

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY TECHNOLOGIES AND DESIGN

EDUCATIONAL AND PROFESSIONAL PROGRAM

ENTREPRENEURSHIP AND COMMERCIAL ACTIVITY

Level of higher education first (bachelor)

Degree of higher education bachelor

Field of knowledge 07 Management and administration

Specialty 076 Entrepreneurship, trade and exchange activities

Qualification bachelor of Entrepreneurship, Trade and Exchange

1. Profile of the educational - scientific program Entrepreneurship and commercial activity

1 – General information	
The name of higher education institution and structural department	Kyiv National University of Technology and Design. Department of Entrepreneurship and Business.
Higher education degree and qualification in the original language	The level of higher education – first (bachelor) Degree of higher education – bachelor Branch of knowledge – 07 Management and administration. Specialty – 076 Entrepreneurship, trade and exchange activities.
Type of diploma and volume of educational program	Bachelor diploma, single, 240/180 ECTS credits for a reduced period of study.
Availability of accreditation	Certificate of accreditation of the specialty ND 901190184 from 23.10.2017
Cycle/level	National qualification framework of Ukraine - level 6.
Prerequisites	Complete general secondary education, professional higher education or junior bachelor's degree (junior specialist). In accordance with the Standard of Higher Education in the specialty based on the degree of junior bachelor (OQR of the junior specialist), the University recognizes and recalculates ECTS credits received within the previous educational program of junior bachelor (junior specialist).
Language (s) of studying	Ukrainian.
Term of the educational program	Till 01.07.2021.
Internet address of the permanent placement of the description educational program	http://knutd.edu.ua/ekts/ which is focused on formation
2 – The purpose of educational program	
<p>Training of specialists with deep knowledge, as well as basic and professional competencies in the field of management and administration aimed at ensuring personal development and professional training of specialists in entrepreneurship, trade and exchange activities.</p> <p>The main goals of the program are to form the abilities of entrepreneurs and business professionals who have theoretical knowledge and practical skills to successfully perform professional duties, the application of which allows to solve complex specialized problems of organization and effective functioning of business and commercial structures.</p>	
3 – Characteristics of the educational program	
Subject area	The program is focused on the formation of applicants' competencies for the acquisition of deep knowledge, skills and abilities in the specialty. Compulsory training modules - 75%, of which: general training - 23% (including foreign language study - 10%), vocational training - 52% (including practical training - 10%). Disciplines of free choice of students - 25% are selected from the university catalog in accordance with the approved procedure at the University.
Orientation of the educational program	Educational and professional program for bachelor's degree preparation.

The main focus of the educational program	The accent is made on the formation and development of professional competencies in the organization of business and trade activities; study of theoretical and methodological provisions, organizational and practical tools for managing business and trade intermediaries.	
Features of the educational program	The uniqueness of the program lies in taking into account the specifics of the service sector in order to make them aware of the wide range of opportunities for their own activities in business and trade-intermediary structures with different organizational and legal forms, scales of activity.	
4 – Suitability of graduates for employment and further study		
Suitability for employment	The graduate is suitable for employment in enterprises, commercial organizations operating in the field of services and trade. The specialist may hold the following primary positions: specialist in commodity science, supply, sales, inspector-commodity expert; trade inspector, trade broker, (trade) dealer; commercial agent, sales agent; the head of the retail trade enterprise, the head of the market; at the enterprises of small and average business (the manager of shop, the head of the small enterprise, the head of section and department, the director of small trading firm, the salesman, the trading broker).	
Further studying	An opportunity to study according to the educational-professional or educational-scientific program of the second (master's) level of higher education.	
5 – Teaching and evaluation		
Teaching and studying	Student-centered, communicative, problem-oriented, professionally oriented, interdisciplinary approaches to learning, learning through training, industrial practice and self-study are used. The system of teaching methods is based on the principles of purposefulness, binary - active direct participation of research and teaching staff and applicants for higher education. Forms of organization of the educational process: lecture, seminar, practical, laboratory classes, practical training, independent work, consultation, professional work.	
Evaluation	Exams, tests, essays, calculations, presentations, reports, term papers.	
6 – Program competencies		
Integral competence (IC)	IC	The ability to solve complex specialized tasks and problems in the fields of business, trade and exchange activities or in the studying 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.
General competencies (GC)	GC 1	The ability to abstract thinking, analysis and synthesis.
	GC 2	The ability to apply the acquired knowledge in practical situations.
	GC 3	The ability to communicate in native language both orally and in writing.
	GC 4	The ability to communicate in a foreign language.
	GC 5	Skills in the use of information and communication technologies.
	GC 6	The ability to search, process and analyze information from various sources.
	GC 7	The ability to work in a team.
	GC 8	The ability to show initiative and entrepreneurship.
	GC 9	The desire to save the environment.
	GC 10	The ability to act responsibly and consciously.
	GC 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.

	GC 12	The ability to preserve and increase 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, techniques and technologies. active recreation and a healthy lifestyle.
Professional competencies (PC)	PC 1	Critical understanding of the theoretical foundations of business, trade and exchange activities.
	PC 2	The ability to choose and use appropriate methods, tools to justify decisions on the establishment, operation of business, trade and exchange structures.
	PC 3	The ability to operate in the interaction of market participants relations.
	PC 4	The ability to apply innovative approaches in the activities of business, trade and exchange structures.
	PC 5	The ability to determine and evaluate the characteristics of goods and services in business, trade, exchange activities.
	PC 6	The ability to carry out activities in compliance with regulatory documents in the field of business, trade and exchange activities.
	PC 7	The ability to identify and perform professional tasks to organize the activities of business, trade and exchange structures.
	PC 8	The ability to apply the basics of accounting and taxation in business, trade, exchange activities.
	PC 9	The ability to organize foreign economic activity of business, trade and exchange structures.
	PC 10	The ability to do business planning, assess market conditions and performance in the field of business, trade and exchange practices, taking into account the risks.

7 – Program results of studying

Knowledge and understanding:

PRS 1	To know the requirements for the specialty, due to the need of the ensurement of sustainable development of Ukraine, its strengthening as a democratic, social and legal state
PRS 2	To demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.
PRS 3	To know the regulatory and legal support of business, trade and exchange structures and apply it in practice.
PRS 4	To know the basics of accounting and taxation in business, trade and exchange activities.
PRS 5	To know the basics of business planning, assessing market conditions and performance of business, trade and exchange structures, taking into account the risks.

Application of knowledge and understandings (skills):

PRS 6	To use modern computer and telecommunication technologies for the exchange and dissemination of professionally oriented information in the field of entrepreneurship, trade and exchange activities.
PRS 7	To be able to work in a team, have interpersonal skills that allow you to achieve professional goals.
PRS 8	To demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.
PRS 9	To apply the acquired knowledge and skills to initiate and implement measures in the field of environmental protection and safe operation of business, trade and exchange structures.
PRS 10	To demonstrate the ability to act socially responsible on the basis of ethical, cultural, scientific values and achievements of society.
PRS 11	To use knowledge of the forms of interaction of the subjects of market relations to ensure the activities of business, trade and exchange structures.

Formation of opinions:	
PRS 12	To be able to use basic knowledge of entrepreneurship, trade and exchange activities and the ability to think critically, analyze and synthesize for professional purposes.
PRS 13	To apply the acquired knowledge to identify, set and solve problems in different practical situations in business, trade and exchange activities.
PRS 14	To owe the skills of written and oral professional communication in state and foreign languages.
PRS 15	To organize search, independent selection, high-quality processing of information from various sources for the formation of data banks in the field of entrepreneurship, trade and exchange activities.
PRS 16	To possess the methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.
PRS 17	To be able to apply innovative approaches in business, trade and exchange activities.
PRS 18	To evaluate the characteristics of goods and services in business, trade and exchange activities using modern methods.
PRS 19	To be able to solve professional problems in organizing the activities of business, trade and exchange structures and solve problems in crisis situations, taking into account external and internal influences.
PRS 20	To apply knowledge and skills to ensure the effective organization of foreign economic activity of business, trade and exchange structures, taking into account market conditions and current legal norms.
8 – Resource support for program implementation	
Stuff support	All scientific and pedagogical personnel who provide educational and professional program by qualification correspond to the profile and direction of the disciplines taught, have the necessary experience of pedagogical work and experience of practical work. In the process of organizing training, professionals with experience in research / management / innovation / creative work and / or work in the specialty, including external stakeholders.
Material and technical support	Material and technical support allows to fully support the educational process throughout the training cycle of the educational and scientific program. The condition of the premises is certified by sanitary and technical passports that comply with current regulations.
Informational and educational-methodical support	The program is fully equipped with an educational and methodological complex of all components of the educational program, the availability of which is presented in the modular environment of the educational process of the University.
9 – Academic mobility	
National credit mobility	Provides for the possibility of academic mobility in some components of the educational program, providing the acquisition of general and / or professional competencies.
International credit mobility	The program develops prospects for participation and internships in research projects and academic mobility programs abroad. Performed in an active research environment and is mobile on the program "Double Diploma" with Polish universities.
Teaching of foreign applicants for higher education	Teaching of foreign applicants for higher education is carried out according to accredited educational programs.

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

2.1. List of components of the educational program

Code	Components of the educational program (academic disciplines, term papers (projects), practices, qualification work)	Number of credits	Form final control
Mandatory OP components			
General training cycle			
EC 1	Ukrainian and foreign culture	3	test
EC 2	Foreign Language (english , german , france)	12	examination
EC 3	Business Ukrainian language	3	test
EC 4	Philosophy, political science and sociology	6	examination
EC 5	Physical Education	3/9*	test
EC 6	Foreign language of professional orientation	12	examination
EC 7	Higher and applied mathematics	9	examination
Total from cycle			48
Cycle of professional training			
EC 8	Ethics and business culture	3	examination
EC 9	Macro- and microeconomics	6	examination
EC 10	Fundamentals of entrepreneurship	6	examination
EC 11	Business Economics	6	examination
EC 12	Information systems and technologies in economics and management	3	test
EC 13	Management	3	examination
EC 14	Marketing	6	examination
EC 15	Finances	3	examination
EC 16	Commodity science	6	examination
EC 17	Business organization in the field of services	3	examination
EC 18	Economic and mathematical methods and models	6	examination
EC 19	Accounting and taxation	3	examination
EC 20	CRM systems in business	3	test
EC 21	Trade organization	9	examination
EC 22	Logistics	3	examination
EC 23	Innovative entrepreneurship	3	examination
EC 24	Raising and valuation of capital	6	examination
EC 25	Exchange activity	6	examination
EC 26	Entrepreneurship in the field of trade and intermediary services	9	examination
EC 27	Evaluation of business efficiency	9	examination
EC 28	Foreign economic activity	3	examination
EC 29	Forecasting market conditions and risks	3	test
EC 30	Educational practice	6	test
EC 31	Internship	18	test
Total from cycle		132	
The total amount of required components is		180	
Selective components of EPP			
DFCS	Disciplines of free choice of the student	60	test
TOTAL VOLUME OF THE EDUCATIONAL PROFESSIONAL PROGRAM		240	

* non-credit discipline in 2,3,4 semesters.