

3. Educational programme

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

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics (SUTE) Faculty of Economics, Management and Psychology Department of Management
Degree of higher education / vocational education and training and qualification title in the original	Bachelor's Degree Subject Area "Management"
Educational programme title	"Trade Management"
Standards conformity	Conforms to the MES higher education standards (Ukraine)
Qualification title (degree), programme credits and duration	Bachelor's degree, single, 240 ECTS credits, training period - 3 years and 10 months
Accreditation	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 1, 2024 issued on the basis of the order of the Ministry of Education and Science of Ukraine, dated 19.12.2016 № 1565
Cycle / Level	NQF of Ukraine - level 6, FQ-EHEA – the first cycle, EQF-LLL – level 6
Academic backgrounds	– complete general secondary education; – conditions for admission to the programme are regulated by the Rules of admission to SUTE.
Language(s) of instruction	Ukrainian
Programme duration	Expires on July 1, 2024
Educational programme link	https://knute.edu.ua
2 – Educational programme aim	
Training of specialists capable of mastering basic managerial concepts and principles to carry out professional activities aimed at forming an effective management system in trade enterprises, to ensure effective management decision-making in accordance with the new culture of consumer behavior and taking into account current trends in the digitalization of trade.	
3 – Educational programme general information	
SField of study	<ul style="list-style-type: none"> – <i>Object of study</i>: management of organizations and their divisions. – <i>Aims of training</i>: training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions in the field of management of organizations and their divisions. – <i>Theoretical content of the field of study</i>: paradigms, laws, patterns, principles, historical prerequisites for the development of management;

	<p>concepts of systemic, situational, adaptive, antisypative, anti-crisis, innovation, project management, etc.; functions, methods, technologies and management decisions in management.</p> <p>– <i>Methods, techniques and technologies</i>: general scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance, etc.); methods of implementation of management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational structures of management; methods of motivation; control methods; methods of evaluating social, organizational and economic efficiency in management, etc.). Management methods (administrative, economic, socio-psychological, technological); technologies of substantiation of management decisions (economic analysis, simulation modeling, decision tree, etc.).</p> <p>– <i>Tools and equipment</i>: modern information and communication equipment, information systems and software products used in management.</p>
Educational programme orientation	<p>Educational-professional, applied, research.</p> <p>The programme focuses on the formation and development of competencies in the management of trade enterprises and provides: dynamic, integrative and interactive mastery of modern methods of development and implementation of management decisions in trade enterprises; formation and development of capabilities for resource provision and building a management system for trade enterprises; conducting strategic diagnostics of trade enterprises in order to make strategic decisions; organization of basic and auxiliary trading processes; formation of the range of food products and non-food products and assessment of their quality to ensure the efficiency of circulation and consumption; conducting effective category management at different stages of the process of managing product categories in trade enterprises.</p>
Educational programme objectives	<p>Formation of professional competence in the ability to solve complex specialized tasks and practical problems in the field of trade with the use of modern theories and methods of management.</p> <p>Keywords: management, enterprise, system approach, trade, marketing, logistics, commodity science, trade organization, consumer behavior, e-commerce, management decisions, sales management, categorical management.</p>
Specific requirements	<p>Interdisciplinary and multidisciplinary training of specialists to ensure the effective functioning and development of trade enterprises, taking into account changes in the external environment. Emphasis on a high level of professional training necessary for the practical activity of specialists in the field of domestic trade business, the involvement of foreign scientists and practitioners in the educational process, the use of innovative technologies in trade.</p>
4 – Career opportunities and further learning	
Career opportunities	<p>The graduate is suitable for employment in positions in accordance with the National Classification of Occupations DK 003:2010: 1452 Manager (administrator) in wholesale trade.</p>

	<p>1453 Manager (administrator) in the retail trade of household and non-food products.</p> <p>1454 Manager (administrator) in food retail.</p> <p>3436.1 Assistant Head of the enterprise (institution, organization); head of the section.</p> <p>3419 Trade inspector.</p> <p>3419 Organizer for supply (sales).</p> <p>3415 Sales representative.</p> <p>3421 Trading broker (stockbroker).</p> <p>Subject to the acquisition of relevant experience, one can adapt to the following areas of adjacent professional activity: economic, marketing, foreign economic, educational, research.</p>
Further learning	<p>Opportunity to study at the second (master's) level of higher education according to the programme of the second cycle FQ-EHEA, 7 level EQF-LLL and 7 level NQF of Ukraine.</p>
5 – Training and assessment	
Teaching and learning	<p>The teaching style is focused on student-centered, problem-oriented learning and self-study. Combined approach to learning: a combination of traditional and non-traditional teaching methods using thematic, problem-based, review lectures, including participation of practitioners, delivering presentations, discussions, application of the case-study method with solving real problems, solving calculation-analytical and situational tasks, work in small groups, students' independent work, preparation of courseworks, internship (including educational training), tutorials.</p>
Assessment	<p>Types of control: current, final.</p> <p>Forms of control: oral and written questioning, test and individual tasks, performing analytical and situational exercises, essays, digests, defense of individual and team projects, internship reports, written exams, final certification (defense of qualification work), etc.</p> <p>Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and postgraduate students at SUTE" and "Regulations on the organization of the educational process of students" at SUTE.</p>
6 – Programme competences	
Integral competence	<p>Ability to solve complex specialized tasks and practical problems, which are characterized by the complexity and uncertainty of conditions in the field of management, in particular, <i>trade management</i> or in the learning process, which involves the application of theories and methods of social and behavioral sciences.</p>
General competences (GCs)	<ol style="list-style-type: none"> 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of a 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 and multiply the achievements of society on the basis of 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, engineering

	<p>and technologies, use various types and forms of physical activity for active recreation and healthy lifestyle.</p> <ol style="list-style-type: none"> 3. Ability to abstract thinking, analysis, synthesis. 4. Ability to apply knowledge in practical situations. 5. Knowledge and understanding of the subject area and understanding of professional activities. 6. Ability to communicate in the state language both orally and in writing. 7. Ability to communicate in a foreign language. 8. Skills in the use of information and communication technologies. 9. Ability to learn and master modern knowledge. 10. Ability to conduct research at the appropriate level. 11. Ability to adapt and act in a new situation. 12. Ability to generate new ideas (creativity). 13. Appreciation and respect for diversity and multiculturalism. 14. Ability to work in an international context. 15. Ability to act on the basis of ethical considerations (motives).
Special competences	<ol style="list-style-type: none"> 1. Ability to identify and describe the characteristics of the organization. 2. Ability to analyze the results of the organization, compare them with the factors of influence of the external and internal environment. 3. Ability to determine the prospects for the development of the organization. 4. Ability to identify functional areas of the organization and the relationships between them. 5. Ability to manage the organization and its divisions through the implementation of management functions. 6. Ability to act socially responsibly and consciously. 7. Ability to choose and use modern management tools. 8. Ability to plan organizational activities and manage time. 9. Ability to work in a team and establish interpersonal interaction in solving professional tasks. 10. Ability to evaluate the work performed, ensure their quality and motivate the staff of the organization. 11. Ability to create and organize effective communications in the management process. 12. Ability to analyze and structure problems of the organization, to form informed decisions. 13. Understanding the principles and norms of law and use them in professional activities. 14. Understanding the principles of psychology and use them in professional activities. 15. Ability to develop and demonstrate leadership qualities and behavioral skills. 16. <i>Ability to organize basic and auxiliary processes in trading activities.</i> 17. <i>Ability to form the range and quality of food and non-food products and assess their quality.</i> 18. <i>Ability to make strategic decisions in trade organizations.</i>

	<i>19. Ability to use methodological and practical approaches to the formation of product categories, to select means and methods of category management at different stages of the process of managing product categories in trade organizations.</i>
7 – Programme learning outcomes	
	<ol style="list-style-type: none"> 1. Know your rights and duties as a member of society, realize the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine. 2. Preserve moral, cultural, scientific values and multiply the achievements of society, use various types and forms of physical activity to maintain a healthy lifestyle. 3. Demonstrate knowledge of theories, methods and functions of management, modern leadership concepts. 4. Demonstrate skills in identifying problems and justifying management decisions. 5. Describe the content of the functional areas of the organization. 6. Identify skills in searching, collecting and analyzing information, calculating indicators to substantiate management decisions. 7. Identify organizational design skills. 8. Apply management methods to ensure the effectiveness of the organization. 9. Demonstrate skills of interaction, leadership, teamwork. 10. Have the skills to substantiate effective tools for motivating the organization's personnel. 11. Demonstrate skills in analyzing the situation and implementing communication in various areas of the organization. 12. Assess the legal, social and economic consequences of the functioning of the organization. 13. Communicate orally and in writing in the state and foreign languages. 14. Identify the causes of stress, adapt oneself and team members to a stressful situation, find ways to neutralize it. 15. Demonstrate the ability to act socially responsibly and socially consciously based on ethical considerations (motives), respect for diversity and interculturality. 16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical. 17. Perform research individually and/or in a group led by a leader. 18. <i>Organize the main and auxiliary processes in trade organizations and ensure their improvement.</i> 19. <i>To form the range and quality of food and non-food products and evaluate the quality of goods to ensure the efficiency of their circulation and consumption.</i> 20. <i>Collect and process information in the process of making strategic decisions in trade organizations.</i> 21. <i>Use methodological and practical approaches to the formation of product categories, select tools and methods of category management at different stages of the process of managing product categories in trade organizations.</i>
8 – Resource support for programme implementation	

Academic staff	<p>Graduating and responsible for training specialists is the Department of Management of SUTE. The Head of the Department has a scientific degree of Doctor of Sciences and the academic title of professor. The process of training bachelors in the educational programme “Trade Management” is provided by teaching staff 96% of whom possess a scientific degree and/or an academic title. Employment contracts have been concluded with academic staff. The participation of foreign specialists and practitioners in teaching disciplines of the vocational training cycle is possible.</p>
Facilities	<p>Availability of premises for training sessions and control activities - 4 m² per person.</p> <p>60% of classrooms are fitted with multimedia equipment. There is a specialized computer class with up-to-date hardware and software resources providing quality training for bachelors in the educational programme.</p> <p>SUTE infrastructure: libraries, including reading room, food outlets, assembly hall, sports halls, stadium, medical center, dormitories.</p>
Informational, teaching and learning materials	<p>General scientific and special sources of information on personnel management, educational, methodological and monographic literature, information resources of distance learning systems and the Internet.</p> <p>There is access to databases of periodicals in English of the corresponding or related profile (it is allowed to share databases by several educational institutions).</p> <p>There is an official website of SUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / educational and scientific / publishing / certification (scientific personnel) activities, educational and scientific structural units and their composition, list of disciplines, admission rules, contact information): https://knute.edu.ua</p> <p>The Department of distance learning support of SUTE has educational and methodological materials on the disciplines of the curriculum: http://dist.knute.edu.ua/</p>
9 – Academic mobility	
National credit mobility	<p>Short-term training of students of all educational levels (except for bachelors of the first year of study) in predetermined courses with obtaining credits at universities of the member countries of the Erasmus + Program with mandatory recognition of learning outcomes (transfer of credits) in the period from 3 months (minimum) to 12 months (maximum).</p> <p>For internship / practice – from 2 to 12 months.</p>
International credit mobility	<p>International credit mobility is realized through the conclusion of agreements on international academic mobility Erasmus + Option K1 / Credit mobility, on double diplomas, on long-term international projects involving student training and the issuance of a double diploma, etc.</p>
Training of foreign students	<p>Conditions and features of the educational programme in the context of training foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.</p>

2. List of the educational programme components and their logical order

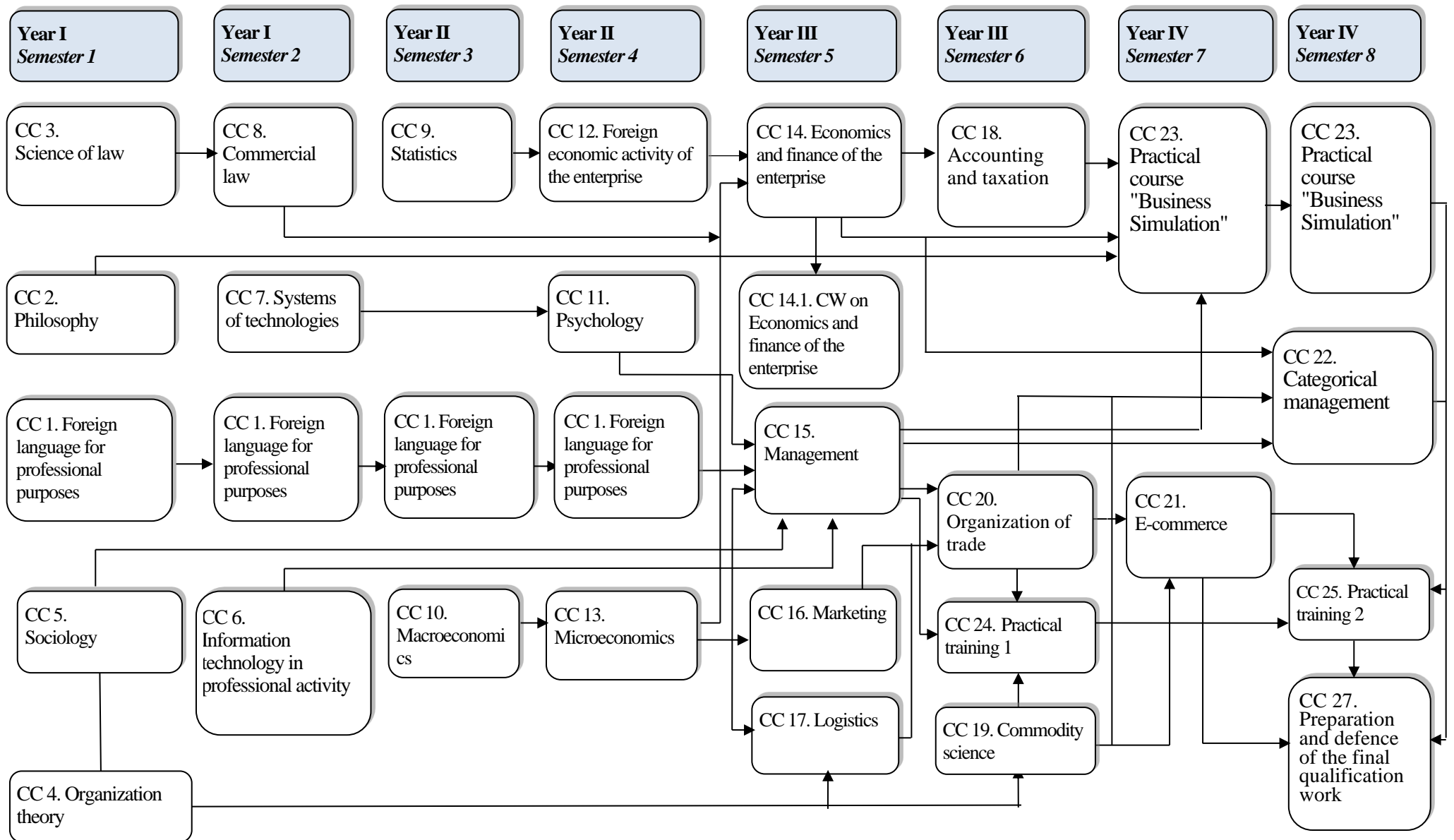
2.1. List of the EP components

Academic course code	Components of the educational programme (academic courses, course projects (papers), practical trainings, qualification exam, final qualification work)	Total credits
1	2	3
EP Compulsory components		
CC 1	Foreign language for professional purposes	24
CC 2	Philosophy	6
CC 3	Science of law	6
CC 4	Organization theory	6
CC 5	Sociology	6
CC 6	Information technology in professional activity	6
CC 7	Systems of technologies	6
CC 8	Commercial law	6
CC 9	Statistics	6
CC 10	Macroeconomics	6
CC 11	Psychology	6
CC 12	Foreign economic activity of the enterprise	6
CC 13	Microeconomics	6
CC 14	Economics and finance of the enterprise	6
CC 14.1	Course work on Economics and finance of the enterprise	
CC 15	Management	6
CC 16	Marketing	6
CC 17	Logistics	6
CC 18	Accounting and taxation	4,5
CC 19	Commodity science	4,5
CC 20	Organization of trade	6
CC 21	E-commerce	6
CC 22	Categorical management	6
CC 23	Practical course "Business Simulation"	9
CC 24	Practical training 1	3
CC 25	Practical training 2	6
CC 26	Pre-Certification training	3
CC 27	Preparation and defence of the final qualification work	6
Total credits for compulsory components:		180
EP Optional components		
OC 1	Digital technologies in business	6
OC 2	HR-Management	6
OC 3	Analysis of economic activity	6
OC 4	Antitrust regulation of sectoral markets	6
OC 5	Life safety	6
OC 6	Internal economic control	6
OC 7	State regulation of the economy	6
OC 8	Diplomatic and business protocol and etiquette	6
OC 9	Ecology	6
OC 10	Econometrics	6
OC 11	Trade economy	6
OC 12	Economy of Ukraine	6
OC 13	Economic statistics	6

OC 14	Electronic document management	6
OC 15	Ethics in business conduct	6
OC 16	Consumer rights protection	6
OC 17	Internet technologies in business	6
OC 18	Information wars	6
OC 19	Information systems in retail	6
OC 20	Competitiveness of the enterprise	6
OC 21	Cultural heritage of Ukraine	6
OC 22	Logic	6
OC 23	Customs business	6
OC 24	International trade	6
OC 25	International economic relations	6
OC 26	National interests in world geopolitics and geoeconomics	6
OC 27	Public speaking	6
OC 28	Organisation of foreign trade operations	6
OC 29	Fundamentals of cyber security	6
OC 30	Fundamentals of entrepreneurship	6
OC 31	Business law	6
OC 32	Customer behaviour	6
OC 33	Tax system	6
OC 34	Design of commercial facilities	6
OC 35	Business psychology	6
OC 36	Trading psychology	6
OC 37	Advertising in trade	6
OC 38	Religious studies	6
OC 39	Risk management	6
OC 40	World culture	6
OC 41	World market of goods and services	6
OC 42	Corporate social responsibility	6
OC 43	Social leadership	6
OC 44	Statistics of the market of goods and services	6
OC 45	Strategic management of the enterprise	6
OC 46	Commodity nomenclature of FEA	6
OC 47	Trade equipment	6
OC 48	Trade marketing	6
OC 49	Labour law	6
OC 50	Innovation management	6
OC 51	Sales management and merchandising	6
OC 52	Public procurement management	6
OC 53	Franchising	6
OC 54	Retail pricing	6
OC 55	Communication English tailored course	6
Total credits for optional components:		60
TOTAL NUMBER OF THE EP CREDITS		240

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

2.2. EP Structural and Logic Network



3. Final assessment of graduates

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

The final qualification work should involve solving a complex specialized task or practical problem in the field of management, characterized by complexity and uncertainty of conditions, using theories and methods of economics.

There can be no academic plagiarism, fabricated and copied information in the final qualification work.

The final qualification work must be published on the official website of SUTE.

4.1 The programme competences and the EP compulsory components matrix

Components Competences		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24	CC25	CC26	CC27
General competences	1		+	+		+			+																+	+	+	+
	2	+	+			+		+			+														+	+	+	+
	3	+	+		+		+			+				+	+	+	+		+				+	+	+	+	+	+
	4				+			+							+	+	+	+	+		+		+	+	+	+	+	+
	5							+					+			+				+	+			+	+	+	+	+
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Special competences	1															+				+				+	+	+	+	+
	2				+		+			+				+	+	+	+				+		+	+	+	+	+	+
	3				+								+		+	+	+								+	+	+	+
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4.2. The programme competences and the EP optional components matrix

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5.1. The programme learning outcomes and the EP compulsory components matrix

Programme learning outcomes \ Components	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	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27
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5.2. The programme learning outcomes and the EP optional components matrix

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