

Educational program profile

General information	
The official name of the educational program	Enterprise Economics
Specialty	051 Economics
Field of knowledge	05 Social and behavioral sciences
Degree of higher education and title of qualification in the original language	Bachelor of Economics
Type of diploma and scope of educational program	Bachelor`s degree, single, 240 ECTS credits, training period 3 year 10 months
Accreditation availability	Not accredited (introduced in 2019)
Cycle / level	The first (bachelor) level NQF of Ukraine - level 7 FQ-EHEA - the first cycle EQF-LLL - Level 6
Requirements to the level of education of the entrant	Availability of complete general secondary education
Teaching language (s)	Ukrainian
The term of the educational program	5 years
The purpose of the educational program	
Training of specialists capable of working in the field of enterprise economics. The program is designed in accordance with the mission and strategy of the University, which is to train highly qualified specialists for regional development and urban economy and is aimed at acquiring and developing students with advanced theoretical and practical knowledge, skills in economics in the process of professional activity, formation of critical thinking and ability for further study.	
Characteristics of the educational program	
Subject area	<p><i>Objectofstudyandactivity:</i> regularitiesoffunctioninganddevelopmentofsocio-economicsystems, socio-economicprocesses, theirmodeling, forecastingandregulation, motivationandbehaviorofeconomicentities.</p> <p><i>Learningaims:</i> trainingofspecialistswithmoderneconomicthinking, theoreticalknowledgeandpracticalskillsneededforproblemsolvingdomain.</p> <p><i>Теоретичний зміст предметної області:</i> поняття, категорії, концепції і принципи економічних наук.</p> <p><i>Theoretical content of the subject area:</i> definition, categories, concepts and principles of economic sciences.</p> <p><i>Methods, methodology and technologies:</i> general scientific methods of cognition and research activity, mathematical and statistical methods of economic analysis, economic-mathematical modeling, information and communication technologies of research, dissemination and presentation</p>

	of research results. <i>Tools and equipment:</i> modern information and communication equipment, information systems and software used in professional activities.
Orientation of the educational program	Educational and professional program
The focus of the educational program and specialization	General education in the field of social and behavioral sciences of specialty 051 - Economics <i>Keywords:</i> socio-economic systems, macro- and microeconomic events, phenomena, enterprise.
Features of the program	No
Suitability of graduates for employment and further education	
Suitability for employment	Possible employment in public institutions and private companies in positions related to economic activity. Occupations (according to the current version of the National Classifier of Ukraine: Classifier of Occupations (NC 003: 2010): CP 3436.1 Assistants to Heads of Enterprises, Institutions and Organizations CO 3436.3 Assistants to small business executives without management apparatus CO 3439 Assistant Specialist in Productive Forces and Regional Economics CO 3152 Inspector of production and technical and economic issues Можливе працевлаштування у державних закладах та приватних компаніях на посади, пов'язані з економічною діяльністю.
Further training	Opportunity to study in the program of the second (master's) higher education level. Acquiring additional qualifications in the system of postgraduate education.
Teaching and assessment	
Teaching and learning	Student-centered training, self-study, training through industrial practice. Teaching and training includes: lectures and practical classes, self-study, individual consultations with teachers, practice and performance of bachelor's qualification work.
Evaluation	Oralandwrittenexaminations, tests, calculations, coursework, practicereports, oralandwrittenexams, differentiatedcredits, protectionofthebachelor'squalificationwork.
Program learning outcomes	
Programmatic learning outcomes defined by the standard	PLO 1. Associate oneself as a member of civil society, scientific community, to recognize the rule of law, in particular in their professional activity, to understand and be able to enjoy their rights and freedoms, to show respect for the rights and freedoms of others, in particular, members of the team. PR 2. Reproduce moral, cultural, scientific values, to multiply the achievements of society in the socio-economic sphere, to promote the introduction of healthy lifestyles. PR 3. Know and use economic terminology, explain basic concepts of micro- and macroeconomics. PR 4. Understand the principles of economic science, especially the

functioning of economic systems.

PLO 5. Apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public authorities).

PLO 6. Use professional argumentation to convey information, ideas, problems and solutions to professionals and non-professionals in the field of economic activity.

PLO 7. Explain models of socio-economic phenomena from the point of view of fundamental principles and knowledge on the basis of understanding the basic directions of development of economic science.

PLO 8. Apply appropriate economic and mathematical methods and models to solve economic problems.

PLO 9. Understand the main features of the modern world and national economy, institutional structure, directions of social, economic and foreign economic policy of the state.

PLO 10. Conduct an analysis of the functioning and development of economic entities, identify functional areas, calculate appropriate indicators that characterize the effectiveness of their activities.

PLO 11. To be able to analyze the processes of state and market regulation of socio-economic and labor relations.

PLO 12. Apply theoretical knowledge to solve practical problems and interpret the results in a meaningful way.

PLO 13. Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.

PLO 14. Identify and plan opportunities for personal professional development.

PLO 15. Demonstrate basic creative and critical thinking skills in research and professional communication.

PLO 16. Be able to use data, provide reasoning, critically evaluate logic and draw conclusions from scientific and analytical texts in economics.

PLO 17. Perform an interdisciplinary analysis of socio-economic phenomena and problems in one or more professional fields, taking into account the risks and possible socio-economic consequences.

PLO18. Use normative and legal acts regulating professional activity.

PLO 19. Use information and communication technologies to solve socio-economic problems, prepare and submit analytical reports.

PLO 20. Mastering the skills of oral and written professional communication in the state and foreign languages.

PLO 21. Be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems of different levels, as well as the behavior of their subjects.

PLO 22. Demonstrate flexibility and adaptability in new situations, in handling new objects, and in uncertain conditions.

PLO 23. Demonstrate self-employment skills, demonstrate critical, creative, self-critical thinking.

PLO 24. Demonstrate the ability to act socially responsible and consciously on the basis of ethical principles, to appreciate and respect cultural diversity, the individual differences of people.

<p>Programmatic learning outcomes defined by the higher education institution</p>	<p>PLO 25. Apply the categorical apparatus of psychology in the system of professional 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; analyze various activities.</p> <p>PLO 26. Effectively communicate in a foreign language in a business environment</p> <p>PLO 27. Analyze the processes of legal and market regulation of socio-economic labor relations</p> <p>PLO 28. Analyze the role and importance of the modern city in the context of global and local challenges</p> <p>PLO 29. Apply professional conflict management skills, tools and strategies for their resolution and resolution</p> <p>PLO 30. Apply language, linguosocio-cultural and communication skills for effective communication in a foreign language</p> <p>PLO 31. Obtain and apply basic methods of intellectual property protection</p> <p>PLO 32. Apply the basic principles of political science to professional tasks.</p> <p>PLO 33. Apply knowledge of information and communication technologies when making management decisions in the digital economy</p> <p>PLO 34. Be able to use regulatory acts regulating the legal support of economic relations.</p> <p>PLO 35. Understand the principles of foreign economic activity, know the peculiarities of the functioning of customs and currency regulation systems in different countries of the world.</p> <p>PLO 36. Identify and justify energy conservation and energy efficiency improvement measures.</p> <p>PLO 37. Ability to find the data necessary for analysis and to compile information; to form methods for assessing the level of city development.</p> <p>PLO 38. Know the main indicators of enterprise statistics and apply analytical and methodological tools to calculate them within the subject area.</p> <p>PLO 39. Be able to navigate freely in theoretical and practical economic and organizational peculiarities of economy and organization of activity of enterprises within the subject area.</p> <p>PLO 40. Be able to navigate freely in the types of prices and tariffs and know the pricing process within the subject area.</p> <p>PLO 41. Understand the methodology of market research, collect and analyze relevant information within the subject area.</p> <p>PLO 42. Understand the principles of information society development, determine the impact of information technology on the development of socio-economic processes, know the basic forms of e-business.</p> <p>PLO 43. Be able to consciously select and calculate indicators of analysis of financial and economic activity of enterprises within the subject area, to interpret the results.</p> <p>PLO 44. Apply theoretical knowledge to substantiate investment projects, calculate investment indicators, evaluate investment projects in</p>
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	<p>the face of uncertainty and risk.</p> <p>PLO 45. Be aware of the features of construction production, the technical and economic bases of construction and the specifics of the functioning of the construction enterprise, to use the acquired for the practical tasks of the functioning of construction enterprises.</p>
Resources for program implementation	
Humanresourcing	<p>The qualitative 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.</p> <p>Three lecturers have a B-2 level English language certificate, four have completed an international internship. The teachers of the department have practical experience in the field of enterprise economics.</p>
Material and technical support	<p>The educational process is fully provided by the auditorium, administrative and auxiliary premises. Specialized computer lab and specialized computer class of the department are equipped with Internet access software, licensed operating systems and application software packages from Microsoft «MASTER: Accounting».</p> <p>Lectures with multimedia equipment are used for the lectures.</p> <p>For practical training, we use the Specialized Laboratory of Economic Problems in Urban Economics and Construction (aud. 424CK) and the specialized computer class of distance learning technologies (aud. 311 BMK).</p>
Information and educational and methodical support	<p>All educational components of the educational program "Enterprise Economics" are provided with the following educational and methodological materials:</p> <p>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 materials; resource directories and more.</p> <p>All teaching materials are available to students in the reading rooms of the Scientific Library http://library.kname.edu.ua/index.php/en/, including in the Information Room equipped with computers with Internet access and the University's local network, in the digital repository http://eprints.kname.edu.ua, on the portal of the Distance Learning Center http://cdo.kname.edu.ua/</p>
Academic mobility	
National Credit Mobility	<p>In accordance with the Regulations on Academic Mobility of students, postgraduates, doctoral students, scientific-pedagogical and scientific workers of O.M. Beketov National University of Urban Economy in Kharkiv</p>
International Credit Mobility	<p>Partners of the department are the following educational institutions:</p> <ol style="list-style-type: none"> 1. Uniwersytet Łódzki, University of Lodz, Poland, 2. Organizations: Polish-Ukrainian Cooperation Foundation PAUCI, Kiev, Warsaw; Institute of Certified Financial Managers, ICFM (UK) in Russia, Moscow; CRDF Global, Kiev Office
Training of foreign higher education applicants	<p>According to the admission to study of O.M. Beketov National University of Urban Economy in Kharkiv</p>

