

3. 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 Marking ; Department of Commodity Science, Safety and Quality Management
Higher education degree and title of qualification in the original language	Higher Education Degree Bachelor specialty "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	Bachelor's degree, single, 240 ECTS credits, study period 3 years 10 months
Availability of accreditation	Ministry of Education and Science of Ukraine; Ukraine Certificate of accreditation of ND №1196398 dated 21.11.2017, valid until 01.07.2024.
Cycle / level	NRC of Ukraine - level 6 , FQ - EHEA - first cycle, EQ F - LLL - level 6
Prerequisites	Complete general secondary education, initial level of higher education
Language (s) of instruction	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	

<p>To train highly qualified specialists in the field of category management in retail for the purposeful activity 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 planned turnover and increase the profit of the enterprise.</p>	
<p>3 - Characteristics of the educational program</p>	
<p>Subject area (field of knowledge, specialty, specialization (if available)</p>	<p>FIELD b knowledge 07 "Management and Administration" Specialty 076 "Entrepreneurship, trade and exchange activities" Specialization " Categorical management in retail "</p>
<p>Orientation of the educational program</p>	<p>Educational and professional</p>
<p>The main focus of the educational program and specialization</p>	<p>Special education in the field knows Hb "Management and Administration" specialty " Business, trade and exchange activities" Keywords : commodity science, product categories, categorical, operational management, quality, safety, competitiveness , assortment matrix , suppliers, turnover, product promotion, demand forecasting , retail space management</p>
<p>Features of the program</p>	<p>In has a special practice in specialization</p>
<p>4 - Suitability of graduates to employment and further training</p>	
<p>Suitability for employment</p>	<p>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 activity of the graduate are:</p> <ul style="list-style-type: none"> - 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. <p>Specialist in accordance with the National Classifier Prof. esiy DK 003: 2010 may take the following initial positions Agent trade representative trade, trader commercial, buyer, trader industrial,</p>

	<p>merchant rozyizdnyy city enedzher (manager) and Ghent supplying , agent advertising , at rhanizator of Village tachann , O rhanizator of sales , inspector quality control; state inspector for product quality and trade ; state inspector for procurement and quality of agricultural products ; quality controller; commodity expert; commodity inspector; co ntroler food inspector merchant, the merchant (business services and advertising), assistant manager of the enterprise (institution, organization), assistant head of the other main division, assistant manager of a small business without a system of government, expert exchange operations , specialties ets corporate governance , merchandiser, administrative assistant</p>
Further training	<p>H avchannya second program (Master's) level higher SALT go , NLC Ukraine - 7 level in the field for atehoriyn th I dzhmen that in retail , commodity, technology, safety , logistics, supply chain management and organi crease circulation of consumer goods .</p>
5 - Teaching and assessment	
Teaching and learning	<p>Lectures, laboratory and practical work in small groups, distance learning courses, practical training, student-centered learning, self-study, problem-oriented learning .</p>
Evaluation	<p>Current control, written exams . 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 of students . "</p>
6 - Program competencies	
Integral competence	<p>Ability to solve complex specialized tasks and problems in the fields of business, trade and exchange activities or in the learning process, which involves the application of theories and methods of organization and functioning of business, trade, exchange structures and is characterized by complexity and uncertainty.</p>
General Competences (LC)	<p>LC 1. Ability to abstract thinking, analysis and synthesis. LC 2. Ability to apply the acquired knowledge in practical situations. LC 3. Ability to communicate in the state language both orally and in</p>

	<p>writing.</p> <p>LC 4. Ability to communicate in a foreign language .</p> <p>LC 5. Skills in the use of information and communication technologies.</p> <p>LC 6. Ability to search, process and analyze information from various sources.</p> <p>LC 7. Ability to work in a team.</p> <p>LC 8. Ability to show initiative and entrepreneurship.</p> <p>LC 9. The desire to preserve the environment.</p> <p>LC 10. Ability to act responsibly and consciously.</p> <p>LC 11. The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development , the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>LC 12. Ability to preserve and multiply moral, cultural, scientific values and 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 and technology, use different types and forms of physical activity for active recreation and a healthy lifestyle.</p>
<p>Special competencies (SC)</p>	<p>SC 1. Critical understanding of the theoretical foundations of business, trade and exchange activities.</p> <p>IC 2. Ability to choose and use appropriate methods, tools to justify decisions on the creation, operation of business , trade and exchange structures.</p> <p>SC 3. The ability to carry out activities in the interaction of the subjects of market relations.</p> <p>IC 4. Ability to apply innovative approaches in the activities of business, trade and exchange structures.</p> <p>IC 5. Ability to identify and evaluate the characteristics of goods and services in business, trade, exchange activities.</p> <p>SC 6. Ability to carry out activities in compliance with the requirements of regulatory documents in the field of business, trade</p>

	<p>and exchange activities.</p> <p>IC 7. Ability to identify and perform professional tasks to organize the activities of business, trade and exchange structures.</p> <p>SC 8. Ability to apply the basics of accounting and taxation in business, trade, exchange activities.</p> <p>C K 9. Ability to organize foreign economic activity of business, trade and exchange structures.</p> <p>IC 10. Ability to do business planning, assess market conditions and performance in the field of entrepreneurship , trade and exchange practices , taking into account risks.</p> <p><i>SC 11. Ability to monitor the competitive environment, the choice of competitive strategy of the product category, to form product categories in the structure of the range .</i></p> <p><i>SC 12. The ability to implement effective procurement actively ist, communicative uvaty with suppliers to calculate the profitability of products, the operational control of inventory management in the enterprise</i></p>
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7 - Program learning outcomes

	<ol style="list-style-type: none"> 1. To use basic knowledge of entrepreneurship, trading and exchange activities and the ability to think critically, analyze and synthesize for professional purposes. 2. Apply the acquired knowledge to identify, set and solve problems in different practical situations in business, trade and exchange and activities . 3. Have the skills of written and oral professional communication in state and foreign languages. 4. Use modern computer telecommunication technologies for the exchange and dissemination of professionally oriented information in the field of entrepreneurship, trade and exchange activities. 5. Organize search, independent choice, quality processing of information from various sources for the formation of data banks in the field of entrepreneurship, trade and exchange activities. 6. To be able to work in a team, to have skills of interpersonal
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interaction which allow to reach professional purposes

7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.
8. Apply the acquired knowledge and skills to initiate measures in the field of environmental protection and safe operation of business, trade and exchange structures.
9. Know the requirements for activities in the specialty, due to the need to ensure sustainable development of Ukraine, its strengthening as a democratic, social and legal state.
10. Demonstrate the ability to act socially responsible on the basis of ethical, cultural, scientific values and achievements of society.
11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.
12. Have the methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.
13. Use knowledge of forms of interaction of subjects of market relations to ensure the activities of business, trade and exchange structures.
14. Be able to apply innovative approaches in business, trade and exchange activities.
15. Evaluate the characteristics of goods and services and innovative approaches in business, trade and exchange activities using modern methods.
16. Know the regulatory and legal support of business, trade and exchange structures and apply it in practice .
17. Be able to solve professional problems in organizing the activities of business, trade, exchange structures and solve problems in crisis situations, taking into account external and internal influences.
18. Know the basics of accounting and taxation in business, trade and exchange activities
19. Apply knowledge and skills to ensure the effective organization of

	<p>foreign economic activity of business, trade and exchange structures, taking into account market conditions and current legal norms.</p> <p>20. Know the basics of business planning, assessment of market conditions and performance of business, trade and exchange structures, taking into account the risks .</p> <p>21. <i>Apply the knowledge and skills to make with spare monitor in a competitive environment choices at was in for onkurentnoyi product category strategy, maca ting commodity s categories and the structure of the range .</i></p> <p>22. <i>To be able to implement effective procurement activity, communicative uvaty from office to borrowers, to calculate the profitability of products, the operational control of inventory management in the enterprise</i></p>
8 - Resource support for program implementation	
Staffing	Before the program involved 100 % in ukovo- teaching staff with academic degrees and / or titles. Scientific and pedagogical workers once in five years undergo advanced training in various forms
Logistics	Educational, household, sports facilities that meet sanitary norms and rules, state building codes In the country
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 insecure factors and developing measures to manage them open access FDA , FAO . Each discipline is provided with an educational and methodical complex, which necessarily includes the program and work program of the discipline, methodical recommendations for self - study by students of the discipline, reference lecture notes, methodical recommendations for practical work or laboratory workshop, qualification exam program, working program qualification exam, as well as optional collection of test tasks and situational exercises, guidelines for course work, textbooks.
9 - Academic mobility	
National credit mobility	On general grounds within Ukraine. Short-term education of students

	on a predetermined course in higher education institutions.
International credit mobility	Agreements on cooperation between KNTEU and higher education institutions in France, Great Britain, Poland, Germany, within which the partnership exchange and training of students is carried out . Training in the direction of KA1 in predetermined courses with credits in the universities of the Erasmus + member countries
Training of foreign applicants for higher education	Foreign applicants for higher education have the opportunity to study in the preparatory department for foreigners and stateless persons and in specializations.

List of educational component of her program and their logical sequence

List of OP components

Code n / a	Components of the educational program (academic disciplines, course projects (works), practices, qualification exam, final qualifying work)	Number of credits
1	2	3
Mandatory components of the OP		
OK 1	Foreign language for professional purposes	21
OK 2	science of law	6
OK 3	Economic informatics	6
OK 4	Economic theory	6
OK 5	Philosophy	6
OK 6	Trade entrepreneurship	6
OK 7	Trade organization	6
OK 8	Categories and systematics of goods in retail	6
OK 9	Economics of trade	6
OK 10	Retail pricing	4.5

OK 1 1	Freight nomenclature FEA	6
OK 1 2	Stock trading	6
OK 1 3	Accounting	6
OK 1 4	Commodity science. Food	10.5
OK 1 5	Commodity science. Non-food products	10.5
OK 1 5.1	Course work on commodity science	
OK 1 6	Management	6
OK 1 7	Trade marketing	6
OK 1 8	Contract law	6
OK 19	Categorical management	6
OK 19.1	Course work on category management	
OK 20	Information systems in retail	6
OK 21	Sales management and merchandising	6
OK 22	Logistics	6
OK 23	Modeling of financial and economic activity of the enterprise	9
The general and volume of obligatory components		163.5
Selective components of OP		
In K 1	Aesthetics	6
In K 2	History of Ukraine	6
In K 3	History of Ukrainian Culture	6
In K 4	National interests in world geopolitics and geoeconomics	6
In K 5	World culture	6
In K 6	The meaning rnyy analysis	6
In K 7	Ukrainian language (for professional purposes)	6
In K 8	Physical research methods	6
In K 9	Financial mathematics	6
In K 10	Chemistry	6
In K 11	Diplomatic and business protocol and etiquette	6
In K 12	Business ethics	6
In K 13	Logic	6
In K 14	Lead NCA consumers	6

In K 15	Politology	6
In K 16	Psychology of trade	6
In K 17	Social leadership	6
In K 18	Sociology	6
In K 19	World market of goods and services	6
In K 20	Statistics of the market of goods and services	6
In K 21	Life safety	6
In K 22	Safety of goods	6
In K 23	Standardization, metrology and quality management	6
In K 24	With odex Alimentarius	6
In K 25	Economic analysis	6
In K 26	E-commerce and fulfillment	6
In K 27	Internet technologies in business	6
In K 28	Cloud and GRID technologies	6
In K 29	Digital - technology in business	6
In K 30	Business negotiations	6
In K 31	Aesthetics of goods and design	6
In K 32	Advertising in trade	6
In K 33	Commodity science. Packaging materials and packaging	6
In K 34	Commodity science. Flowers	6
In K 35	Commodity science. Special purpose products	6
In K 36	Commodity science. Nutritional supplements	6
In K 37	Commodity science. Vehicles	6
In K 38	Commodity science. Civilian weapons	6
In K 39	Commodity science. Fuel and lubricants	6
In K 40	Trade negotiations and commercial diplomacy	6
In K 41	Protection of the rights of consumers	6
In K 42	Customs business	12
In K 43	Conformity assessment	6
In K 44	Comparative testing of goods and services	6

In K 45	Foreign Language	6
The total amount of sample components		60
Practical training		
	Production practice 1	4.5
	Production practice 2	3
	Production practice 3	6
Only		13.5
Certification		
	Preparation for the attestation exam and attestation	3
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240

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

Structural and logical scheme of OP

**Matrix for providing software learning outcomes
relevant mandatory components of the educational program**

Компоненти / Програмні результати навчання	ОК.1	ОК.2	ОК.3	ОК.4	ОК.5	ОК.6	ОК.7	ОК.8	ОК.9	ОК.10	ОК.11	ОК.12	ОК.13	ОК.14	ОК.15	ОК.16	ОК.17	ОК.18	ОК.19	ОК.20	ОК.21	ОК.22	ОК.23
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12						+		+		+		+						+					+

Matrix Software learning outcomes relevant and selective components and educational programs

Компоненти / Програмні результати навчання	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17	BK18	BK19	BK20	BK21	BK22	BK23	BK24	BK25	BK26	BK27	BK28	BK29	BK30	BK31	BK32	BK33	BK34	BK35	BK36	BK37	BK38	BK39	BK40	BK41	BK42	BK43	BK44	BK45						
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