

Profile of the educational program

general information	
The official name of the educational program	Economics and business organization
Specialty	076 Entrepreneurship, trade and exchange activities
Field of knowledge	07 Management and administration
Degree of higher education and title of qualification in the original language	Bachelor of Entrepreneurship, Trade and Exchange
Type of diploma and scope of educational program	Bachelor's degree, single, 240 ECTS credits, term of study 3 years 10 months
Availability of accreditation	Not accredited (introduced in 2019)
Cycle / level	The first (bachelor's) level NRC of Ukraine - level 7 FQ-EHEA - the first cycle EQF-LLL - 6 level
Requirements for the level of education of the entrant	Availability of complete general secondary education
Language (s) of instruction	Ukrainian
Term of the educational program	5 years
The purpose of the educational program	
<p>Training of specialists capable of working in the field of economics and business organization. The program is designed in accordance with the mission and strategy of the university, which is to train highly qualified professionals for regional development and business and aims to acquire and develop students' in-depth theoretical and practical knowledge, skills and skills in entrepreneurship, trade and exchange in professional activities. critical thinking and the ability to further study.</p>	
Characteristics of the educational program	
Subject area	<p><i>Object of study and activity:</i> activities for the organization and functioning of business, trade and exchange structures, which are carried out to achieve economic and social results.</p> <p><i>Learning objectives:</i> training of highly qualified specialists capable of solving practical problems and complex specialized tasks in entrepreneurship, trade and exchange activities.</p> <p><i>Theoretical content of the subject area:</i> scientific theories, provisions, concepts, principles of entrepreneurship, trade and exchange activities and methodology of their use for the organization and effective functioning of business, trade, exchange structures.</p> <p><i>Methods, techniques and technologies:</i> general and special methods, professional methods and technologies, the application of which allows to solve practical problems of organization, effective functioning and development of business, trade and exchange structures.</p> <p><i>Tools and equipment:</i> information and communication systems and technologies, devices and equipment necessary for the formation of</p>

	professional competencies of the Bachelor of Entrepreneurship, Trade and Exchange.
Orientation of the educational program	Educational and professional program
The main focus of the educational program and specialization	General education in the field of management and administration in the specialty 076 - Entrepreneurship, trade and exchange activities. Keywords: entrepreneurship, trade, exchange, business processes, commerce, activity, business, market, organization, management, business projects, innovations, evaluation.
Features of the program	None
Suitability of graduates for employment and further study	
Suitability for employment	It is possible to be employed in public institutions and private companies in positions related to business, trade and stock exchange activities. Professions (according to the current version of the National Classifier of Ukraine: Classifier of professions (DK 003: 2010): 341 Specialists in finance and trade 3411 Dealers (exchange traders at their own expense) and brokers (intermediaries) for mortgage and financial transactions 3413 Property agents 3415 Technical and sales representatives 3419 Other specialists in the field of finance and trade 342 Commercial service agents and trading brokers 3421 Brokers (intermediaries) for the purchase and sale of goods 3429 Commercial service agents and trading brokers 3436.1 Assistants to heads of enterprises, institutions and organizations
Further training	Obtaining education at the second (master's) level of higher education. Acquisition of additional qualifications in the system of postgraduate education.
Teaching and assessment	
Teaching and learning	Student-centered learning, self-study, learning through project and competitive practice. Teaching and learning includes: lectures and practical classes, self-study, individual consultations with teachers, practice and bachelor's degree work.
Evaluation	Oral and written questionnaires, test tasks, calculation and graphic works, term papers, reports on practices, written exams, differentiated tests, defense of bachelor's qualification work.
Program learning outcomes	
Program learning outcomes defined by the standard of higher education in the specialty	PRN 1. To use basic knowledge of entrepreneurship, trade and exchange activities and the ability to think critically, analyze and synthesize for professional purposes. PRN 2. Apply the acquired knowledge to identify, set and solve problems in different practical situations in business, trade and exchange activities. PRN 3. Have the skills of written and oral professional communication in state and foreign languages. PRN 4. Use modern computer and telecommunication technologies for the exchange and dissemination of professionally oriented information in the field of entrepreneurship, trade and exchange activities. PRN 5. Organize search, independent selection, high-quality processing of information from various sources for the formation of data banks in the

	<p>field of entrepreneurship, trade and exchange activities.</p> <p>PRN 6. To be able to work in a team, to have skills of interpersonal interaction that allow to achieve professional goals.</p> <p>PRN 7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.</p> <p>PRN 8. 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.</p> <p>PRN 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.</p> <p>PRN 10. Demonstrate the ability to act socially responsibly on the basis of ethical, cultural, scientific values and achievements of society.</p> <p>PRN 11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.</p> <p>PRN 12. Have the methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.</p> <p>PRN 13. To use the knowledge of the forms of interaction of the subjects of market relations to ensure the activities of business, trade and exchange structures.</p> <p>PRN 14. Be able to apply innovative approaches in business, trade and exchange activities.</p> <p>PRN 15. Evaluate the characteristics of goods and services in business, trade and exchange activities using modern methods.</p> <p>PRN 16. Know the regulatory and legal support of business, trade and exchange structures and apply it in practice.</p> <p>PRN 17. 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.</p> <p>PRN 18. Know the basics of accounting and taxation in business, trade and exchange activities.</p> <p>PRN 19. 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.</p> <p>PRN 20. Know the basics of business planning, assessing market conditions and performance of business, trade and exchange structures, taking into account the risks.</p>
<p>Program learning outcomes determined by the institution of higher education</p>	<p>PRN 21. Apply the categorical apparatus of psychology in the system of professional training and practical activities; take into account the main mental, socio-psychological and psychophysiological manifestations of personality; to perceive scientifically substantiated psychological interpretation of structural elements of personality psyche; to be aware of one's own mental sphere; analyze various activities.</p> <p>PRN 22. Communicate effectively in a foreign language in the business environment.</p> <p>PRN 23. Analyze the processes of legal and market regulation of socio-economic labor relations.</p> <p>PRN 24. Analyze the role and significance of the modern city in the context of global and local challenges.</p> <p>PRN 25. Apply skills of conflict management in professional activities, tools and strategies for their regulation and resolution.</p> <p>PRN 26. Apply language, speech, linguistic, socio-cultural and</p>

	<p>communicative skills for effective communication in a foreign language.</p> <p>PRN 27. To own and apply basic methods of intellectual property protection.</p> <p>PRN 28. Apply the basic principles of political science in solving professional problems.</p> <p>PRN 29. Apply knowledge of information and communication technologies in making management decisions in a digital economy.</p> <p>PRN 30. Be able to use regulations governing the legal support of economic relations.</p> <p>PRN 31. Understand the principles of foreign economic activity, know the features of the functioning of customs and currency regulation of different countries.</p> <p>PRN 32. Plan, conduct and process research using application packages and the latest information technologies.</p> <p>PRN 33. Use information and communication links in the process of business career management and justify the organization of communications in management.</p> <p>PRN 34. Apply the principles of effective functioning of modern entrepreneurship.</p> <p>PRN 35. Generate and disseminate scientific ideas, or generate innovative solutions to known scientific problems and use modern information technology in research.</p> <p>PRN 36. Understand independently in the current economic situation, correctly and rationally approach the solution of commercial problems, make operational decisions taking into account the knowledge of economic efficiency indicators, the feasibility of investing.</p> <p>PRN 37. Apply knowledge in the field of stock trading and use methods to determine the economic efficiency of banking services and banking operations.</p> <p>PRN 38. Design solutions based on methods and approaches used in international practice in project analysis, create and improve mathematical models for use in business processes and provide rational solutions.</p> <p>PRN 39. To formalize the economic task and to carry out economic interpretation of the received results and to apply methods of the decision of regional business problems, to critically estimate the received results and to protect the accepted decisions concerning regional business.</p> <p>PRN 40. To master the skills of independent analysis, identification, business risk assessment and apply practical tools of crisis management.</p> <p>PRN 41. Identify and analyze the problems of creation and formation of a new enterprise.</p>
Resource support for program implementation	
Staffing	<p>The quality level of professional training of bachelors is provided by the qualified scientific and pedagogical staff of the department, which includes doctors and candidates of sciences, professors, associate professors.</p> <p>Four teachers have a certificate of proficiency in English at the B-2 level, four - have completed an international internship. Teachers of the department have practical experience in the field of economics and business organization.</p>
Logistics	<p>The educational process is fully provided with the auditorium fund, administrative and auxiliary facilities. The specialized computer</p>

	<p>laboratory of the department has modern equipment and software, the ability to access the Internet, equipped with licensed operating systems and application software packages from Microsoft, programs "ARIS Express", "Statistica", "Onvision".</p> <p>An audience with multimedia equipment is used for lectures.</p> <p>A specialized laboratory (room 420 cc) is used for practical classes.</p>
Information and educational and methodical support	<p>All educational components of the educational program "Economics and Business Organization" are provided with the following teaching materials:</p> <p>textbooks; textbooks; lecture notes; methodical instructions and recommendations; individual tasks; collections of situational tasks (cases); examples of solving typical tasks or performing typical tasks; computer presentations; illustrative materials; resource directories, etc.</p> <p>All teaching materials are available for students in the reading rooms of the scientific library http://library.kname.edu.ua/index.php/uk/, including in the information service room, equipped with computers with Internet access and local network of the University, 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>According to the Regulations on academic mobility of students, graduate students, doctoral students, research and teaching and research staff of</p> <p>Результаты поиска</p> <p>O.M.Beketov National University of Urban Economy in Kharkiv</p>
International credit mobility	<p>The partners of the department are the following educational institutions:</p> <p>Middle East Technical University, Ankara, Turkey</p> <p>Technical University of Ostrava, Ostrava, Czech Republic</p> <p>Aristotle University, Thessaloniki, Greece</p> <p>Łódź Technical University, Łódź, Poland</p>
Training of foreign applicants for higher education	<p>According to the Rules of admission to</p> <p>O.M.Beketov National University of Urban Economy in Kharkiv</p>