

3. Educational programs

3.1. Profile of the educational program in the specialty 073 "Management" (on the specialization "Trade Management")

*Project team leader (guarantor of the educational program)
Candidate of Econ. Sciences, Assoc. Professor Mykytenko N.V.*

1 – General information	
Full name of IHE and structural subdivision	Kyiv National University of Trade and Economics, Faculty of Economics, Management and Psychology, Department of Management
The degree of higher education and the name of the qualification in the language of the original	The degree of higher education bachelor specialty "Management" specialization "Trade Management"
The official name of the educational program	"Trade Management"
Type of diploma and the volume of the educational program	Bachelor's degree, unitary, 240 ECTS credits, term of study - 3 years and 10 months
Availability of accreditation	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 19.12.2016 № 1565
Cycle / Level	NQF of Ukraine - level 6, FQ-EHEA - the first cycle, EQF-LLL - level 6
Prerequisites	complete secondary education; conditions for admission to the program are regulated by the Rules of admission to KNUTE.
Language (s) of teaching	Ukrainian
The duration of the educational program	until July 1, 2024.
Internet address of the permanent placing of the educational program description	https://knute.edu.ua
2 – The purpose of the educational program	

<p>Training of specialists capable on the basis of mastering the basic management concepts and principles to carry out professional activities aimed at forming an effective management system in trade organizations, to ensure effective management decisions in a VUCA environment.</p>	
<p>3 – Characteristics of the educational program</p>	
<p>Subject area (field of knowledge, specialty, specialization)</p>	<p>Field of knowledge 07 "Management and administration" Specialty 073 "Management" Specialization "Trade Management"</p>
<p>The educational program orientation</p>	<p>Educational-professional, applied, research. The program consists of disciplines of social and humanitarian, fundamental natural science, professional and practical training. The program focuses on the formation and development of competencies in the management of trade organizations and provides: dynamic, integrative and interactive mastery of modern methods of development and implementation of management decisions in trade organizations; formation and development of capabilities for resource provision and construction of the management system of trade organizations; conducting strategic diagnostics of trade organizations in order to make strategic decisions; organization of basic and auxiliary trade processes; formation of the range of food products and non-food products and evaluation of their quality to ensure the efficiency of circulation and consumption; conducting effective categorical management at different stages of the process of managing product categories in trade organizations.</p>
<p>The main focus of the educational program and specialization</p>	<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. Key words: management, enterprise, system approach, trade, marketing, logistics, commodity science, trade organization, management decisions, sales management, categorical management.</p>
<p>Features of the program</p>	<p>The cycle of general and practical training includes disciplines, the study of which will allow to master the theoretical knowledge and practical skills for the functioning and development of an effective management system in trade organizations.</p>
<p>4 – Eligibility of graduates for employment and further training</p>	
<p>Suitability for employment</p>	<p>The graduate is suitable for employment in positions in accordance with the National Nomenclator of Occupations DK 003: 2010: 1452 Manager (administrator) in wholesale trade. 1453 Manager (administrator) in the retail trade of household and non-food products. 1454 Manager (administrator) in food retail. 3436.1 Assistant Head of the enterprise (institution, organization); head of the section. 3419 Trade inspector. 3419 Organizer for supply (sales). 3415 Sales representative. 3421 Trading broker (stockbroker). With the acquisition of relevant experience can adapt to the following areas of related professional activities: economic, marketing, foreign economic, educational, research.</p>

Further training	Opportunity to study at the second (master's) level of higher education according to the program of the second cycle FQ-EHEA, 7 level EQF-LLL and 8 level NQF of Ukraine
5 – Teaching and evaluation	
Teaching and learning	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 with the participation of practitioners, conducting presentations, discussions, the use of the case-study method with solving real problems, solution of computational and analytical and situational tasks, work in small groups, independent work of students, preparation of term papers, industrial practices (including training), consultations of teachers.
Evaluation	Types of control: current, final. Forms of control: oral and written questioning, test and individual tasks, performing analytical and situational exercises, essays, digests, defense of individual and team projects, reports on internships, written exams, final certification (defense of qualifying work), etc. Evaluation 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" at KNUTE
6 – Program competencies	
Integral competence	Ability to solve complex specialized tasks and practical problems, which are characterized by the complexity and uncertainty of conditions in the field of trade management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.
General competencies	Повторюється в кожному бакалаврському III!
Special competencies	Початок - повторюється в кожному бакалаврському III! ... <i>16. Ability to organize the main and auxiliary processes in trade.</i> <i>17. Ability to form the range and quality of food and non-food products and assess their quality.</i> <i>18. Ability to make strategic decisions in trade organizations.</i> <i>19. The ability to use methodological and practical approaches to the formation of product categories, to select tools and methods of category management at different stages of the process of managing product categories in trade organizations.</i>
7 – Program learning outcomes	
	Початок - повторюється в кожному бакалаврському III! ... <i>18. Organize the main and auxiliary processes in trade organizations and ensure their improvement.</i> <i>19. 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>

	<p>20. Collect and process information in the process of making strategic decisions in trade organizations.</p> <p>21. 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.</p>
8 – Resource support for program implementation	
Personnel support	Повторюється в кожному бакалаврському ІІІ!
Material and technical support	Повторюється в кожному бакалаврському ІІІ!
Information and teaching and methodical support	Повторюється в кожному бакалаврському ІІІ!
9 – Academic mobility	
National credit mobility	Повторюється в кожному бакалаврському ІІІ!
International credit mobility	Повторюється в кожному бакалаврському ІІІ!
Teaching foreign applicants for higher education	Повторюється в кожному бакалаврському ІІІ!

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

3.2.1. List of components of EP*

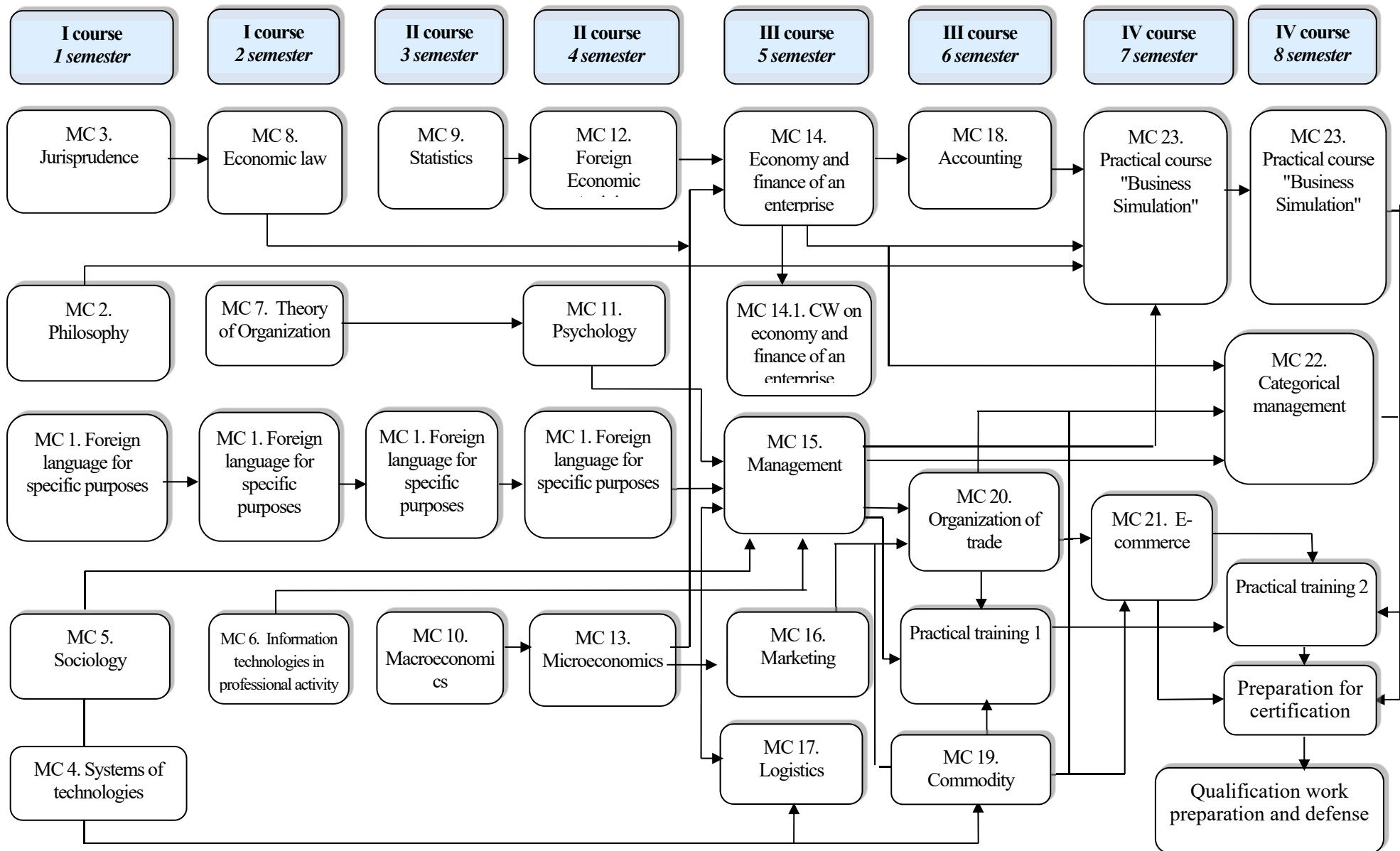
Code a/d	Components of the educational program (academic disciplines, course projects (works), practices, qualifying exam, final qualifying work)	Amount of credits
1	2	3
Mandatory components of EP		
MC 1	Foreign language for specific purposes	24
MC 2	Philosophy	6
MC 3	Jurisprudence	6
MC 4	Systems of technologies	6
MC 5	Sociology	6
MC 6	Information technologies in professional activity	6
MC 7	Theory of Organization	6
MC 8	Economic law	6
MC 9	Statistics	6
MC 10	Macroeconomics	6
MC 11	Psychology	6
MC 12	Enterprise Foreign Economic Activity	6
MC 13	Microeconomics	6
MC 14	Economy and finance of an enterprise	6
MC 14.1	CW on economy and finance of an enterprise	
MC 15	Management	6
MC 16	Marketing	6
MC 17	Logistics	6

MC 18	Accounting	4,5
MC 19	Commodity Science	4,5
MC 20	Organization of trade	6
MC 21	E-commerce	6
MC 22	Categorical management	6
MC 23	Practical course "Business Simulation"	9
Total amount of mandatory components		162
Selective components of EP		
SC 1	Digital technologies in business	6
SC 2	HR-management	6
SC 3	Analysis of economic activity	6
SC 4	Antimonopoly regulation of industry markets	6
SC 5	Intereconomic control	6
SC 6	State regulation of the Economy	6
SC 7	Diplomatic and business protocol and etiquette	6
SC 8	Ecology	6
SC 9	Econometrics	6
SC 10	ЕКОНОМІКА ТОРГІВЛІ	6
SC 11	Ukraine economy	6
SC 12	Economic statistics	6
SC 13	Electronic documents circulation	6
SC 14	Business ethics	6
SC 15	Consumer protection	6
SC 16	Internet technologies in business	6
SC 17	Competitiveness of an enterprise	6
SC 18	Cultural heritage of Ukraine	6
SC 19	Logic	6
SC 20	Customs affairs	6
SC 21	International trade	6
SC 22	International Economic Relations	6
SC 23	National interests in world geopolitics and geo-economics	6
SC 24	Elocution	6
SC 25	Organization of foreign trade operations	6
SC 26	Entrepreneurial Law	6
SC 27	Consumer behavior	6
SC 28	Tax system	6
SC 29	Designing of trade facilities	6
SC 30	Psychology of trade	6
SC 31	Advertising in trade	6
SC 32	Religious studies	6
SC 33	Risk management	6
SC 34	World culture	6
SC 35	World market of goods and services	6
SC 36	Corporate social responsibility	6
SC 37	Social leadership	6
SC 38	Market statistics of goods and services	6
SC 39	Statistics of quality	6
SC 40	Strategic enterprise management	6
SC 41	The commodity nomenclature of FEA	6

SC 42	Trade equipment	6
SC 43	Trade marketing	6
SC 44	Labor Law	6
SC 45	Innovation management	6
SC 46	Sales management and merchandising	6
SC 47	Public procurement management	6
SC 48	Franchising	6
SC 49	Retail pricing	6
Total amount of selective components		60
Practical training		
Practical training 1		3
Practical training 2		6
Total		9
Certification		
Preparation for certification		3
Qualification work preparation and defense		6
Total		9
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240

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

3. 2.2. Structural and logical scheme of EP



3.3. Form of certification of applicants for higher education

Повторюється в кожному бакалаврському ІІІ!

4. Information about educational components (disciplines).

Стор.10

3.4.2. Компоненти - Components

Компетентності - Competencies

Загальні - General

Спеціальні – Special

ВК – SC

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3.5.2. Компоненти – Components

Програмні результати навчання – Program learning outcomes

ВК – SC