

Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics
Faculty of Trade and Marketing

INFORMATION PACKAGE
The European Credit Transfer System (ECTS)

Field of knowledge	07 "Management and Administration"
Specialty	076 "Entrepreneurship, Trade and Exchange Activities"
Specialization	" Organization of wholesale and retail trade "
Educational degree	" Master "

Kyiv 2021

3. Educational program
in specialty 076 "Entrepreneurship, trade and exchange activities"
(specialization "Organization of wholesale and retail trade")

*Prodyect team manager (program guarantor) – Candidate of Science
(Economics), Associate Professor of Trade Entrepreneurship and Logistics
Kavun-Moshkovskaya OO*

1 – General information	
Full name of HEE and structural unit	Kyiv National University of Trade and Economics Faculty of Trade and Marketing Department of Trade Entrepreneurship and Logistics
Level of higher education and qualification name in the original language	Level of higher education "Master" Specialty "Entrepreneurship, Trade and Exchange" Specialization "Organization of Wholesale and Retail Trade"
Educational program official name	"Organization of Wholesale and Retail Trade"
Diploma type and volume of the program	Master diploma, single, 90 ECTS credits, period of study 1 year 4 months
Accreditation	Ministry of Education you and Sciences of Ukraine, Ukraine, certificate of accreditation dated July 8, 2014, protocol № 110, until July 1, 2024
Cycle / Level	NRC of Ukraine - level 7, FQ-EHEA - second level, EQF-LLL - level 7
Admissions Requirements	Bachelor degree
Language (s) of instruction	Ukrainian
Period of program validity	Until 01.07.2024
Internet address for permanent placement of the program components	https://knute.edu.ua
2 - Educational program aim	
Training of highly qualified specialists in the organization of wholesale and retail trade, who have fundamental professional knowledge, modern economic worldview and practical skills needed to solve scientific and applied problems	
3 - Educational program characteristics	
Subject area (field of knowledge, specialty, specialization (if available))	Field of knowledge 07 "Management and administration" Specialty 076 "Entrepreneurship, trade and exchange activities" Specialization "Organization of wholesale and retail trade"
Educational program orientation	Educational and professional program of applied orientation. Emphasis on knowledge of the specifics of the organization of wholesale and retail trade, the ability to understand the current transformation taking place in these areas, and to anticipate possible changes, to manage wholesale and retail enterprises and their associations.
Main focus of educational program and specialization	Special economic education in the field of knowledge "Management and Administration", entrepreneurship, trade and exchange activities in the specialty "Entrepreneurship, trade and exchange activities" specialization "Organization of wholesale and retail trade." Keywords: entrepreneurship, retail trade , wholesale trade, e-commerce, exchange activity, sales efficiency, business processes of trade enterprises, trade network.
Features of the program	Providing students with understanding of current trends and peculiarities of trade organization in Ukraine and foreign countries with an emphasis on critical thinking and practical skills, acquisition of competencies necessary for professional activity, project implementation and business process management

	of wholesale and retail trade and their associations.
4 - Graduate employability and further learning	
Employability	<p>Graduates of higher educational establishment in the specialty "Entrepreneurship, trade and exchange activities", specialization "Organization of wholesale and retail trade", can be employed in such professional fields as : public and private business structures that are business entities of entrepreneurial activity (various positions of organizational and managerial and financial and economic profile); perform functional duties in the civil service (development and examination of key documents in the field of trade at the national, regional and local levels); to practice educational and scientific activities in higher educational establishments and research centers (carrying out international economic research, developing economic forecasts and programs, training courses).</p> <p>The list of professions and professional titles of works is determined in accordance with the current version of the State Classifier of Ukraine. In accordance with the National Classification of Professions CS 003: 2010 the specialist of master degree may hold the following primary positions: consolidated information analyst; general director (chairman, president, other head) of an association of enterprises (associations, corporations, concerns, radio companies, TV companies, TV and radio companies, TV and radio agencies, news agencies, etc.); general manager (manager); chairman of a cooperative (company, collective farm, etc.); chairman of the board of directors; chairman of the board of directors of the exchange; chief administrator (at commercial enterprises); Chief Economist; chief expert; general manager (manager); chief consultant; director (manager) of a small enterprise (transport, warehousing); director (manager) of a small trading company; director (chief, other head) of the enterprise; director of the department; Director of the Exchange Operations and Electronic Support Department; director of logistics; commercial director; director of the representative office; branch director; contract and claims economist; logistics economist; sales economist; pricing economist; head of the retail trade enterprise; market manager; head of the department (independent); head of the department (as part of the department); head of the department (central state authorities); head of the department (local public authorities); Deputy Director of the Department - Head of Department; head (director, chief, etc.) department; head of the structural unit - chief specialist; store manager; business efficiency consultant; manager (executive) in wholesale trade; manager (executive) in retail trade of non-food products; manager (executive) in retail trade of household and non-food goods; manager (executive) in retail trade of household goods and their repair; manager (executive) in food retail; manager (executive) in trade in vehicles; manager (executive) of administrative activities; logistics manager; manager (executive) for regional development; supply manager; manager (executive) for transport and forwarding activities; sales manager; head (chief) of the unit; Head of Department; head of department (as part of the department); head of sales (marketing); head of the logistics department; head of the warehouse; head of the commercial department; warehouse manager (freight); head of the structural unit (separate); Head of Department; head of the branch; president of the company; specialist in business efficiency</p> <p>According to the National Classification of Economic Activities SC 009: 2010, as well as taking into account the requirements of the labor market types of professional activities of graduates are:</p> <ul style="list-style-type: none"> - wholesale and retail trade in motor vehicles and motorcycles, their repair - G. 45; - wholesale trade, except of motor vehicles and motorcycles - G.46;

	<ul style="list-style-type: none"> - retail trade, except of motor vehicles and motorcycles— G. 47; - warehousing - N. 52.1; - business and management consultancy activities - M - market research and public opinion polling - M. 73.20.
Further learning	Continuing of education at the third (educational and scientific) level of higher education in order to obtain the degree of Doctor of Philosophy, access to research scholarships to participate in postgraduate education programs
5 – Training and assessment	
Teaching and learning	Problem-oriented and interactive learning, self-learning, learning through practical training.
Assessment	Current control (testing, solving problems and cases, project development and presentation), final module control, written exams, assessment of industrial (undergraduate) practice, defense of the final qualification work. Assessment is carried out in accordance with the "Regulations on the organization of the educational process of students" and "Regulations on the assessment of learning outcomes of students and graduate students"
6 - Program competence	
Integral competence	Ability to solve complex problems and problems in the field of entrepreneurship, trade and / or exchange activities or in the learning process, which involves research and / or innovation in the organization of wholesale and retail trade under uncertain conditions and requirements
General Competence (GC)	<p>GC 1. Ability to adapt and act in a new situation.</p> <p>GC 2. Ability to identify, pose and solve problems.</p> <p>GC 3. Ability to motivate people and move them towards a common goal.</p> <p>GC 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>GC 5. Definiteness and persistence in terms of tasks and responsibilities.</p>
Professional competence (PC)	<p>PC 1. Ability to develop and implement a strategy for the development of business, trade and / or exchange structures.</p> <p>PC 2. Ability to evaluate products, goods and services in business, trade and / or exchange activities</p> <p>PC 3. Ability to effectively manage the activities of economic entities in the field of entrepreneurship, trade and / or exchange activities.</p> <p>PC 4. Ability to solve problems and make management decisions in professional activities.</p> <p>PC 5. Ability to initiate and implement innovative projects in business, trade and / or exchange activities.</p> <p>PC 6. Ability to critically comprehend the trends of wholesale and retail trade in Ukraine and foreign countries, search for reserves to improve the management of business processes of wholesale and retail trade enterprises and their associations.</p>
7 - Program learning outcomes	
	<ol style="list-style-type: none"> 1. Be able to adapt and show initiative and independence in situations that arise in professional activities. 2. Identify, analyze problems of entrepreneurship, trade and exchange activities and develop measures to address them 3. Ability to develop measures of material and moral incentives and use other tools to motivate staff and partners to achieve this goal. 4. Use business communications to support interaction with representatives of various professional groups. 5. Ability to professionally, in full and with creative self-realization to perform the tasks in the field of entrepreneurship, trade and / or exchange activities. 6. Ability to develop and implement measures to ensure the quality of work performed and determine their effectiveness.

	<p>7. Identify and implement strategic plans for the development of business entities in the field of entrepreneurship, trade and / or exchange activities.</p> <p>8. Evaluate products, goods, services, and processes occurring in business, trade and / or exchange structures, and draw appropriate conclusions for management decisions.</p> <p>9. Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business, trade and / or exchange activities.</p> <p>10. Be able to solve problems that arise in the activities of business, trade and / or exchange structures in conditions of uncertainty and risk.</p> <p>11. Implement innovative projects in order to create conditions for the effective functioning and development of business, trade and / or exchange structures.</p> <p>12. Manage the business processes of trade entities, as well as the organization of wholesale and intermediary activities.</p> <p>13. Implement the principles of logistics management in trade enterprises and ensure effective management of supply chains.</p> <p>14. Provide legal support and information support for the activities of commercial entities.</p>
8 - Resource support for program implementation	
Staffing	<p>Specialists who train masters in the educational program "Organization of wholesale and retail trade" must have professional knowledge and professional skills in entrepreneurship and trade, commodity science, management, marketing, logistics, law.</p> <p>In order to improve their professional level, all scientific and pedagogical workers undergo internships once every five years.</p> <p>The participation of foreign specialists and practitioners in the teaching of disciplines of the training cycle is possible.</p>
Logistics	<p>Material and technical support</p> <p>Provision of facilities for training sessions and control activities and appropriate multimedia equipment as required.</p> <p>Use of laboratories, computer and specialized classrooms of KNTEU.</p>
Information and educational and methodical support	<p>General scientific and special sources of information on the organization of wholesale and retail trade, educational and methodical and monographic literature, information resources of the distance learning system MOODLE and the Internet.</p>
9 - Academic mobility	
National credit mobility	<p>National credit mobility</p> <p>National credit mobility is carried out in accordance with the concluded agreements on academic mobility. Regulations on academic mobility have been developed</p>
International credit mobility	<p>The University has concluded agreements on cooperation between KNTEU and higher educational establishments , within which partners exchanging and students training are carried out. In addition, international academic mobility is 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), QUniversity of Paris Est Creteil (France, Paris), University of Central Lancashire (UK, Preston), Hohenheim University (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus)</p> <p>University named after Kliment Ohridski (Bulgaria, Sofia)</p>
Training of 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>

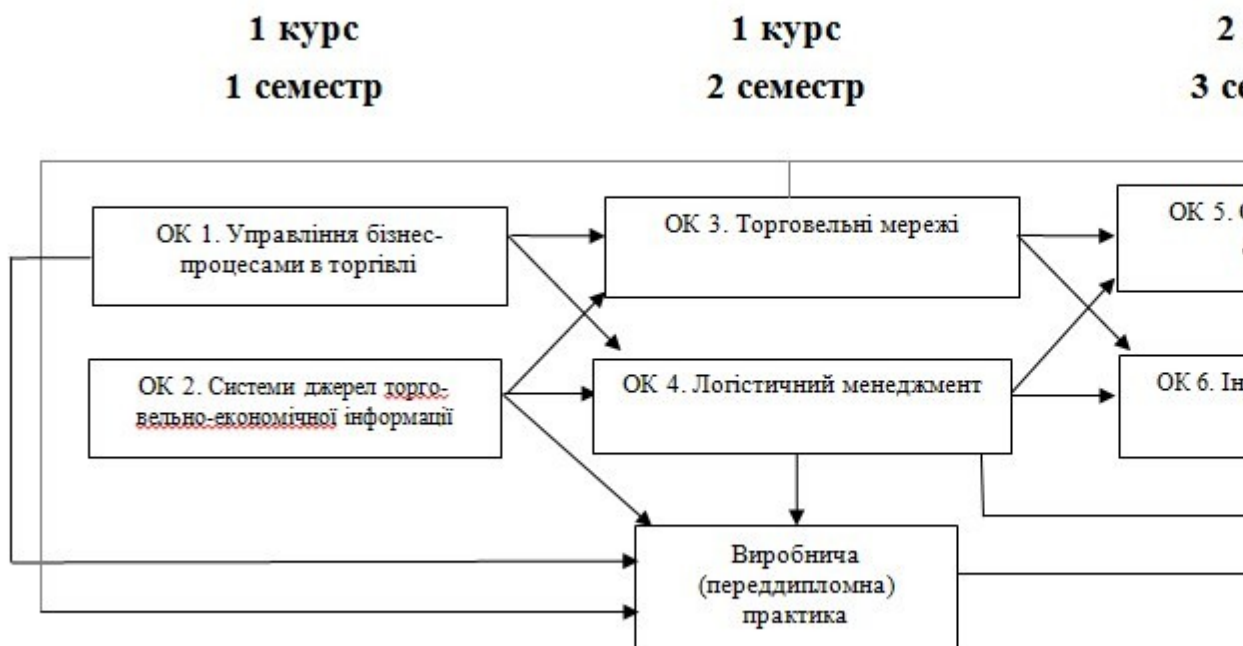
3.2. List of educational program components and their logical sequence

List of EP components

Code a/d	Components of the educational program (academic disciplines, term projects (papers), practices, qualification exam, final qualification work)	Number of credits
1	2	3
Compulsory EP components		
CC 1.	Business process management in trade	6
CC 2.	Systems of trade sources and economic information	6
CC 3.	Retail chains	7,5
CC 4.	Logistics management	7,5
CC 5.	Wholesale trade and distribution	6
CC 6.	Information systems in retail	6
The total amount of compulsory components:		39
Optional components of EP		
OS 1.	Brand management	6
OS 2.	Expertise in international trade	6
OS 3.	Commercial logistics	6
OS 4.	Commercial law	6
OS 5.	International trade	6
OS 6.	International technical regulation	6
OS 7.	International trade law	6
OS 8.	Legal support of corporate security	6
OS 9.	Strategic marketing	6
OS 10.	Freight forwarding activities	6
OS 11.	Supply chain management	6
OS 12.	Consumer loyalty management	6
OS 13.	Project management	6
OS 14.	Legal responsibility in the field of entrepreneurial activity	6
The total amount of sample components:		30
Work based learning		
Industrial (undergraduate) practice		9
Certification		
Preparation of final qualifying work and defense		12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

Для всіх компонентів освітньої програми формою підсумкового контролю є екзамен

3.3. Структурно-логічна схема ОП



3.4. Forms of attestation of applicants for higher education

Certification of graduates of educational programs is carried out in the form of public defense (demonstration) of final qualification work.

The final qualification work should involve solving a complex task or problem in the field of entrepreneurship, trade and / or exchange activities, which involves research and / or innovation under uncertain conditions and requirements.

There must be no academic plagiarism, fabrication or falsification in the final qualification work.

The final qualification work must be published on the official website of the higher educational establishment or its subdivision, or in the repository of the higher educational establishment.

**3.4.1. Матриця відповідності програмних компетентностей
обов'язковим компонентам освітньої програми**

Компоненти / Компетентності	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6
ЗК 1	+		+			+
ЗК 2	+					+
ЗК 3	+			+		
ЗК 4		+	+		+	
ЗК 5	+			+		
СК 1			+	+		
СК 2	+	+			+	
СК 3	+			+	+	
СК 4	+		+	+		+
СК 5	+	+	+	+		
СК 6	+		+			

**3.4.2. Матриця відповідності програмних
компетентностей
вибірковим компонентам освітньої програми**

Компоненти Компетентності	Компоненти													
	ВК 1	ВК 2	ВК 3	ВК 4	ВК 5	ВК 6	ВК 7	ВК 8	ВК 9	ВК 10	ВК 11	ВК 1 2	ВК 13	ВК 14
ЗК 1	+	+	+	+					+				+	
ЗК 2			+	+		+	+		+	+			+	
ЗК 3	+										+	+	+	
ЗК 4	+	+			+		+	+			+		+	+
ЗК 5					+		+		+		+			
СК 1					+				+				+	
СК 2		+				+								
СК 3	+		+				+				+		+	
СК 4	+		+	+			+		+	+	+	+	+	
СК 5	+												+	
СК 6		+	+		+				+			+	+	

3.4.3. Матриця забезпечення програмних результатів навчання відповідними обов'язковими компонентами освітньої програми

Програмні результати навчання	Компоненти					
	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6
1	+	+	+			
2	+					
3	+			+		
4		+	+		+	
5	+	+		+		+
6	+			+		
7		+	+	+		
8	+				+	+
9	+		+	+	+	
10	+	+	+	+		
11		+	+			
12	+		+		+	

13				+		+
14		+				+

3.4.4. Матриця забезпечення програмних результатів навчання відповідними вибірковыми компонентами освітньої програми

Компоненти Програмні результати навчання	Компоненти													
	ВК 1	ВК 2	ВК 3	ВК 4	ВК 5	ВК 6	ВК 7	ВК 8	ВК 9	ВК 10	ВК 11	ВК 12	ВК 13	ВК 14
1	+		+				+		+				+	
2	+	+	+			+			+				+	
3												+	+	
4	+	+			+		+	+			+		+	+
5					+		+				+			
6											+			
7	+						+		+		+			
8	+	+				+			+	+				
9	+		+		+		+				+		+	
10			+	+	+		+			+		+		

11											+		+	
12			+											
13										+	+			
14				+		+	+	+		+				+