

Profile of the educational program "Economics and Business Organization" in specialty 076 Entrepreneurship, trade and exchange activities

1 – General information	
Full name of the institution of higher education	O. M. Beketov National University of Urban Economy in Kharkiv
Higher education degree and title of qualification in the original language	Bachelor of Entrepreneurship, Trade and Exchange
The official name of the educational program	Economics and business organization
Type of diploma and scope of educational program	Bachelor's degree, single, 240 ECTS credits, study period 3 years 10 months
Availability of accreditation	Not accredited (introduced in 2019)
Cycle / level	The first (bachelor's) level NRC of Ukraine - level 6 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
Internet address of the permanent placement of the description of the educational program	http://.....kname.edu.ua/
2 – The purpose of the educational program	
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.	
3 - 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</p>

	<p>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 professional competencies of the Bachelor of Entrepreneurship, Trade and Exchange.</p>
Orientation of the educational program	Educational and professional program
The main focus of the educational program and specialization	<p>General education in the field of management and administration in the specialty 076 - Entrepreneurship, trade and exchange activities.</p> <p><i>Key words:</i> business, trade, exchange, business processes, commerce, activity, business, market, organization, management, business projects, innovations, estimation.</p>
Features of the program	None
4 – Suitability of graduates for employment and further study	
Suitability for employment	<p>It is possible to be employed in public institutions and private companies in positions related to business, trade and exchange activities.</p> <p>Professions (<i>according to the current version of the National Classifier of Ukraine: Classifier of professions (DK 003: 2010):</i></p> <p>341 Specialists in finance and trade</p> <p>3411 Dealers (exchange traders at their own expense) and brokers (intermediaries) for mortgage and financial transactions</p> <p>3413 Property Agents</p> <p>3415 Technical and sales representatives</p> <p>3419 Other specialists in the field of finance and trade</p> <p>342 Commercial service agents and trading brokers</p> <p>3421 Brokers (intermediaries) for the purchase and sale of goods</p> <p>3429 Commercial service agents and trading brokers</p> <p>3436.1 Assistants to heads of enterprises, institutions and organizations</p>
Further training	<p>Obtaining education at the second (master's) level of higher education.</p> <p>Acquisition of additional qualifications in the system of postgraduate education.</p>
5 – Teaching and assessment	
Teaching and learning	<p>Student-centered learning, self-study, learning through project and competitive practice.</p> <p>Teaching and learning includes: lectures and practical classes, self-study, individual consultations with teachers, practice and performance of qualifying work of the bachelor.</p>
Evaluation	<p>Oral and written questionnaires, test tasks, calculation and graphic works, term papers, reports on practices, oral and written examinations, differentiated tests, defense of bachelor's qualification work.</p>
6 – Program competencies	
Integral competence	<p>Ability to solve complex specialized tasks and problems in the fields of business, trade and exchange activities or in the learning 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.</p>

<p>General competencies (GQ) defined by the standard of higher education in the specialty</p>	<p>GQ 1. Ability to abstract thinking, analysis and synthesis. GQ 2. Ability to apply the acquired knowledge in practical situations. GQ 3. Ability to communicate in the state language both orally and in writing. GQ 4. Ability to communicate in a foreign language. GQ 5. Skills in the use of information and communication technologies. GQ 6. Ability to search, process and analyze information from various sources. GQ 7. Ability to work in a team. GQ 8. Ability to show initiative and entrepreneurship. GQ 9. The desire to preserve the environment. GQ 10. Ability to act responsibly and consciously. GQ 11. Ability to realize one's rights and obligations 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. GQ 12. Ability to preserve and multiply 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, technology and technology, use different types and forms physical activity for active recreation and a healthy lifestyle.</p>
<p>General competencies (GQ) defined by the institution of higher education</p>	<p>GQ 13. Ability to adequately assess the results of their own activities, to correct their own individual psychological characteristics, psychologically justified to carry out professional communication. GQ 14. Ability to analyze and solve problems in the field of economic and social relations. GQ 15. The ability to formulate a system of knowledge about the city as a whole organism, covering three subsystems: environmental, technical and social. GQ 16. Ability to use the basic principles of conflict and conflict management technology in conflict analysis. GQ 17. Ability to ensure the protection of intellectual property. GQ 18. Ability to use rational-critical thinking to analyze political events today.</p>
<p>Professional competencies of the specialty (PC), defined by the standard of higher education specialty</p>	<p>PC 1. Critical understanding of the theoretical foundations of business, trade and exchange activities. PC 2. Ability to choose and use appropriate methods, tools to justify decisions on the establishment, operation of business, trade and exchange structures. PC 3. Ability to carry out activities in the interaction of market participants. PC 4. Ability to apply innovative approaches in the activities of business, trade and exchange structures. PC 5. Ability to determine and evaluate the characteristics of goods and services in business, trade, exchange activities. PC 6. Ability to carry out activities in compliance with the requirements of regulatory documents in the field of business, trade and exchange activities. PC 7. Ability to identify and perform professional tasks to organize the activities of business, trade and exchange structures. PC 8. Ability to apply the basics of accounting and taxation in business, trade, exchange activities.</p>

	<p>PC 9. Ability to organize foreign economic activity of business, trade and exchange structures.</p> <p>PC 10. Ability to plan business, assess market conditions and performance in the field of entrepreneurship, trade and exchange practices, taking into account the risks.</p>
<p>Professional competencies of the specialty (PC), determined by the institution of higher education</p>	<p>PC 11. Ability to use information and communication technologies and economic and mathematical methods in solving economic problems based on understanding the laws of economic systems and processes.</p> <p>PC 12. Ability to protect the rights and legitimate interests of participants in economic relations.</p> <p>PC 13. Ability to use modern sources of economic and legal information for the rational implementation of foreign economic activity in accordance with the requirements of customs and currency regulation.</p> <p>PC 14. Ability to define the concepts, causes, types and signs of crisis, substantiation of the object and subject, patterns, functions of crisis management, technology for developing management decisions in crisis management, implementation of international experience of crisis management.</p> <p>PC 15. Ability to develop conceptual foundations for the implementation of a systematic approach to business career management, select and use appropriate methods, tools to justify the organization of communications in management.</p> <p>PC 16. Ability to manage a package of business activities and use modern methods of effective management of banking activities, to distinguish development trends and economic efficiency of banking services and banking operations.</p> <p>PC 17. Ability to understand and skillfully use the basic knowledge of research organization.</p> <p>PC 18. Ability to use modern methods of business planning to solve enterprise problems and distinguish the needs of modern enterprises in analytical information, use methods for processing and analysis of statistical data to solve current socio-economic problems in business, apply modern methods of data mining for modeling the development of socio-economic systems and processes.</p> <p>PC 19. Ability to distinguish features of classification of the organized market, classification features and types of exchanges, development of world and Ukrainian exchange trade, procedural issues on creation of the exchange, its registration and management structure and to use basic knowledge of exchange trading technology necessary for exchange market activity.</p> <p>PC 20. Ability to system thinking, solving problems of developing decision-making processes in project implementation.</p> <p>PC 21. Ability to choose the most appropriate methods and models for solving various problems of adaptive economics and to reasoned choice of methods for solving regional business problems, critically evaluate the results and defend the decisions made on regional entrepreneurship.</p> <p>PC 22. Ability to have modern methods and tools for forecasting and assessing business risks.</p> <p>PC 23. Ability to choose and use appropriate methods, tools to justify decisions on the creation, operation of business structures.</p>

7 – Program learning outcomes

Program learning outcomes, defined by the standard of higher education in the specialty

- PLO 1. Use basic knowledge of entrepreneurship, trade and exchange activities and skills of critical thinking, analysis and synthesis for professional purposes.
- PLO 2. Apply the acquired knowledge to identify, set and solve problems in different practical situations in business, trade and exchange activities.
- PLO 3. Have the skills of written and oral professional communication in state and foreign languages.
- PLO 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.
- PLO 5. Organize search, self-selection, high-quality processing of information from various sources for the formation of data banks in the field of entrepreneurship, trade and exchange activities.
- PLO 6. Be able to work in a team, have interpersonal skills that allow you to achieve professional goals.
- PLO 7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for results.
- PLO 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.
- PLO 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.
- PLO 10. Demonstrate the ability to act socially responsibly based on ethical, cultural, scientific values and the achievements of society.
- PLO 11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.
- PLO 12. Have the methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.
- PLO 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.
- PLO 14. Be able to apply innovative approaches in business, trade and exchange activities.
- PLO 15. Evaluate the characteristics of goods and services in business, trade and exchange activities using modern methods.
- PLO 16. Know the regulatory and legal support of business, trade and exchange structures and apply it in practice.
- PLO 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.
- PLO 18. Know the basics of accounting and taxation in business, trade and exchange activities.
- PLO 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.
- PLO 20. Know the basics of business planning, assessing market conditions and performance of business, trade and exchange structures, taking into account the risks.

<p>Program learning outcomes, determined by the institution of higher education</p>	<p>PLO 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>PLO 22. Communicate effectively in a foreign language in the business environment.</p> <p>PLO 23. Analyze the processes of legal and market regulation of socio-economic labor relations.</p> <p>PLO 24. Analyze the role and significance of the modern city in the context of global and local challenges.</p> <p>PLO 25. Apply conflict management skills in professional activities, tools and strategies for their management and resolution.</p> <p>PLO 26. Apply language, speech, linguistic, socio-cultural and communicative skills for effective communication in a foreign language.</p> <p>PLO 27. To possess and apply basic methods of intellectual property protection.</p> <p>PLO 28. Apply the basic principles of political science in solving professional problems.</p> <p>PLO 29. Apply knowledge of information and communication technologies in management decisions in a digital economy.</p> <p>PLO 30. Be able to use regulations governing the legal support of economic relations.</p> <p>PLO 31. Understand the principles of foreign economic activity, know the features of the customs and currency regulation of different countries.</p> <p>PLO 32. Plan, conduct and process research using application packages and the latest information technology.</p> <p>PLO 33. Use information and communication links in the process of business career management and justify the organization of communications in management.</p> <p>PLO 34. Apply the principles of effective functioning of modern entrepreneurship.</p> <p>PLO 35. Generate and disseminate scientific ideas, or generate innovative solutions to known scientific problems and use modern information technology in research.</p> <p>PLO 36. Understand independently in the current economic situation, correctly and rationally approach the solution of commercial problems, make operational decisions based on knowledge of indicators of economic efficiency, the feasibility of investing.</p> <p>PLO 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>PLO 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>PLO 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>PLO 40. Master the skills of independent analysis, identification, business risk assessment and apply practical tools of crisis management.</p>
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	PLO 41. Identify and analyze the problems of creating and forming a new enterprise.
8 – Resource support for program implementation	
Staffing	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. 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 economics and business organization.
Logistics	The educational process is fully provided with the auditorium fund, administrative and auxiliary facilities. The specialized computer 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". An audience with multimedia equipment is used for lectures. A specialized laboratory (room 420 central building) is used for practical classes.
Information and educational and methodical support	All educational components of the educational program "Economics and Business Organization" are provided with the following teaching materials: 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. All teaching materials are available for students in the reading rooms of the scientific <u>library</u> 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/ .
9 – Academic mobility	
National credit mobility	According to the Regulations on academic mobility of students, graduate students, doctoral students, research and teaching and research staff of KhNUMG. O.M. Beketov
International credit mobility	The partners of the department are the following educational institutions: Middle East Technical University, Ankara, Turkey Technical University of Ostrava, Ostrava, Czech Republic Aristotle University, Thessaloniki, Greece Lodz University of Technology (TUL), Lodz, Poland
Training of foreign applicants for higher education	According to the Rules of admission to KHNUMG them. O.M. Beketov