

The Profile of the Educational Program in Speciality 073 Management, the educational program "Management of International Companies", recruitment 2020

1 – General information	
Full name of higher education institution	O. M. Beketov National University of Urban Economy in Kharkiv
Name of qualification and title conferred in original language	Bachelor of management
Official name of educational program	Management of international companies
Type of diploma and scope of educational program	Bachelor's diploma, single, 240 ECTS credits, 3 years 10 months
Accreditation availability	-
Cycle/level	First (Bachelor) level, National Qualification Framework of Ukraine – level 7, FQ-EHEA – first cycle, EQF-LLL – level 6
Access requirements	Full secondary education
Language(s) of instruction	Ukrainian, English
Official length of program	5 years
Internet address of the permanent placement of the educational program	http://www.kname.edu.ua/
2 – Purpose of educational program	
	To train specialists capable of solving practical problems and complex specialized tasks in the field of managing international companies and their units on the basis of mastering the system of professional competencies.
3 - Educational program specifications	
Subject area	<p><i>The object of study:</i> management of organizations and their units.</p> <p><i>Learning objectives:</i> to train specialists capable of solving practical problems and complex specialized tasks which are characterized by the complexity and uncertainty of the conditions in the field of managing organizations and their units.</p> <p><i>Theoretical content of the subject area:</i> paradigms, laws, regularities, principles, and historical background of management development; concepts of systemic, situational, adaptive, antisypative, anti-crisis, innovative, project management, etc.; functions, methods, technologies and management decisions in management.</p> <p><i>Methods, techniques, and technologies:</i> <i>general scientific and specific research methods</i> (calculation-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.);</p>

	<p>methods for implementing management functions (marketing research methods; methods of economic diagnostics; forecasting and planning methods; design methods for organizational management structures; motivation methods; control methods; methods for assessing social, organizational and economic efficiency in management, etc.).</p> <p>management methods (administrative, economic, socio-psychological, technological);</p> <p>technologies for substantiating management decisions (economic analysis, simulation, decision tree, etc.);</p> <p><i>Tools and equipment:</i> modern information and communication equipment, information systems and software products used in management.</p>
Educational program orientation	Educational and professional
Main focus of educational program and specialization	<p>General education in the field of management and administration in speciality 073 Management, educational program Management of international companies.</p> <p><i>Key words:</i> Management of international companies; management of structural units of international companies; modern management concepts; management decision making; information technology in management; international marketing; international economics; international personnel management law; brand management of international companies; international finance; e-commerce; international economic relations; business communication; entrepreneurship and start-up; company's strategy for entering international markets; organizational and economic efficiency of international companies management.</p>
Program features	Academic disciplines of the student's choice are taught in English
4 – Professional status of graduates and access to further study	
Professional status	<p>Employment in public institutions and private companies in positions related to management.</p> <p>Occupations (according to the current version of the National Classifier of Ukraine: Classifier of occupations (DK 003: 2010):</p> <p>3436 Assistant managers</p> <p>3436.1 Assistants to managers of enterprises, institutions and organizations</p> <p>3436.2 Assistant managers of production and other main units</p> <p>3436.3 Assistants to small business executives without a management apparatus</p> <p>3436.9 Other kinds of assistants</p> <p>3435 Organizers of record keeping</p> <p>3435.1 Organizers of record keeping (government agencies)</p> <p>3435.2 Organizers of record keeping (types of economic activity)</p>
Access to further study	Master's degree
5 – Instruction and assessment	
Teaching and learning	student-centered training, self-study, training through industrial practice
Assessment	written exams, course paper defense, production and pre-diploma practice reports, qualifying papers

6 – Program competencies	
Integral competence	To be able to solve complex specialized problems and practical tasks, which are characterized by the complexity and uncertainty of the conditions in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences
General competencies (GC) defined by the standard of higher education of the specialty	<p>GC 1. To be able to exercise one's own rights and obligations as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC 2. To be able to preserve and enhance moral, cultural, scientific values and increase the achievements of society based on the understanding of 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, engineering and technology, to use various types and forms of physical activity for outdoor activities and a healthy lifestyle maintenance.</p> <p>GC 3. To have the ability for abstract thinking, analysis, synthesis.</p> <p>GC 4. To be able to apply knowledge in practical situations.</p> <p>GC 5. To know and understand the subject area and the professional activity.</p> <p>GC 6. To be able to communicate in the state language both verbally and in writing.</p> <p>GC 7. To be able to communicate in a foreign language.</p> <p>GC 8. To have skills in using information and communication technologies.</p> <p>GC 9. To be able to learn and master modern knowledge.</p> <p>GC 10. To be able to conduct research at the appropriate level.</p> <p>GC 11. To be able to adapt and act in a new situation.</p> <p>GC 12. To be able to generate new ideas (creativity).</p> <p>GC 13. To value and respect diversity and multiculturalism.</p> <p>GC 14. To be able to work in an international context.</p> <p>GC 15. To be able to act on the basis of ethical considerations (motives).</p>
General competencies (GC) defined by the higher education institution	<p>GCH 16. Communicative (to be fluent in Ukrainian for specific purposes), namely: practical mastery of effective rhetorical techniques, art of reasoning and eloquence, ability to communicate in different genres of oratorical art for successful future professional activity</p> <p>GCH 17. To be able to preserve and multiply cultural, artistic, moral, scientific values and achievements of society on the basis of understanding of history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and development of society and technologies</p> <p>GCH 18. To be able to formulate a system of knowledge about the city as a whole organism covering three subsystems: environmental, technical and social</p>

	<p>GCH 19. To be able to use the fundamentals of conflictology and conflict management technology in conflict analysis.</p> <p>GCH 20. To be able to protect intellectual property</p> <p>GCH 21. To be able to use rational-critical thinking to analyze modern political events</p> <p>GCH 22. To be able to adequately evaluate the results of your own activities, make correction of your individual and psychological characteristics, psychologically justified to carry out professional communication</p>
<p>Special (professional) competencies of the speciality (PC) defined by the standard of higher education of the specialty</p>	<p>PC 1. To be able to identify and describe the characteristics of an organization.</p> <p>PC 2. To be able to analyze the performance of the organization, to compare it with the factors of influence of the external and internal environment.</p> <p>PC 3. To be able to determine the prospects of the organization.</p> <p>PC 4. To be able to identify functional areas of the organization and the relationships between them.</p> <p>PC 5. To be able to manage an organization and its units through the implementation of management functions.</p> <p>PC 6. To be socially responsible and conscious.</p> <p>PC 7. To be able to choose and use modern management tools.</p> <p>PC 8. To be able to plan organization activities and manage time.</p> <p>PC 9. To be able to work as a part of team and establish interpersonal interaction when solving professional tasks.</p> <p>PC 10. To be able to evaluate the work performed, ensure its quality and motivate the staff of the organization.</p> <p>PC 11. To be able to create and organize effective communication in the management process.</p> <p>PC 12. To be able to analyze and structure organizational problems, make sound decisions.</p> <p>PC 13. To understand the principles and norms of law and apply them in professional activities.</p> <p>PC 14. To understand the principles of psychology and use them in professional activities.</p> <p>PC 15. To be able to develop and demonstrate leadership skills and behavioral skills.</p>
<p>Special (professional) competencies of the speciality (PCH) defined by the higher education institution</p>	<p>PCH 16. To be able to substantiate and implement management decisions in international companies management.</p> <p>PCH 17. To be able to evaluate markets for products and services of organizations in a regional, national and international context.</p> <p>PCH 18. To be able to establish and manage a business in the field of international companies.</p> <p>PCH 19. To be able to draw budgets of international companies and control their implementation.</p> <p>PCH 20. To be able to manage international companies.</p> <p>PCH 21. To be able to identify urban life support systems,</p>

	<p>organizations that operate within these systems as management objects.</p> <p>PCH 22. To understand the social and psychological foundations of organizational management and use them in professional activities.</p> <p>PCH 23. To understand economics as a system of external environment of the organization.</p> <p>PCH 24. To be able to perform an analysis of an organization's business activities.</p> <p>PCH 25. To be able to present information on business transactions of entrepreneurs in accounting and management accounting, their systematization, generalization in reporting and interpretation to meet the information needs of decision makers.</p>
7 – Program learning outcomes	
<p>Program learning outcomes (PLO) defined by the standard of higher education of the specialty</p>	<p>PLO 1. To know the rights and responsibilities as a member of society, to be aware of the values of civil society, the rule of law, the rights and freedoms of man and citizen in Ukraine.</p> <p>PLO 2. To preserve moral, cultural, scientific values and to multiply the achievements of society, to use different types and forms of physical activity to lead a healthy lifestyle.</p> <p>PLO 3. To demonstrate knowledge of management theories, methods and functions, modern leadership concepts.</p> <p>PLO 4. To demonstrate problem-solving skills and substantiate management decisions.</p> <p>PLO 5. To describe the content of the organization functional areas.</p> <p>PLO 6. To demonstrate skills in the search, collection and analysis of information, calculation of indicators to substantiate management decisions.</p> <p>PLO 7. To demonstrate organizational design skills.</p> <p>PLO 8. To apply management methods to ensure the effectiveness of the organization.</p> <p>PLO 9. To demonstrate communication, leadership, and teamwork skills.</p> <p>PLO 10. To demonstrate skills in substantiating effective tools for motivating staff of an organization.</p> <p>PLO 11. To explain, analyze and communicate in various areas of the organization.</p> <p>PLO 12. To assess the legal, social, and economic consequences of an organization functioning.</p> <p>PLO 13. To demonstrate the ability to communicate both verbally and in writing in both state and foreign languages.</p> <p>PLO 14. To identify the causes of stress, adapt yourself and team members to a stressful situation, find means to neutralize it.</p> <p>PLO 15. To demonstrate the ability to be socially responsible and socially conscious on the basis of ethical considerations (motives), respect for diversity and interculturalism.</p> <p>PLO 16. To demonstrate independent work skills, flexible thinking, openness to new knowledge, to be critical and self-critical.</p>

	<p>PLO 17. To perform research individually and / or in a group under the guidance of a leader.</p>
<p>Program learning outcomes defined by the higher education institution</p>	<p>PLOHEI 18. To demonstrate knowledge of city life support systems, and organizations operating within these systems as management entities.</p> <p>PLOHEI 19. To apply socio-psychological methods in enterprise management.</p> <p>PLOHEI 20. To determine the influence of the state on the economy as a system of the external environment of the organization.</p> <p>PLOHEI 21. To determine the economic activity of an organization based on its analysis.</p> <p>PLOHEI 22. To develop sound management decisions and evaluate the results of their implementation in international companies management.</p> <p>PLOHEI 23. To assess the possibilities of markets for products and services of international companies in a regional, national and international context.</p> <p>PLOHEI 24. To formulate business ideas, develop and implement business plans in the field of international companies.</p> <p>PLOHEI 25. To draw budgets of international companies and control their implementation.</p> <p>PLOHEI 26. To identify the main functions of managing international companies and find solutions for their implementation.</p> <p>PLOHEI 27. To communicate professionally: create communication products, analyze communication activities; adequately respond to criticism, generate and argue new ideas; exercise communicative influence on people by encouraging them to act; to express your own thoughts; identify, apply information and communication technologies; to develop interpersonal skills in the team</p> <p>PLOHEI 28. To analyze historical facts and documents that cover the main stages of the history of O. M. Beketov NUUEKh; - to use the acquired knowledge from the history of O. M. Beketov NUUEKh for conscious search for little-known and unknown facts from the history of the University, faculties, departments, life and scientific-pedagogical activity of teachers, life of the student community of the University at different times of the historical past and involvement of these data in the educational process; - to form a conscious, justified by the glorious pages of the historical heritage of O. M. Beketov NUUEKh sense of respect for the conscientious and selfless work of previous generations of teachers and students of the University, pride in significant achievements in creating a strong scientific, educational and material base of the University - to use social research methods</p> <p>PLOHEI 29. To analyze the peculiarities of cultural processes in the modern world - to make a comparative description of the major cultural centers of the modern world; - to analyze the patterns of cultural development of mankind;</p>

	<p>- to draw historical parallels between the contemporary cultural situation and the historical past</p> <p>PLOHEI 30. To analyze the role and significance of the modern city in the context of global and local challenges.</p> <p>PLOHEI 31. To apply the skills of conflict management in professional activity, methods and strategies of their regulating and solving.</p> <p>PLOHEI 32. To know basic methods of protection of intellectual property; to apply the rules of registration of intellectual property rights</p> <p>PLOHEI 33. To apply the basic principles of political science in solving professional problems</p> <p>PLOHEI 34. To apply the categorical apparatus of psychology in the system of vocational training and practical activity; to take into account the basic mental socio-psychological and psychophysiological manifestations of personality; to accept scientifically grounded psychological interpretation of the structural elements of the personality psyche; to be aware of one's own mental sphere; to analyze various different types of activities</p> <p>PLOHEI 35. To understand the peculiarities of accounting, analysis, control, and taxation of entrepreneurial activity</p>
8 – Resource support for program implementation	
Staffing	<p>The quality level of professional training of bachelors is ensured by the qualified scientific and pedagogical staff of the department, which includes doctors and candidates of sciences, professors, associate professors. Practitioners, who are in charge of structural units of international companies and have extensive experience in working for international companies are involved in the teaching of speciality disciplines.</p> <p>Five teachers have a B-2 level English language certificate; two teachers have a certificate of proficiency in Polish at the B-2 level; eight teachers have completed international internships.</p>
Logistics	<p>Lectures are held in classrooms with multimedia equipment.</p> <p>Practical classes are held in specialized computer classes with the use of information and communication equipment, use of information systems and software products applied in management. Many of these products have already been implemented or are being actively implemented in the educational process: MS Project, Teamwork, TeamLab., Open Workbench., GanttProject, dotProject., Outlook, OneNote, EverNote, Nirvana, Wunderlist, Toggl, MS Office, Office 365, Документ. онлайн, AllFusion Process Modeler 7, MS Visio, MS PowerPoint, MS Sway, Libre office.Impress, FreeMind, Mind42, ViSta, MacANOVA., Matrixer.</p>
Information and methodological support	<p>All educational components of the educational program Management of international companies are provided with the following educational and methodological materials: textbooks, tutorials, lecture notes, methodical instructions and recommendations, individual tasks, collections of situational tasks (cases), examples of solving typical tasks or completing typical tasks, computer presentations, illustrative</p>

	materials, resource directories, etc. All teaching materials are available to students in the reading rooms of the Scientific Library http://library.kname.edu.ua/index.php/uk/ , including in the Information Room, equipped with computers with Internet and LAN access to the University, in the digital repository http://eprints.kname.edu.ua , on the Distance Learning Center portal http://cdo.kname.edu.ua/
9 – Academic mobility	
National credit mobility	In accordance with the Regulation on the academic mobility of students, graduate students, doctoral students, and academic staff of O. M. Beketov National University of Urban Economy in Kharkiv
International credit mobility	Agreement for academic cooperation between O. M. Beketov National University of Urban Economy in Kharkiv and: <ul style="list-style-type: none"> - Lodz Technical University (Poland), agreement No. 89 of October 2017 - the University of Nova Gorica (Slovenia), agreement No. 88 of October 12, 2017 - Middle East Technical University (Turkey, Ankara), agreement No. 69 of March 28, 2016 - Aristotle University (Greece, Thessaloniki), agreement No. 75 of February 22, 2018 - the Estonian University of Natural Sciences (Tartu), agreement No. 90 of October 10, 2017
Training of foreign higher education applicants	In accordance with the Rules for admission to study in O. M. Beketov National University of Urban Economy in Kharkiv