

3. Educational program
Guarantor of the educational program Kondratiuk O.I.
3.1. Profile of educational program in specialty 051 "Economics"
(Specialization "Business Economics")

1 - General information	
Full name of the HEI and the structural subdivision	Kyiv National University of Trade and Economics; Faculty of Economics, Management and Psychology; Department of Economics and Finance of the enterprise
Higher education and the name of the qualification in the language of the original	Degree of higher education "Bachelor" specialty "Economics" Specialization "Business Economics"
The official name of the educational program	"Business Economics"
Type of diploma and volume of educational program	Bachelor Degree, unitary, 240 ECTS credits, training period 3 years 10 months
Availability of accreditation	Ministry of Education and Science of Ukraine Accreditation Commission of the Ministry of Education and Science of Ukraine, from 2017 to 2026
Cycle / Level	NRC of Ukraine – 6-th level, FQ-EHEA - first cycle, EQF-LLL-6th level
Prerequisites	- educational degree "junior bachelor"; - complete secondary general education; - conditions of admission and study under the Program are regulated by the Rules of admission to KNTEU.
Language(-s) of teaching	Ukrainian
The duration of the educational program	2017-2026 pp.
Internet address of the permanent description of the educational program	https://knute.edu.ua/
2- The goal of the educational program	
Training of highly qualified specialists who have modern economic thinking, theoretical knowledge and practical skills in managing business processes of the business entity, able to solve research and practical problems using appropriate tools and algorithms for management decisions.	
3- Characteristics of the educational program	
Subject area (branch of knowledge, specialty, specialization)	Branch of knowledge: 05 "Social and behavioral sciences" Specialty: 051 "Economics" Specialization: "Business Economics"
Orientation of the educational program	Educational and professional. The program is based on the conceptual theoretical foundations of leading scientific economic schools and the generalization of practical experience in economics and business; forms relevant competencies in the labor market, which provide opportunities for professional and scientific career development. Provides for the study of relevant professional-oriented disciplines in accordance with the approved programs: "Business Economics", "Marketing",

	"Management", "Accounting", "Business Planning", "Business and Property Valuation", "Business Technology".
The main focus of the educational program and specialization	Special education in business management, ability to organize and effectively conduct business, economic diagnostics and forecasting; making management decisions on attracting and using resources, implementing business projects in accordance with the goals of entrepreneurial activity. Key words: applied economic systems, economic models, economic management, management decisions, economic analysis, business analytics, efficiency, effectiveness, planning, forecasting, strategy, tactics, mission, vision. business technologies, business processes, business value, business project, investments, innovations, development..
Features of the program	In-depth study and knowledge of modern applied economic concepts (partial theories) aimed at solving real business problems; methods of analysis; efficiency and effectiveness drivers; business planning and risk reduction tools; digital technologies in business; criteria for making management decisions. Training at the Business Training Center; classes on the basis of a virtual enterprise using the software product 1C: Enterprise. Production practice in the 3rd and 4th courses at the leading enterprises of Ukraine (4 weeks each).
4- Eligibility of graduates to employment and further training	
Suitability for employment	The specialist of the degree of higher education "bachelor" according to the National classifier of professions DK 003: 2010 can hold the following primary positions: the economist on contractual and claim works; logistics economist; planning economist; financial economist; pricing economist; economic adviser; economic consultant; economic commentator; member of the audit commission; economist-statistician; director (manager) of a small trading company; merchant; hotel manager (boarding house, camping, etc.); restaurant manager (cafe, dining room, etc.); director (manager) of a small enterprise; logistics manager; marketing manager; specialist - commodity market research analyst; chief economist, director of economics, head of the planning and economic department.
Further training	Continuation of education at the second (master's) level of higher education in master's educational programs in the field of knowledge "Social and Behavioral Sciences" and in interdisciplinary programs close to business economics.
5- Teaching and learning	
Teaching and learning	A balanced combination of classroom (lectures- discussions, seminars, workshops, in small groups, individual work with information sources, teacher consultations, distance learning) and independent work based on problem-oriented, interactive learning and self-learning.
Assessment	Current control, written exams, course work on the profile discipline. Assessment is carried out in accordance with the

	"Regulations on the assessment of learning outcomes of students and graduate students", "Regulations on the organization of the educational process"
6- Program competencies	
Integral competency	Ability to solve complex specialized problems and practical problems in the economic sphere, which are characterized by complexity and uncertainty of conditions, which involves the application of theories and methods of economics
General competencies (GC)	<p>GC1. 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>GC2. 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, its place in the general system of knowledge about nature and society and in the development of society, technology, use different types and forms of physical activity rest and lead a healthy lifestyle.</p> <p>GC3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC4. Ability to apply knowledge in practical situations.</p> <p>GC5. Ability to communicate in the state language both orally and in writing.</p> <p>GC6. Ability to communicate in a foreign language.</p> <p>GC7. Skills in the use of information and communication technologies.</p> <p>GC8. Ability to search, process and analyze information from various sources.</p> <p>GC9. Ability to adapt and act in a new situation.</p> <p>GC10. The ability to be critical and self-critical.</p> <p>GC11. Ability to make informed decisions.</p> <p>GC12. Interpersonal skills.</p> <p>GC13. Ability to act socially responsibly and consciously.</p> <p><i>GC 14. Ability to communicate effectively (communicate) and to present complex information in a concise form orally and in writing, using information and communication technologies and appropriate economic terminology.</i></p> <p><i>GC15. Ability to adhere to ethical principles both in terms of professional honesty and in terms of understanding the possible impact of financial decisions on the social sphere</i></p>
Professional (professional, subject) competence of the specialty	<p>PC 1. Ability to show knowledge and understanding of the problems of the subject area, the 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 of features of modern world and national economy, their institutional structure, substantiation of directions of social, economic and foreign economic policy of the state.</p> <p>PC6. Ability to apply economic-mathematical methods and models to solve 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 and social relations.</p> <p>PC9. Ability to predict socio-economic processes on the basis of standard theoretical and econometric models.</p> <p>PC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.</p> <p>PC11. Ability to substantiate economic decisions on the basis of understanding the laws of economic systems and processes and with the use of modern methodological tools.</p> <p>PC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.</p> <p>SK13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.</p> <p>PC14. Ability to analyze in-depth problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences</p> <p><i>PC 15. Ability to assess, diagnose and find opportunities to achieve positive changes in the development of economic entities or other economic entities and their structural units, search for the most effective management solutions, combination of strategies and tactics of sustainable economic development, integration of national, corporate and personal interests participants in economic processes.</i></p>
7- Program learning outcomes	
	<ol style="list-style-type: none"> 1. To associate oneself as a member of civil society, the scientific community, to recognize the rule of law, in particular in professional activities, to understand and be able to enjoy one's rights and freedoms, to show respect for the rights and freedoms of others, including members. .Reproduce moral, cultural, scientific values, increase the achievements of society in the socio-economic sphere, promote a healthy lifestyle. 3. Know and use economic terminology, explain the basic concepts of micro- and macroeconomics. 4. Understand the principles of economics, features of economic systems. 5. Apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public

- authorities).
6. Use professional reasoning to convey information, ideas, problems and ways to solve them to professionals and non-specialists in the field of economic activity.
 7. Explain the models of socio-economic phenomena in terms of fundamental principles and knowledge based on an understanding of the main directions of development of economics.
 8. Apply appropriate economic and mathematical methods and models to solve economic problems.
 9. 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.
 12. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.
 13. 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. Identify and plan opportunities for personal professional development.
 15. Demonstrate basic skills of creative and critical thinking in research and professional communication.
 16. Be able to use data, provide arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.
 17. 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. Use regulations and legal acts governing professional activities.
 19. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.
 20. Master the skills of oral and written professional communication in state and foreign languages.
 21. 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 subjects.
 22. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions.
 23. Demonstrate skills of independent work, demonstrate critical, creative, self-critical thinking.
 24. Demonstrate the ability to act socially responsibly and consciously on the basis of ethical principles, to value and respect cultural diversity, individual differences of people.

	<i>25. Use digital technologies in business.</i>
8- Resource support for the implementation of the program	
Personnel support	<p>Professionals who prepare bachelors in the educational program "Business Economics" must have professional knowledge and professional skills in economics and corporate finance, economic analysis and planning, business valuation, digital technologies in business.</p> <p>Possible participation of foreign specialists and practitioners in teaching the disciplines of the training cycle.</p>
Material and technical support	<p>Ensuring the availability of the necessary resources for the organization of the educational process, including independent work of students, for each educational program in accordance with the Provision on the organization of students' educational process; Regulations on the independent work of the students and postgraduates of the KNTEU.</p> <p>Use of laboratories, computer and specialized classrooms of KNTEU.</p> <p>Availability of social and domestic infrastructure of KNUTE.</p>
Information and educational and methodological support	<p>Ensuring the availability of information systems for effective management of the educational process through the systems: distance learning MOODLE (provides independent and individual training, control) access to the Internet and e-mail, "Dean's Office", "1-C: Accounting for Ukraine" (financial support) , "Load Schedule", management of WEB-resources of KNUTE, management of the library fund, as well as the system of electronic document flow "OPTiMA - WorkFlow", the corporate information field in the form of "personal cabinet" user the web portal of the KNUTE.</p> <p>Ensuring publicity of information about educational programs, degrees of higher education and qualifications: realization of information policy of KNUTE; publication of information packages, educational programs, schedule of classes, as well as all components of the educational process, which are to be published in accordance with the Law of Ukraine "On Higher Education" on the official site of KNUTE;</p> <p>Ensuring an effective system for preventing and detecting academic plagiarism in the scientific works of the staff of the KNUTE and the applicants of higher education (publication of the text of the dissertation research on the official site of KNUTE), observance of the norms of the Ethical Code of the scientist of Ukraine and other procedures and measures ensuring the fulfillment of the Licensing conditions for conducting educational activities by educational institutions (Resolution of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for the educational activities of educational institutions").</p> <p>Other procedures and measures to ensure compliance with the Licensing Conditions for educational activities by educational</p>

	<p>institutions (Order of the Ministry of Education and Science of Ukraine of August 8, 2019 № 880/33851 "On approval of the Regulations on accreditation of educational programs for training higher education").</p> <p>Information support is provided by the online system for business analytics "YouControl"; educational and methodological support is implemented through the distance learning system MOODLE;</p>
9- Academic Mobility	
National Credit Mobility	<p>It is provided by the legislation and is expedient when there is a need for studying (mastering) by students of fundamentally new courses, disciplines, which are not taught in the basic ZVO. Regulations on the procedure for exercising the right to academic mobility at KNTEU have been developed.</p>
International Credit Mobility	<p>The University has concluded agreements on cooperation between KNTEU and higher education institutions, within which partner exchange and training of students is carried out. International academic mobility is also carried out under Erasmus + International programs and projects, in particular with the following universities: Krakow University of Economics (Poland, Krakow), University of Szczecin (Poland, Szczecin), Audencia Business School (France, Nantes), University of Grenoble Alps (France, Grenoble), University of Paris Est Creteil (France, Paris), University of Central Lancashire (UK, Preston), University of Hohenheim (Germany, Stuttgart), University of Piraeus Applied Sciences (Greece, Piraeus), University. Kliment Ohridski (Bulgaria, Sofia)</p>
Teaching foreign applicants for higher education	<p>Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.</p> <p>For foreign students, the discipline "Ukrainian language" is taught for 1-3 semesters with a separate schedule Ukrainian as a foreign language.</p>

3.2. The list of components of the educational program and their logical consistency

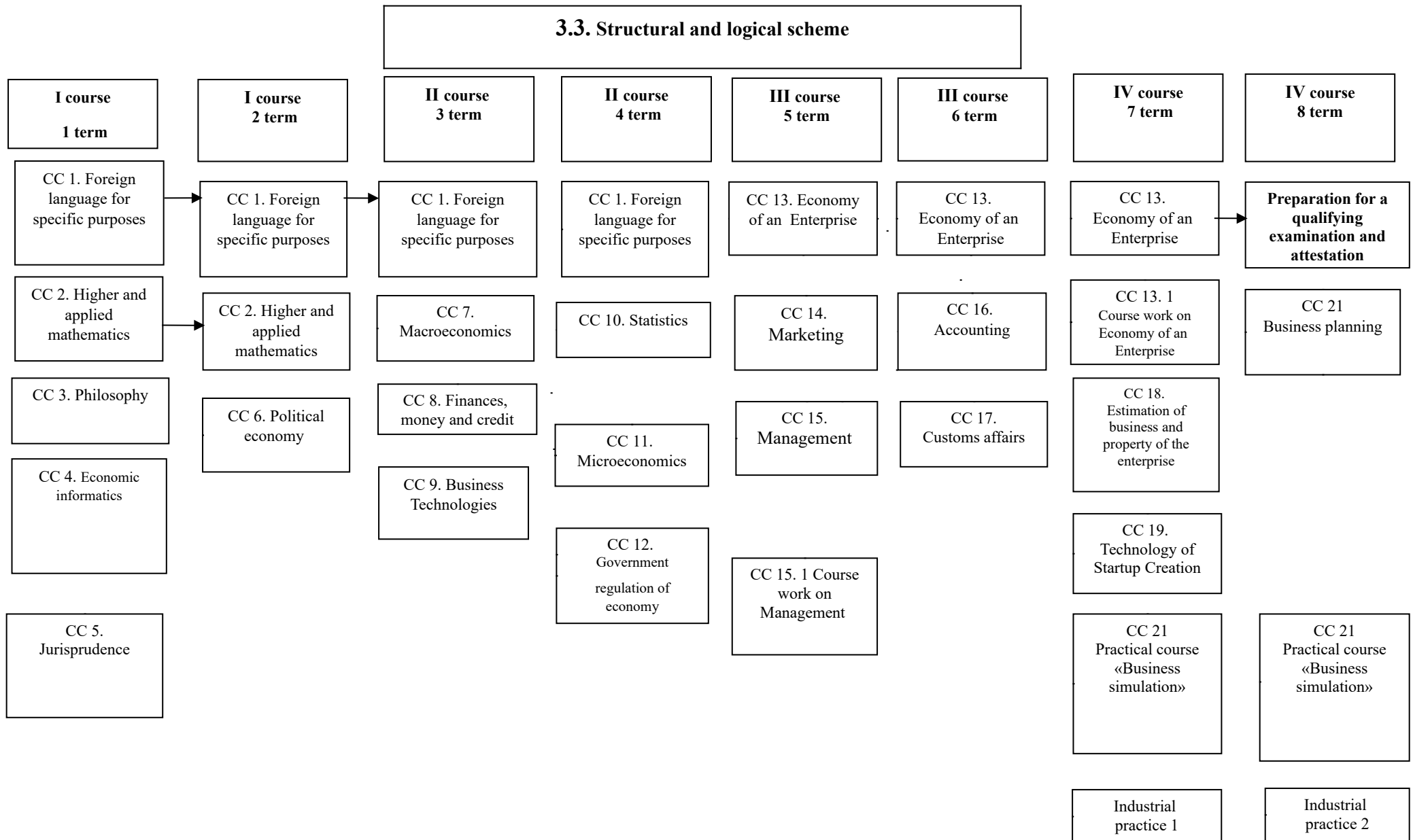
List of components of EP

Code number	Educational program components (educational disciplines, course projects (works), practice, qualifying examination, final qualification work)	Number of credits
1	2	3
Compulsory components of EP		
CC 1.	Foreign language for specific purposes	24
CC 2.	Higher and applied mathematics	12
CC 3.	Philosophy	6
CC 4.	Economic informatics	6
CC 5.	Jurisprudence	6
CC 6.	Political economy	6
CC 7.	Macroeconomics	6
CC 8.	Finances, money and credit	6
CC 9.	Business Technologies	6
CC 10.	Statistics	6
CC 11.	Microeconomics	6
CC 12.	Government regulation of economy	6
CC 13.	Economy of an Enterprise	18
CC 13.1.	Course work on economy of an Enterprise	
CC 14.	Marketing	6
CC 15.	Management	6
CC 17.1.	Course work on management	
CC 16.	Accounting	6
CC 17.	Customs affairs	6
CC 18.	Estimation of business and property of the enterprise	6
CC 19.	Technology of Startup Creation	6
CC 20.	Business planning	6
CC 21.	Practical course «Business simulation»	9
Total volume of compulsory components		165
Selective components of EP		
SC 1.	Economy of Ukraine	6
SC 2.	Social economy	6
SC 3.	Economic and mathematical modelling	6
SC 4.	Econometrics	6
SC 5.	Economic analysis	6
SC 6.	Probability theory and mathematical statistics	6
SC 7.	Economic statistics	6
SC 8.	Insurance	6
SC 9.	Logistics	6
SC 10.	Foreign economic activity of an Enterprise	6
SC 11.	Accounting in businesses	6
SC 12.	Payment systems	6
SC 13.	Tax system	6

1	2	3
SC 14.	Stock exchange trade	6
SC 15.	Economy and organization of innovative activity	6
SC 16.	Economy of real estate	6
SC 17.	Report of Enterprises	6
SC 18.	International credit settlement and currency transactions	6
SC 19.	Franchise	6
SC 20.	Audit	6
SC 21.	Forecasting of Socio-economic processes	6
SC 22.	Project Analysis	6
SC 23.	Securities Market	6
SC 24.	Managerial accounting	6
SC 25.	Economic Law	6
SC 26.	Entrepreneurial Law	6
SC 27.	International trade and economic law	6
SC 28.	Electronic document flow	6
SC 29.	Web-design and Web-programming	6
SC 30.	Digital technologies in business	6
SC 31.	Psychology	6
SC 32.	Psychology of management	6
SC 33.	Psychology of business	6
SC 34.	Foreign Language	6
SC 35.	Life safety	6
SC 36.	Diplomatic and business protocol and etiquette	6
SC 37.	History of Ukraine	6
SC 38.	Logic	6
SC 39.	National interests in the world geopolitics and geo-economics	6
SC 40.	Political Science	6
SC 41.	World Culture	6
SC 42.	The Ukrainian language for specific purposes	6
Total amount of sample components:		60
Practical training		
Industrial practice 1		6
Industrial practice 2		6
Assessment		
Preparation for a qualification exam and certification		3
GENERAL SUMMARY OF THE EDUCATIONAL PROGRAM		240

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

3.3. Structural and logical scheme



3. 4. Form of attestation of applicants for higher education.

The attestation is carried out in the form of a qualifying examination.

The qualifying examination in the specialty must verify the achievement of learning outcomes defined by the Standard of Higher Education and the educational program.

5. Matrix of compliance with software competencies components of the educational program

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 13.1	CC 14	CC 15	CC 15.1	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21
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GC4	+			+						+	+	+	+	+	+	+	+	+	+		+	+	+
GC5		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
GC6	+			+					+				+		+	+				+	+	+	+
GC7				+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
GC8		+		+	+		+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+
GC9									+				+	+	+	+	+				+		+
GC10			+						+				+		+	+						+	
GC11					+		+	+		+			+	+	+	+	+		+	+		+	+
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PC15													+	+		+	+					+	

3.6. Matrix of correspondence of program competences selective components of the educational program

Components / Competences	SC 1	SC 2	SC 3	SC 4	SC 5	SC 6	SC 7	SC 8	SC 9	SC 10	SC 11	SC 12	SC 13	SC 14	SC 15	SC 16	SC 17	SC 18	SC 19	SC 20	SC 21	SC 22	SC 23	SC 24	SC 25	SC 26	SC 27	SC 28	SC 29	SC 30	SC 31	SC 32	SC 33	SC 34	SC 35	SC 36	SC 37	SC 38	SC 39	SC 40	SC 41	SC 42	SC 43							
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GC4	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+				
GC5	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+				
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GC 12	+	+						+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+			
GC 13	+	+						+														+				+	+	+	+				+	+	+								+							
GC 14			+	+	+		+													+	+	+								+														+						
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PC6			+	+	+	+	+		+	+					+	+		+			+	+	+																						+					
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PC15	+									+									+	+					+																				+					

3.7. Matrix for providing software learning outcomes compulsory components of the educational program

Components / Program learning	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 13.1	CC 14	CC 15	CC 15.1	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21
1					+	+					+								+				
2			+								+	+											
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7						+	+				+												+
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10				+						+			+	+						+		+	+
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15									+				+	+	+							+	+
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18	+				+								+					+	+			+	
19				+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
20	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
21	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+
22								+					+	+	+	+	+		+	+		+	+
23									+				+	+	+	+	+			+	+		+
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