<p>General education in the field of social and behavioral sciences, with in -depth study of the theoretical and methodological foundations of the organization of business entities' activities; systematic and processing analysis of economic systems, finding predictive assessments of their behavior in the future and developing management decisions on their basis; construction and use of economic and mathematical models, which are tools for the evaluation, analysis and forecasting of complex socio-economic systems; analysis and processing of statistical data using modern computer technologies; diagnostics and search for opportunities for achieving positive changes in the development of subjects of trade activity or other economic objects and their structural divisions; assessment of projects, methods and means of attracting resources for implementation of projects and mechanisms for their management and the use of specialized software.</p> <p>Key words: socio-economic systems, economic and mathematical models, economic objects.</p>
<p>Peculiarities of the program</p>	<p>It provides the expansion of the obligatory component through the study of relevant profession oriented disciplines in accordance with approved author's programs ("Econometrics", "Economic Analysis", "Electronic Commerce", "Digital Technology in Business", "Business Technology", "Sale Management and merchandising", Franchise Business, Logistics, "Category Management", "Audit"), which provide formation of abilities and skills for work in the field of the economy of trade.</p> <p>The practical training (6 weeks) at the leading enterprises of Ukraine are foreseen by the curricula.</p>
<p align="center">4 - Suitability of graduates foremployment and further education</p>	

Suitability for employment	A specialist in the degree of higher education "Bachelor" according to the National Classifier of Professions DK 003: 2010 may occupy the following primary positions: economist, planning economist, logistics economist, sales economist, a specialist in the efficiency of entrepreneurship, international trade economist, pricing economist, economist of accounting and analysis of economic activities, research market analyst, merchant, wholesale trade manager, retail manager, logistics manager, marketing manager, supply manager, economic adviser, economic issues consultant, chief economist, Director of the economy, Chief of the planning and economic department, Director (Head) of a small trading company, shop owner.
Further education	Ability to continue education to get the second level of higher education – master degree in business and management
5 - Teaching and evaluation	
Teaching and learning	Balanced combination of classroom work (lectures, discussions, seminars, practical classes in small groups, independent work with information sources, teacher counseling, distance learning) and independent work based on problem - oriented, interactive learning and self-learning.
Evaluation	Current control, written examinations, course work on profile discipline. The evaluation is carried out in accordance with "Regulations on assessing the results of teaching students and postgraduate students", "Regulations on the organization of educational process"
6 - Program competencies	
Integral competence	Ability to solve complex specialized tasks and practical problems in the economic field characterized by the complexity and uncertainty of conditions, which envisages carrying out the theories and economic science methods.

<p>General Competence (GC)</p>	<p>GC1. Ability to realize its rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, rule of law, human rights and freedoms and citizen in Ukraine.</p> <p>GC2. Ability to maintain moral, cultural, scientific values and multiply the achievements of society based on the history understanding and patterns of subject area development, its places in the general system of knowledge about nature and society and development of society, technique and technology, use different types and motional activity forms for active recreation and healthy lifestyle.</p> <p>GC3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC4. Ability to apply knowledge in practical situations.</p> <p>GC5. Ability to communicate in the state language both orally and in writing.</p> <p>GC6. Ability to communicate in a foreign language.</p> <p>GC7. Skills for using information and communication technologies.</p> <p>GC8. Ability to search, handle and analyze information from different sources.</p> <p>GC9. Ability to adapt and action in a new situation.</p> <p>GC10. Ability to be critical and self-critical.</p> <p>GC11. Ability to make substantiated solutions.</p> <p>GC12. Skills of interpersonal interaction.</p> <p>GC13. Ability to act socially responsibly and consciously.</p> <p>GC14. <i>Ability to continuous and actual education, study and generalization of best practices in the field of its professional activity, generation of new ideas.</i></p>
<p>Professional competence of the specialty (PC)</p>	<p>PC1. Ability to identify knowledge and understanding of the subject area problems, the bases of functioning of the modern economy on micro, meso-, macro and international levels.</p> <p>PC2. Ability to carry out professional activity in accordance with valid normative and legal acts.</p> <p>PC3. Understanding the features of leading scientific schools and economic science directions.</p> <p>PC4. Ability to explain economic and social processes and phenomena based on theoretical models, analyze and meaningfully interpret the results obtained.</p> <p>PC5. Understanding the features of the modern world and national economy, their institutional structure, substantiation of the directions of social, economic and foreign economic policy of the state.</p> <p>PC6. Ability to apply economic and mathematical methods and models to solve economic tasks.</p> <p>PC7. Ability to apply computer technology and data processing software to solve economic tasks, information analysis and analytical reports.</p> <p>PC8. Ability to analyze and solve tasks in the field of economic and social and labor relations.</p>

	<p>PC9. Ability to predict based on standard theoretical and econometric models of socio-economic processes.</p> <p>PC10. Ability to use modern sources of economic, social, managerial, accounting information for drawing up documents and analytical reports.</p> <p>PC11. Ability to substantiate economic decisions based on understanding of the laws of economic systems and processes and with the use of modern methodological tools.</p> <p>PC12. Ability to independently identify problems of economic nature in analyzing specific situations, to offer ways to solve them.</p> <p>PC13. Ability to conduct an economic analysis of the functioning and development of business entities, assessing their competitiveness.</p> <p>PC14. Ability to analyze problems and phenomena in one or more professional areas taking into account economic risks and possible socio-economic consequences.</p> <p>PC15. <i>Ability to choose and use relevant methods, tools to justify decisions on the creation, functioning of trading enterprises.</i></p> <p>PC16. <i>Ability to analyze and plan the activities of the trading enterprise and the basis of financial and management reporting, substantiation of managerial decisions to increase the efficiency of its activities.</i></p>
<p>7 - Program outcomes of the training</p>	
	<ol style="list-style-type: none"> 1. Associate themselves as a member of civil society, a scientific community, to recognize the rule of law, in particular in professional activities, to understand and be able to enjoy their own rights and freedoms, to show respect for the rights and freedoms of other persons, in particular, members of the team. 2. Reproduce moral, cultural, scientific values, to multiply the achievements of society in the socio-economic field, to promote a healthy lifestyle. 3. Know and use economic terminology, to explain the basic concepts of micro and macroeconomics. 4. Understand the principles of economic science, especially the economic systems functioning. 5. Apply analytical and methodical tools to justify proposals and adoption of managerial decisions by various economic agents (individuals, households, enterprises and state authorities).

6. Use professional argument for information, ideas, problems and methods for solving specialists and non-specialists in the field of economic activity.
7. Explain models of socio-economic phenomena in view of fundamental principles and knowledge based on understanding of the main directions of economic science.
8. Apply relevant economic and mathematical methods and models to solve economic tasks.
9. Realize the main features of the modern world and national economy, institutional structure, directions of social, economic and foreign economic policy of the state.
10. Analyze the functioning and development of business entities, to determine functional areas, to calculate the corresponding indicators that characterize the effectiveness of their activities.
11. Ability to analyze the processes of state and market regulation of socio-economic and labor relations.
12. Apply acquired theoretical knowledge to solve practical tasks and meaningfully interpret the results.
13. Identify sources and understand the definition methodology and methods of obtaining socio-economic data, collect and analyze the necessary information, to calculate economic and social indicators.
14. Determine and plan opportunities for personal professional development.
15. Demonstrate basic skills of creative and critical thinking in research and professional communication.
16. Ability to use data, to provide an argument, critically evaluate logic and to form conclusions from scientific and analytical texts from the economy.
17. Perform an interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas taking into account the risks and possible socioeconomic consequences.
18. Use normative and legal acts regulating professional activities.
19. Use information and communication technologies to solve socio-economic tasks, preparation and presentation of analytical reports.
20. Master the skills of oral and written professional communication with state and foreign languages.
21. Ability to think abstract, apply analysis and synthesis to identify key characteristics of economic systems of different levels, as well as features of their subjects behavior.
22. Demonstrate flexibility and adaptability in new situations in work with new objects, and in uncertain conditions.
23. Show independent work skills, demonstrate critical, creative, self-critical thinking.
24. Demonstrate the ability to act socially responsibly and deliberately on the basis of ethical principles, appreciate and

respect cultural diversity, individual differences in people.

8- Resource support for the implementation of the program	
Personnel support	For the preparation of bachelors for the educational program, scientific and pedagogical workers with scientific degrees and / or scientists ranks, as well as highly skilled specialists are involved. Provision of advanced training of scientific and pedagogical staff of KNUTE in accordance with the Regulations on the upgrading of qualifications and internships of scientific-pedagogical and pedagogical workers of the Kiev National University of Trade and Economics, all scientific and pedagogical workers undergo an internship once every five years.
Material and technical support	Ensuring the availability of the necessary resources for the organization of the educational process, including independent work of students, for each educational program in accordance with the Provision on the organization of students' educational process; Regulations on the independent work of the students and postgraduates of the KNTEU. Use of laboratories, computer and specialized audiences of KNUTE Availability of social and domestic infrastructure of KNUTE
Information and educational and methodological support	Ensuring the availability of information systems for effective management of the educational process through the systems: distance learning MOODLE (provides independent and individual training, control) access to the Internet and e-mail, "Dean's Office", "1-C: Accounting for Ukraine" (financial support) , "Load Schedule", management of WEB-resources of KNUTE, management of the library fund, as well as the system of electronic document flow "OPTiMA - WorkFlow", the corporate information field in the form of "personal cabinet" user the web portal of the KNUTE. Ensuring publicity of information about educational programs, degrees of higher education and qualifications: realization of information policy of KNUTE; publication of information packages, educational programs, schedule of classes, as well as all components of the educational process, which are to be published in accordance with the Law of Ukraine "On Higher Education" on the official site of KNUTE. Ensuring an effective system for preventing and detecting academic plagiarism in the scientific works of the staff of the KNUTE and the applicants of higher education (publication of the text of the dissertation research on the official site of KNUTE), observance of the norms of the Ethical Code of the scientist of Ukraine and other procedures and measures ensuring the fulfillment of the Licensing conditions for conducting educational activities by educational institutions (Resolution of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for the educational activities of educational institutions").
9-Academic Mobility	

National Credit Mobility	National credit mobility is carried out in accordance with concluded agreements on academic mobility.
International Credit Mobility	International credit mobility is implemented by concluding agreements on international academic mobility (Erasmus +), a double-graduation, prolonged international projects that provide for students to issue a dual diploma, etc.
Teaching foreign applicants for higher education	Conditions and features of educational program in the context of training foreign citizens: knowledge of the Ukrainian language at the level not lower B1.

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

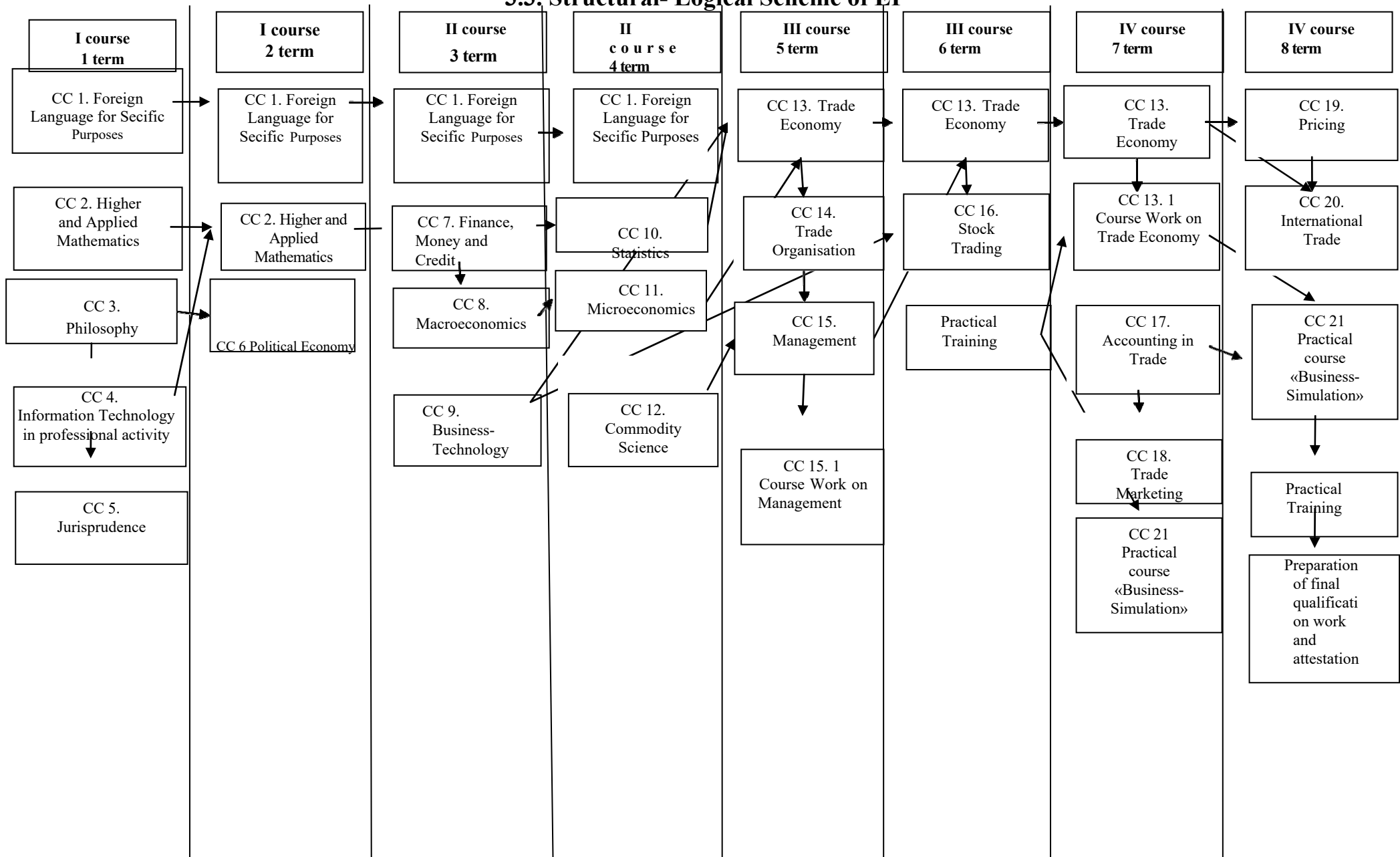
2. 1. List of the EP components

Code number	Educational program components (educational disciplines, course projects (works), practice, qualifying examination, final qualification work)	Number of credits
1	2	3
Compulsory components of EP		
CC 1.	Foreign Language for Specific Purposes	24
CC 2.	Higher and Applied Mathematics	12
CC 3.	Philosophy	6
CC 4.	Information technology in professional activity	6
CC 5.	Jurisprudence	6
CC 6.	Political Economy	6
CC 7.	Finance, Money and Credit	6
CC 8.	Macroeconomics	6
CC 9.	Business Technology	6
CC 10.	Statistics	6
CC 11.	Microeconomics	6
CC 12.	Commodity Science	6
CC 13.	Trade Economy	18
CC 13.1	Course Work on Trade Economy	
CC 14.	Trade Organization	6
CC 15.	Management	6
CC 15.1	Course Work on Management	
CC 16.	Stock trading	6
CC 17.	Accounting in Trade	6
CC 18.	Trade Marketing	6
CC 19.	Pricing	6
CC 20.	International Trade	6
CC 21.	Practical course "Business Simulation"	9
Total volume of compulsory components:		165
Selective components of EP		
SC 1	Audit	6
SC 2	Life safety	6
SC 3	Business Planning	6
SC 4	Brand Management in Trade	6
SC 5	Diplomatic and business protocol. Etiquette	6
SC 6	Digital technology in business	6
SC 7	Econometry	6
SC 8	Ukraine economy	6
SC 9	Economic analysis	6
SC 10	Goods Expertise	6
SC 11	Electronic trade	6
SC 12	Electronic document circulation	6
SC 13	Consumer rights protection	6

SC 14	History of Ukraine	6
1	2	3
SC 15	Category Management	6
SC 16	Commercial law	6
SC 17	Conflict and Psychology of Business Communication	6
SC 18	Logic Science	6
SC 19	Logistics	6
SC 20	Customs business	6
SC 21	National interests in world geopolitics and geoeconomics	6
SC 22	Consumer behavior	6
SC 23	Tax system	6
SC 24	The right of international trade and economic organizations	6
SC 25	Law of the World Trade Organization	6
SC 26	Trade Psychology	6
SC 27	Advertising in Trade	6
SC 28	World market of goods and services	6
SC 29	Certification and Competitiveness of Goods	6
SC 30	Social economy	6
SC 31	Social Leadership	6
SC 32	Statistics of market and services	6
SC 33	Startup creation technology	6
SC 34	Trading networks	6
SC 35	Ukrainian Language for Specific Purposes	6
SC 36	Human Resources Management	6
SC 37	Sale management and merchandising	6
SC 38	Franchise Business	6
Total amount of selective components::		60
Practical training		
Production Practice 1		6
Production Practice 2		6
Total:		12
Attestation		
Preparation of final qualification work and attestation		3
GENERAL SCOPE OF THE EDUCATIONAL PROGRAM		240

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

3.3. Structural- Logical Scheme of EP



3.4. Form of certification of applicants for higher education

Attestation is carried out in the form of a qualification exam.

The qualifying exam in a specialty should verify the achievements of learning outcomes identified by the standard of higher education and the educational program.

3.5. Matrix of compliance of program competencies with the compulsory components of the educational program

Components/ Competences	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8.	CC 9.	CC 10.	CC 11.	CC 12.	CC 13.	CC 14.	CC 15.	CC 16.	CC 17.	CC 18.	CC 19.	CC 20.	CC 21.
GC 1			+		+																
GC 2			+			+		+			+										
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GC 4		+	+	+			+		+	+		+	+	+	+	+	+	+	+	+	+
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GC 7	+			+														+			+
GC 8	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
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GC 12															+						+
GC 13			+		+																
GC 14									+				+	+		+	+	+		+	+
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PC 13										+			+								+
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PC 15									+				+	+				+	+		+
PC 16										+			+	+			+	+	+		+

3.6. Matrix of correspondence of program competencies to selective components of the educational program

Components/ Competences	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	SC 23	SC 24	SC 25	SC 26	SC 27	SC 28	SC 29	SC 30	SC 31	SC 32	SC 33	SC 34	SC 35	SC 36	SC 37	SC 38		
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PC 16	+		+						+																															

3. 7. The matrix of providing program learning outcomes with the relevant compulsory components of the educational program

Components / Program Learning Outcomes	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8.	CC 9.	CC 10.	CC 11.	CC 12.	CC 13.	CC 14.	CC 15.	CC 16.	CC 17.	CC 18.	CC 19.	CC 20.	CC 21.	
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4						+		+			+											
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23									+	+			+		+		+					+
24			+		+																	

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

Components/ Program Learning Outcomes	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	SC 23	SC 24	SC 25	SC 26	SC 27	SC 28	SC 29	SC 30	SC 31	SC 32	SC 33	SC 34	SC 35	SC 36	SC 37	SC 38			
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