

3. Educational programme

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3.1. Profile of the educational programme «Industrial Markets Economics» in subject area 051 «Economics»

1 – General information	
Full name of IHE and structural subdivision	State University of Trade and Economics, Faculty of Economics, Management and Psychology Department of Economics and Competition Policy
Academic Degree/ Vocational education and training Degree and the name of the qualification in the original language	Bachelor's degree Subject area «Economics»
The official name of the educational program	«Industrial Markets Economics»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Comply with the MES standards of higher education of Ukraine
Type of diploma and the volume of the educational programme	Bachelor's degree, unitary. Educational programme Scope: <ul style="list-style-type: none"> – on the basis of complete general secondary education – 240 ECTS credits, 3 year 10 months; – on the basis of Qualified Associate Bachelor's degree there is a possibility of re-crediting up to 60 ECTS credits and reducing the period of training to 2 year and 10 months. – on the basis of Associate Bachelor's degree there is a possibility of re-crediting up to 120 ECTS credits and reducing the period of training to 1 year and 10 months.
Availability of accreditation	Subject area 051 is accredited by the Accreditation Commission of the Ministry of Education and Science of Ukraine, Ukraine; the validity period for accreditation: until 01.07.2026
Cycle / Level	NQF of Ukraine – 6 th level, FQ-EHEA – first cycle, EQF-LLL– 6 th level.
Prerequisites	<ul style="list-style-type: none"> – complete general secondary education; – Qualified Associate Bachelor's degree; – Associate Bachelor's degree; – conditions of admission to the programme and training are governed by the Rules of admission to SUTE.
Language(s) of teaching	Ukrainian

Validity of the educational programme	4 years
Internet address of the permanent placing of the educational programme description	https:// knute.edu.ua
2 – The purpose of the educational programme	
Training of specialists who possess modern economic thinking, theoretical knowledge and practical skills necessary for their effective analysis of the economic environment of the industrial markets, patterns of functioning and the development of competitive strategies for market entities.	
3 - Characteristics of the educational programme	
Field of study, Subject area, educational programme	<p>Object of study and/or activity: patterns of functioning and development of socio-economic systems, socio-economic processes, their modeling, forecasting and regulation, motivation and behavior of economic subjects.</p> <p>Training goals: training specialists who possess modern economic thinking, theoretical knowledge and practical skills necessary for solving the tasks of the subject area.</p> <p>Theoretical content of the subject area: concepts, categories, principles of economic sciences in general and the economics of industry markets in particular.</p> <p>Methods, techniques and technologies: general scientific methods of cognition and research activity, mathematical and statistical methods of economic analysis, economic and mathematical modeling, information and communication technologies of research, dissemination and presentation of research results.</p> <p>Tools and equipment: modern information and communication equipment, information systems and software products used in professional activities.</p>
Orientation of the Educational Programme	Educational and professional.
The main focus of the educational programme	Acquisition of theoretical knowledge, mastery of skills and technologies of economic analysis at the industrial level, formation of effective competitive strategies of individual economic entities and their associations. Key words: economy, market, industry area, economic analysis, economic policy, competitive behavior.
Features of the educational programme	In-depth study of the patterns of functioning of commodity and industry markets, the behavior of market players. Creation of an individual trajectory of area specialization of students within the educational programme.
4 – Eligibility of graduates to employment and further training	
Eligibility for employment	Workplaces at enterprises of various sectors of the economy, in the system of public authorities, primarily in the industry ministries and departments.

	<p>Graduates may work in professions according to the National Classification of Professions DK 003: 2010: 2490 Inspector; 2442 Price control Inspector; 2441.2 Economist; 2441.2 Economic Adviser; 2441.2 Consultant on Economic Issues; 2441.2 Planning Economist; 2441.2 Economist of pricing; 1317 Agency Manager; 1231 Head of Planning and Economic Department; 1238 Project and program Manager in the field of Tangible (Intangible) Manufacturing; 2419.2 Specialist-analyst in Commodity Market research; 2419.2 Specialist in the efficiency of entrepreneurship; etc.</p>
Further training	<p>Possibility to study according to the FQ-EHEA – the second cycle of training in the subject area "Economics"; Possibility to study according to the FQ-EHEA – the second cycle of training in the field of related professional activities: legal, marketing, accounting and controlling, education, etc.</p>
5 – Teaching and assessment	
Teaching and training	<p>Balanced combination of <i>classroom work</i> (lectures-discussions, seminars, practical classes in small groups using case study methods, brainstorming, modeling the behavior of economic entities, etc., presentations, consultations with tutors), including <i>distance learning</i> with resources of SUTE distance platform based on the Moodle, MS Office 365, Zoom, and <i>independent work</i> (content analysis of information sources, individual and collective project work, etc.) on the basis of problem-oriented, interactive learning and self-learning.</p>
Assessment	<p>Current control, written exams, qualifying exam. Assessment is carried out in accordance with the “Regulations on the assessment of learning outcomes of students and PhD study students of SUTE”, “Regulations on the organization of the educational process”.</p>
6 – Programme competencies	
Integral competence	<p>Ability to solve complex specialized problems and practical problems in the economic sphere <i>in general and at the level of industry markets in particular</i>, which are characterized by complexity and uncertainty of conditions, that involves the application of theories and methods of economics.</p>
General competencies (GC)	<p>GC 1. The ability to realize their rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC 2. Ability to preserve moral, cultural, scientific values and increase the achievements of society based on understanding the history and patterns of development of the subject area, <i>including the Industrial Markets</i></p>

	<p><i>Economics</i>, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies; use different types and forms of physical activity for active recreation and a healthy lifestyle.</p> <p>GC 3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 4. Ability to apply knowledge in practical situations.</p> <p>GC 5. Ability to communicate in the state language both orally and in writing.</p> <p>GC 6. Ability to communicate in a foreign language.</p> <p>GC 7. Skills in the use of information and communication technologies.</p> <p>GC 8. Ability to search, process and analyze information from various sources.</p> <p>GC 9. Ability to adapt and act in a new situation.</p> <p>GC 10. Ability to be critical and self-critical.</p> <p>GC 11. Ability to make informed decisions.</p> <p>GC 12. Interpersonal skills.</p> <p>GC 13. Ability to act in a socially responsible manner and consciously</p>
<p>Special (professional, subject) competencies</p>	<p>PC1. Ability to demonstrate knowledge and understanding of problems of the subject area, basics of the modern economy at the micro, meso, macro and international levels.</p> <p>PC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.</p> <p>PC3. Understanding the features of leading scientific schools and areas of economics.</p> <p>PC4. Ability to explain economic and social processes and phenomena on the basis of theoretical models analyze and interpret the results.</p> <p>PC5. Understanding the features of modern world and national economy, their institutional structure, substantiation of directions of social, economic and international economic policy of the state.</p> <p>PC6. Ability to use economic-mathematical methods and models in solving economic problems.</p> <p>PC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.</p> <p>PC8. Ability to analyze and solve problems in the field of economic, social and labor relations.</p> <p>PC9. Ability to predict socio-economic processes based on standard theoretical and econometric models.</p> <p>Здатність прогнозувати на основі стандартних теоретичних та економетричних моделей соціально-економічні процеси.</p> <p>PC10. Ability to use modern sources of economic, social,</p>

	<p>managerial, accounting information for preparation of official documents and analytical reports.</p> <p>PC11. Ability to substantiate economic decisions based on understanding the patterns of economic systems, processes and using modern methodological tools.</p> <p>PC12. Ability to identify economic problems in the analysis of specific situations on one's own, to suggest ways to solve them.</p> <p>PC13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.</p> <p>PC14. Ability to carry out an in-depth analysis of the problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.</p> <p><i>PC15. Understanding the principles of branch organization of economics; ability to identify key determinants of industrial markets; ability to assess their impact on the behavior of market participants.</i></p> <p><i>PC16. Ability to develop competitive strategies of business entities in industrial markets, including in conditions of uncertainty, risk and / or asymmetry of information.</i></p> <p><i>PC17. Ability to determine the targets of enterprise development, taking into account sectoral and regional / global trends of economic development.</i></p>
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7 – Program learning outcomes

	<ol style="list-style-type: none"> 1. To associate yourself as a member of civil society, the scientific community; recognize the rule of law, in particular in professional activities; understand and be able to exercise their rights and freedoms, show respect for the rights and freedoms of others, including team members. 2. To reproduce moral, cultural, scientific values, to increase the achievements of society in the socio-economic sphere; to promote a healthy lifestyle. 3. To know and use economic terminology, explain the basic concepts of micro- and macroeconomics, <i>theories of industry markets</i>. 4. To understand the principles of economic science, the peculiarities of the functioning of economic systems, in particular <i>at the micro, meso and macro levels</i>. 5. To apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public authorities). 6. To use professional reasoning to convey information, ideas, problems and ways to solve them to professionals and non-specialists in the field of economic activity.
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7. To explain the models of socio-economic phenomena in terms of fundamental principles and knowledge based on understanding of the main directions in economic development.
8. To apply appropriate economic and mathematical methods and models to solve economic problems.
9. To understand the main features of the modern world and national economy, institutional structure, areas of social, economic and foreign economic policy of the state.
10. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities.
11. Be able to analyze the processes of state and market regulation of socio-economic and labor relations, *in particular to be able to assess the economic effects of the impact of environmental regulation on the development of the industry market, the behavior of its entities.*
12. To apply the acquired theoretical knowledge to solve practical problems and interpret the results meaningfully.
13. To identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.
14. To identify and plan opportunities for personal professional development.
15. To demonstrate basic skills of creative and critical thinking in research and professional communication.
16. To be able to use data, make arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.
17. To perform interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, taking into account the risks and possible socio-economic consequences.
18. To use regulations and legal acts governing professional activities.
19. To use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.
20. To master the skills of verbal and written professional communication in the official and foreign languages.
21. To be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems at different levels, as well as the behavior of their entities.
22. To demonstrate flexibility and adaptability in new situations, in working with new objects, in uncertain conditions, *in particular in conditions of information*

	<p><i>asymmetry.</i></p> <p>23. To demonstrate as skills of independent work as critical, creative and self-critical thinking.</p> <p>24. To demonstrate the ability to act in a consciously and socially responsible manner on the basis of ethical principles; to appreciate and respect cultural diversity, human nature and individual differences.</p> <p>25. <i>Develop effective competitive strategies in accordance with the trends of sectoral and general economic development.</i></p>
8 – Resource support for the programme implementation	
Personnel support	The provision of the educational and professional program by scientific and pedagogical workers for 100%, whose academic and / or professional qualification corresponds to the profile of the programme and the disciplines taught by them Involvement of practitioners, including foreign ones, in teaching. Involvement of practitioners in teaching, including foreign ones.
Material and technical support	Classrooms and lecture halls are equipped with modern demonstration equipment; computer rooms are equipped with the latest software versions. The SUTE distance learning platform is based on the Moodle, MS Office 365. Social and household infrastructure of SUTE is available.
Information and teaching-methodological support	Availability of published monographs, course books, handbooks, workshops (case studies), methodological guidelines for writing graduation papers, recommendations for independent work of students to provide educational process. Public information about the educational programme is provided through the publication of educational and professional programme, ECTS information package, class schedule, as well as all components of the educational process on the official website of SUTE. All components of the educational process are published in accordance with the Law of Ukraine "On Higher Education".
9 – Academic mobility	
National Credit Mobility	It is implemented in accordance with the Regulations on the procedure of realizing the right for academic mobility in SUTE. Practical training modules are implemented at enterprises of the private sector of the economy and in sectoral ministries within the framework of bilateral agreements.
International Credit Mobility	Students with the knowledge of foreign languages are able to obtain education abroad in accordance with bilateral agreements concluded between SUTE and foreign higher educational institutions under the Erasmus+ programme
Training of foreign students	According to the rules of admission to the SUTE in 2023.

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

2.1. 3.2.1. List of components of the EP

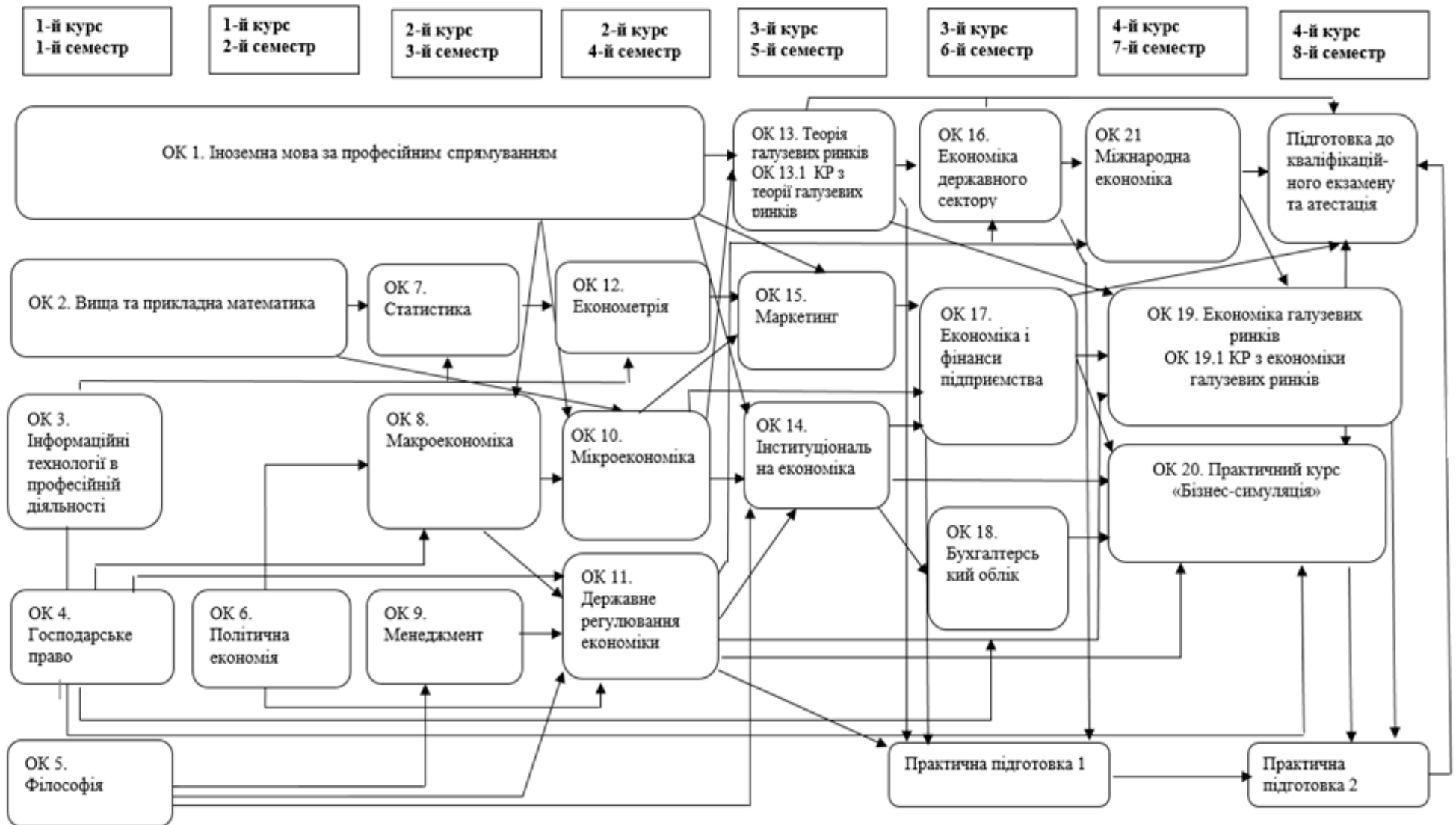
Code n / a	Components of the educational programme (academic course, course projects (work), internship, qualification examination, Bachelor's thesis)	Amount of credits
1. Compulsory components of the EP		
CC 1.	Foreign language for professional use	24
CC 2.	Higher and applied mathematics	12
CC 3.	Information technologies in professional activity	6
CC 4.	Jurisprudence	6
CC 5.	Philosophy	6
CC 6.	Political Economy	6
CC 7.	Statistics	6
CC 8.	Macroeconomics	6
CC 9.	Management	6
CC 10.	Microeconomics	6
CC 11.	State Regulation of the economy	6
CC 12.	Econometrics	6
CC 13.	Theory of Industry Markets	6
CC 13.1	CW on the theory of Industry Markets	
CC 14.	Institutional economics	6
CC 15.	Marketing	6
CC 16.	Economy of public sector	6
CC 17.	Economy and finance of an enterprise	6
CC 18.	Accounting	6
CC 19.	Industrial Markets Economics	12
CC 19.1	CW on the Industrial Markets Economics	
CC 20.	Practical course "Business Simulation"	9
CC 21.	International Economics	6
Total amount of compulsory components:		159 credits
2. Elective components of the EP		
EC 1.	Antimonopoly regulation of industry markets	6
EC 2.	Banking	6
EC 3.	Life safety	6
EC 4.	Business planning	6
EC 5.	Stock Market trading	6
EC 6.	Brand management	6
EC 7.	Contract law	6
EC 8.	Economy of an agricultural enterprise	6
EC 9.	Economy of hotels and restaurants	6
EC 10.	Economy of health care enterprises	6

EC 11.	Economy of light industry	6
EC 12.	Economy of real estate	6
EC 13.	Economy of transport enterprises	6
EC 14.	Economy of trade	6
EC 15.	Economy of tourism	6
EC 16.	Economy of the food processing industry	6
EC 17.	Economic and mathematical modeling	6
EC 18.	Economic history	6
EC 19.	Economy and organization of the information services market	6
EC 20.	E-commerce	6
EC 21.	Information economy	6
EC 22.	Information wars	6
EC 23.	Information systems and technologies in economics	6
EC 24.	Foreign language	6
EC 25.	History of Ukraine	6
EC 26.	History of economic thought	6
EC 27.	Commercial Law	6
EC 28.	Logistics	6
EC 29.	Marketing of Services	6
EC 30.	International Competition	6
EC 31.	National interests in world geopolitics and geoeconomics	6
EC 32.	Fundamentals of cyber security	6
EC 33.	Entrepreneurial Law	6
EC 34.	Behavioral Economics	6
EC 35.	Political Science	6
EC 36.	Legal Regulation of Financial Services Market	6
EC 37.	Legal Regulation of Tourism activity	6
EC 38.	Psychology	6
EC 39.	Market of financial services	6
EC 40.	World market of goods and services	6
EC 41.	Sociology	6
EC 42.	Insurance	6
EC 43.	Modern economic theories	6
EC 44.	Theory of globalization	6
EC 45.	Social Choice Theory	6
EC 46.	Trade marketing	6
EC 47.	Ukrainian language (for professional use)	6
EC 48.	Finance, Money and Credit	6
EC 49.	Price making	6
Total amount of elective components:		66 credits
3. Internship		
Internship 1		6
Internship 2		6

Total amount of credits	12
4. Certification	
Preparation for Certification and Bachelor's thesis public defense	3
Total amount of credits	3
TOTAL AMOUNT OF THE EDUCATIONAL PROGRAMME	240 credits

For all components of the educational programme, the form of final control is an examination.

3.2.2 Structural and logical scheme of EP



3.3. Forms of student's certification

Certification is carried out in the form of a qualifying examination.

The qualifying examination in the subject area must verify the achievement of learning outcomes defined by the Standard of Higher Education and the educational programme.

3.4.1 Matrix of compliance of programme competences to compulsory components of the educational programme.

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					+	+			+				+	+					+	+	+
GC 3					+	+		+		+		+	+								
GC 4				+				+	+	+		+		+			+	+		+	+
GC 5				+	+	+		+	+	+	+		+	+	+	+	+	+	+		+
GC 6	+																				
GC 7			+				+					+			+			+		+	
GC 8			+	+			+	+			+	+	+	+	+	+	+		+		
GC 9					+	+			+		+		+		+	+			+		
GC 10		+			+				+	+			+								
GC 11		+						+	+	+	+	+	+		+	+	+		+	+	
GC 12	+				+						+					+					+
GC 13				+							+								+		
PC 1						+		+		+			+						+		+
PC 2				+							+			+		+	+	+			
PC 3						+		+		+			+	+							
PC 4		+	+		+		+	+		+		+	+	+							+
PC 5						+		+			+			+		+					+
PC 6		+					+			+		+									+
PC 7			+				+					+	+				+	+	+	+	
PC 8						+		+		+	+		+			+	+	+	+	+	
PC 9							+	+		+		+	+								
PC 10	+						+		+								+	+		+	
PC 11						+		+	+	+			+								
PC 12										+		+			+	+	+		+		
PC 13										+		+				+	+				
PC 14					+			+		+	+								+		+
PC 15											+		+						+		

3.5.1. Matrix for providing programme learning outcomes with compulsory components of the educational programme.

Components programme 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	
1				+	+	+		+														
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3.5.2 Matrix for providing programme learning outcomes with elective components of the educational programme.

Components programme 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	EC 39	EC 40	EC 41	EC 42	EC 43	EC 44	EC 45	EC 46	EC 47	EC 48	EC 49										
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