

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

EDUCATIONAL PROGRAM

«Wholesale and retail trade»

First level of academic degree

Specialization 076 Entrepreneurship, trade, and stock activity

Field of study 07 Management and administration

Qualification: Bachelor's degree

Specialty «Entrepreneurship, trade, and stock activity»

Specialization «Wholesale and retail trade»

Kyiv 2019

**1. Educational Program profile in specialty 076 «Entrepreneurship, trade, and stock activity»
(specialization "Wholesale and retail trade")**

1–General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Department of Trade and Marketing, Department of Trade Entrepreneurship and Logistics
Academic degree and qualification title in the original	Ступінь вищої освіти бакалавр спеціальність «Підприємництво, торгівля та біржова діяльність» спеціалізація «Оптова і роздрібна торгівля» Academic degree «Bachelor» specialty «Entrepreneurship, trade, and stock activity» specialization «Wholesale and retail trade»
Educational Program Title	«Wholesale and retail trade»
Diploma type and quantity of the program	Bachelor Diploma, Single, 240 ECTS credits, Studying period -3 year 10 months
Accreditation	Ministry of Education and Science of Ukraine, Ukraine, certificate of accreditation dated 07/8/2014, protocol No. 11
Cycle/Level	NRK-Ukraine -7 level, FQ-EHEA –1-st cycle, EQF - LLL - 7 level
Preconditions	Availability of a certificate of completed general secondary education Having a junior Bachelor's degree in specialty 076 "Entrepreneurship, trade, and stock activity" The conditions for admission to the program are regulated by the Rules of admission to KNUTE
Language of instruction	Ukrainian
Program duration	Till 01.07.2024
Internet address for permanent placement of the program description	https://knute.edu.ua
2 - Educational program aim	
Training of qualified specialists in the theory of commodity circulation, trade business and stock activity, which possesses fundamental professional knowledge, modern economic outlook, and practical skills in the organization of trade enterprises.	
3 - Educational program characteristics	
Subject area (Field of study, speciality, and specialization(if exists))	Field of study 07 «Management and administration» Specialty 076«Entrepreneurship, trade, and stock activity» Specialization «Wholesale and retail trade» Compulsory courses - 40%, of which the general training cycle - 28%, professional training - 72%. Optional courses - 60%, of which the cycle of general training - 57%, professional training - 43%.
Educational program orientation	Educational and professional, academic The emphasis on a broad review of the problems of trade entrepreneurship, the ability to understand the current transformations taking place in these areas and to make economically sound decisions on the effective management of wholesale and retail trade enterprises

Educational program and specialization goals and objectives	General economic education in the field of management and administration of business, trade and stock activity. Key words: entrepreneurship, retail trade, wholesale trade, e-commerce, logistics activities of wholesale trade enterprises, logistics activity of retail trade enterprises, design of trade entities, stock exchange activity
Specific requirements	Special education in the field of enterprise, trade and stock trading, acquisition of competencies regarding the peculiarities of the organization of trading activity, designing of trade entities, organization of trade and technological processes in the wholesale and retail trade, ensuring a high level of quality of customer service, assessing the economic efficiency of commercial activity.
4 – Career opportunities and further learning	
Career opportunities	According to the National Classifier of Types of Economic Activities DK 009: 2010, as well as taking into account the requirements of the labor market, the types of professional activity of the graduate are: - wholesale and retail trade in motor vehicles and motorcycles, their repair - G. 45; - wholesale trade, except trade in motor vehicles and motorcycles - G. 46; - retail trade, except trade in motor vehicles and motorcycles - G. 47; - warehousing - H. 52.1; - advising on business and management issues - M. 70.22; - research of market conditions and public opinion - M. 73.20. In accordance with the National Classification of Professions DK 003: 2010 an expert may hold the following primary positions: commodity expert, sales consultant, delivery organizer, sales organizer, sales inspector, trading inspector, trading broker, dealer, commercial agent, trading agent, supply agent, quality control inspector, analyst for commodity market research, merchant, salesman, merchandiser. Curriculum plans include production practice at leading Ukrainian wholesale and retail trade enterprises
Further learning	Second Level Education for Master's Degree In Higher Education
5 – Training and assessment	
Teaching and learning	Balanced combination of classroom and self work on the basis of problem-oriented and interactive learning using modern educational technologies and techniques, student-centered, problem-oriented training in conducting practical, laboratory, and seminar classes, self-training in preparation for classes.
Assessment	Written exams, solving situational practical tasks, presentations, surveys, testing, writing essays, case studies, etc.
6 – Program competences	
Integral competence (IC)	Ability to solve complex specialized problems and practical problems in the field of entrepreneurship, trade, and stock activity, which involves the application of knowledge on the theory of commodity circulation and organizational and legal basis of entrepreneurship, characterized by complexity of decision-making in conditions of ambiguity of the environment
General competence (GC)	GC1. Ability to understand the subject area, critical understanding of the basic theories, principles, methods, and concepts used in teaching and professional activities. GC2. Ability to consider political, economic, social, cultural, and

	<p>other processes and phenomena in specific historical conditions and at the present stage of development, taking into account general human values, norms of behavior, and morals, and in the international context.</p> <p>GC3. Ability to use modern methods, models, technologies of collection, systematization, processing, and interpretation of information.</p> <p>GC 4. Ability to apply knowledge in solving practical problems and conducting research at the appropriate methodological level.</p> <p>GC5. Ability to identify, to put, and to solve problems.</p> <p>GC6. Ability to communicate in the state and foreign languages in the professional field.</p> <p>GC7. Ability to initiate measures to preserve the environment and to carry out safe activities.</p> <p>GC8. Ability to identify initiative and entrepreneurship, to act on the basis of ethical considerations (motives), socially responsible and consciously from civic positions.</p> <p>GC 9. Ability to carry out communication activities, to work both in a team (group) and independently (autonomously).</p> <p>GC10. Ability to make ground decisions about the activities of wholesale and retail trade enterprises.</p> <p>GC11. Ability to design and to manage projects.</p> <p>GC12. Ability to learn, to adapt, to form new ideas and manifestation of creativity.</p>
<p>Professional competence (PC)</p>	<p>PC1. Ability to understand the regularities of functioning of the modern economy and entrepreneurship entities, trade and stock activities.</p> <p>PC2. Ability to understand the theoretical foundations, tools and methodology of the study of the development of wholesale and retail trade, the usage of a systematic approach to the management of the business entities.</p> <p>PC3. Ability to effective implementation of theoretical positions and practical methods of organization and technology of sales of goods and provision of trade services, observance of legal principles of consumer protection.</p> <p>PC 4. Ability to identify the goods, to use modern methods for determining the quality and safety of goods in accordance with the requirements of the standards.</p> <p>PC5. Ability to manage the processes of purchase and sale of goods, trade services of customers at trade enterprises and to develop and to implement PC measures to improve their organization.</p> <p>PC 6. Ability to apply information and communication technologies for the organization of activities and ensuring the competitive advantages of wholesale and retail trade enterprises in the consumer market.</p> <p>PC7. Ability to assess the impact of environmental factors on the functioning of business entities, trade and stock activities, to identify causal relationships of processes and phenomena in the field of trade.</p> <p>PC8. Ability to use special tools, to make informed operational decisions to optimize and to improve the management of the activities of wholesale and retail trade enterprises.</p>

	<p>PC9. Ability to solve operational and tactical problems in the field of commercial, logistic, and marketing activities of wholesale and retail trade enterprises.</p> <p>PC10. Ability to use the skills of working with software products and knowledge and skills in the field of modern information technology to solve experimental and practical problems.</p> <p>PC11. Ability to deep analysis, synthesis and the establishment of interconnections between phenomena and processes in the field of entrepreneurship, trade, and stock activities.</p> <p>PC 12. Ability to apply innovative approaches in the activity of wholesale and retail trade entities.</p> <p>PC13. Knowledge and understanding of regulatory and legal regulation in the field of business, trade, and stock activity.</p> <p>PC14. Ability to identify and to perform professional tasks in the organization of business, trade, and stock structures.</p> <p>PC15. Ability to describe processes and phenomena in the field of entrepreneurship, trade, and stock activity on the basis of theoretical and applied models, to analyze and to interpret comprehensively recieved results.</p> <p>PC16. To be able to organize search, self-selection, analysis and quality processing of information from different sources for the formation of data banks in the field of entrepreneurship, trade, and stock activity.</p> <p>PC17. To have economic and mathematical methods and tools for substantiation of managerial decisions on creation and functioning of business, trade, and stock structures.</p>
7 - Program learning outcomes	

	<p>PLO1. To have a comprehensive training and communicative competence, to have a linguistic literacy and culture of speech, to demonstrate professional communication at the proper level.</p> <p>PLO 2. To understand the essence of the historical transformations taking place in modern Ukraine, the laws of the national historical and cultural process, to realize universal human and national cultural values.</p> <p>PLO3. To have a legal culture, thinking, and consciousness, to acquire knowledge about economic relations and entrepreneurship, to know the mechanisms of protection of consumer rights at the state level and public organizations.</p> <p>PLO4. To understand the essence of the social life of society, to have a philosophical culture of thinking and knowledge of the world and yourself, to have abstract and critical thinking, to have a system of knowledge about politics and problems of modern religious life.</p> <p>PLO5. To know the basic principles and regularities of the functioning of the world market, taking into account the interaction of factors and the laws of their formation, the evolution of structural changes and patterns of development.</p> <p>PLO6. To have theoretical knowledge and practical skills of using physical and chemical methods of research of raw materials and materials.</p> <p>PLO7. To be able to use modern information and communication technologies.</p> <p>PLO8. To have the basics of the mathematical apparatus of modern methods of quantitative financial analysis, a system of knowledge, skills and abilities in the field of creating mathematical models of management systems.</p> <p>PLO9. To have theoretical knowledge and practical skills of statistical estimation of economic phenomena and processes of public life, accounting, planning, and modeling of financial and economic activity of the enterprise.</p> <p>PLO10. To be able to prevent dangerous situations, to reduce the negative consequences of emergencies, to provide first aid, to maintain a healthy lifestyle.</p> <p>PLO11. To understand the laws and mechanisms of the functioning of the market economy, the realization of geopolitical and geo-economic interests, to possess special economic and financial knowledge of the organizational and legal foundations of the creation and operation of financial organizations.</p> <p>PLO12. To have knowledge about the modern assortment of raw materials and materials for the production of goods, to possess the instrumental methods of modern standardization, metrology and quality management, to have a system of special theoretical knowledge and skills in assessing the nutritional value, quality, safety and environmental friendliness of food and non-food products in the process of production and commodity circulation.</p> <p>PLO13. To understand the processes of spatial development of regions and the formation of their competitive advantages, to possess methodological approaches for the analysis and evaluation of the effectiveness of foreign economic activity and the provision of customs-mediated services, to understand the role and place of customs in the economic development of Ukraine.</p>
--	---

	<p>PLO14. To possess theoretical knowledge and practical skills in organization and implementation of entrepreneurial activity in wholesale and retail trade, designing of commercial objects, management of financial and economic activities of business entities.</p> <p>PLO15. To have a modern system of views, special knowledge and skills in marketing and practical skills in organizing marketing and commercial activities of wholesale and retail trade enterprises.</p> <p>PLO 16. To understand the conceptual foundations of system management of organizations, the phenomenon of social leadership, be able to analyze the internal and external environment of the enterprise trade, to make informed decisions and regulate social conflicts in the team.</p> <p>PLO17. Ability to determine the criteria for the formation of the product range and to manage it effectively, to apply merchandising tools in the process of selling goods and servicing customers in stores.</p> <p>PLO18. To have knowledge of the diplomatic protocol, etiquette, and ceremonial, ethical norms of professional activity, laws of beauty and harmony, and skills of their usage.</p> <p>PLO19. To have knowledge of the business protocol and etiquette, the content of diplomacy and the main forms of its implementation, modern concepts of ethics and business psychology, to use methods of non-conflict business communication in order to build an effective and ethical interaction between business and society.</p> <p>PLO20. To understand the principles and regularities of the integrated management of material, informational, financial, and other flows, taking into account the specifics of the activity of enterprises of trade.</p>
8 - Resource support for program implementation	
Academic staff	<p>Project team: three people with a degree and / or academic rank (the guarantor of the educational program - Ph.D., prof., 1 doctor of sciences, associate professor and 1 Ph.D., associate professor and 1 Ph.D.) Scientific and pedagogical workers with scientific degrees and / or scientists, as well as highly skilled specialists, are involved in the implementation of EPP. In order to increase the professional level, all scientific and pedagogical workers undergo an internship once every five years.</p>
Facilities	<p>Providing of premises for conducting training sessions and control activities and appropriate multimedia equipment in accordance with requirements. Usage of laboratories, computer and specialized audiences of KNUTE. To provide the educational process, there are specialized educational and research laboratories of the Department of Trade Entrepreneurship and Logistics. Providing of training rooms, computer workstations, multimedia equipment meets the need Availability of social and domestic infrastructure of KNUTE. There are all necessary social and domestic infrastructure, the number of places in the hostel meets the requirements.</p>
Informational, teaching and learning materials	<p>The existing MOODLE distance learning system provides self and individual training. Tools and equipment: technical equipment, specialized application licensed software, etc. KNUTE has a local computer network.</p>

	The use of the Internet network is unlimited.
9 – Academic mobility	
National credit mobility	It is envisaged by law and it is expedient when it becomes necessary to study (mastering) students of fundamentally new disciplines which are not taught in the basic ZVO. The protocol on academic mobility has been developed
International credit mobility	The University has concluded agreements on cooperation between KNUTE and higher education institutions, in which partner exchange and student training are carried out. In addition, international academic mobility is carried out through international programs and projects within Erasmus + in particular with the following universities: Krakow University of Economics (Poland, Krakow), Shchetsin University (Poland, Shchetsin), Audencia Business School (France, Nant), France University of Grenobl Alps (France, Grenobl), Pari Es Cretay University (France, Paris), University of Central Lancashire (Great Britain, Preston), Hohenheim University (Germany, Stuttgart), Piraeus University of Applied Sciences (Greek, Piraeus,) Clement Ohrydskyi University (Bulgaria, Sofia).
Training of foreign students	English language programs are developed on the discipline, which are fixed by the department.

2. List of educational program components and their logical order

2.1. List of educational program components

№	Educational Program components (disciplines, term projects (papers), practical training qualification exam, graduate paper)	Total credits	Final assessment
1	2	3	4
Compulsory component of EP			
CC 1.	Foreign language in professional direction	21	exam
CC 2.	Higher and applied Mathematics	6	exam
CC 3.	Economics Informatics	6	exam
CC 4.	Philosophy	6	exam
CC 5.	Economics theory	6	exam
CC 6.	Trade equipment	6	exam
CC 7.	Law science	6	exam
CC 8.	Trade entrepreneurship	6	exam
CC 9.	Finance, money, and credit	6	exam
CC 10.	Life safety	4,5	exam
CC 11.	Trade Economics	6	exam
CC 12.	Commodity study. Non-food products	6	exam
CC 13.	Commodity study. Food products	6	exam
CC 14.	Organization of retail trade	6	exam

CC 15.	Foreign economic activity of the enterprise	6	exam
CC 16.	Exchange trading	6	exam
CC 17.	Marketing	6	exam
CC 18.	Logistics	6	exam
CC 19.	Accounting	4,5	exam
CC 20.	Organization of wholesale trade		
CC 20.1	Control work on the organization of wholesale and retail trade	4,5	
CC 21.	E-commerce	6	exam
CC 22.	Modeling of financial and economic activity of the enterprise	9	exam
CC 23.	Sales management and merchandising	6	exam
CC 24.	Management	6	exam
CC 25.	Commercial entities designing	6	exam
CC 25.1	Trade design control works		
	Physical training		credit
Total amount of compulsory components:		163,5	
Optional component of EP			
OC 1.1.	Statistics	6	exam
OC 1.2.	Physical methods of research	6	exam
OC 1.3.	Chemistry	6	exam
OC 2.1.	History of Ukraine	6	exam
OC 2.2.	History of Ukrainian Culture	6	exam
OC 2.3.	National interests in the world economy and geopolitics	6	exam
OC 2.4.	Ukrainian language (professional direction)	6	exam
OC 2.5.	Aesthetics	6	exam
OC 2.6.	Cultural heritage of Ukraine	6	exam
OC 2.7.	Public speaking	6	exam
OC 2.8.	Religious studies	6	exam
OC 2.9.	World culture	6	exam
OC 3.1.	Conflictology and psychology of business communication	6	exam
OC 3.2.	Business psychology	6	exam
OC 3.3.	Diplomatic and business protocol and etiquette	6	exam
OC 3.4.	Business ethics	6	exam
OC 3.5.	Logics	6	exam
OC 3.6.	Politology	6	exam
OC 3.7.	Psychology	6	exam
OC 3.8.	Social leadership	6	exam
OC 3.9.	Sociology	6	exam
OC 4.1.	Material science and fundamental	6	exam

	technologies of goods production		
OC 4.2.	Standardization, metrology, and quality management	6	exam
OC 4.3.	International Economics	6	exam
OC 4.4.	Spatial economy	6	exam
OC 5.1.	Consumer rights protection	6	exam
OC 5.2.	Theory of branch markets	6	exam
OC 6.1.	Systems of automated designing	6	exam
OC 6.2.	Enterprise activity planning	6	exam
OC 7.1.	Custom business	6	exam
OC 7.2.	Custom and intermediary services	6	exam
OC 8.1.	Trade marketing	6	exam
OC 8.2.	Category management	6	exam
OC 9.1.	Product safety		
OC 9.2.	Commercial activity	6	exam
OC10.1.	Economic law	6	exam
OC10.2.	Entrepreneurial law	6	exam
Total volume of optional components:		60	
Practical training			
Practical training 1		4,5	credit
Practical training 2		3	credit
Practical training 3		6	credit
Attestation			
Preparation of graduation and qualification work and its protection		3	
TOTAL EP VOLUME		240	

3. Form of certification of applicants for higher education

The certification of graduates of the educational program of the specialty 076 "Entrepreneurship, trade, and stock activity" is conducted in the form of a qualifying examination and ends with the issuance of a standard document of awarding a bachelor's degree with a qualification: a higher education degree bachelor specialty "Entrepreneurship, trade, and stock activity" specialization "Wholesale and retail trade ".

The certification is carried out openly and publicly.

4. Program Competences and EP Componernts Matrix

	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	
GC 1		x		x	x			x			x			x	x	x	x	x		x	x		x	x		
GC 2				x	x		x		x	x														x		
GC 3		x	x								x			x	x	x	x	x	x	x	x	x		x	x	
GC 4	x	x	x		x	x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
GC 5	x	x			x		x				x	x	x	x	x	x	x	x	x	x	x	x				
GC 6	x																									
GC 7						x				x		x	x													
GC 8								x						x	x	x	x	x			x	x		x	x	
GC 9	x							x						x	x	x	x	x			x	x		x		
GC 10			x		x			x			x			x	x	x	x	x			x	x	x	x	x	
GC 11								x						x			x	x			x			x	x	x
GC 12	x				x			x									x							x	x	
PC 1			x		x			x	x		x			x	x	x	x	x	x			x	x	x	x	
PC 2								x			x			x		x					x	x				
PC 3								x			x			x		x						x		x		
PC 4												x	x													
PC 5											x			x		x								x		
PC 6		x	x					x	x		x			x	x	x	x	x	x	x	x	x	x	x	x	
PC 7		x	x		x			x	x		x			x	x	x	x	x			x	x	x	x	x	
PC 8		x	x		x			x			x			x	x	x	x	x			x	x	x	x	x	
PC 9																	x	x						x		
PC 10			x															x	x			x	x		x	
PC 11		x	x		x		x	x	x		x	x	x	x	x	x		x	x	x				x		
PC 12								x			x			x		x	x	x			x	x			x	
PC 13							x							x	x					x	x	x				
PC 14								x			x			x		x	x	x			x	x		x	x	x
PC 15		x			x			x	x		x	x	x	x	x	x					x	x	x		x	
PC 16			x								x			x	x			x	x	x	x				x	
PC 17		x	x								x			x				x			x					

5. Program learning outcomes (PLO) and EP Component Matrix

	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
PLO 1	x																								
PLO 2																									
PLO 3							x																		
PLO 4				x																					
PLO 5																									
PLO 6												x													
PLO 7			x							x									x	x	x	x			
PLO 8		x							x		x														
PLO 9																			x			x			
PLO 10										x															
PLO 11					x																				
PLO 12												x	x												
PLO 13															x										
PLO 14						x		x			x			x		x				x	x				x
PLO 15																	x								
PLO 16																								x	
PLO 17																							x		
PLO 18																									
PLO 19																									
PLO 20																		x							

