

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS**

EDUCATIONAL AND PROFESSIONAL PROGRAM

"SOCIOLOGY OF ECONOMIC ACTIVITY"

The first level of higher education

**in specialty 054 Sociology
field of knowledge 05 Social and behavioral sciences
Qualifications: Bachelor's degree in Higher Education
specialty "Sociology"
Specialization "Sociology of Economic Activity"**

**APPROVED
BY THE SCIENTIFIC COUNCIL OF KNUTE
The head of the academic council
_____ / A.A. Mazaraki /
(protocol No. ___ from "___" _____ 2019)**

**The educational program is put into operation from _____ 2019
Rector _____ /A.A. Mazaraki /
(Order No. _____ from "___" _____ 2019)**

Kyiv 2019

LETTER OF AGREEMENT

Educational and professional program

Agreed:

first Vice-Rector for scientific and pedagogical work

_____ N.V. Prytulska

«__» _____ 2019

Agreed:

first Vice-Rector for scientific and pedagogical work

_____ S.L. Shapoval

«__» _____ 2019

Agreed:

Head of the Training Department

_____ K.V. Mostyka

«__» _____ 2019

Agreed:

Head of the Educational and Methodical Department

_____ T.V. Bozhko

«__» _____ 2019

Agreed:

Head of the Department of Philosophy and Social Sciences

_____ N.A. Latygina

«__» _____ 2019

Agreed:

Representative of the CSS

_____ M.Y. Antonevych

«__» _____ 2019

Agreed:

Director
«Avrora – S.» LLC

_____ M.Y. Adonina

«__» _____ 2019

Agreed:

Deputy Director
«ProdKa – S» LLC

_____ A.A. Kyrychenko

«__» _____ 2019

PREFACE

Developed by a working group consisting of:

1. Shcherbyna V.L., Candidate of Sociological Sciences, Associate Professor of Philosophy and Social Sciences Department, KNUTE, program guarantor
2. Latygina N.A., Doctor of Political Sciences, Professor, Head of Philosophy and Social Sciences Department, KNUTE
3. Morozov A.Y., Doctor of Philosophy, Professor of Philosophy and Social Sciences Department, KNUTE
4. Vanniushyna O.F., Candidate of Philosophical Sciences, Associate Professor of the Psychology Department, KNUTE

Responses of external stackers:

1. Adonina M.Y., Director of "Aurora-S" LLC
2. Kyrychenko A.A., Deputy Director of "ProdKa" LLC

**1. Profile of the educational program in the specialty
054 "Sociology"
(on specialization "Sociology of economic activity")**

1 - General information	
Full name of the IHE and the structural subdivision	Kyiv National University of Trade and Economics Department of Philosophy and Social Sciences
Higher education and the name of the qualification in the language of the original	Bachelor's degree in Higher Education specialty "Sociology" Specialization "Sociology of Economic Activity"
The official name of the educational program	«Sociology of Economic Activity»
Type of diploma and the volume of the educational-professional program	Bachelor's degree, unitary, 240 ECTS credits. Training period: 3 years 10 months.
Availability of accreditation	-
Cycle / Level	The first (bachelor's) level of higher education
Preconditions	Availability of full secondary education. Entry conditions are determined by the "Rules of admission to the Kyiv National University of Trade and Economics"
Teaching languages	Ukrainian
The duration of the educational program	3 years 10 months
Internet address of the permanent placement of the educational-professional program description	https://www.knteu.kiev.ua/
2 - The purpose of the educational program	
To prepare a competent, competitive specialist capable of correct self-setting and solving problems in scientific and practical activities and at a high professional level to carry out his duties.	
3 - Characteristics of the educational program	
Subject area (branch of knowledge, specialty, specialization)	Branch of knowledge 05 Social and behavioral sciences Specialty 054 Sociology Specialization "Sociology of Economic Activity"
Orientation of the educational program	Educational-professional program is focused on training specialists by obtaining them knowledge and skills of integrated management and psychological and pedagogical influence on the state and behavior of social groups and individuals in different situations while protecting their social rights and freedoms;

	ability to analyze and evaluate social phenomena and conflict situations; competently develop measures for optimal solution of social problems; comprehension of cognitive possibilities of a socio-economic approach to the study of society; use of the acquired analytical skills to analyze the latest transformational processes in modern society.
The main focus of the educational program and specialization	General education in the field of sociology. Emphasis on knowledge, skills and practical skills in the field of socio-economic activity. Key words: sociology, economic activity, science, methodology, training.
Features of the program	The program is based on general scientific principles, modern domestic and foreign experience of sociological activity and specialists' training, focuses on actual specialization, within which professional activity is possible.
4 - Suitability of graduates for employment and further training	
Suitability for employment	The main areas of professional activity of the graduate are conducting sociological research, implementation of social monitoring of social life, organization of work of the sociological service in the structure of enterprises, institutions, organizations of various forms of ownership. Also, the sociologist is involved in educational and preventive and informational and advertising activities aimed at preventing negative social and personality phenomena; assessment of socio-economic processes; career guidance and so on. Graduates specializing in Sociology of Economic Activities work mainly in state bodies of government, local and regional government bodies, political parties, marketing and advertising agencies, PR agencies, research centers, public organizations, mass media (newspapers, radio, television, Internet publications), teaching work in higher education institutions, colleges, gymnasiums, etc.
Further training	Getting an Master's Degree.
5 - Teaching and evaluation	
Teaching and learning	Student-centered learning, self-learning, problem-oriented learning, individualized, creative approach, learning through business practice. The system of teaching methods is based on the principles of purposefulness, binarism - an active direct involvement in the teaching process of the teacher and student. The basic approaches in teaching and learning are humanistic, systematic, technological, and discrete.

	Main types of classes: lectures, seminars, independent work, teacher consultations, writing of scientific works and project development.
Evaluation	An accumulative rating system, which involves assessing students for all types of classroom and non-auditing academic activities, is aimed at mastering the educational load from the educational program: current, module, final control in the form of written examinations, credits, essays, digests, projects, practices, coursework works, qualification exam.
6 - Program competencies	
Integral competence	Ability to solve specialized tasks in the field of sociology and applied social research, develop and substantiate basic recommendations for overcoming social problems and regulating social conflicts.
General Competence (GC)	<p>GC1. The ability to abstract thinking, analysis and synthesis based on logical arguments and verified facts.</p> <p>GC2. The acquisition of flexible thinking, openness to the application of knowledge about sociology and competencies in a wide range of possible places of work and everyday life.</p> <p>GC3. Ability to study and to be modernly trained, to self-education, continuous improvement of professional skills.</p> <p>GC4. Ability in the learning process and in self-preparation for the search, processing and analysis of information from different sources, the ability to use information and communication technologies.</p> <p>GC5. Ability to communicate effectively and to present complex comprehensive information in a concise form, orally and in writing, using sociological terms.</p> <p>GC6. Ability to identify, formulate and solve problems professionally.</p> <p>GC7. Ability to work in a team, to conduct research in a group under the leadership of a leader.</p> <p>GC8. Ability to adhere to strict discipline requirements, planning and time management.</p> <p>GC9. Ability to communicate in a foreign language.</p> <p>GC10. Ability to take initiatives, responsibilities and skills to operate safely in accordance with the future work profile, industry rules and regulations, as well as the required level of individual and collective security in emergencies.</p> <p>GC11. Ability to evaluate and ensure the quality of the work performed and be able to adapt to the new situation.</p>

<p>Professional Competence (PC)</p>	<p>PC1. A thorough preparation in sociology for the use of the sociological apparatus in solving applied and scientific problems in the field of sociology.</p> <p>PC2. Ability to apply professionally profiled knowledge in the field of general subjects in the process of solving professional tasks.</p> <p>PC3. Ability to use professionally profiled knowledge and skills in the field of empirical sociological research.</p> <p>PC4. Readiness to participate in the preparation, organization and conduct of social studies in order to identify socially significant problem situations, identify strategies, methods for their study and develop recommendations for their solution..</p> <p>PC5. Possessing the skills of processing sociological data and social statistics on the basis of the use of modern information technology, specialized software.</p> <p>PC6. Ability to draw up and present the results of scientific research and scientific and applied work in accordance with normative documents and standards.</p> <p>PC7. Ability to present the results of their own sociological research to a wide audience professionally and accurately.</p> <p>PC8. Use Internet resources to solve experimental and practical tasks in the field of professional activity.</p> <p>PC9. Ability to business communication in the professional field, knowledge of the basics of business communication in a foreign language, business documentation.</p> <p>PC10. Readiness for socio-economic activity, forecasting of economic phenomena in society.</p> <p>PC11. Possessing skills of differentiation of social work with clients taking into account their national-cultural, age, gender and social status and individual-psychological characteristics.</p> <p>PC12. Organization and conducting of measures on prevention of social problems, crisis management.</p> <p>PC13. Ability to use profiled knowledge professionally in the field of sociology, psychology, medicine, pedagogy, law, management and other sciences for diagnostics, forecasting, designing and modeling of social processes and phenomena in the context of social protection of the population.</p> <p>PC14. Compliance with the professional ethics of sociological activities.</p> <p>PC15. Ability to establish, maintain and develop</p>
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interdisciplinary professional cooperation, corporate responsibility based on knowledge of the organization of work of the sociological service in the system of state and non-state bodies.

PC16. Possessing the skills of developing projects and applications for participation in Ukrainian and international contests in order to obtain funding for innovative services or the development of scientific and research contacts.

PC17. Understanding the causal relationships of the development of society and their ability to use them in professional activity and analyze historical processes comprehensively, events and facts on scientific loans and their interpretation.

PC18. Ability to conduct sociological research in the field of socio-economic activity.

7 - Program learning results.

PLR1. To search, analyze and synthesize information from different sources for solving specialty tasks, to reproduce facts (dates, events, principles and regularities of social development), to establish causal relationships between events, phenomena, to draw conclusions, to argue their thoughts.

PLR2. To speak correctly in oral and written form, use the language of professional communication, explain and characterize facts and phenomena in the state language.

PLR3. To understand the scientific principles that underlie social activity, identify, formulate and solve tasks in the specialty, integrate theoretical knowledge and practical experience.

PLR4. To define and distinguish the basic concepts, use their own examples to illustrate the answers, find common features and differences when comparing facts and phenomena, characterizing social phenomena.

PLR5. To apply effective methods, procedures and technologies of sociological research by ensuring the internal orderliness and coherence of individual elements in scientific research.

PLR6. To develop projects, perspective and current plans, programs of events, to make effective decisions promptly in difficult situations.

PLR7. To use applied computer programs in solving professional tasks.

PLR8. To organize activities related to the study of legislative acts aimed at the development of the legal and regulatory framework for the activities of the Sociological Service.

PLR9. To use appropriate research and apply research skills.

PLR10. To monitor general and local changes in the mass consciousness, to observe the psychological state of individual groups and segments of the population.

PLR11. To participate in the analysis of the social determinants of social change based on modern sociological theories and social technologies using the latest information support, applying an integrated approach.

PLR12. To search for effective means of using social mechanisms of regulation of socio-political, economic and ethnocultural processes by means of sociological

research.

PLR13. To use diagnostic methods in the process of assessing problems, needs, specific features and customer resources.

PLR14. To present the results of their own research to the authorities, civil society organizations and the mass audience.

PLR15. To demonstrate knowledge about evolution and the current state of sociological theorizing.

PLR16. To apply key sociological concepts, theories and methods to the analysis of social problems and conflicts in society in accordance with a certain historical and / or contemporary context.

PLR17. To analyze social changes in Ukraine and the world, their factors and their consequences.

PLR18. To identify and analyze new factors of social inequality in Ukraine and the world, identify possible ways to overcome unequal access of various social groups to certain social resources.

PLR19. To conduct a comprehensive study of the elements of the investigated social object, using quantitative and qualitative methods of analysis of different aspects of the investigated social object.

PLR20. To check the statistical hypotheses of the research for their confirmation or refutation, using mathematical methods of sociological analysis of empirical data.

PLR21. To coordinate information flows in order to meet the needs of social governance, based on modern social technologies.

PLR22. To compare and summarize the results of various sociological studies, to know and adhere to the ethical standards of professional activity of a sociologist.

PLR23. To participate in the development of the program of sociological research, the definition of the object, subject, goals and objectives, methods of collecting sociological information and the formation of a sample population through the theoretical analysis of the features of the social object.

PLR24. To conduct sociological research of various types in the field of socio-economic activity.

8 - Resource support for the implementation of the program

Personnel support	The composition of the project team of the educational-professional program, the teaching staff that is involved in teaching the disciplines in the specialty corresponds to the Licensing conditions for carrying out educational activities at the first (bachelor) level of higher education. 100% of the faculty members involved in teaching professionally oriented disciplines have academic degrees and / or academic degrees in their respective or related specialties.
Material and technical support	Material and technical support allows you to provide the educational process fully throughout the training cycle according to the educational program. The condition of the premises is certified by sanitary and technical passports, which correspond to the existing normative acts. In the learning process, computer

	<p>classes with powerful computers and modern software are used. Computerized working places at the University Library's Science Library provide access to the Internet and LAN as a library and university as a whole. Students also have the opportunity to use their own PCs with free access to the Internet via wireless (Wi-Fi).</p>
<p>Information and educational and methodological support</p>	<ul style="list-style-type: none"> ✓ The official website https://www.knteu.kiev.ua/ contains information on educational programs, educational, scientific and educational activities, structural units, rules of admission, contacts; ✓ unlimited access to the Internet; ✓ scientific library, reading rooms; ✓ Virtual Learning Environment Moodle; ✓ training and work plans; ✓ schedules of the educational process; ✓ teaching-methodical complexes of disciplines; ✓ didactic materials for students' independent and individual work on disciplines, programs of practice; ✓ methodical instructions on the implementation of course papers (projects), preparation for a qualifying examination, etc.
<p>9 - Academic mobility</p>	
<p>National Credit Mobility</p>	<p>-</p>
<p>International Credit Mobility</p>	<p>-</p>
<p>Teaching foreign applicants for higher education</p>	<p>Possible</p>

1. Components list of the educational program and their logical consistency

1.1. Components list of EP

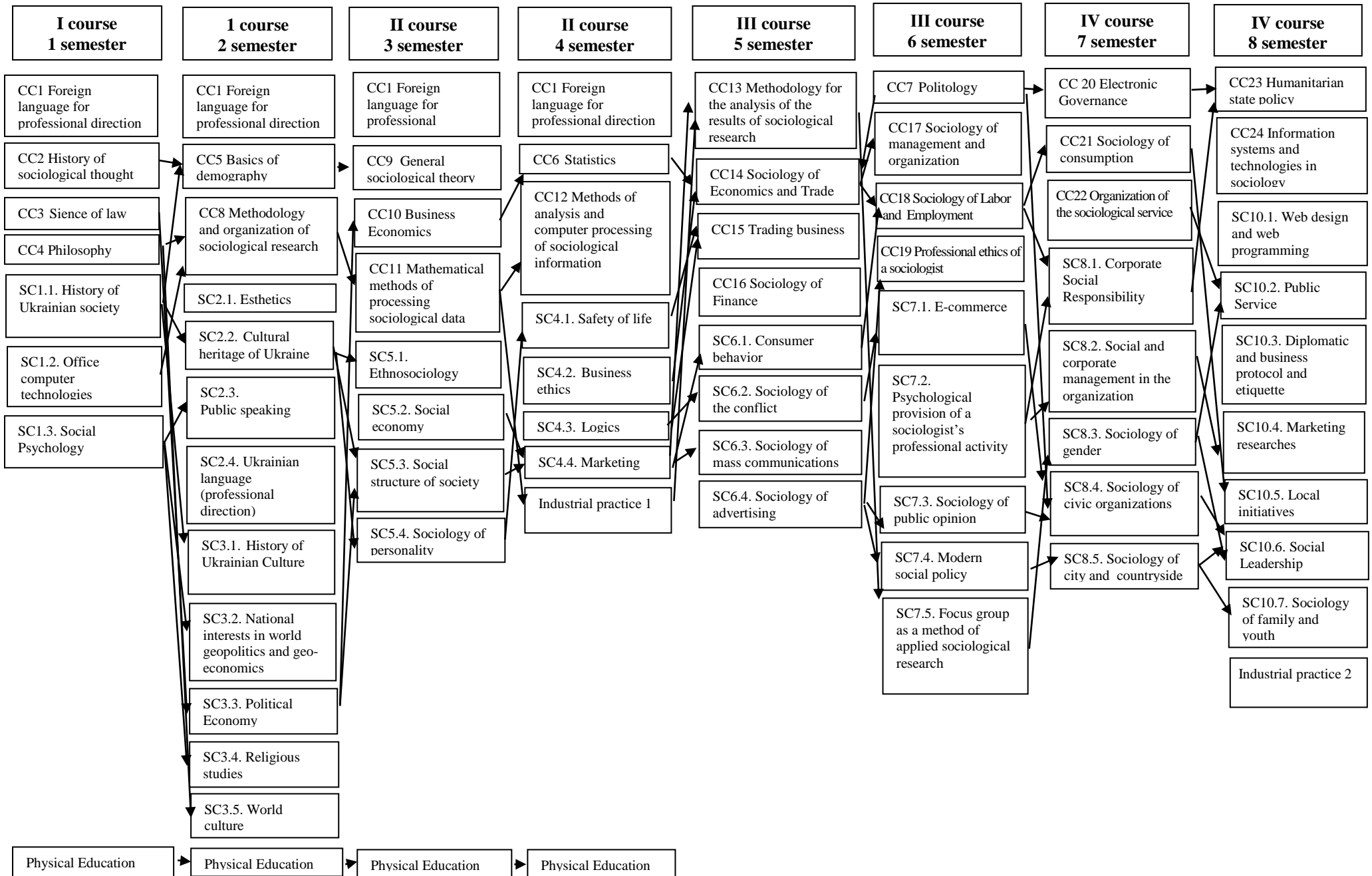
Code a /d	Components of the educational program (academic disciplines, course projects (work), practice, qualification work)	Amount of credits	Form of final control
Compulsory components of EP			
CC1	Foreign language for professional orientation	24	exam
CC2	History of sociological thought	6	exam
CC3	Science of law	6	exam
CC4	Philosophy	6	exam
CC5	Basics of demography	6	exam
CC6	Statistics	6	exam
CC7	Politology	6	exam
CC8	Methodology and organization of sociological research	6	exam
CC9	General sociological theory	6	exam
CC9.1	CW on the general sociological theory		credit
CC10	Business Economics	6	exam
CC11	Mathematical methods of processing sociological data	6	exam
CC12	Methods of analysis and computer processing of sociological information	9	exam
CC13	Methods of analysis of the sociological research results	6	exam
CC14	Sociology of Economics and Trade	6	exam
CC14.1	CW on the sociology of economics and trade		credit
CC15	Trading business (entrepreneurship)	6	exam
CC16	Sociology of Finance	6	exam
CC17	Sociology of management and organization	6	exam
CC18	Sociology of Labor and Employment	6	exam
CC19	Professional ethics of a sociologist	6	exam
CC20	Electronic Governance	6	exam
CC21	Sociology of consumption	6	exam
CC22	Organization of the sociological service	6	exam
CC23	Humanitarian state policy	6	exam
CC24	Information systems and technologies in sociology	9	exam
Total volume of compulsory components		168	

Selective components of EP

SC1.1.	History of Ukrainian society	6	exam
SC1.2.	Office computer technology	6	exam
SC1.3.	Social Psychology	6	exam
SC2.1.	Esthetics	6	exam
SC2.2.	Cultural heritage of Ukraine	6	exam
SC2.3.	Public speaking	6	exam
SC2.4.	Ukrainian language (professional orientation)	6	exam
SC3.1.	History of Ukrainian Culture	6	exam
SC3.2.	National interests in world geopolitics and geo-economics	6	exam
SC3.3.	Political Economy	6	exam
SC3.4.	Religious studies	6	exam
SC3.5.	World culture	6	exam
SC4.1.	Safety of life	6	exam
SC4.2.	Business ethics	6	exam
SC4.3.	Logics	6	exam
SC4.4.	Marketing	6	exam
SC5.1.	Ethnosociology	6	exam
SC5.2.	Social economy	6	exam
SC5.3.	Social structure of society	6	exam
SC5.4.	Sociology of personality	6	exam
SC6.1.	Consumer behavior	6	exam
SC6.2.	Sociology of the conflict	6	exam
SC6.3.	Sociology of mass communications	6	exam
SC6.4.	Sociology of advertising	6	exam
SC7.1.	E-commerce	6	exam
SC7.2.	Psychological provision of a sociologist's professional activity	6	exam
SC7.3.	Sociology of public opinion	6	exam
SC7.4.	Modern social policy	6	exam
SC7.5.	Focus group as a method of applied sociological research	6	exam
SC8.1.	Corporate Social Responsibility	6	exam
SC8.2.	Social and corporate management in the organization	6	exam
SC9.1.	Sociology of gender	6	exam
SC9.2.	Sociology of civic organizations	6	exam
SC9.3.	Sociology of the city and the countryside	6	exam

SC10.1.	Web design and web programming	6	exam
SC10.2.	State Service	6	exam
SC10.3.	Diplomatic and business protocol and etiquette	6	exam
SC10.4.	Marketing researches	6	exam
SC10.5.	Local initiatives	6	exam
SC10.6.	Social Leadership	6	exam
SC10.7.	Sociology of family and youth	6	exam
Total amount of selective components		60	
Practical training			
Industrial practice 1		3	credit
Industrial practice 2		6	credit
Total		9	
Attestation			
Preparation for a qualification exam and certification		3	
Total		3	
GENERAL SUMMARY OF THE EDUCATIONAL PROGRAM		240 ECTS credits	

1.2. Structural and logical scheme EP



3. Form of applicants' certification for higher education.

The graduates' certification of the educational program of the specialty 054 "Sociology" takes place in the form of a qualification examination and ends with the issuance of the document of the established sample with the qualification: the degree of higher education bachelor specialty "Sociology" specialization "Sociology of economic activity".

The certification is carried out openly and publicly.

**4. Matrix of compliance of program competencies to the components of the educational program
(compulsory components of EP)**

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24
GC1	+	+		+		+	+		+	+		+	+		+		+	+		+		+	+	
GC2			+	+		+		+		+		+		+		+		+	+	+			+	+
GC3	+				+		+		+		+		+		+	+	+			+		+		
GC4		+	+	+		+		+	+		+	+		+			+			+	+		+	+
GC5	+		+	+		+	+	+		+			+	+		+		+	+			+		+
GC6	+	+		+	+			+	+		+	+			+	+		+		+	+	+		
GC7			+			+	+		+	+	+		+	+	+		+				+		+	
GC8	+	+		+	+		+			+		+	+	+			+		+	+		+		+
GC9			+			+		+	+		+	+			+	+		+		+	+		+	
GC10	+		+		+	+		+	+		+		+		+	+		+		+	+		+	
GC11		+		+		+	+	+		+	+		+	+			+					+		+
PC1	+	+		+	+		+		+	+		+			+	+		+		+		+		+
PC2		+	+		+	+		+		+	+		+	+	+		+		+		+		+	
PC3	+	+		+		+	+	+			+	+	+	+		+		+		+		+		+
PC4			+		+			+	+		+		+		+		+		+	+		+	+	
PC5	+			+		+	+			+						+			+					+
PC6		+	+	+		+	+			+	+		+	+	+		+	+	+		+		+	
PC7	+		+		+			+	+			+	+		+	+	+		+	+		+		+
PC8	+	+		+	+		+	+			+	+		+	+			+		+		+	+	
PC9	+		+			+			+	+		+	+			+	+		+		+		+	+
PC10		+		+	+			+	+	+	+			+	+				+		+	+		+
PC11	+	+	+	+		+		+		+	+	+	+	+		+	+	+		+		+	+	
PC12	+		+		+	+	+		+			+	+		+		+	+		+	+			+
PC13		+		+	+		+	+		+	+			+	+	+			+	+	+	+		+
PC14	+		+			+	+		+	+			+				+	+		+		+	+	
PC15	+	+		+	+	+		+	+		+	+		+		+	+		+	+		+		+
PC16			+	+	+		+	+			+			+				+			+	+		+
PC17	+	+		+			+			+	+	+		+		+	+			+			+	+
PC18		+	+		+	+		+	+			+	+			+		+	+		+	+	+	

**5. Matrix providing program learning results (PLRs) with relevant components of the curriculum
(compulsory components of EP)**

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24
PLR1	+	+		+		+	+		+	+		+	+		+		+	+			+	+		
PLR2	+			+		+				+		+		+		+		+	+				+	+
PLR3	+	+	+		+		+		+	+	+		+		+		+			+		+		
PLR4		+		+		+			+		+	+	+		+		+				+		+	+
PLR5	+			+		+	+			+			+	+		+		+	+			+		+
PLR6		+			+		+		+		+	+			+	+		+		+	+	+		
PLR7	+		+	+		+			+	+	+		+	+	+		+				+		+	+
PLR8	+	+		+	+		+			+		+			+		+		+			+		+
PLR9		+	+			+		+	+		+		+	+		+		+		+	+		+	
PLR10		+			+	+		+	+		+			+		+		+			+		+	
PLR11	+		+	+		+	+			+		+	+		+		+		+			+		+
PLR12		+		+	+		+		+	+		+	+	+	+	+		+		+	+	+		+
PLR13	+	+			+	+				+	+			+			+			+	+		+	
PLR14		+	+	+		+	+				+	+	+	+	+	+		+	+			+	+	+
PLR15	+		+		+			+	+				+		+	+	+		+	+				
PLR16			+		+			+	+		+	+				+			+	+		+	+	
PLR17		+	+	+		+	+			+	+		+		+		+	+			+		+	
PLR18	+	+			+	+			+			+		+		+			+			+		+
PLR19		+	+		+		+	+	+		+	+	+		+		+	+		+		+	+	
PLR20	+	+		+		+		+		+		+		+		+	+				+		+	+
PLR21	+			+	+				+		+		+		+		+		+		+	+		+
PLR22		+	+	+		+		+		+		+		+		+		+		+		+	+	
PLR23	+		+		+	+	+		+	+		+	+		+		+	+			+			+
PLR24		+		+	+		+			+	+			+	+	+			+	+		+		+

