

Profile of the education program

General information	
The official name of the education program	Economics and business organization
Specialty	076 Entrepreneurship, trade and exchange activities Master of Entrepreneurship, Trade and Exchange Activities
Field of knowledge	07 Management and administration
Degree of higher education and title of qualification in the original language	Master of Entrepreneurship, Trade and Exchange Activities
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, period of studies 1 year 4 months
Accreditation availability	- Ministry of Education and Science of Ukraine; - Certificate of accreditation: UD series, № 21002007; - valid until July 1, 2023.
Cycle / level	The second (master's) level HPK of Ukraine - level 8 FQ-EHEA –second cycle EQF-LLL – 7 level
Requirements for the level of education of the entrant	The first (bachelor's) level, educational and qualification level specialist
Language (s) of instruction	Ukrainian
Term of the educational program	5 years
The purpose of the educational program	
<p>Training of professionals to be capable of working in the field of economics and business organization.</p> <p>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 that focuses on the formation of theoretical and practical knowledge for successful professional duties, organization and business, own business in the field of production and trade, carrying out operations on stock exchanges and preparing students for further study in order to obtain higher degrees and qualifications.</p>	
Characteristics of the educational program	
Subject area	<p><i>Object of study:</i> the activities of economic entities of business, trade and / or exchange structures for the production and circulation of goods and services, which is carried out in order to ensure their effective management and development.</p> <p><i>Learning Objectives:</i> to train professionals capable of solving complex tasks and issues in the field of entrepreneurship, trade and exchange activities or in the learning process, which involves research and/or innovation under uncertain conditions and requirements.</p> <p><i>Theoretical content of the subject area:</i> theoretical and methodic, scientific and methodic and applied principles of business, trade and exchange activities, which ensure the adoption of sound professional solutions.</p> <p><i>Methods, techniques and technologies:</i> a system of innovative methods, professional methods and management technologies.</p> <p><i>Tools and equipment:</i> information and communication systems, devices</p>

	and equipment (computer equipment, application packages, software products, etc.).
Orientation of the educational program	Educational and professional program
The main focus of the educational program and specialization	General education in the specialty 076 "Entrepreneurship, trade and exchange activities" in the field of knowledge "07" Management and Administration ". <i>Keywords:</i> business transformations, tools, development strategy, business modeling, analytical technologies, administration, budgeting, business planning, security of business structures, regulations, business analysis, targeting, diagnostics.
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 (SC 003: 2010): 1224 Heads of production units in wholesale and retail trade. 1314 Managers of small enterprises without management in wholesale and retail trade. 2413 Professionals working with securities. 2413.2 Professionals in the field of exchange activities. Main places of work: industrial enterprises, construction enterprises, agricultural firms, stock exchanges, trade and insurance companies, wholesale and retail trade enterprises, hotel and restaurant business institutions, consumer protection societies, consulting companies, state and scientific organizations, public administration and local self-government bodies, private entrepreneurship, sole proprietors.
Further training	Continuation of education in the third (educational and scientific) level of higher education. Gaining additional qualifications in the system of postgraduate education.
Teaching and assessment	
Teaching and learning	Student-centered learning, self-study, case study, undergraduate 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 qualification work of the master.
Evaluation	Oral and written survey, current and final control of knowledge, written essays, presentations, test tasks, calculation and graphic works, defense of the report on practice, written examinations, differential tests, protection of qualification work of the master
Program learning outcomes	
Program learning outcomes defined by the standard	<p>PLO 1. To be able to adapt and show initiative and independence in situations that arise in professional activities.</p> <p>PLO 2. To identify, analyze the problems of entrepreneurship, trade and exchange activities and develop measures to address them.</p> <p>PLO 3. To be able to develop measures of material and moral encouragement and to apply other tools of motivation of the personnel and partners for achievement of the set purpose.</p> <p>PLO 4. To apply business communications to support interaction with</p>

	<p>representatives of various professional groups.</p> <p>PLO 5. To be able to professionally, consistently and creatively perform the tasks in the field of entrepreneurship, trade and/or exchange activities.</p> <p>PLO 6. To be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness.</p> <p>PLO 7. To define and implement strategic development plans of business entities in the field of entrepreneurship, trade and/or exchange activities.</p> <p>PLO 8. To evaluate products, goods, services, as well as processes occurring in business, trade and/or exchange structures, and draw appropriate conclusions for management decisions.</p> <p>PLO 9. To develop and make decisions aimed at ensuring the efficiency of economic entities in the field of business, trade and/or exchange activities.</p> <p>PLO 10. To be able to solve problematic issues that arise in the activities of business, trade and/or exchange structures under conditions of uncertainty and risk.</p> <p>PLO 11. To implement innovative projects in order to create conditions for the effective functioning and development of business, trade and/or exchange structures.</p>
Program learning outcomes determined by the institution of higher education	<p>PLO 12. To identify the main threats to the economic security of business structures, analyze them in a timely manner, as well as to apply methods of assessment and threat mitigation. To select and use MS Excel and Power BI tools for comprehensive data analysis, including infographics and large data sets on complex business systems.</p> <p>PLO 13. To use regulatory and legislative documents in the process of doing business. To apply modern targeting tools to form a sales funnel.</p> <p>PLO 14. To assess factors influencing changes at the level of enterprise competitiveness. To apply the main methods of determining competitiveness and value of existing businesses, as well as to justify decisions aimed to improve the corporate culture and management system of business structures at different levels.</p> <p>PLO 15. To determine the prices of goods according to the basic conditions of deliveries under foreign economic contracts. Carry out an analysis of the functioning of the main elements of the business infrastructure.</p>
Resource support for program implementation	
Staffing	<p>The quality level of professional training of masters 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 subject area of economics and business organization.</p>
Logistics	<p>The education process is fully provided with the classroom premises, administrative and optional 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".</p> <p>Classrooms with multimedia equipment are used for lectures.</p> <p>A specialized laboratory (room 420 cc) is used for practical classes.</p>
Information and educational and	<p>All educational components of the educational program "Economics and Business Organization" are provided with the following teaching</p>

methodical support	<p>materials: textbooks; manuals; 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/ as well as in the information service room equipped with computers with Internet access and University 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	According to the Regulations on academic mobility of students, graduate students, doctoral students, research and teaching and research staff of O.M. Beketov National University of Urban Economy in Kharkiv
International credit mobility	<p>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 Łódź Technical University, Łódź, Poland</p>
Training of foreign applicants for higher education	In accordance with the Admission Rules at O.M. Beketov National University of Urban Economy in Kharkiv