

### 3. Educational programme

Project team leader (Director of the Master's degree programme) – Viktor Osyka

Doctor of Sciences (Commodity Studies of Non-food Products), Professor, the Dean of the Faculty of Trade and Marketing

#### 3.1. Profile of Educational programme «Category Management in Retail» Subject Area 076 "Entrepreneurship and Trade"

<b>1 – General information</b>	
<b>Full name of the institution of higher education and structural subdivision</b>	State University of Trade and Economics, Faculty of Trade and Marketing, Department of Commodity Science, Safety and Quality Management
<b>Degree of higher/professional pre-higher education and title of qualification in the original language</b>	Master's degree of higher education Subject Area "Entrepreneurship and Trade"
<b>Official title of the educational programme</b>	Category Management in Retail
<b>Compliance with the Standard of Higher Education of the Ministry of Education and Science of Ukraine</b>	Complied with the Standard of Higher Education of the Ministry of Education and Science of Ukraine
<b>Type of diploma and scope of educational program</b>	Master's degree, single, 90 ECTS credits, term of study - 1 year 4 months
<b>Availability of accreditation</b>	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 1, 2024 on the basis of the order of the Ministry of Education and Science of Ukraine dated 25.02.2019 № 11010038
<b>Cycle / level</b>	NCF of Ukraine - level 7, FQ-EHEA - the second cycle, EQF-LLL - level 7
<b>Prerequisites</b>	Availability of educational degree of higher education - of bachelor
<b>Language (s) of teaching</b>	Ukrainian
<b>Term of the educational program</b>	until July 1, 2024
<b>Internet address of the permanent placement of the description of the educational program</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – The purpose of the educational program</b>	
Training highly qualified specialists in the field of category management in retail for purposeful activities in entrepreneurship and trade in order to form an optimal range of goods through procurement policy implementation, supplier selection, identification of consumer needs, supply planning, development of product categories to achieve the planned turnover and increase the company's profit.	

<b>3 – Characteristics of the educational program</b>	
<b>Subject area</b>	<p><b>Objects of study:</b> activities of business entities of entrepreneurship, trading and/or exchange structures in the production and circulation of goods and services, carried out to ensure their effective management and development.</p> <p><b>Aims of Study:</b> Training specialists able to identify and solve difficult tasks and problems in the field of entrepreneurship, trade and exchange activities or in the learning process, which involves researching, and/or implementation of innovations under uncertain conditions and requirements.</p> <p><b>Theoretical content of subject areas:</b> Theoretical and methodological, scientific and applied basics of entrepreneurship, trade and exchange activities that ensure reasonable professional decision-making.</p> <p><b>Methods, methodologies and technologies:</b> The system of innovative and professional methods and technologies of management (management technologies?)</p> <p><b>Tools and equipment:</b> information and communication systems, instruments and equipment (computer hardware, application packages, software products, etc.).</p>
<b>Orientation of the educational program</b>	Professional, research, applied
<b>The main focus of the educational program</b>	<p>Special education in the branch of “Management and Administration”, Subject Area “Entrepreneurship and Trade” of Educational Programme “Category Management in Retail”</p> <p>Keywords: commodity science, product categories (categories of goods), category and operational management, quality, safety, competitiveness, assortment matrix, suppliers, turnover, promotion of goods, demand forecasting</p>
<b>Features of the program</b>	<p>The programme provides in-depth theoretical and special practical training, and is carried out in an active research environment.</p> <p>The programme requires special practical training in retail structures, provides opportunities for implementing external and internal academic mobility programme for participants of the educational process.</p>
<b>4 – Suitability of graduates for employment and further training</b>	
<b>Suitability for employment</b>	<p>According to the National Classification of Types of Economic Activity DK 009:2010, as well as taking into account the requirements of the labour market, the types of professional activity of graduates are:</p> <ul style="list-style-type: none"> <li>- wholesale and retail trade - G.;</li> <li>- warehousing - H. 52.10;</li> <li>- supply of ready meals - I. 56.2.</li> <li>- consulting on commercial activities and management - M. 70.22;</li> <li>- technical testing and research - M. 71.20;</li> <li>- higher education activity - K.85.42;.</li> </ul> <p>According to the National Classification of Occupations DK 003:2010, a specialist may hold the following primary positions: Head of the Retail Enterprise, Head of the Department (a member of the Management Board), Marketing Director, Commercial Director, Procurement Director, Head of the</p>

	Sales (Marketing) Department, Head of the Commercial Department, Head of the material and Technical Supply Department, Head of the Warehouse, Chief Commodity Expert, Logistics Manager, Supply Manager, Sales Manager.
<b>Further training</b>	Opportunities to continue studies at the third level of higher education
<b>5 – Teaching and assessment</b>	
<b>Teaching and Learning</b>	Lectures, laboratory and practical work in small groups, distance courses, practical training, student-centred learning, self-study, problem- oriented learning
<b>Assessment</b>	Current control, written exams, practical training, computer testing, oral and written assessment. Final assessment is defense of the final qualifying paper. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and postgraduate students" and "Regulations on the organization of the educational process of students and postgraduate students" at SUTE.
<b>6 – Program competencies</b>	
<b>Integral Competence</b>	The ability of a person to solve complex tasks and problems in the field of entrepreneurship, trade and/or exchange activity or in the learning process, which involves research and / or implementation of innovations and is characterized by uncertainty of conditions and requirements.
<b>General competencies (GC)</b>	GC 1. Ability to adapt and act under new environment. GC 2. Skills to discover, pose and solve the problem GC 3. Ability to motivate people, and move towards a common goal. GC 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). GC 5. Certainty and ambition regarding the responsibilities and task set.
<b>Special (professional, subject) competencies</b>	SC 1. Ability to develop and realize a strategy of entrepreneurship, trade and/or exchange structures development. SC 2. Ability to evaluate products, goods and services in entrepreneurship, trade and/or exchange activity. SC 3. Ability to effective management of business entities activity in the sphere of entrepreneurship, trade and/or exchange activity. SC 4. Ability to solve problems and make management decisions in the professional activity. SC 5. Ability to initiate and realize innovative projects in entrepreneurship, trade and/or exchange activity. <i>SC 6. Ability to identify goods, conduct their expertise, develop and implement the system of safety management in retail.</i> <i>SC 7 Ability to forming and management of product categories assortment using modern information systems.</i> <i>SC 8. Ability to develop pricing, assortment and communicative strategy of retail enterprise.</i>
<b>7 – Programme learning outcomes</b>	
	1.Be able to adapt and demonstrate an initiative and independence in the situation of professional activity 2.Identify and analyze the problems of entrepreneurship, trade and/or exchange activity and develop measures to solve them.

	<p>3.Be able to design moral and financial enticement and apply other tools to motivate staff and partners to achieve the goals.</p> <p>4.Use effective business communication to cooperate with representatives of various professional groups.</p> <p>5.Be able to solve professionally and creatively all the set targets in the sphere of entrepreneurship, trade and/or exchange activity.</p> <p>6.Be able to develop and implement measures to ensure the quality of the job done and identify its effectiveness.</p> <p>7.Identify and implement strategic plans of business entities development in the sphere of entrepreneurship, trade and/or exchange activity.</p> <p>8.Evaluate commodities, goods and services as well as processes operating in entrepreneurship, trade and/or exchange activity structures and make relevant conclusion to make appropriate management decisions.</p> <p>9. To develop and make decisions aimed to ensure effective activity of business entities in the sphere of entrepreneurship, trade and/or exchange activity.</p> <p>10. Be able to solve the problems appeared in the activity of entrepreneurship, trade and/or exchange activity structures under the condition of uncertainty and risks.</p> <p>11. To implement innovative projects aimed to create conditions for effective functioning and development of entrepreneurship, trade and/or exchange activity structures.</p> <p><i>12. Monitor and form the range of product categories in retail using modern information technologies</i></p> <p><i>13. To conduct identification of commodities, to do their expertise , to control safety, develop and implement the systems of management in retail.</i></p> <p><i>14. To communicate and audit the suppliers.</i></p>
<b>8 – Resource support for program implementation</b>	
<b>Staffing</b>	All the staff, providing the process of training masters for the educational program "Category Management in Retail" meet the requirements of its profile and have a degree and / or academic title. All the academicians once a five-year period run refreshment courses of different formats.
<b>Logistical support</b>	The basic logistical support is classrooms, dormitories, modern indoors sports halls, stadium with artificial covering, computer classes equipped with modern hardware and software, laboratories and specialized classes equipped with modern software resources that meet the sanitary requirements and regulations and provide comprehensive training for masters of the educational program “Category Management in Retail”.
<b>Information, educational and methodical support</b>	<p>Popular MS Office software, testing programs developed in SUTE, Platform MOODLE for distance learning, professional programs of modelling dangerous factors dynamics and development of measures for administrating open access to FDA, FAO are used in educational process in the program. Each discipline is provided by educational and methodological support including program and syllabus, recommendations for self-study, lectures notes, recommendations for laboratory work, laboratory practice, final qualified exam program, optional book of tests and task, recommendation for writing course paper, textbooks.</p> <p>Official website <a href="https://knute.edu.ua/">https://knute.edu.ua/</a> includes the information about educational programs, educational and scientific activity, university units, Entrance Regulations, contracts.</p>

<b>9 – Academic mobility</b>		
<b>National mobility</b>	<b>credit</b>	On a general basis within Ukraine Short-term training of students is carried out on a pre-determined course in higher education institutions.
<b>International mobility</b>	<b>credit</b>	International credit mobility is realized through the conclusion of agreements on international academic mobility between SUTE and universities of France, Great Britain, Poland, Germany. Partner mobility exchange and training students are carried out in terms of this programs. KA1 education according to predetermined courses with credit obtaining at the universities of Erasmus+ member states is available.
<b>Training of foreign students</b>		Conditions and features of the educational programme for foreign students: knowledge of Ukrainian at least at the level of B1.

## List of components of the educational program and their logical sequence

### List of components of the educational program

Code of academic discipline	Components of the educational program (academic disciplines, course projects (papers), practices, qualifying exam, final qualifying paper)	Number of credits
1	2	3
<b>Compulsory EP Components (CC)</b>		
CC 1	Trade Management	6
CC 2	International Trade Law	6
CC 3	Customers Loyalty Management	6
CC 4	Business analytics systems in Retail	6
CC 5	Commodity expertise	9
CC 6	Logistics Management	6
CC 7	GMP, HACCP and Product Safety Control	6
CC 8	Practical training	9
CC 9	Preparation of Master thesis and its defense	12
<b>The total amount of compulsory components</b>		<b>66</b>
<b>Optional EP Components (OC)</b>		
OC 1	Analytics of client data	6
OC 2	Life Safety	6
OC 3	International Logistics	6
OC 4	Brand Management	6
OC 5	Identification and methods of detecting goods falsification	6
OC 6	Information wars	6
OC 7	Intellectual Property	6
OC 8	Qualimetry	6
OC 9	Consumer Law	6
OC 10	Basics of Cybersecurity	6
OC 11	Psychology of business communication	6
OC 12	Franchising	6

OC 13	Trade negotiations and commercial diplomacy	6
OC 14	Sales Management and Merchandising	6
OC 15	Project management	6
<b>The total amount of optional components</b>		<b>24</b>
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>

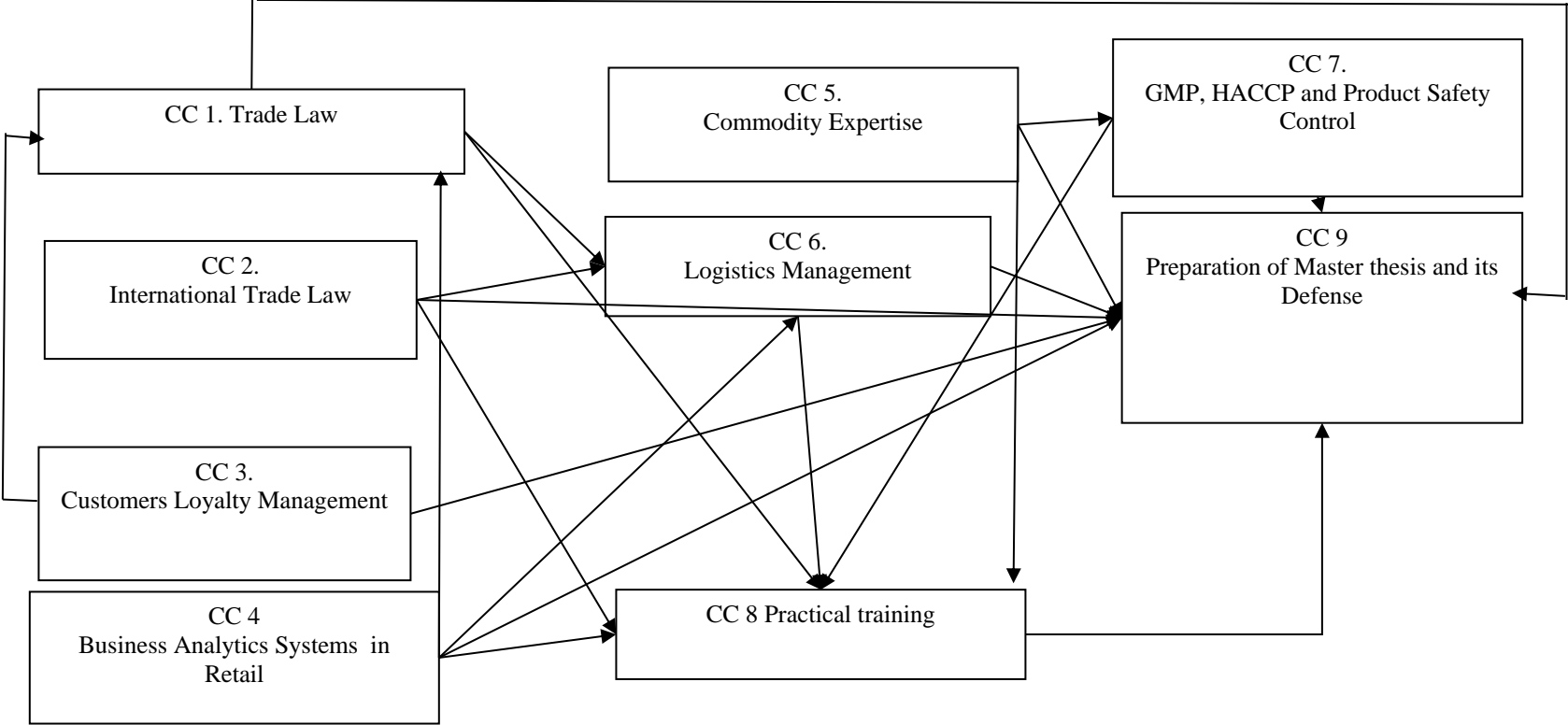
For all components of the educational program, the form of final control is an exam

# Structural and logical scheme of the educational program

I course  
1 semester

I course  
2 semester

II course  
3 semester



## Forms of certification of applicants for higher education

Certification is carried out in the form of public defense (demonstration) of the Master thesis.

The Master thesis should involve solving a complex task or problem in the field of entrepreneurship, trade and/or exchange activity, that requires research and / or innovation and is characterized by complexity and uncertainty of conditions.

The Master thesis should not contain academic plagiarism, falsification, fabrication.

The Master thesis must be published in the repository of SUTE.

### Matrix of correspondence of program competences to components of the educational program

Components / Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
GC 1	+	+	+			+	+	+	
GC 2	+		+	+	+	+	+	+	+
GC 3	+		+					+	
GC 4	+	+			+	+	+	+	
GC 5	+					+		+	+
SC 1	+					+		+	+
SC 2		+	+		+	+	+	+	+
SC 3	+					+		+	+
SC 4	+	+		+		+		+	+
SC 5	+		+			+	+	+	+
SC 6					+		+	+	+
SC 7	+			+		+	+	+	+
SC 8	+					+		+	+



**Matrix for providing curriculum learning outcomes with relevant components of the educational program**

Curriculum learning outcomes	Components								
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
1	+	+	+		+	+	+	+	
2	+		+			+	+	+	+
3	+		+					+	+
4	+					+		+	
5	+		+		+	+		+	+
6	+		+			+	+	+	+
7	+					+	+	+	+
8	+		+		+	+		+	+
9	+	+				+		+	+
10	+			+		+		+	+
11	+	+				+	+	+	+
12		+	+	+		+		+	+
13					+		+	+	+
14	+					+		+	+