

**Profile of the educational program "Business Administration"
in specialty 073 "Management"**

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	Master of Management
The official name of the educational program	Business Administration
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, term of study 1 year 4 months full-time, 1 year 10 months part-time
Availability of accreditation	Accredited until 2024, ND certificate №2190232 dated September 6, 2017 (specialty)
Cycle/level	The second (master's) level NRC of Ukraine - level 8 FQ-EHEA is the second cycle EQF-LLL - level 7
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
Internet address of the permanent placement of the description of the educational program	http://www.kname.edu.ua/
2 – The purpose of the educational program	
	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 business, which focuses on the formation of students' comprehensive information on management and business administration through the development of critical thinking, research methods and competencies for self-realization and performance of professional duties at a high level
3 - Characteristics of the educational program	
Subject area	<i>Object of study:</i> management of organizations and their departments. <i>Objectives of training:</i> training of specialists who are able to identify and solve complex problems and solve problems in the field of management and business administration and / or in the process of training in conditions of uncertainty of conditions and requirements, which involves conducting research of an innovative nature. Theoretical content of the subject area: - paradigms, laws, patterns of management; - principles, historical preconditions of development of management, management of the organizations and administration;

	<p>- concepts of systemic, situational, adaptive, antisipative, anti-crisis, innovative, project management, etc .;</p> <p>- functions, methods, technologies and management decisions in management.</p> <p><i>Methods, techniques and technologies:</i></p> <p>- general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.);</p> <p>- methods of realization of management functions (methods of marketing researches; methods of economic diagnostics; methods of forecasting and planning; methods of designing of organizational structures of management; methods of motivation; methods of control; methods of estimation of social, organizational and economic efficiency in management, etc.);</p> <p>- management methods (administrative, economic, socio-psychological, technological);</p> <p>- technologies for substantiation of management decisions (economic analysis, simulation modeling, decision tree, etc.).</p> <p><i>Tools and equipment:</i> modern information and communication equipment, information systems and software products used in management.</p>
Orientation of the educational program	Educational and Professional
The focus of the educational program and specialization	<p>Special education in the field of knowledge "Management and Administration" in the specialty 073 "Management", educational program "Business Administration".</p> <p><i>Keywords:</i> management decisions, operational and financial activities, strategic management, strategic potential, development management, management decision making, project implementation, strategic diagnostics, statistical methods and models, investment attractiveness, business communications, public-private partnership, business administration, business -structures, digital transformation, financial policy of the country, paradigmatic foundations, competitiveness, corporate governance, business models, state and business.</p>
Features of the program	The disciplines offered to the student of choice expand the opportunities for mastering professional competencies for effective management of modern organizations.
4 – Suitability of graduates for employment and further study	
Suitability of graduates for employment	<p>Employment in the organizations of various organizational and legal forms on positions of heads of the organizations and their structural divisions is possible.</p> <p>Professions (according to the current version of the National Classifier of Ukraine: Classifier of professions (DK 003: 2010):</p> <p>12, 121, 1210, 1210.1 Heads of enterprises, institutions and organizations;</p> <p>1229.1 Executives of the staff of central public authorities;</p> <p>1229.3 Executives of local government;</p> <p>14 Managers (managers) of enterprises, institutions, organizations and their divisions;</p> <p>146 Managers (managers) in financial activities;</p> <p>1473 Managers (managers) in the field of information provision;</p>

	<p>1474 Managers (managers) in the field of research and development; 149 Managers (managers) in other economic activities; 24 Other professionals; 241 Professionals in the field of civil service, audit, accounting, labor and employment, marketing, business efficiency, rationalization of production and intellectual property; 2419 Professionals in the field of civil service, marketing, economic efficiency, rationalization of production, intellectual property and innovation; 2419.3 Public service professionals.</p>
Further study	Education at the third (educational and scientific) level of higher education - Doctor of Philosophy. Acquisition of additional qualifications in the system of postgraduate education
5 – Teaching and evaluation	
Teaching and Study	<p>Student-centered learning, self-study, problem-oriented learning, case studies, undergraduate practice, research-based learning.</p> <p>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.</p>
Evaluation	Oral and written examination, 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
6 – Program competences	
Integral competence (IC) , defined by the standard of higher education	IC. Ability to solve complex problems and problems in the field of management or in the learning process, involving research and / or innovation under uncertain conditions and requirements.
General competencies (GQ) defined by the standard of higher education	<p>GC 1. Ability to conduct research at the appropriate level;</p> <p>GC 2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity);</p> <p>GC 3. Skills in the use of information and communication technologies;</p> <p>GC 4. Ability to motivate people and move towards a common goal;</p> <p>GC 5. Ability to act on the basis of ethical considerations (motives);</p> <p>GC 6. Ability to generate new ideas (creativity);</p> <p>GC 7. Ability to abstract thinking, analysis and synthesis.</p>
Special (professional) competencies (SC) , defined by the standard of higher education	<p>SC 1. Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards;</p> <p>SC 2. Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans;</p> <p>SC 3. Ability for self-development, lifelong learning and effective self-management;</p> <p>IC 4. Ability to effectively use and develop the resources of the organization;</p> <p>SC 5. Ability to create and organize effective communications in the management process;</p>

	<p>SC 6. Ability to form leadership qualities and demonstrate them in the process of managing people;</p> <p>SC 7. Ability to develop projects, manage them, show initiative and entrepreneurship;</p> <p>SC 8. Ability to use psychological technologies to work with staff.</p> <p>Additionally for educational and professional program</p> <p>SC 9. Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation;</p> <p>SC 10. Ability to manage the organization and its development.</p>
<p>Special (professional) competencies defined by the institution of higher education (PSC)</p>	<p>PSC 1. Ability to carry out interpersonal, group and organizational business communications;</p> <p>PSC 2. Ability to assess the importance of factors affecting the objects, forms and effectiveness of public-private partnerships;</p> <p>PSC 3. Ability to analyze personal and organizational factors of managerial performance in the business structure and environment;</p> <p>PSC 4. Ability to adapt standard models of digital transformation to the characteristics of the market and business processes of the enterprise;</p> <p>PSC 5. Ability to offer a professional solution to problems in changing financial and economic conditions; ability to analyze and forecast the main socio-economic indicators, to offer strategic approaches to economic development at the micro, meso and macro levels;</p> <p>PSC 6. Ability to develop their general cultural and professional level in order to adapt the norms and principles of business ethics to practical business, administrative and managerial situations;</p> <p>PSC 7. Ability to assess the competitiveness of enterprises and justify measures to improve it;</p> <p>PSC 8. Knowledge of the laws of corporate business, the principles of building corporate structures;</p> <p>PSC 9. Ability to use e-commerce tools to promote business;</p> <p>PSC 10. Ability to develop an effective strategy for interaction between government and business based on the diagnosis of the internal potential of the region and the study of its external environment;</p> <p>PSC 11. Ability to justify and ensure the implementation of management decisions in the financial sphere of the organization.</p>
<p>7 – Program learning outcomes</p>	
<p>Program learning outcomes (PLO) defined by the standard of higher education</p>	<p>PLO 1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;</p> <p>PLO 2. Identify problems in the organization and justify methods of solving them;</p> <p>PLO 3. Design effective management systems for organizations;</p> <p>PLO 4. Substantiate and manage projects, generate business ideas;</p> <p>PLO 5. To plan the activities of the organization in strategic and tactical sections;</p> <p>PLO 6. Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility;</p> <p>PLO 7. Organize and carry out effective communication within the team, with representatives of various professional groups and in the international context;</p>

	<p>PLO 8. Use specialized software and information systems to solve management problems of the organization;</p> <p>PLO 9. Be able to communicate in professional and scientific circles in the state and foreign languages;</p> <p>PLO 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems;</p> <p>PLO 11. To provide personal professional development and planning of own time.</p> <p>Additionally for educational and professional program</p> <p>PLO 12. Be able to delegate authority and management of the organization (unit);</p> <p>PLO 13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit).</p>
<p>Program outcomes determined by the institution of higher education</p> <p>learning (PLOH), of higher</p>	<p>PLOH 1. To be able to use technologies of business interaction in business administrative and managerial practice;</p> <p>PLOH 2. To be able to substantiate practical decisions on ensuring effective partnership of subjects of public-private partnership in the system of business administration;</p> <p>PLOH 3. Be able to design and apply effective management work in business structures;</p> <p>PLOH 4. Be able to develop a program of digital transformation of the enterprise;</p> <p>PLOH 5. Be able to use decision-making methods in the field of finance, money circulation and credit. Be able to analyze risks in the field of finance, money circulation and credit. Have the skills of critical analysis of the results;</p> <p>PLOH 6. To be able to substantiate practical business-administrative and managerial decisions, based on the principles of business ethics;</p> <p>PLOH 7. To be able to use methods of competitiveness assessment and acquisition of skills in the field of organization of process of management of competitiveness of the enterprises;</p> <p>PLOH 8. Apply fundamental knowledge of the theory of corporate governance to explain the principles of management of corporate structures;</p> <p>PLOH 9. Be able to develop a business plan in the field of e-commerce;</p> <p>PLOH 10. Be able to analyze the current strategies of interaction between the state and business in the region. Identify their strengths and weaknesses. Carry out a comparative analysis of foreign and domestic experience in the field of government and business communications. Develop recommendations for improving their effectiveness at various institutional levels of interaction;</p> <p>PLOH 11. Be able to make sound management decisions, implement them in the financial sphere of the organization, taking into account the requirements of current legislation, ethical considerations and social responsibility in the international context.</p>
<p>8 – Resource support for program implementation</p>	
<p>Staffing</p>	<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>

	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 business administration.
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, access to the Internet, equipped with licensed operating systems and application software packages from Microsoft, programs "ARIS Express", "MS Office", "Statistica", "Onvision". «MS Project», «Teamwork», «MS PowerPoint», «TeamLab», «Open Workbench», «GanttProject», «dotProject», «Outlook», «OneNote», «Nirvana», «Matrixer», «EverNote», «Wunderlist», «Toggl», «Office 365», «MS Visio», «MS Sway», «FreeMind», «MacANOVA». Classrooms with multimedia equipment are used for lectures. A specialized laboratory is used for practical classes.
Information, educational and methodical support	All educational components of the educational program "Business Administration" are provided with the following educational and methodical 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 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, scientific, pedagogical and research staff of at NUUE.
International credit mobility	The partners of the department are the following educational institutions: Technical University of Ostrava, Ostrava, Czech Republic, agreement of October 1, 2009; University of Insubria, Varese, Italy, agreement dated 04 April 2014. Middle East Technical University, Ankara, Turkey, agreement № 69 dated March 28, 2016; Łódź Techni Technical University, Łódź, Poland, agreement № 89 of October 2017; Aristotle University, Thessaloniki, Greece, agreement № 75 dated February 22, 2018; Canterbury Ara Institute, Christchurch, Canterbury, New Zealand, agreement of 31 May 2018.
Training of foreign applicants for higher education	In accordance with the Rules of admission to study at NUUE.