

3. Educational program

Project team leader

(guarantor of the educational program)

Candidate of Sciences (Economics), Karpenko M.O.

3.1. Description of the educational program on specialty 292

“International Economic Relations”

(specialization “International Marketing”)

1 – General information	
Full name of the university and structural subdivision	State University of Trade and Economics, Faculty of International Trade and Law, Department of World Economics
Degree of higher education and title of qualification in the original language	Bachelor's degree specialty “International Economic Relations” specialization “International Marketing”
The official name of the educational program	“International Marketing”
Type of diploma and scope of educational program	Bachelor's degree, single, 240 ECTS credits
Availability of accreditation	Licensed in 2018, accredited by the Ministry of Education and Science of Ukraine, certificate of accreditation UD 1011011707 till 01.07.2023
Cycle / level	NRC of Ukraine – level 6, FQ-EHEA – the first cycle, EQF-YYY – level 6
Prerequisites	Presence of complete general secondary education or junior specialist qualification
Language of teaching	Ukrainian
Valid till	2027
Internet address of the permanent post	https://knute.edu.ua/
2 – The purpose of the educational program	
Training of highly qualified specialists capable to carry out marketing research of foreign markets, analyze all types of the enterprise's marketing activities, make strategic and operational decisions on the company's ways to enter foreign markets, develop a marketing complex for the enterprise to perform in international competitive environment and to effectively use marketing tools of influence on consumers and competitors.	
3 – Characteristics of the educational program	
Subject area (field of science, specialty, specialization (if available))	Field of science 29 “International Relations”, specialty 292 “International Economic Relations”, specialization “International Marketing”
Orientation of the educational	Educational and occupational

program	
Major aim of the educational program and specialization	The program is aimed at obtaining higher education in the field of international economic relations with in-depth study of international marketing, the activities of multinational corporations, the organization of marketing research on international markets, development and implementation of international marketing communications. Key words: international marketing, international economic relations
Special features of the program	Industrial practice 1 and industrial practice 2 in the third and fourth years of study; availability of a variable component of professionally oriented disciplines during all years of study; in-depth study of two foreign languages, development of specialized software for data analysis of marketing research. Formation of hard skills (professional skills) and soft skills (non-specialized, supra-professional skills) on the basis of the Business Training Center.
4 – Suitability of graduates for employment and further education	
Employment suitability	Graduates can hold the following positions (according to the National Classification of Occupations DK 003:2010): marketing consultant, marketing manager; advertising manager; sales manager; public relations manager; expert in expanding the product markets (marketing specialist), public relations and press specialist, international commodity market research analyst; advertising agent; commercial agent, sales agent, sales representative, sales inspector, products buying and selling broker (intermediary), advertising representative, communications policy marketer, marketing analyst, marketing consultant, marketing activity expert, marketing department economist
Further education	The bachelor can continue his study at the second (master's) level of higher education
5 – Teaching and assessment	
Teaching and learning	Optimal 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, discussion clubs, trainings).
Assessment	Forms of control: written exams, practical training, individual tasks, testing, defense of term papers (projects), defense of final qualifying work. Assessment is carried out in accordance with the “Regulations on the assessment of learning outcomes of students and postgraduate students”, “Regulations on the organization of the educational process”
6 – Program competencies	
Integral competence	Ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic relations in particular or to solve them in the process of learning, which involves the use of new theories and methods while conducting comprehensive research of world economic relations, and is characterized by complexity and uncertainty
General competencies (GC)	1. Ability to exercise the own rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine; 2. Ability to preserve and increase moral, cultural, scientific values

	<p>and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, hardware and technologies, to use different kinds of motor activity for recreation and healthy living.</p> <ol style="list-style-type: none"> 3. Ability to learn and be modernly trained. 4. Ability to plan and manage time. 5. Ability to communicate in the state language both orally and in writing. 6. Ability to communicate in foreign languages. 7. Skills in the use of information and communication technologies. 8. Ability to abstract thinking, analysis and synthesis. 9. Ability to be critical and self-critical. 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / economic activities). 11. Ability to work in a team. 12. Knowledge and understanding of the subject area and understanding of professional activity.
<p>Special (professional) competencies</p>	<ol style="list-style-type: none"> 1. Ability to identify the characteristics and trends of the world economy development, special features of implementation of economic policy and global integration / disintegration processes, including Euro-Atlantic integration. 2. Ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge to the functioning and development of international economic relations. 3. Ability to identify features of the international economic relations environment functioning and models of economic development. 4. Ability to substantiate the peculiarities of the international economic relations forms implementation at the mega-, macro-, meso- and micro-levels. 5. Ability to conduct a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them. 6. Ability to analyze international markets of goods and services, tools and principles of international trade regulation. 7. Ability to analyze theories and mechanisms of implementation of international monetary, financial and credit relations. 8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them. 9. Ability to diagnose the state of research of international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences. 10. Ability to justify the use of legal, economic and diplomatic methods (tools) for resolving conflict situations at the international level. 11. Ability to conduct research of economic phenomena and processes in the international sphere, taking into account cause-effect and spatio-

	<p>temporal relationships.</p> <p>12. Ability to use regulatory documents and reference materials for carrying out professional activities in the field of international economic relations.</p> <p>13. Ability to assess and analyze the security component in international economic relations.</p> <p>14. Ability to communicate at the professional and social levels with the use of professional terminology, including oral and written communication in state and foreign languages.</p> <p>15. Ability to apply methods, rules and principles of international economic relations for the development of foreign economic activity of Ukraine.</p> <p>16. Ability to constantly improve the theoretical level of knowledge, generate and effectively use it in practice.</p> <p><i>17. Ability to apply modern approaches to the formation of the international marketing complex of the enterprise in conditions of market instability.</i></p> <p><i>18. Ability to ensure the process of organization of product, price, sales and communication policy of the enterprise on foreign markets.</i></p> <p><i>19. Ability to use modern methodological tools for conducting and evaluating the effectiveness of marketing activities on national and international markets.</i></p>
7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. To be responsible for professional self-improvement, realizing the need for lifelong learning, to show tolerance and readiness for innovative changes. 2. To communicate fluently on professional issues in state and foreign languages orally and in writing, to use economic terminology professionally. 3. To use modern information and communication technologies, general and special purpose software. 4. To systematize and organize the received information concerning the processes and phenomena in the world economy; to evaluate and explain the impact of endogenous and exogenous factors on them; to formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment. 5. To have the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with experts in other fields of knowledge / activities) on the basis of valuing diversity, multiculturalism, tolerance and respect for them. 6. To plan, organize, motivate, evaluate and improve the effectiveness of teamwork, conduct research in a group under control of a leader, taking into account modern requirements and features in a limited time. 7. To apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results. 8. To understand, identify and describe new phenomena, processes and trends of global development, mechanisms and tools for economic policy and global integration / disintegration processes, including Euro-Atlantic integration 9. To understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the

field of international trade in goods and services, international capital movements, international monetary and financial relations, human resources mobility, international technology transfer.

10. To identify and highlight the features of the international relations subjects functioning and models of their economic development.

11. To substantiate the own opinion as regards specific conditions for implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

12. To carry out a comprehensive analysis of complex economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning.

13. To select and skillfully apply analytical tools to study the state and prospects of development of certain segments of international goods and services markets with the use of modern knowledge about methods, forms and tools of international trade regulation.

14. To understand and apply theories, principles, means and instruments for the implementation of international monetary, financial and credit relations.

15. To determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them.

16. To demonstrate knowledge about the research state of international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

17. To identify the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine.

18. To study economic phenomena and processes in the international sphere on the basis of understanding of categories and laws highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account causal and spatio-temporal relationships.

19. To understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.

20. To defend the national interests of Ukraine, taking into account the security component of international economic relations.

21. To understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both in state and foreign languages.

22. To apply appropriate methods, rules and international economic relations functioning principles for the development of foreign economic activity of Ukraine.

23. To recognize the need for lifelong learning to maintain high-level professional competence.

24. To justify the choice and use of information and analytical tools, economic-and-statistical methods of calculation, complex analysis techniques and methods of monitoring the world markets.

25. To present the results of the research on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

26. *To analyze the dynamics of the volume and effectiveness of international marketing activities on the basis of mastering the*

	<p><i>mechanism of their organization.</i></p> <p><i>27. To assess the competitiveness of goods on the domestic and global markets; to develop measures for planning and optimizing the range of products of the enterprise (TNC) depending on consumer preferences; to assess the marketing risks of launching a new product on the foreign market.</i></p> <p><i>28. To plan and organize marketing research of international markets, using the potential of Internet technologies, social networks and modern software products in the field of statistics and marketing.</i></p> <p><i>29. To substantiate the product policy of the enterprise in the system of international marketing, the choice of methods and techniques of advertising and their application on the international market by domestic businesses to ensure a high level of competitiveness, use the system of international marketing communications in conditions of globalization processes intensification.</i></p>
8 – Resource support for program implementation	
Staffing	<p>The staff of teachers involved in the implementation of the EPP meets the staffing requirements for educational activities in higher education, provided by the License conditions for educational activities of educational institutions (Cabinet of Ministers Resolution №1187 dated 30.12.2015).</p> <p>Implementation of the EPP intends to involve professionals, practitioners, industry experts, employers' representatives in theoretical and practical classes</p> <p>To improve their professional level, all scientific and pedagogical workers undergo internships once every five years.</p>
Material and technical support	<p>The following facilities form the basis of material and technical support: lecture rooms equipped with advanced multimedia equipment; specialized computer classes with the necessary software for practical work, information search and processing of results, high-speed Internet and access to international library and reference systems; coworking for teamwork and development of communication skills; the virtual reality room for group workshops with the use of virtual reality glasses is designed to demonstrate educational content created with the help of virtual reality technologies in order to increase the efficiency of students' learning.</p>
Information and teaching support	<p>Information and teaching support meets the Licensing Conditions for educational activities, has constantly updated content, is based on modern information and communication technologies and includes:</p> <p>SUTE library, which is an informational-educational, cultural-educational structural subdivision of the University with universal funds of documents, which promotes the introduction of advanced educational technologies, creating conditions for effective scientific work and organization of the educational process;</p> <p>corporate environment Office 365; MOODLE distance learning platform.</p>
9 – Academic mobility	
National credit mobility	<p>National credit mobility is carried out in accordance with the concluded agreements on academic mobility.</p>
International credit mobility	<p>The University has concluded agreements on cooperation between SUTE and other universities, within the framework of which partnership exchange and training of higher education seekers is</p>

	<p>carried out. In addition, international academic mobility is carried out under Erasmus + International programs and projects, in particular with the following universities: Krakow University of Economics (Poland, Krakow), The University of Szczecin (Poland, Szczecin), Audencia Business School (France, Nantes), The University of Grenoble Alps (France, Grenoble), The University of Paris Est Creteil (France, Paris), The University of Central Lancashire (UK, Preston), The University of Hohenheim (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), The University after Kliment Ohridski (Bulgaria, Sofia)</p>
<p>Training of foreign applicants for higher education</p>	<p>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.</p>

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

List of EP components

Code	Educational program components (academic disciplines, course projects (works), practical trainings, qualifying exam)	Number of credits
1	2	3
Obligatory EP components		
OC 1.	Information technologies in international economic activity	6
OC 2.	Foreign language for professional purposes	24
OC 3.	History of international trade	6
OC 4.	Ukraine's foreign policy	6
OC 5.	Theory of state and law	6
OC 6.	Statistics	6
OC 7.	International public and private law	6
OC 8.	Diplomatic and consular service	6
OC 9.	Macroeconomics	6
OC 10.	Microeconomics	6
OC 11.	International Economic Relations	6
OC 11.1	Test on IER	
OC 12.	International trade and economic law	12
OC 13.	International trade and economic information systems	6
OC 14.	Business Economics	6
OC 15.	International logistics	6
OC 16.	Foreign language of the specialty	12
OC 17.	International marketing	6
OC 17.1	Test on international marketing	
OC 18.	PR in the system of international marketing	4,5
OC 19.	International business	4,5
OC 20.	International relations and world politics	6
OC 21.	Marketing information systems	6
OC 22.	Practical course "Business Simulation"	9
The total ammount of obligatory components		162
Elective EP componenets		
EC 1.	Life safety	6
EC 2.	Business protocol and etiquette	6
EC 3.	Digital Marketing in International Relations	6
EC 4.	Second foreign language	12
EC 5.	Ukraine economy	6
EC 6.	Economic analysis	6
EC 7.	E-commerce	6
EC 8.	Business ethics	6
EC 9.	European integration	6
EC 10.	History of Ukraine	6
EC 11.	Logic	6
EC 12.	Customs operations	6
EC 13.	International exhibition activities	6
EC 14.	International trade in IT	6
EC 15.	International trade in the field of military-industrial complex	6

EC 16.	International trade in agriculture	6
EC 17.	International trade in the mining and metallurgical sphere	6
EC 18.	International audit	6
EC 19.	International tourism	6
EC 20.	International credit-and-settlement and currency transactions	6
EC 21.	National interests in world geopolitics and geoeconomics	6
EC 22.	Accounting and taxation	6
EC 23.	Organization of foreign trade operations	6
EC 24.	EU law	6
EC 25.	World Trade Organization Law	6
EC 26.	Business psychology	6
EC 27.	Politology	6
EC 28.	Advertising in the system of international marketing	6
EC 29.	Religious Studies	6
EC 30.	The system of resolving international trade-and-economic disputes	6
EC 31.	World culture	6
EC 32.	Sociology	6
EC 33.	World goods and services market	6
EC 34.	FEA freight nomenclature	6
EC 35.	Trade marketing	6
EC 36.	Ukrainian language (for professional purposes)	6
EC 37.	Philosophy	6
EC 38.	Civil and commercial law	6
EC 39.	Web-design and web-programming	6
	Based on the provisions of Article 62 of the Law of Ukraine "On Higher Education" applicants may choose disciplines from other educational programs ¹	6
The total amount of elective components		60
Practical training		
Practical training 1		3
Practical training 2		6
Total		9
Certification		
Preparation for certification		3
Preparation of final qualification work and defense		6
Total		9
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240

An examination is the form of final control for all components of the educational program.

¹ The procedure for forming an individual educational direction is regulated by the Regulations on the organization of the educational process of students URL:

<https://knute.edu.ua/file/NzU4MQ==/f97864d4b918244e228a0400a9a98f96.pdf>

3.3. Structural and logical scheme of EP

I year 1 term	I year 2 term	II year 3 term	II year 4 term	III year 5 term	III year 6 term	IV year 7 term	IV year 8 term
OC 1. Information technologies in international economic activity	OC 6. Statistics	OC 10. Microeconomics	OC 14. Business Economics		OC 18. PR in the system Of international Marketing	OC 21. Marketing Information systems	
OC 4. Ukraine's Foreign policy	OC 9. Macroeconomics	OC 13. International trade And economic Information systems	OC 15. International logistics	OC 17. International marketing	OC 19. International business	OC 22. Practical course "Business Simulation"	OC 22. Practical course "Business Simulation"
OC 3. History of international trade	OC 8. Diplomatic and Consular service	OC 11. International economic relations		OC 17.1 Test On International marketing			OC 20. International relations and world politics
OC 5. Theory Of state and law	OC 7. International public and private law	OC 12. International trade and economic law	OC 12. International trade and economic law				
OC 2. Foreign language for professional purposes	OC 2. Foreign language for professional purposes	OC 2. Foreign language for professional purposes	OC 2. Foreign language for professional purposes	OC 16. Foreign language of the specialty	OC 16. Foreign language of the specialty		
					Practical training 1		Practical training 2
							Preparation for certification
							Preparation for final qualification work and defense

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3.4. Form of higher education applicants certification

Certification of international economic relations bachelors is carried out in the form of:

- public defense (demonstration) of the final qualification work.

The final qualification work involves the independent solution of a difficult task or a complex problem in the field of international economic relations, supported by research and / or the use of innovative approaches and characterized by uncertainty of conditions and requirements.

There should be no academic plagiarism, falsification, fabrication or copying off in the final qualification work.

The final qualification work should be posted on the website of the higher education institution or its structural unit, or in the repository of the higher education institution.

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

Components/ Competencies		OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC 11.1	OC12	OC13	OC14	OC15	OC16	OC17	OC 17.1	OC18	OC19	OC20	OC21	OC22	
General competencies	1				+	+		+						+									+			
	2			+	+	+																+				
	3	+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+		+	+	
	4						+				+					+	+		+	+			+			
	5				+				+				+	+							+					+
	6		+																+							
	7	+												+		+				+	+	+			+	+
	8			+		+	+				+	+	+	+	+	+	+			+	+		+	+		+
	9									+				+							+		+			+
	10		+							+						+		+	+					+		
	11		+														+	+		+		+	+			+
	12										+		+	+			+	+		+	+		+	+		
Special (professional) competencies	1			+	+					+		+	+		+									+		
	2			+						+		+	+											+		
	3			+						+		+	+		+				+	+				+		
	4									+	+	+	+			+							+			+
	5	+					+								+			+	+	+		+		+	+	+
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	16		+							+			+	+				+		+	+	+	+			+
	17																			+	+	+			+	+
	18		+							+							+	+	+	+	+		+		+	+
	19	+														+				+	+	+			+	

3.7. Matrix of providing program learning outcomes with the relevant obligatory components of the educational program

Components/ Program learning outcomes	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 11.1	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 17.1	OC 18	OC 19	OC 20	OC 21	OC 22
1	+	+	+	+	+		+	+			+	+	+		+	+	+	+	+	+	+	+	+	+
2		+										+					+	+	+					
3	+					+								+				+	+				+	
4											+	+		+		+		+	+					
5		+		+	+	+		+									+				+			+
6				+														+	+	+				
7	+					+			+	+	+	+		+	+	+		+	+		+			+
8			+	+							+	+											+	
9											+	+				+						+		+
10			+								+	+		+									+	
11									+	+	+	+			+	+						+		+
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26																		+	+				+	
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28						+								+				+	+					
29																+		+	+	+			+	

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

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