

**Profile of the educational programme "Business, Trade and Exchange Activities"  
in specialty 076 Business, Trade and Exchange Activities**

<b>1 - General information</b>	
<b>Full name of higher educational institution</b>	Kharkiv National University of Municipal Economy named after OM Beketov
<b>Higher education degree and the title of qualification in the original language</b>	Master of Business, Trade and Exchange Activities
<b>Official title of the educational programme</b>	Business, Trade and Exchange Activities
<b>Type of diploma and the scope of the educational programme</b>	Master's degree, single, 90 ECTS credits, term of study 1 year 4 months
<b>Accreditation certificate</b>	Not accredited
<b>Cycle / level</b>	The second (master's) level NRC of Ukraine - level 7 FQ-EHEA is the second cycle EQF-LLL - level 7
<b>Admission requirements</b>	The first (bachelor's) level, educational and qualification level specialist
<b>Language (s) of teaching</b>	Ukrainian
<b>Duration of the educational programme</b>	5 years
<b>Internet address of permanent placement of the educational programme description</b>	<a href="http://.....kname.edu.ua/">http://.....kname.edu.ua/</a>
<b>2 – Object of the educational programme</b>	
<p>Training of professionals 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 professionals for regional development, entrepreneurship, trade and exchange activities, which focuses on the formation of theoretical and practical knowledge to successfully perform professional duties, organize and conduct business, own business in the field of production and trade, operations on stock exchanges and preparation of students for further study in order to obtain higher qualification levels and degrees.</p>	
<b>3 – Description of the educational programme</b>	
<b>Subject area</b>	<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 who are able to solve complex problems and problems in the field of entrepreneurship, trade and exchange activities or in the learning process, which involves</p>

	<p>research and / or innovation under uncertain conditions and requirements.</p> <p><i>Theoretical content of the subject area:</i> theoretical and methodological, scientific and methodological and applied principles of business, trade and exchange activities, which ensure the adoption of sound professional decisions.</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 and equipment (computer equipment, application packages, software products, etc.).</p>
<b>Orientation of the educational program</b>	Educational and professional
<b>The key focus of the educational programme and specialization</b>	<p>General education in specialty 076 Entrepreneurship, trade and exchange activities in the field of knowledge 07 Management and administration.</p> <p>Keywords: business transformations, tools, business strategy, business modeling, cost and market approaches, administration, budgeting, business planning, investment management, regulations, competition, tools of information systems and technologies, targeting, diagnostics, objects infrastructure.</p>
<b>Features of the programme</b>	The educational program is focused on the acquisition of competencies for entrepreneurship in the field of life support of the city, taking into account the peculiarities of local economic development through cooperation with local authorities and self-government.
<b>4 – Graduate employability and further academic education</b>	
<b>Suitability for employment</b>	<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 (according to the current version of the National Classifier of Ukraine: Classifier of professions (DK 003: 2010):</p> <p>1224 Heads of production units in wholesale and retail trade.</p> <p>1314 Managers of small enterprises without management in wholesale and retail trade.</p> <p>2413 Professionals working with securities.</p> <p>2413.2 Professionals in the field of exchange activities.</p> <p>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, individuals - entrepreneurs.</p>
<b>Further training</b>	<p>Continuation of education at the third (educational and scientific) level of higher education.</p> <p>Acquisition of additional qualifications in the system of postgraduate education.</p>
<b>5 – Instruction and assessment</b>	
<b>Instruction and learning</b>	<p>Student-centered learning, self-study, case study, 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 master's thesis.</p>

<b>Assessment</b>	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
<b>6 – Programme competences</b>	
<b>Integral competence</b>	Ability to solve complex problems and problems in the field of entrepreneurship, trade and / or exchange activities or in the learning process, which involves research and / or innovation under uncertain conditions and requirements.
<b>General competences (GC)</b> defined by the standard of higher education of the specialty	GQ 1. Ability to adapt and act in a new situation. GQ 2. Ability to identify, pose and solve problems. GQ 3. Ability to motivate people and move towards a common goal. GQ 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). GQ 5. Definiteness and persistence in terms of tasks and responsibilities.
<b>Professional competences of the specialty (PC)</b> defined by the standard of higher education of the specialty	SC 1. Ability to develop and implement a strategy for the development of business, trade and / or exchange structures. SC 2. Ability to evaluate products, goods and services in business, trade and / or exchange activities. SC 3. Ability to effectively manage the activities of economic entities in the field of entrepreneurship, trade and / or exchange activities. SC 4. Ability to solve problems and make management decisions in professional activities. SC 5. Ability to initiate and implement innovative projects in business, trade and / or exchange activities. SC 6. Ability to use methods and models to stimulate the development of entrepreneurship and business environment in the city to conduct business and trade activities in the field of its livelihood, taking into account the peculiarities of local economic development.
<b>7 – Program learning outcomes</b>	
<b>Programme learning Outcomes</b> defined by the standard of higher education of the specialty	<p>PLO 1. To be able to adapt and show initiative and independence in situations that arise in professional activities.</p> <p>PLO 2. 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. Apply business communications to support interaction with representatives of various professional groups.</p> <p>PLO 5. Be able to professionally, in full and with creative self-realization to perform the tasks in the field of entrepreneurship, trade and / or exchange activities.</p> <p>PLO 6. Be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness.</p> <p>PLO 7. Define and implement strategic development plans of business entities in the field of entrepreneurship, trade and / or exchange activities.</p> <p>PLO 8. Evaluate products, goods, services, and processes occurring in business, trade and / or exchange structures, and draw appropriate conclusions for management decisions.</p> <p>PLO 9. Develop and make decisions aimed at ensuring the effectiveness of economic entities in the field of business, trade and / or exchange activities.</p>

	<p>PLO 10. 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. Implement innovative projects in order to create conditions for the effective functioning and development of business, trade and / or exchange structures.</p> <p>PLO 12. Be able to apply the acquired knowledge for business and trade activities in the field of life support of the city, taking into account the peculiarities of local economic development, development of strategies and business plans by business entities.</p> <p>PLO 13. Cooperate with local authorities and self-government bodies on strategic development of entrepreneurship and business environment.</p>
<b>8 – Resource support for programme implementation</b>	
<b>Staffing</b>	<p>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.</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> <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>
<b>Material and technical support</b>	<p>The material and technical support of the educational program meets the requirements and provides an opportunity for effective training of applicants.</p> <p>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", "Statistica", "Onvision".</p> <p>Classrooms with multimedia equipment are used for lectures.</p> <p>A specialized laboratory (room 420) is used for practical classes.</p>
<b>Information, educational and methodological support</b>	<p>All educational components are provided with teaching materials posted in the relevant courses on the Moodle distance learning platform.</p> <p>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.</p> <p>All educational components of the educational program "Business, Trade and Exchange Activities" are provided with the following teaching materials:</p> <p>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.</p> <p>All teaching materials are available for students in the reading rooms of the scientific library <a href="http://library.kname.edu.ua/index.php/uk/">http://library.kname.edu.ua/index.php/uk/</a>, including in the information service hall equipped with computers with</p>

	access to the Internet and the local network of the University, in the digital repository <a href="http://eprints.kname.edu.ua">http://eprints.kname.edu.ua</a> , on the portal of the Distance Learning Center <a href="http://cdo.kname.edu.ua/">http://cdo.kname.edu.ua/</a> .
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	According to the Regulations on academic mobility of students, graduate students, doctoral students, research and teaching and research staff of KhNUMG na O.M. Beketov
<b>International credit mobility</b>	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 Łódzki Technical University, Łódź, Poland
<b>Training of foreign applicants for higher education</b>	In accordance with the Rules of admission to study at KhNUMG na O.M. Beketov