

Educational program .

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1 - General information	
Full name of the free economic zone and structural subdivision	Kyiv National University of Trade and Economics , Faculty of Trade and Marketing , Department of Commodity Research, Safety and Quality Management
Higher education degree and title of qualification in the original language	C degree of higher education Master's degree in "Entrepreneurship, Trade and Exchange Activities" specialization "Categorical management in retail"
The official name of the educational program	"Categorical management in retail"
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, term of study 1 year 4 months
Availability of accreditation	Ministry of Education and Science of Ukraine; Ukraine Certificate of accreditation of ND №1188328 dated 10.07.2017, valid until 01.07.2024.
Cycle / level	NRC of Ukraine - level 7 , FQ-EHEA is the second cycle EQF-LLL - level 7
Prerequisites	On the basis of a bachelor's degree and the educational and qualification level of a specialist obtained in another specialty (direction of training), subject to successful completion of additional entrance examinations taking into account the average score of the bachelor's degree. Related specializations include: <ul style="list-style-type: none">• commodity science and commercial activity• commodity science and expertise in customs• examination of goods and services• safety and quality management of goods• wholesale and retail trade• commodity science and commercial logistics• commodity development and organization of foreign trade• customs business• logistics activities
M Peninsula (s) of teaching	Ukrainian
Term of the educational program	until July 1, 2024
Internet address of the permanent placement of the description of the educational program	h ttps: // knute.edu.ua/
2 - The purpose of the educational program	
To train highly qualified specialists in the field of category management in retail for purposeful activities in the field of entrepreneurship, trade and exchange activities in order	

to form the optimal range of goods by conducting procurement policy, selecting suppliers, identifying consumer needs, planning deliveries, developing product categories to achieve the planned turnover and increase the profit of the enterprise.

3 - Characteristics of the educational program

Subject area (field of knowledge, specialty, specialization)	Fields of knowledge 07 "Management and administration" Specialty " Entrepreneurship, trade and exchange activities" Specialization " Categorical management in retail"
Orientation of the educational program	Professional, research, applied
The main focus of the educational program and specialization	Special education in the field of "Management and Administration" in the specialty " Entrepreneurship, trade and exchange activities" specialization " Categorical management in retail " Keywords: commodity science, product categories, categorical, operational management, quality, safety, competitiveness , assortment matrix, suppliers, trade turnover, product promotion, demand forecasting
Features of the program	Requires special practice in specialization

4 - Suitability of graduates to employment and further training

Suitability for employment	According to the National Classification of Economic Activities DK 009: 2010, as well as taking into account the requirements of the labor market, the types of professional activities of graduates are: - wholesale and retail trade - G .; - warehousing - H . 52.10; - supply of ready meals - I. 56.2. - consulting on business and management - M. 70.22; - technical tests and research - M. 71.20; - activity in the field of higher education K.85.42 ; Specialist in accordance with the National Classifier of Fez DK 003: 2010 may take the following initial positions: Head of retailers, Head (consisting of management), Director of Marketing, Director Commercial, Director of Procurement, Head of Sales (Marketing) Initial k commercial department, head of the logistics department, warehouse manager, chief commodity expert, logistics manager (manager), supply manager (manager), sales manager (manager).
Further training	Possible training at the highest level: postgraduate programs in specialty 076 "Entrepreneurship, trade and exchange activities"

5 - Teaching and assessment

Teaching and learning	Lectures, laboratory and practical work in small groups, distance learning courses, practical training, student-centered learning, self-study, problem-oriented learning.
Evaluation	According to the "Regulations on the organization of the educational process of students"; "Regulations on the evaluation of learning outcomes of students and graduate students."

6 - Program competencies

Integral competence	Ability to solve complex problems and problems in the field of entrepreneurship, trade and / or exchange activities and / or in the learning process, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements
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General Competences (LC)	<p>LC 1. Ability to adapt and act in a new situation.</p> <p>LC 2. Ability to identify, pose and solve problems.</p> <p>LC 3. Ability to motivate people and move towards a common goal.</p> <p>LC 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>LC 5. Definiteness and persistence in relation to their tasks and responsibilities.</p>
Special (professional, subject) competencies	<p>IC 1. Ability to develop and implement a strategy for the development of business, trade and / or exchange structures.</p> <p>IC 2. Ability to evaluate products, goods and services in business, trading and / or exchange activities</p> <p>SC 3. Ability to effectively manage the activities of economic entities in the field of entrepreneurship, trade and / or exchange activities.</p> <p>IC 4. Ability to solve problems and make managerial decisions in professional activities .</p> <p>IC 5. Ability to initiate and implement innovative projects in business, trade and / or exchange activities.</p> <p><i>C K 6 . The ability to identify the goods, to conduct their expertise to develop and implement a system to reign in safety ry Theil.</i></p> <p><i>SC 7 Ability to form and manage the range of product categories using modern information systems</i></p> <p><i>C K 8 . Ability to develop pricing, product range and communication strategy of retail enterprises.</i></p>
7 - Software Nav results Channa	
	<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 the problems of entrepreneurship, trade and exchange activities and develop measures to address them. 3. To be able to develop measures of material and moral encouragement and to apply other tools of motivation of the personnel and partners for achievement of the set purpose. 4. Use business communications to support interaction with representatives of various professional groups. 5. Be able to professionally, in full and with creative self-realization to perform the tasks in the field of entrepreneurship, trade and / or exchange activities. 6. Be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness. 7. Define and implement strategic development plans of business entities in the field of entrepreneurship, trade and / or exchange activities. 8. Evaluate products, goods, services , as well as processes occurring in business , trade and / or exchange structures, and draw appropriate conclusions for management decisions. 9. Develop and make decisions aimed at ensuring the efficiency of economic entities in the field of business, trade and / or exchange activities. 10. Be able to solve problems that arise in the activities of business, trade and / or exchange structures under conditions of uncertainty and risk.

	<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. Monitor and form the range of product categories in retail with the use of modern information technology</p> <p>13. Carry out identification of goods, conduct their examination, control safety, develop and implement management systems in retail</p> <p>14. K omunikuvaty and audit provider s</p>
8 - Resource support for program implementation	
Staffing	100% of scientific and pedagogical workers with scientific degrees and / or academic titles are involved in the implementation of the program. Research and teaching staff once every five years undergo advanced training in various forms
Logistics	Josh constitutive, household, sport facilities that meet sanitary norms and rules, state building codes Ukraine
Information and educational and methodical support	The training uses common office programs of the MS Office package , test programs developed at KNTEU, the platform for distance learning Moodle , professional programs for modeling the dynamics of dangerous factors and developing measures to manage their open access organizations FDA , FAO . Each discipline is provided with an educational and methodological complex, which necessarily includes the program and work program of the discipline, methodical recommendations for independent study of the discipline by students, reference lecture notes, methodical recommendations for practical work or laboratory practice , qualification exam program, working training program to the qualifying exam, as well as optionally a collection of test tasks and situational exercises, guidelines for coursework, textbooks.
9 - Academic mobility	
On national credit mobility	On general grounds within Ukraine. Short-term education of students on a predetermined course in higher education institutions.
International credit mobility	<p>Agreements on cooperation between KNTEU and higher education institutions of France, Great Britain, Poland, Germany, within the framework of which student exchange and training of students is carried out.</p> <p>Training in the direction of KA1 in predetermined courses with credits in the universities of the Erasmus + member countries</p>
Exercise tion of foreign higher education candidates	Foreign applicants for higher education have the opportunity to study at the Preparatory Department for Foreigners and Stateless Persons and with specializations .

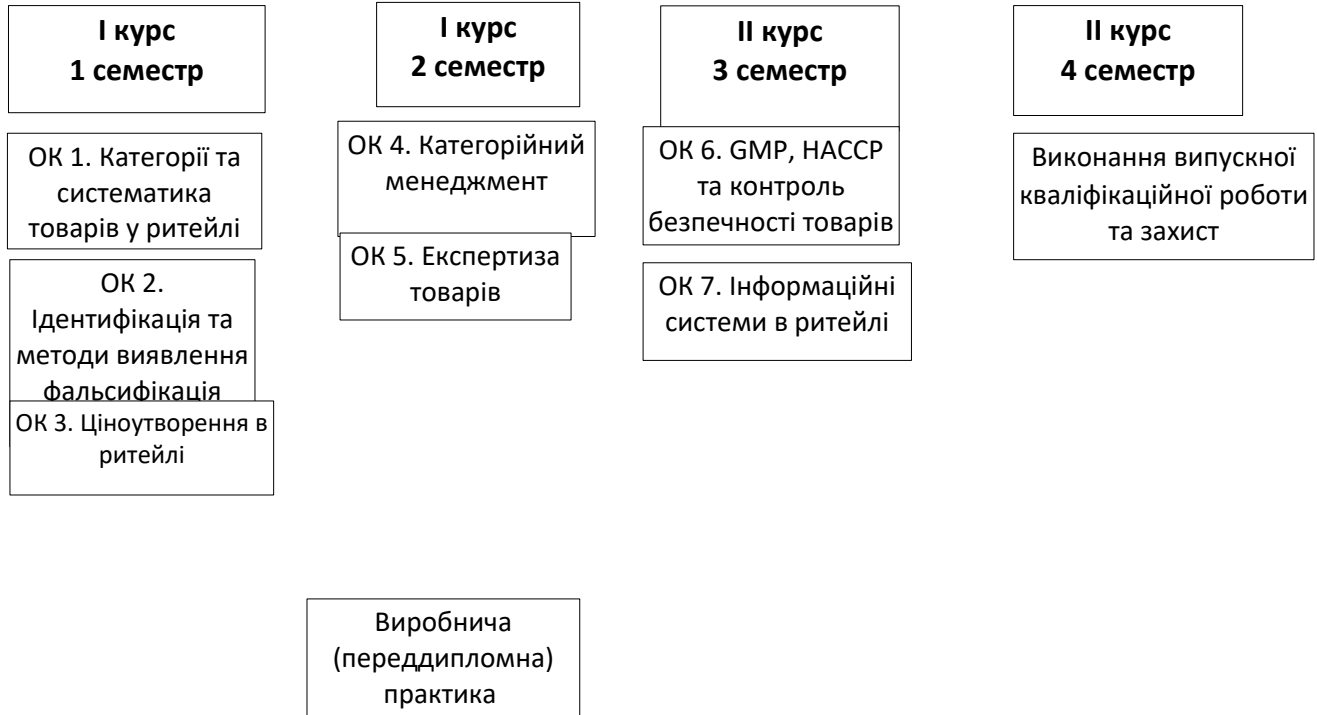
List of components of the educational program and their logical sequence

List of OP components

Code n / a	Components of the educational program (academic disciplines, course projects (works), practices, qualifying exam, final qualifying work)	Number of credits
1	2	3
Required components O P		
OK 1	Categories and systematics of goods in retail	6
OK 2	Identification and methods of determining counterfeiting of goods	6
OK 3	Retail pricing	6
OK 4	Categorical management	7.5
OK 5	Examination of goods	7.5
OK 6	GMP , HACCP , and control safely spine goods	6
OK 7	Information systems in retail	6
Total for the required part		45
Selective components of OP		
VK 1	Business negotiations	6
VK 2	Contract law	6
VK 3	Trade negotiations and commercial diplomacy	6
VK 4	Business process management in trade	6
VK 5	Sales management and merchandising	6
VK 6	Qualimetry	6
VK 7	International technical regulation	6
VK 8	Security of information systems and networks	6
VK 9	Trade management	6
VK 10	Project management	6
The total amount of sample components		24
Practical training		
	Industrial (undergraduate) practice	9
Certification		
	Execution of final qualifying work and defense	12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

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

Structural and logical scheme of OP



Form of certification of applicants for higher education

Certification is carried out in the form and public defense (demonstration) of the final qualifying work.

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

There should 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 education institution or its subdivision, or in the repository of the higher education institution.

4.1. Matrix of correspondence of program competences compulsory components of the educational program

Компоненти/ Компетентності	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7
ЗК1	•	•		•	•	•	•
ЗК2	•	•		•	•		
ЗК3				•			
ЗК4				•	•		
ЗК5				•			
СК1				•			
СК2	•	•			•	•	
СК3			•	•			•
СК4		•		•	•		
СК5						•	•
СК6	•	•			•	•	
СК7	•	•	•	•	•		•
СК8	•	•	•	•	•		•

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

Компоненти/ Компетентності	БК 1	БК 2	БК 3	БК 4	БК 5	БК 6	БК 7	БК 8	БК 9	БК 10	БК 11
ЗК1	•	•	•	•	•	•	•	•	•		•
ЗК2	•		•	•		•	•		•		•
ЗК3	•		•	•						•	
ЗК4	•		•	•	•		•				
ЗК5			•	•				•	•	•	
СК1	•			•			•		•	•	•
СК2						•	•				
СК3	•	•	•	•	•	•		•	•	•	•
СК4	•		•	•				•	•	•	•
СК5				•			•	•	•	•	
СК6		•	•	•		•	•		•		•
СК7	•			•		•		•			
СК8	•	•	•	•	•	•	•	•	•	•	•

5.1. Matrix for providing program learning outcomes with mandatory components of the educational program

Компоненти / Програмні результати навчання	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6	ОК 7
1.		•	•		•	•	•
2.	•	•	•	•		•	
3.			•	•			
4.				•			
5.	•	•		•			
6.		•		•	•		
7.				•			•
8.		•	•		•	•	
9.		•	•	•			•
10.		•		•			•
11.				•			•
12.	•			•	•	•	•
13.	•	•		•	•	•	•
14.	•	•		•		•	•

**5.2. Matrix for providing program learning outcomes
with selective components of the educational program**

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