

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY TECHNOLOGIES AND DESIGN

**EDUCATIONAL AND PROFESSIONAL PROGRAM**

**ENTREPRENEURSHIP AND SERVICE ACTIVITIES**

Level of higher education \_\_\_\_\_ second (master's degree) \_\_\_\_\_

Degree of higher education \_\_\_\_\_ master \_\_\_\_\_

Field of knowledge \_\_\_\_\_ 07 Management and administration \_\_\_\_\_

Specialty \_\_\_\_\_ 076 Entrepreneurship, trade and exchange activities \_\_\_\_\_

Qualification \_\_\_\_\_ Master of Entrepreneurship, Trade and Exchange \_\_\_\_\_

Kyiv 2021

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

<b>1 – General information</b>	
<b>The name of higher education institution and structural department</b>	Kyiv National University of Technology and Design. Department of Entrepreneurship and Business.
<b>Higher education degree and qualification in the original language</b>	The level of higher education – second (master's degree) Degree of higher education – master Branch of knowledge – 07 Management and administration Specialty – 076 Entrepreneurship, trade and exchange activities.
<b>Type of diploma and volume of educational program</b>	Master's degree, single, 90 ECTS credits.
<b>Availability of accreditation</b>	Certificate of accreditation of the educational program UD 1011010021 from 25.02.2019.
<b>Cycle/level</b>	National qualification framework of Ukraine - level 7
<b>Prerequisites</b>	Bachelor's degree or educational qualification level of a specialist
<b>Language (s) of studying</b>	Ukrainian.
<b>Term of the educational program</b>	Till 01.07.2024.
<b>Internet address of the permanent placement of the description educational program</b>	<a href="http://knutd.edu.ua/ekts/">http://knutd.edu.ua/ekts/</a>
<b>2 – The purpose of educational program</b>	
Training of specialists who are able to solve complex problems and problems in the field of entrepreneurship and service activities or in the studying process, which involves research and / or innovation under uncertain conditions and requirements.	
<b>3 – Characteristics of the educational program</b>	
<b>Subject area</b>	The program is focused on the formation of applicants' competencies for the acquisition of deep knowledge, skills and abilities in the specialty. Compulsory educational components - 73%, of which: general training - 3%, vocational training - 32%, practical training - 15%, learning a foreign language - 3%, diploma design - 22%. Disciplines of free choice of the student - 27%.
<b>Orientation of the educational program</b>	Educational and professional program for master's degree.
<b>The main focus of the educational program</b>	The accent is made on the adaptation and implementation of professional knowledge and skills to solve problems in the field of entrepreneurship and service activities, institutions and organizations in the field of service. The program allows you to comprehensively study the specifics of entrepreneurship and service activities, features of their operation, organization and management. The program is aimed at the development of higher self-improvement, creative thinking and the search for non-standard business solutions in the practice of entrepreneurship and service activities.
<b>Features of the educational program</b>	The program is focused on the practical acquisition of skills in the field of entrepreneurship and service activities, indicates the guidelines of modern development of small and medium-sized businesses in the field of services, in

	particular in the field of consumer services. Some educational components of the program are taught in English.	
<b>4 – Suitability of graduates for employment and further study</b>		
<b>Suitability for employment</b>	The graduate is suitable for employment in enterprises, organizations and institutions operating in the field of services. Employment at enterprises of any organizational and legal form. Jobs in small and medium-sized companies in industry and services: managers of enterprises, institutions and organizations, managers of small enterprises without management in commercial services, directors of small businesses, specialists-organizers of social services.	
<b>Further studying</b>	Lifelong learning to improve professional, scientific and other activities. Possibility to continue training according to the program of the third (educational-scientific) level of higher education (doctor of philosophy) according to the educational-scientific program.	
<b>5 – Teaching and evaluation</b>		
<b>Teaching and studying</b>	Student-centered and problem-oriented teaching, research 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: lectures, seminars, practical, laboratory classes, practical training, independent work, consultations, development of professional projects (works). Lectures are interactive and scientific-cognitive in nature. During the practical classes, the case method, situational tasks, business games, preparation of presentations on the use of modern professional software are common. Educational and methodological support and counseling of independent work is carried out through the university modular environment of the educational process. Emphasis is placed on personal self-development, group work, the ability to present the results of work, which contributes to the formation of understanding of the need and willingness to continue self-education throughout life.	
<b>Evaluation</b>	Current survey, modular test control, presentation of design and research works, essays, term papers, practice reports, exam / test. Defense of master's thesis.	
<b>6 – Program competencies</b>		
<b>Integral competence (IC)</b>	An ability to solve complex problems and problems in the field of entrepreneurship, trade and exchange activities or in the learning process, which involves research and / or innovation under uncertain conditions and requirements.	
<b>General competencies (GC)</b>	<b>GC 1</b>	The ability to generate new ideas in the field of entrepreneurship
	<b>GC 2</b>	The ability to conduct professional communication under the conditions of fluency in a foreign language for cooperation with foreign partners and the implementation of international projects.
	<b>GC 3</b>	The ability to identify, pose, solve problems and make well-weighted decisions.
	<b>GC 4</b>	The ability to adapt and act in a uncommon situation, to be critical and self-critical.
	<b>GC 5</b>	The ability for the effective external and internal communication.
	<b>GC 6</b>	The ability to show leadership skills, motivate people and work in a team.
<b>Professional competencies (PC)</b>	<b>PC 1</b>	The ability to develop and implement a strategy for the development of business and trade structures and facilities of consumer services.
	<b>PC 2</b>	The ability to conduct research using theoretical and applied advances in entrepreneurship, service and trade.
	<b>PC 3</b>	The ability to evaluate products, goods and services in business and service activities.
	<b>PC 4.</b>	The ability to effectively manage the activities of economic entities in the field of entrepreneurship, service activities and trade.

	<b>PC 5.</b>	The ability to solve problems and unusual situations in professional activities under conditions of uncertainty and risk.
	<b>PC 6.</b>	The ability to initiate and implement innovative projects in the field of entrepreneurship, service and trade.
	<b>PC 7</b>	The ability to resolve conflict situations; emotion management in customer-oriented activities; development of "thinking possibilities"; motivational team management.
	<b>PC 8</b>	The ability to use the knowledge of regulations, legislation of Ukraine and other countries in the field of entrepreneurship during professional activities
	<b>PC 9</b>	The ability to identify and assess business risks, use modern risk management tools under the conditions of uncertainty.
	<b>PC 10</b>	The ability to systematically analyze the business activities of the enterprise, including foreign economic, based on the provisions of international commercial law.
	<b>PC 11</b>	The ability to design economic systems of micro and meso level taking into account the requirements and principles of project management.
	<b>PC 12</b>	The ability to forecast business activities and form the strategy of the enterprise in the uncertainty of market conditions.

### **7 – Program results of studying**

#### **Knowledge and understanding:**

<b>PRS 1</b>	To know the basics of management of consumer service organizations by aspects: strategic management, management of changes, innovation - investment activities, management of service enterprises, crisis and corporate governance.
<b>PRS 2</b>	To demonstrate the ability to communicate effectively in professional and scientific circles in native and foreign languages, including special terminology, for professional communication and literary research.
<b>PRS 3</b>	To understand the structural elements of modern consumer services (servisology and service activities, imageology, strategic management, crisis management), to perceive and understand the role of methods and theories of development and strategic flexibility of consumer services.
<b>PRS 4</b>	To demonstrate knowledge of the current legal and regulatory framework for the functioning of enterprises providing household services.

#### **Application of knowledge and understandings (skills):**

<b>PRS 5</b>	To apply quantitative methods of analysis of business statistics, software modeling to solve complex problems of scientific and practical nature.
<b>PRS 6</b>	To Identify and analyze problems in the field of entrepreneurship, service activities and trade and develop measures to address them.
<b>PRS 7</b>	To use a foreign language to ensure effective scientific and professional activities in business and trade structures
<b>PRS 8</b>	To apply business communications to support the interaction of the enterprise with its internal and external environment
<b>PRS 9</b>	To be able to carry out theoretical and applied research in the field of entrepreneurship, service activities and trade using modern methods and technologies.
<b>PRS 10</b>	To evaluate on various parameters .products, goods, services, as well as processes occurring in business and trade structures, and draw appropriate conclusions for management decisions. Evaluate on various parameters .products, goods, services, as well as processes occurring in business and trade structures, and draw appropriate conclusions for management decisions.
<b>PRS 11</b>	To be able to manage business entities in the field of entrepreneurship, service activities and trade in order to ensure their efficiency.

<b>PRS 12</b>	To demonstrate the ability to solve problem situations that occur in the activities of business and trade structures under conditions of uncertainty and risk.
<b>PRS 13</b>	To use modern methods and information technologies to collect and process scientific information, draw up research results, write scientific reports, prepare scientific publications on topical issues of business and service activities.
<b>Formation of opinions:</b>	
<b>PRS 14</b>	Independently substantiate and determine the purpose, objectives of personal and collective activities, use modern forms of staff motivation and tools to coordinate the interests of business participants for the successful implementation of the strategy.
<b>PRS 15</b>	To be able to produce new ideas for the development of business and trade structures and implement them.
<b>PRS 16</b>	To demonstrate initiative and independence of action in different situations, critically evaluate phenomena and processes in the field of entrepreneurship, service activities and trade.
<b>PRS 17</b>	To define and implement strategic plans for the development of business entities in the field of entrepreneurship, service activities and trade.
<b>PRS 18</b>	To implement innovative projects in order to create conditions for the effective functioning and development of business and trade structures.
<b>8 – Resource support for program implementation</b>	
<b>Stuff support</b>	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 and work in the specialty, foreign lecturers are involved.
<b>Material and technical support</b>	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.
<b>Informational and educational-methodical support</b>	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.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	Provides for the possibility of academic mobility in some components of the educational program, providing the acquisition of general and / or professional competencies.
<b>International credit mobility</b>	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.
<b>Teaching of foreign applicants for higher education</b>	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-professional program of the second (master's) level of higher education

Code EC	Components of the educational program (academic disciplines, semester work, practice)	Number of credits	Form of final control
<b>Required components of the educational program</b>			
General training cycle			
EC 1	Business foreign language (English, German, French)	3	Test
EC2	Methodology of modern scientific research with the basics of intellectual	3	Examination
Total from cycle		6	
Cycle of professional training			
EC 3	Entrepreneurship and service activities	6	Examination
EC 4	Entrepreneurial business	6	Examination
EC 5	Project activity	6	Examination
EC 6	Management of development of business structures	6	Examination
Практична підготовка:			
EC 7	Research practice	6	Test
EC 8	Pre-diploma practice	9	Test
EC 9	Master's thesis	21	
Total from cycle		60	
<b>Total required components</b>		66	
<b>Selective components of the educational program</b>			
DFCS	Disciplines of free choice of the student	24	Test
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		90	