

**Ministry of Education and Science of Ukraine
State University of Trade and Economics
Faculty of Economics, Management and Psychology**

INFORMATION PACKAGE

European Credit Transfer and Accumulation System (ECTS)

<i>Field of knowledge</i>	D «Business, Administration and Law»
<i>Specialty</i>	D3 «Management»
<i>Educational programme</i>	«Categorical management»
<i>Educational degree</i>	«Bachelor»

Kyiv 2025

3. EDUCATIONAL PROGRAMME

3.1. Profile of the educational programme "Categorial management" in the subject area D3 Management

*Project team leader (Director of the Bachelor's degree programme) –
PhD in Economics, Associate Professor Nelya Mykytenko*

1 – GENERAL INFORMATION	
Full name of HEI and structural subdivision	State University of Trade and Economics Faculty of Economics, Management and Psychology, Department of Management
Higher education degree / vocational pre-higher education and title of the qualification in the original language	First (bachelor's) degree of higher education Qualification – Bachelor of Management
Field of knowledge	D Business, Administration and Law
Specialty	D3 Management
Educational programme	Categorial management
Restrictions on the forms of education	No restrictions
Compliance with the Higher Education Standard approved by the Ministry of Education and Science of Ukraine	Complies with the Higher Education Standard (Order No. 1165, dated 29.10.2018, Ministry of Education and Science of Ukraine)
Type of diploma and scope of educational programme	Bachelor's degree, single, 240 ECTS credits, term of study – 3 years 10 months
Availability of accreditation	Certificate of Accreditation for the specialty UD 11017642, valid until 01 July 2026, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
Cycle / level	NRC of Ukraine – level 6, FQ-EHEA – the first cycle, EQF-LLL – 6 level
Prerequisites	Complete general secondary education
Language (s) of training	Ukrainian
Term of validity of the educational programme	Until the approval of a new version of the educational and professional programme
Internet address of the permanent placement of the educational programme description	https://knute.edu.ua
2 – PURPOSE OF EDUCATIONAL PROGRAMME	

Training of professionals capable, on the basis of mastering fundamental management concepts and principles, of carrying out professional activities aimed at developing and managing effective category management systems in trade enterprises, and ensuring their advancement in the context of changing consumer behaviour models, digital transformation of trade, rapid development of both offline and online sales channels, and the use of digital analytics tools.

3 – CHARACTERISTICS OF EDUCATIONAL PROGRAMME

Subject area

Object of study: management of organizations and their units.

Training goals: training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions, in the field of management of organizations and their divisions.

Theoretical content of the subject area: paradigms, laws, regularities, principles, historical prerequisites of management development; concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management, etc.; functions, methods, technologies and managerial decisions in management.

Methods, techniques and technologies: general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert assessment, factual, sociological, documentary, balance, etc.); methods of implementing management functions (marketing research methods; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of evaluating social, organizational and economic efficiency in management, etc.). Management methods (administrative, economic, socio-psychological, technological); technologies for justifying management decisions (economic analysis, simulation modelling, decision tree etc.).

Tools and equipment: modern information and communication equipment, information systems and software products used in management.

Orientation of the educational programme

Educational and professional, applied, research.

Main focus of the educational programme

Формування фахової компетентності щодо вміння розв'язувати складні спеціалізовані завдання та практичні проблеми у сфері категорійного менеджменту із застосуванням сучасних стратегій і методів.

Ключові слова: категорійний менеджмент, управління асортиментом і торговельним простором, товарознавство, товарні категорії, безпечність, якість, асортиментна матриця, управління продажем, мерчандайзинг, постачальники, споживачі, споживча поведінка.

Programme features

Програма передбачає поглиблену теоретичну та спеціальну практичну підготовку фахівців для забезпечення ефективного категорійного менеджменту, формування товарного асортименту підприємств і організацій з урахуванням змін зовнішнього середовища.

Акцент на високому рівні професійної підготовки, необхідний для практичної діяльності фахівців у сфері категорійного менеджменту, залучення до

навчального процесу фахівців-практиків, використання інноваційних технологій у роздрібній торгівлі.

4 – SUITABILITY OF GRADUATES TO EMPLOYMENT AND FURTHER TRAINING

Suitability for employment

Graduates of this educational and professional programme may be employed by enterprises, institutions, and organisations, or engage in commercial, managerial, and entrepreneurial activities.

According to the National Classifier of Professions DK 003:2010, as amended by Order No. 259 of the Ministry of Economic Development and Trade of Ukraine dated 15 February 2019, and taking into account the labour market requirements, the graduate's fields of professional activity include:

- Wholesale and retail trade - G
- Warehousing - H. 52.10
- Prepared meals provision - I. 56.2
- Business and management consultancy - M. 70.22
- Technical testing and research - M. 71.20
- Higher education - K. 85.42

The graduate is suitable for employment in the following positions in accordance with the National Classifier of Ukraine: Classifier of Professions (DK 003:2010) as amended by Order No. 27751 of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024:

3152 Quality Control Inspector

3415 Sales Agent / Merchandiser / Commercial Traveller / Sales Representative / Commercial Trader / Itinerant Trader

3416 Purchasing Agent

3419 Supply Officer / Sales Officer / Commodity Expert / Commodity Inspector / Trade Inspector

3429 Advertising Agent / Business and Advertising Services Trader

3436.1 Assistant Manager of Enterprises, Institutions and Organizations

3436.3 Assistant Manager of Small Enterprises without Administrative Apparatus

3449 State Inspector for Product and Trade Quality

4131 Supply Agent

The job titles correspond to the current version of the International Standard Classification of Occupations 2008 (ISCO-08) and ISCO-88, including but not limited to: Process Control Technicians; General Office Clerks; Secretaries (general); Numerical and Material Recording Clerks

With relevant experience, the graduate may adapt to related professional fields such as economic, marketing, international economic, educational, and research activities.

Further training

Graduates of this educational programme are entitled to continue their studies at the second (master's) level of higher education. They may also obtain additional qualifications within the system of postgraduate education.

5 – TEACHING AND ASSESSMENT

Teaching and learning

Збалансоване поєднання аудиторних занять (лекції-дискусії, в тому числі за участі фахівців-практиків, семінарські заняття, практичні заняття в малих групах, самостійна робота з інформаційними джерелами, практична підготовка, консультації викладачів), дистанційного навчання та самостійної роботи на засадах проблемно-орієнтованого, інтерактивного навчання та самонавчання.

Assessment

The assessment of students' learning outcomes is carried out in accordance with the "Regulations on the Assessment of Learning Outcomes of Students and Postgraduate Students" and includes the following types of control: ongoing and final assessment, and attestation.

Ongoing assessment is conducted during practical classes and based on the results of students' independent work. It involves the evaluation of students' theoretical knowledge demonstrated during practical sessions, as well as their acquired practical skills gained through the completion of practical tasks.

Final assessment refers to the evaluation activities aimed at determining the compliance (measurement, evaluation) of the learning outcomes achieved by a student with the requirements of the educational programme in relation to a specific educational component. It is conducted at the university in the form of pass/fail assessments and examinations.

At the State University of Trade and Economics (SUTE), students' learning outcomes are assessed using a 100-point grading scale, where: 60–100 points indicate learning outcomes that entitle the student to earn ECTS credits; 0–59 points indicate unsatisfactory learning outcomes that do not entitle the student to earn ECTS credits.

6 – PROGRAMME COMPETENCIES

Integral competence

Ability to solve complex specialized problems and practical problems, which are characterized by the complexity and uncertainty of conditions *in the field of categorial management* or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

General competencies

1	The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
2	The ability to preserve and multiply moral, cultural, scientific values and increase the 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, technics and technology, use different types and forms of physical activity for active recreation and a healthy lifestyle.
3	Ability to abstract thinking, analysis, synthesis.
4	Ability to apply knowledge in practical situations.
5	Knowledge and understanding of the subject area and understanding of professional activity.
6	Ability to communicate in the state language both orally and in writing.
7	Ability to communicate in a foreign language.

8	Skills in the use of information and communication technologies.
9	The ability to learn and master modern knowledge.
10	Ability to conduct research at the appropriate level.
11	Ability to adapt and act in a new situation.
12	Ability to generate new ideas (creativity).
13	Appreciation and respect for diversity and multiculturalism.
14	Ability to work in an international context.
15	Ability to act on the basis of ethical considerations (motives).
16	Ability to make decisions and act based on the principle of zero tolerance for corruption and other forms of misconduct.
<i>Special competencies</i>	
1	Ability to identify and describe the characteristics of the organization.
2	The ability to analyze the results of the organization, to compare them with the factors of external and internal environment.
3	The ability to determine the prospects for the development of the organization.
4	Ability to identify functional areas of the organization and the relationships between them.
5	Ability to manage the organization and its departments through the implementation of management functions
6	The ability to act socially responsibly and consciously.
7	Ability to choose and use modern management tools.
8	Ability to plan the activities of the organization and manage time.
9	Ability to work in a team and establish interpersonal interaction in solving professional problems.
10	Ability to work in a team and establish interpersonal interaction in solving professional problems.
11	Ability to create and organize effective communications in the management process.
12	Ability to analyze and structure the problems of the organization, to form sound decisions.
13	To understand the principles and norms of law and use them in professional activities.
14	To understand the principles of psychology and use them in professional activities.
15	Ability to form and demonstrate leadership qualities and behavioral skills.
16 ¹	<i>Ability to monitor the competitive environment and select a competitive strategy for a product category.</i>
17	<i>Ability to carry out effective procurement activities, communicate with suppliers, calculate product profitability, and perform operational control over inventory management at the enterprise.</i>
18	<i>Ability to apply methodological and practical approaches to product category formation and to select appropriate category management tools at</i>

¹Курсивом наведені спеціальні (фахові, предметні) компетентності та програмні результати навчання, які відображають фокус освітньої програми

	<i>different stages of the product category management process in trade enterprises.</i>
7 – PROGRAMME LEARNING OUTCOMES	
1	To know their rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.
2	To preserve moral, cultural, scientific values and increase the achievements of society, use different types and forms of physical activity to lead a healthy lifestyle.
3	To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
4	To demonstrate skills to identify problems and justify management decisions.
5	To describe the content of the functional areas of the organization.
6	To identify skills of search, collection and analysis of information, calculation of indicators to justify management decisions.
7	To demonstrate organizational design skills.
8	To apply management methods to ensure the effectiveness of the organization.
9	To demonstrate skills of interaction, leadership, teamwork.
10	To have the skills to justify effective tools to motivate the organization's staff.
11	To demonstrate skills of situation analysis and communication in various areas of the organization.
12	To assess the legal, social and economic consequences of the organization.
13	To communicate orally and in writing in the state and foreign languages.
14	To identify the causes of stress, adapt yourself and team members to a stressful situation, find ways to neutralize it.
15	To demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.
16	To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
17	To perform research individually and / or in a group under the guidance of a leader.
18 ²	<i>To apply knowledge and skills to monitor the competitive environment and to select a competitive strategy for a product category.</i>
19	<i>To carry out effective procurement activities, communicate with suppliers, calculate product profitability, and perform operational control of inventory management at the enterprise.</i>
20	<i>Use methodological and practical approaches to form product categories and select category management tools at different stages of the product category management process in trade enterprises.</i>
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Staffing</i>	

²Курсивом наведені спеціальні (фахові, предметні) компетентності та програмні результати навчання, які відображають фокус освітньої програми

It is fully compliant with the Licensing Conditions for conducting educational activities. The programme is delivered by academic and teaching staff holding academic degrees and/or academic titles who meet the requirements of the current legislation of Ukraine and possess a sufficient level of scientific and professional qualification. The educational process also involves practitioners, representatives of professional associations, and international partners.

All academic and teaching staff undergo internships or professional development training at least once every five years.

Material and technical support

It is fully compliant with the Licensing Conditions for conducting educational activities. For the convenience of higher education seekers, the university operates a corporate distance learning system and an automated educational process management system “MIA: Education.” The university is equipped with modern computer labs with specialised software, a Training and Research Centre for Business Simulation, and a Smart Library.

All necessary conditions are provided for the education of persons with disabilities. The university also offers access to the full range of social and living infrastructure of the State University of Trade and Economics (SUTE).

Information and educational and methodical support

An ECTS Information Package is developed for each educational programme at the university.

Each student, through their personal account in the automated educational management system “MIA: Education,” can access and create an individual study plan, view the curriculum, check earned grades for academic disciplines, consult the class schedule, and communicate with participants of the educational process.

Course syllabi, work programmes, and assessment criteria for educational components are published on the university’s corporate distance learning platform.

The university’s electronic repository provides full-text access to the scientific and educational literature of SUTE, as well as manuscripts of qualification papers and dissertations submitted for academic degrees.

For the convenience of higher education seekers, the university has developed a Catalogue of Academic Disciplines, which enables students to select elective educational components in accordance with the programme.

9 – ACADEMIC MOBILITY

National credit mobility

National credit mobility is implemented within the framework of cooperation memoranda concluded between SUTE and other higher education institutions (or research institutions) in Ukraine, in accordance with the legislation.

International credit mobility

The university has signed cooperation agreements with foreign higher education institutions, within which student exchange and training are carried out under international programmes and projects, including within the framework of the Erasmus+ programme.

Training of foreign students

Is carried out in accordance with the requirements of the current legislation.

3.2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAMME AND THEIR LOGICAL SEQUENCE

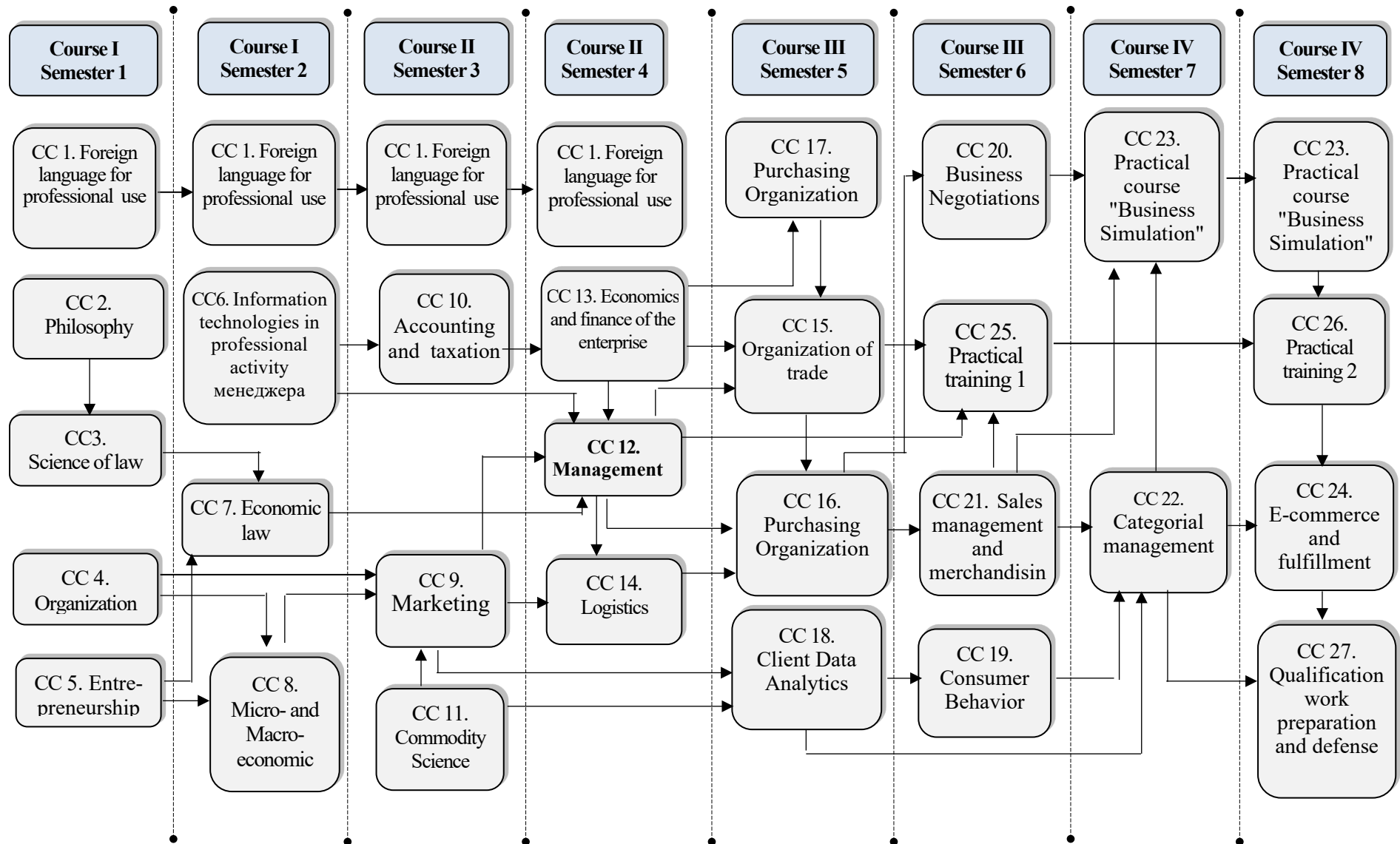
3.2.1. List of EP components

Code n/a	Components of the educational programme (academic courses, course projects (papers), practices, qualification exam, qualification project)	Number of credits	Code n/a
<i>Compulsory components</i>			
CC 1	Foreign language for professional purposes	24	Examination
CC 2	Philosophy	6	Examination
CC 3	Science of law	6	Examination
CC 4	Theory of Organizations	6	Examination
CC 5	Entrepreneurship	6	Examination
CC 6	Information Technologies in Professional Activity	6	Examination
CC 7	Business Law	6	Examination
CC 8	Micro- and Macroeconomics	6	Examination
CC 9	Marketing	6	Examination
CC 10	Accounting and Taxation	6	Examination
CC 11	Commodity Science	6	Examination
CC 12	Management	6	Examination
CC 13	Economy and Finance of an Enterprise	6	Examination
CC 14	Logistics	6	Examination
CC 15	Organization of Trade	6	Examination
CC 16	Purchasing Organization	6	Examination
CC 17	Pricing	6	Examination
CC 18	Client Data Analytics	6	Examination
CC 19	Consumer Behavior	4,5	Examination
CC 20	Business Negotiations	6	Examination
CC 21	Sales Management and Merchandising	4,5	Examination
CC 22	Categorical Management	6	Examination
CC 23	Practical course "Business Simulation"	9	Examination
CC 24	E-commerce and Fulfillment	6	Examination
CC 25	Practical training 1	3	Assessment
CC 26	Practical training 2	6	Assessment
CC 27	Qualification work preparation and defense	9	Defense
Total amount of compulsory components		180	
<i>Elective components</i>			
EC 1	Component of the EP 1	6	Examination
EC 2	Component of the EP 2	6	Examination
EC 3	Component of the EP 3	6	Examination
EC 4	Component of the EP 4	6	Examination
EC 5	Component of the EP 5	6	Examination
EC 6	Component of the EP 6	6	Examination

EC 7	Component of the EP 7	6	Examination
EC 8	Component of the EP 8	6	Examination
EC 9	Component of the EP 9	6	Examination
EC 10	Component of the EP 10	6	Examination
Total amount of elective components		60	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME		240	

Students select elective courses through their personal account on the “MIA: Education” portal. Descriptions of the courses and their prerequisites are provided in the Catalogue of Academic Disciplines of SUTE.

3.2.2. Structural and logical scheme of the educational programme



3.3. THE FORM OF STUDENT ATTESTATION

Attestation is carried out in the form of public defense of qualification Project.

Qualification Project should involve solving a complex specialized problem or practical problem in the field of management, characterized by complexity and uncertainty of conditions, using theories and methods of economics.

Bachelor's Thesis should not contain academic plagiarism, fabrication or falsification.

Bachelor's Thesis must be published on the official website of SUTE.

3.4. MATRIX OF CORRESPONDENCE OF PROGRAMME COMPETENCIES WITH COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

Competences	Compo- nents	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 11	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27			
	<i>General</i>	1		+	+				+																			+	+	+	
2		+	+						+																			+	+	+	
3		+	+		+		+			+	+	+		+	+				+	+				+	+			+	+	+	
4					+					+	+	+		+	+	+	+			+	+			+	+			+	+	+	
5						+				+			+	+			+	+	+			+	+		+			+	+	+	
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9		+	+											+							+					+	+		+	+	
10						+				+	+			+	+	+				+	+				+	+			+	+	+
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<i>Special</i>	1					+			+				+			+			+		+						+	+	+		
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	3				+	+			+	+			+	+					+			+						+	+	+	
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3.5. MATRIX OF PROVIDING PROGRAMME LEARNING OUTCOMES WITH RELEVANT COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

Components Pro- gramme learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24	CC25	CC26	CC27	
1			+		+			+																	+	+	+	
2		+		+	+			+																		+	+	+
3												+									+					+	+	+
4					+							+				+		+			+		+	+		+	+	+
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20											+					+	+	+	+	+	+	+	+	+	+		+	+

**LIST OF ELECTIVE COMPONENTS OF THE EDUCATIONAL
PROGRAMME**

Код	Освітні компоненти	Кредити ЄКТС
EC 1	Consumer Protection	6
EC 2	Information Systems in Retail	6
EC 3	Codex Alimentarius	6
EC 4	Marketing Research	6
EC 5	Marketing Communications	6
EC 6	Customs	6
EC 7	Organization of Foreign Trade Operations	6
EC 8	Basics of Cybersecurity	6
EC 9	Fundamentals of Research and Academic Writing	6
EC 10	Conformity Assessment	6
EC 11	Psychology of Trade	6
EC 12	World Market of Goods and Services	6
EC 13	Commodity Nomenclature of Foreign Economic Activity	6
EC 14	Targeted Communicative English Course	6
EC 15	Digital-marketing	6
EC 16	HR-management	6