

### 3. Educational programs

#### 3.1. Educational-professional program of specialization in "business Administration"

*Head of project group (the guarantor of the educational program) –*

*doctor of Economics, Professor Fedulova I. V.*

#### 1. The profile of the educational program in the specialty 073 "Management" (specialization "business Management")

<b>1 – General information</b>	
<b>Full name ZVO and the structural unit</b>	Kyiv national University of trade and Economics, faculty of Economics, management and law, Department of management
<b>The degree and the name of the qualification in the original language</b>	Higher education "master" specialty "Management" specialization "business Management"
<b>The official title of educational program</b>	"Business management"
<b>The type of degree and educational programs</b>	Masters degree, single, 90 ECTS credits, duration – 1 year 4 months
<b>The presence of the accreditation</b>	The certificate of accreditation issued by the Ministry of education and science of Ukraine (Ukraine) with validity till 01 Jul 2024 pursuant to the order of MES of Ukraine from 19.12.2016, No. 1565

<b>Cycle/level</b>	Ukraine NQF – level 8, The FQ-EHEA second cycle, EQF-LLL – level 7
<b>Background</b>	- educational degree – bachelor; - the conditions of admission to the program is regulated by the admission Regulations of the University.
<b>Language(s) of teaching</b>	Ukrainian
<b>The validity of the educational program</b>	till July 01, 2024
<b>The web address of the permanent location of the description of the educational program</b>	<a href="https://www.knteu.kiev.ua">https://www.knteu.kiev.ua</a>
<b>2 – The purpose of the educational program</b>	
The formation of the future specialists of modern management thinking and systems of special knowledge of the business environment, understanding of conceptual bases of system management by organizations of various spheres of activity and organizational-legal forms, the acquisition of skills in the adoption and implementation of sound management decisions in the conditions of dynamic external environment of their operation	
<b>3 – Description of the educational program</b>	
<b>Subject area (field of knowledge, speciality, specialization)</b>	Area of expertise 07 "Management and administration", Specialty 073 "Management", Specialization "business Management" Disciplines which form the core competency is 58.3%, among them: discipline cycle of General training, at 6.7%, cycle training was 28.3%, practical training to 23.3%. Disciplines at the choice of the applicant higher education – 41,7%, of them from the cycle of General training and 13.3%, training is 28.4%.
<b>Orientation of</b>	Fundamental economic training and orientation on practical

<b>educational program</b>	aspects of the use of future professionals modern tools of effective management (academic, professional, research).
<b>The educational focus of the educational program and specialization</b>	Formation of professional competence for effective functioning and development of organizations of various forms, types and industries, the constructive interaction between stakeholders and efficient application of the principles of business management and administration. Keywords: efficiency, development efficiency, effectiveness, organization, interaction, actors, business administration
<b>Features</b>	The combination of theoretical preparation of students and practice at the leading enterprises and scientific and research work (including writing articles).
<b>4 – The suitability of graduates to employment and further education</b>	
<b>Suitability for employment</b>	In terms of acquisition of relevant experience can adapt to such adjacent areas of professional activity: economic, marketing, foreign trade, education, research. Master of business administration is able to occupy such positions in accordance with national classifier of professions DK 003:2010: General Manager (managing Director); Director of operations; the Manager (the steward) market research; branch Manager; Manager (Manager) for administrative activities; the Manager (the steward) for issues of regional development; head of (head of) Department; head of Department (service management); head of the branch office (branch); professional corporate governance.
<b>Further training</b>	The opportunity to study under the program of the third cycle in this branch of knowledge, the FQ-EHEA, which is consistent with the received a master's degree or related – postgraduate (education and research) higher education level 8 EQF-LLL and NQF level 9 Ukraine.
<b>5 – Teaching and assessment</b>	
<b>Teaching and learning</b>	Studentcentered learning using thematic, topical, review, binary, dual, lectures, lectures-conferences, including with the

	participation of practitioners, lectures and consultations, with presentations, discussions, trainings, moderation, modelling situations, using the method of case study with real world problems, students do projects commissioned by companies, small group, independent work of students, preparation of final qualifying work
<b>Evaluation</b>	Ongoing supervision, written examinations, practice, presentation, project work, protection of final qualifying work. Assessment is carried out in accordance with the regulations on the system of control of knowledge of students based on credit-modular system of organization of educational process.
<b>6 – Software competence</b>	
<b>Integral competence</b>	Ability to solve complex specialized tasks and practical problems of business management or in the process of learning that involves the application of certain theories and methods of the relevant science and is characterized by complexity and uncertainty conditions.
<b>General competence (GC)</b>	<p>GC1 Ability to solve complex problems and challenges with the preservation of a critical attitude to the established scientific concepts, to properly fulfill the duties according to the law, the protection of state interests, human rights, the combination of public, collective and individual interests.</p> <p>GC2 the Ability to solve new problems of management under the influence of changes in the volatile and complex environment of enterprise functioning.</p> <p>GC3 the Ability to solve management problems in the team with the leader, to maintain balanced relationships with various contact audiences.</p> <p>GC4 the Ability to assess and analyze socio-economic processes and phenomena at the global (mega-), macro, meso and micro levels.</p> <p>GC5 the Ability to initiate and perform research, generating new knowledge.</p> <p>GC6 the Ability to create and organize effective communication in the management process on the basis of generalization and analysis of complex information.</p>

	<p>GC7 Ability of oral and written communication in official and foreign languages, observance of generally accepted norms of behavior and morality in interpersonal relationships.</p> <p>GC8 the Capacity for initiative, responsibility and skills in preventive and emergency planning, security measures of professional activity, ability to make decisions in complex and unpredictable situations, use knowledge of international norms and Ukrainian legislation in the sphere of safety of the population, the system of labor protection management and civil protection.</p>
<p><b>Professional competence the specialty (PC)</b></p>	<p>. PC1 the Ability to choose according to the situation and to make practical use of concepts, methods and tools of business management, including in accordance with international standards.</p> <p>PC2 the Ability to formulate the criteria by which the organization determines the future direction of development in the country and abroad, to develop and implement appropriate strategies and plans of its activities.</p> <p>PC3 Ability to manage organization using a contractual, competitive, investment and intellectual legal support.</p> <p>PC4 Ability to effectively use and development of human, financial, material, intellectual and other resources in the organization.</p> <p>PC5 building Capacity and demonstrating leadership qualities in the management of the organization.</p> <p>PC6 the Ability to develop and manage projects, show initiative and resourcefulness.</p> <p>PC7 the Ability to use psychological technologies of work with personnel.</p> <p>PC8 the Ability to analyze and structure problems of the organization, shaping the strategy of economic security of the organization, to diagnose risk factors in organizations and justify the anti-crisis program.</p> <p>PC9 the Ability to organize an effective system of corporate and public management to implement the technology, investment</p>

	<p>and social management in the process of socio-economic systems.</p> <p>PC10 the Ability to generate alternative strategic directions development of the socio-economic systems, to make their own financial, investment and administrative decisions and take responsibility for their implementation.</p> <p>PC11 the ability to manage the reputation of the organization and shape its image in the business environment.</p> <p>PC12 the Ability to apply for the formation of the ideological position of modern basic provisions of fundamental Sciences on cross-cultural features of the development of organizations, their development and structure.</p> <p>PC13 the Ability to formulate the problem of business modeling with use of mathematical methods and information technologies, to use Internet technologies in business, introduction of innovation technologies of management of business processes.</p> <p>PC14 the Ability to manage organizational change, develop business plans and projects of innovative development of the enterprise.</p> <p>PC15 the Ability to use the laws, rules and principles of brand management in functioning of organizations.</p> <p>PC16 Ability to improve performance and competitiveness of organizations in the field of their activities.</p> <p>PC17 the Ability to search through different information sources, use this information to make decisions and develop their alternatives based on the use of information systems and computer technology.</p> <p>PC18 the Ability to develop optimal and balanced management model of organizations, taking into account the investment, financial and tax security</p>
<b>7 – Programmatic learning outcomes</b>	
	<p>PLO 1. To form an effective management system taking into account the specifics of the legal form of business organization,</p>

size of enterprise and organizational capacity..

PLO 2. To initiate, develop, evaluate, implement and calculate the efficiency of investment and innovative projects and programs of development organizations, to establish a system of management.

PLO 3. Use the principles of corporate governance, forming the dividend policy of a trade enterprise to solve corporate conflicts, to make management decisions about development of socially responsible business, the prevention or combating raider attacks.

PLO 4. Carry out analytical and research work, monitoring and innovation activities of organizations of various industries and legal forms.

PLO 5. To identify and classify known and identify new objects in the field of management, including international business, describe the properties, phenomena and processes inherent in them.

PLO 6. Use effective mechanisms for change management based on the comprehensive system analysis of activity of the organizations and assess the effectiveness of their implementation.

PLO 7. To design business processes in organizations of different forms of ownership and organizational-legal forms and manage them.

PLO 8. To simulate objects and processes in the field of management, using mathematical methods and information technologies in the management of business organizations.

PLO 9. To prepare meetings of the Assembly, to perform other types of management activities in organizations of various sizes and legal forms of management.

PLO 10. Maintain business contacts with partners, to organize, conduct or participate in business negotiations in the national language and one foreign language, to resolve disputed issues in the negotiation process

PLO 11. To argue one's own position in the debate based on ethical considerations and social responsibility.

PLO 12. To use modern methods of diagnostics and examination

of the organizations.

PLO 13. To explore the business environment in business to use the results of the analysis to improve the competitiveness of entrepreneurial activity.

PLO 14. To provide informational, methodological, material, financial, human resources and regulatory support activities of business organizations.

PLO 15. To ensure the prevention of the crisis phenomena in organizations, to identify and analyze the possible impact of risk factors on the effectiveness of implementing administrative decisions.

PLO 16. Rational use of objects of intellectual property with the use of modern information systems and technologies in management.

PLO 17. To form a high level of organizational culture and business reputation of the organization.

PLO 18. Demonstrate adaptability and flexibility in new situations related to occupational work, to generate new ideas of management.

PLO 19. To use modern information and communication technologies in the management of information to identify threats, to determine the compliance of the activities with the laws of Ukraine, to plan and organize events to counter information attacks.

PLO 20. To organize and communicate with representatives of different professional groups, including in an international context, demonstrate the ability to interact with people and influence their behavior.

PLO 21. To work in international teams, using elements of psychology and cross-cultural interaction.

PLO 22. To develop and implement social policy of the enterprise, prepare and analyze financial statements of companies, to create a portfolio of investments.

PLO 23. To protect the rights of consumers to adhere to the rules



	<p>of contract, investment and competition law.</p> <p>PLO 24. Use technology brand management that help create and perpetuate in the minds of consumers long-term attachment to the product or product group and the formation of skills to assess the brand value of organizations.</p> <p>PLO 25. To participate in the development of additional social guarantees to employees of organizations based on the study of principles of organizational behavior.</p>
<b>8 – Resource support for program implementation</b>	
<b>Staffing</b>	<p>Produces and is responsible for the training of masters in business administration is the Department of management of KNTEU. Head of Department scientific degree of the doctor of Sciences and academic title of Professor.</p> <p>96% of teachers, providing educational process, have a degree and/or academic rank. With all the scientific-pedagogical workers signed labor contracts.</p>
<b>Logistics</b>	<p>Provision of facilities for the training and control measures to 4 square meters per person.</p> <p>40% of classrooms provided with multimedia equipment.</p> <p>The infrastructure of the University: the library, including reading room, canteens, auditorium, sports halls, a stadium, medical center, Dorm.</p>
<b>Information and methodological support</b>	<p>Have access to databases of scientific periodicals in English or appropriate related profile (allowed sharing of multiple databases of educational institutions).</p> <p>There is an official website of KNTEU, which contained basic information about its activities (structure, licenses and certificates of accreditation, educational / educational-scientific/ publishing / certification (scientific personnel) the activities, educational and scientific structural units and their composition, list of academic disciplines, rules of admission, contact information): <a href="https://www.knteu.kiev.ua">https://www.knteu.kiev.ua</a>.</p> <p>In the Laboratory of distance learning of the University is teaching-methodical materials on disciplines of the curriculum:</p>

	<a href="http://dist.knteu.kiev.ua">http://dist.knteu.kiev.ua</a> .
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	Short-term training students of all educational levels (except for bachelors first year of study) pre-defined courses for credit at universities of countries members of the Erasmus+ Programme with obligatory recognition (credit transfer) in the period from 3 months (minimum) to 12 months (maximum). For internships/practice – from 2 to 12 months.
<b>International credit mobility</b>	Mobility training on a full course curriculum for General, dual, multilateral master's degree in the existing programs of student mobility: 1. Business school "Audience" (Nantes, France). 2. University Grenoble Alpes (Grenoble Sciences, France). 3. University of Economics and management (Szczecin, Poland).
<b>Training of foreign applicants to higher education</b>	Foreign citizens can study in KNUTE: - at the preparatory Department for foreigners and persons without citizenship – 1 year; part - time and correspondence form of training – 1 year 5 months.

## 2. The list of components of the educational program and their logical sequence

### 2.1. The list of components of the educational program

Code	Components of educational programs (disciplines, course projects (work), practice, qualifying examination, graduation thesis)	The number of credits	Form of final control
<b>Obligatory components OC</b>			
OC 1	Information systems and technology management	6	Exam
OC 2	Innovative development of the enterprise	6	Exam
OC 3	Project management	7,5	Exam
OC 4	Corporate governance	6	Exam
OC 5	Change management	6	Exam
	<b>The total volume of obligatory components</b>	<b>31,5</b>	
<b>Selected components SC</b>			
SC 1.1	Brand management	6	Exam

SC 1.2	Contract law	6	Exam
SC 1.3	The intellectual property	6	Exam
SC 1.4	Competition law	6	Exam
SC 1.5	Management of foreign economic activity	6	Exam
SC 1.6	Public administration	6	Exam
SC 1.7	Social leadership	6	Exam
SC 1.8	Business financing	6	Exam
SC 1.9	financial management	6	Exam
SC 2.1	Anti-crisis enterprise management	7,5	Exam
SC 2.2	Business planning	7,5	Exam
SC 2.3	Investment management	7,5	Exam
SC 2.4	Tax management	7,5	Exam
SC 3.1	Consulting	6	Exam
SC 3.2	Reputation management	6	Exam
SC 3.3	Economic security of enterprise	6	Exam
SC 3.4	Crossculture management	6	Exam
	<b>The total volume of the Selected components</b>	<b>37,5</b>	
<b>Practical training</b>			
	Industrial (pre-diploma) practice	<b>9</b>	Credit test
<b>attestation</b>			
	Preparation of final qualifying work and protection	<b>12</b>	
<b>THE TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>	-

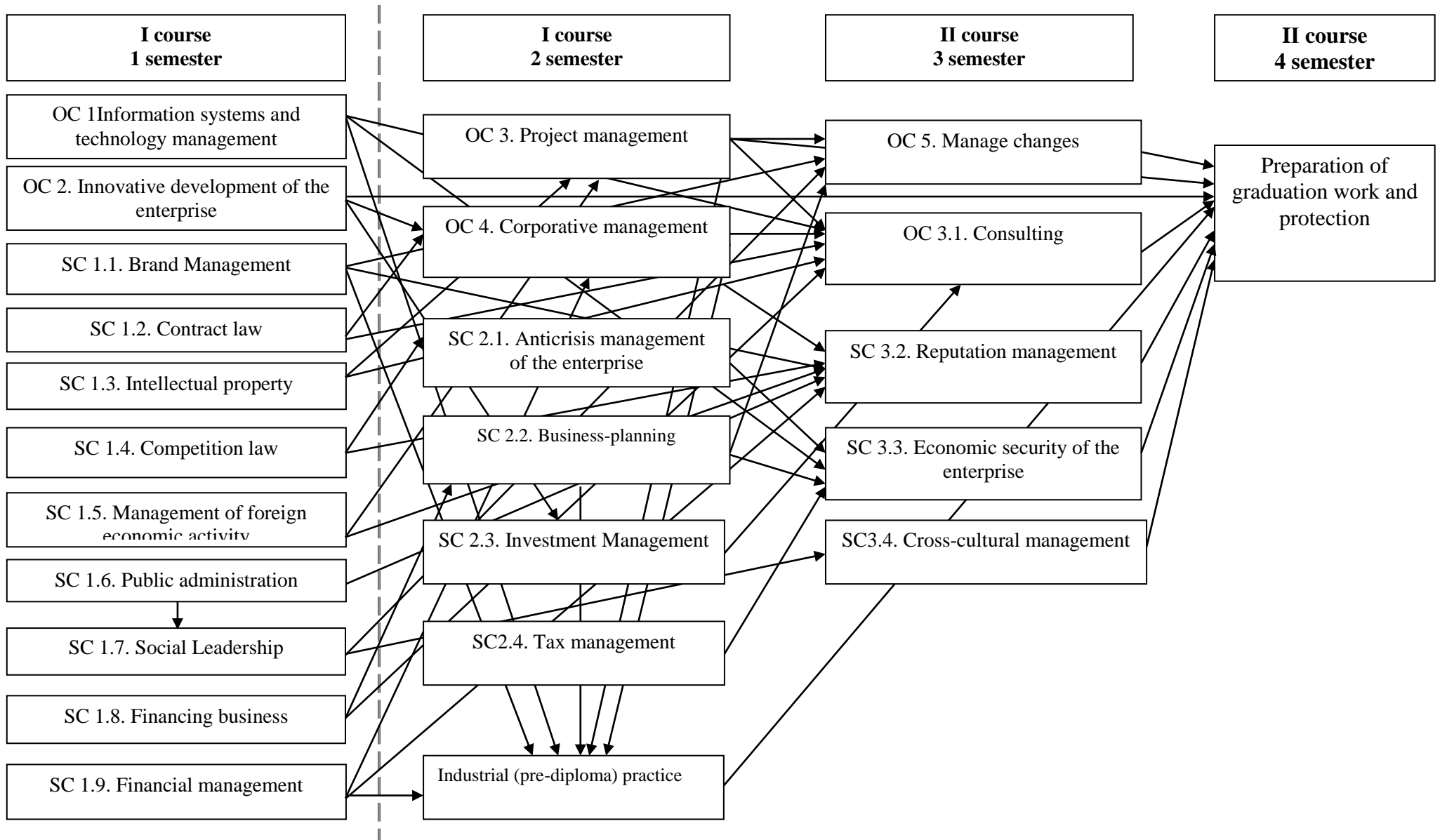
### 3. Forms of assessment of applicants to higher education

Certification graduates of the educational programme of the specialty

073 "Management" of specialization "business Management" is in the form of protection of final qualifying work and ends with the issuance of special document certifying the award of the degree of master qualification degree of higher education of "master" specialty "Management" specialization "Management of business".

Certification is carried out openly and publicly.

## 2.2. Structural-logical scheme of the educational program



#### 4. Matrix of compliance of program competencies to the components of the educational program

	OC1	OC2	OC3	OC4	OC5	SC1.1	SC1.2	SC1.3	SC1.4	SC1.5	SC1.6	SC1.7	SC1.8	SC1.9	SC2.1	SC2.2	BSC2.3	SC2.4	SC3.1	SC3.2	SC3.3	SC3.4	
GC1		+	+		+										+							+	
GC2		+			+													+					+
GC3			+									+								+			+
GC4		+	+	+	+						+									+	+		
GC5	+	+	+		+			+												+	+		
GC6	+		+		+	+					+	+								+	+	+	+
GC7				+			+				+									+	+		
GC8				+			+		+		+									+	+	+	
PC1		+	+	+	+					+	+		+	+	+	+	+	+	+	+	+	+	+
PC2		+	+	+	+					+			+	+	+	+	+		+	+	+	+	+
PC3							+	+	+									+		+			
PC4	+						+					+	+	+			+						
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PC7											+												
PC8		+													+	+						+	
PC9				+													+				+		
PC10											+		+	+			+						
PC11																					+		
PC12																							+
PC13	+		+												+	+							
PC14		+	+		+											+							
PC15						+																	
PC16		+			+			+													+		
PC17	+																						
PC18				+									+	+				+				+	

## 5. Matrix of programmatic learning outcomes (PRN) relevant components of the educational program

	OC1	OC2	OC3	OC4	OC5	SC1.1	SC1.2	SC1.3	SC1.4	SC1.5	SC1.6	SC1.7	SC1.8	SC1.9	SC2.1	SC2.2	SC2.3	SC2.4	SC3.1	SC3.2	SC3.3	SC3.4	
PRN1							+	+	+								+					+	
PRN 2		+	+													+	+						+
PRN 3				+			+				+								+				+
PRN 4		+			+														+	+			
PRN5		+		+	+					+									+				
PRN 6					+											+			+	+	+	+	+
PRN 7																+			+	+			
PRN 8	+																		+	+	+		
PRN 9				+			+												+	+	+	+	+
PRN 10				+			+			+	+								+	+	+	+	+
PRN 11												+									+		
PRN 12					+											+							
PRN 13					+								+	+		+	+						
PRN 14	+				+		+	+	+			+	+	+		+	+	+					
PRN 15															+								
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