

**Profile of the educational program «Business, Trade and Exchange Activities»
in specialty 076 Business, 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 Business, Trade and Exchange Activities
The official name of the educational program	Business, Trade and Exchange Activities
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 2022)
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 entrepreneurship, trade and exchange activities. The program is designed in accordance with the mission and strategy of the university, which is to train highly qualified specialists for regional development, entrepreneurship, trade, exchange activities and aims to acquire and develop students' in-depth theoretical and practical knowledge, skills and skills in entrepreneurship, trade and exchange activities. the process of professional activity, the formation of 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 on the organization and functioning of business, trade and exchange structures, which is 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, regulations, concepts, principles of entrepreneurship, trade and exchange activities and the 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 use 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 business, trade and exchange activities.</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 - Business, Trade and Exchange Activities</p> <p><i>Key words:</i> business, trade, exchange, business processes, commerce, activity, market, organization, management, business projects, innovations, evaluation.</p>
Features of the program	The educational program is aimed at gaining competencies in the formation and development of modern innovative entrepreneurial activity, which will significantly reproduce the competitiveness of the country and attract new investment, which in the future will help build a national startup ecosystem.
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 stock exchange activities.</p> <p>Professions (<i>according to the current version of the National Classification 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	Obtaining education at the second (master's) level of higher education. Acquisition of additional qualifications in the system of postgraduate education.
5 – Teaching and assessment	
Teaching and learning	Student-centered learning, self-study, case study, all types of practice, research-based learning. Teaching is carried out in the form of: lectures, multimedia lectures, interactive lectures, trainings, practical classes. There is also independent work with the possibility of consultation with the teacher, individual lessons, group work, internships and bachelor's degree work.
Evaluation	Oral and written questionnaires, current and final knowledge control, written essays, presentations, test assignments, calculation and graphic works, term papers, defense of practice reports, written exams, differential tests, defense of bachelor's thesis.

6 – Program competencies	
General competencies (GQ) , defined by the standard of higher education in the specialty	<p>GQ 1. Ability to abstract thinking, analysis and synthesis.</p> <p>GQ 2. Ability to apply the acquired knowledge in practical situations.</p> <p>GQ 3. Ability to communicate in the state language both orally and in writing.</p> <p>GQ 4. Ability to communicate in a foreign language.</p> <p>GQ 5. Skills in the use of information and communication technologies.</p> <p>GQ 6. Ability to search, process and analyze information from various sources.</p> <p>GQ 7. Ability to work in a team.</p> <p>GQ 8. Ability to show initiative and entrepreneurship.</p> <p>GQ 9. The desire to preserve the environment.</p> <p>GQ 10. Ability to act responsibly and consciously.</p> <p>GQ 11. Ability to exercise their rights and responsibilities 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.</p> <p>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 healthy living.</p>
Special competencies (SC) , defined by the standard of higher education in the specialty	<p>SC 1. Critical understanding of the theoretical foundations of business, trade and exchange activities.</p> <p>SC 2. Ability to choose and use appropriate methods, tools to justify decisions on the establishment, operation of business, trade and exchange structures.</p> <p>SC 3. Ability to carry out activities in the interaction of market participants.</p> <p>SC 4. Ability to apply innovative approaches in the activities of business, trade and exchange structures.</p> <p>SC 5. Ability to determine and evaluate the characteristics of goods and services in business, trade, exchange activities.</p> <p>SC 6. Ability to carry out activities in compliance with the requirements of legal documents in the field of business, trade and exchange activities.</p> <p>SC 7. Ability to identify and perform professional tasks to organize the activities of business, trade and exchange structures.</p> <p>SC 8. Ability to apply the basics of accounting and taxation in business, trade, exchange activities.</p> <p>SC 9. Ability to organize foreign economic activity of business, trade and exchange structures.</p> <p>SC 10. Ability to plan business, assess market conditions and performance in the field of entrepreneurship, trade and exchange practices, taking into account risks.</p> <p>SC 11. Ability to have methodological tools for the development, formation and validation of startup projects; ability to develop, form and validate startup projects.</p>

7 – Program learning outcomes	
<p>Program learning outcomes (PLO), defined by the standard of higher education in the specialty</p>	<p>PLO 1. To use basic knowledge of entrepreneurship, trade and exchange activities and skills of critical thinking, analysis and synthesis for professional purposes.</p> <p>PLO. Apply the acquired knowledge to identify, set and solve problems in different practical situations in business, trade and exchange activities.</p> <p>PLO 3. Have the skills of written and oral professional communication in state and foreign languages.</p> <p>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.</p> <p>PLO 5. Organize search, independent selection, high-quality processing of information from various sources for the formation of data banks in the field of entrepreneurship, trade and exchange activities.</p> <p>PLO 6. To be able to work in a team, to have skills of interpersonal interaction that allow to achieve professional goals.</p> <p>PLO 7. Demonstrate entrepreneurship in various areas of professional activity and take responsibility for the results.</p> <p>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.</p> <p>PLO 9. Know the requirements for the specialty, due to the need to ensure sustainable development of Ukraine, its strengthening as a democratic, social and legal state.</p> <p>PLO 10. Demonstrate the ability to act socially responsible on the basis of ethical, cultural, scientific values and achievements of society.</p> <p>PLO 11. Demonstrate basic and structured knowledge in the field of entrepreneurship, trade and exchange activities for further use in practice.</p> <p>PLO 12. Have the methods and tools to justify management decisions on the establishment and operation of business, trade and exchange structures.</p> <p>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.</p> <p>PLO 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>PLO 16. Know the regulatory and legal support of business, trade and exchange structures and apply it in practice.</p> <p>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.</p> <p>PLO 18. Know the basics of accounting and taxation in business, trade and exchange activities.</p> <p>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.</p> <p>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> <p>PLO 21. Be able to develop, form and validate startup projects; have methodological tools for the development, formation and validation of startup projects.</p>

8 – Resource support for program implementation	
Staffing	All scientific and pedagogical workers have qualifications according to educational components, experience of practical and scientific and pedagogical activities, regularly improve their skills through participation in scientific projects, conferences, internships in institutions of Ukraine and foreign countries. 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. Six teachers have a certificate of English language proficiency at the B-2 level, six - have completed international internships. Teachers of the department have practical experience in the subject area of entrepreneurship, trade and exchange activities.
Logistics	The material and technical support of the educational program meets the requirements and provides an opportunity for effective training of applicants. 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, access to the Internet, equipped with licensed operating systems and application software packages from Microsoft, "ARIS Express", "Statistica", "Onvision". The auditorium with multimedia equipment is used for lectures. A specialized laboratory (room 420 central building) is used for practical classes.
Information and educational and methodological support	All educational components are provided with teaching materials posted in the relevant courses on the Moodle distance learning platform. Applicants have free access to modern professional literature and periodicals; Scopus and Web of Science databases; Springer resources; ScienceDirect databases from Elsevier; on the ScienceDirect platform - up to 39 thousand e-books and a collection of 2088 electronic monographs 2019-2020. All educational components of the educational program "Entrepreneurship, Trade and Exchange Activities" are provided with the following teaching materials: textbooks; textbooks; lecture notes; Guidelines; 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 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/ .
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