

**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>	«Categorial Management»
<i>Educational Degree</i>	«Master»

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 educational programme) –
Doctor of Sciences (Economics), Prof. Sergiy Bai*

1 – GENERAL INFORMATION	
Full name of the institution of higher education and structural subdivision	State University of Trade and Economics, Faculty of Economics, Management and Psychology, Department of Management
Level of higher education and title of qualification in the original language	Second (Master's) level of higher education Qualification – Master 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 Standard of Higher Education approved by the Ministry of Education and Science of Ukraine	Complies with the Standard of higher education of the Ministry of Education and Science of Ukraine (Order No. 959 of 10.07.2019)
Type of diploma and scope of Educational Programme	Master's degree, single, 90 ECTS credits, study duration – 1 year 4 months
Availability of accreditation	-
Cycle / level	NRC of Ukraine – level 8, FQ-EHEA – the second cycle, EQF-LLL – level 7
Prerequisites	Educational degree of higher education - bachelor
Language(s) of teaching	Ukrainian
Duration 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 description of the educational programme	https://knute.edu.ua

2 – THE PURPOSE OF THE EDUCATIONAL PROGRAMME

Formation of modern managerial thinking and a system of specialized knowledge in the field of management among future professionals; development of an understanding of the conceptual foundations of systematic assortment (category) management; acquisition of skills in making and implementing well-grounded managerial decisions in the context of a dynamic external environment.

3 – CHARACTERISTICS OF THE EDUCATIONAL PROGRAMME

Subject area

Object of study: management of organizations and their divisions.

Training goals: training of specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations and are characterized by uncertainty of conditions and requirements.

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 evaluation, 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

Fundamental general economic training and a focus on the practical application of modern tools of effective category management by future professionals (academic, professional, and research-oriented)

The main focus of the Educational Programme

Fostering professional competence in the effective application of trade management principles to ensure the effective functioning and development of

trade organizations of various formats, establishing constructive interaction between participants in the trade and technological process and other stakeholders. Keywords: efficiency of functioning, innovative development, performance, commercial activity, business processes in trade, change management, management of trade enterprises, trade networks, trade regulation, trade environment, trade mix.

Programme features

Combining theoretical training of students, practice at leading trade enterprises with research work (including writing articles).

4 – SUITABILITY OF GRADUATES FOR EMPLOYMENT AND FURTHER TRAINING

Suitability for employment

The graduate is able to hold the following positions in accordance with the National Classification of Occupations DK 003:2010 as amended by Order No. 27751 of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024:

1224 – Head of a Retail Enterprise; Market Manager; Section Head; Head of a Trade and Economic Mission

1233 – Commercial Director; Head of Sales (Marketing) Department; Head of Commercial Department

1314 – Director (Manager) of a Small Trading Company; Store Manager; Businessperson

1451 – Manager in Motor Vehicle Trade

1452 – Manager in Wholesale Trade

1453 – Manager in Retail Trade of Household and Non-Food Products

1454 – Manager in Retail Trade of Food Products.

Positions that the Master graduate is able to hold in accordance to the current International Standard – Classification of Occupations 2008 (ISCO-08):

1120 Managing Directors and Chief Executives.

1221 Sales and Marketing Managers.

1224 Production and Operations Department Managers in Wholesale and Retail Trade.

1324 Supply, Distribution and Related Managers.

1420 Retail and Wholesale Trade Managers.

3322 Commercial Sales Representatives.

Under conditions of gaining relevant experience, one can adapt to related professional fields such as economics, marketing, international trade, education, and research.

Further training

Graduates of this Educational Programme have the right to continue their studies at the third (educational and scientific) degree of higher education – Doctor of Philosophy and to acquire additional qualifications in the postgraduate education system

5 – TEACHING AND ASSESSMENT

<i>Teaching and learning</i>	
Student-centered learning with the use of thematic, problem-based, review, binary, dual lectures, lectures-conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, modeling of situations, application of the case-study method solving real problems, students completing projects commissioned by enterprises, working in small groups, independent work of students, preparation of qualifying paper.	
<i>Assessment</i>	
The assessment of students' learning outcomes is carried out in accordance with the "Regulations on the Organization of the Educational Process of Students at SUTE" and includes the following types of evaluation: ongoing assessment, final assessment, and attestation. Ongoing assessment is conducted during practical classes and based on the results of students' independent work. It includes the evaluation of theoretical knowledge demonstrated during practical sessions, as well as the practical skills acquired through the completion of applied tasks. Final assessment refers to evaluation activities aimed at determining the extent to which the learning outcomes achieved by a student correspond to the requirements of the educational programme for a specific educational component. It is conducted at the university in the form of pass/fail assessments or examinations. At the State University of Trade and Economics (SUTE), students' academic performance is assessed using a 100-point grading scale, where: 60–100 points indicate satisfactory learning outcomes that entitle the student to earn ECTS credits; 0–59 points indicate unsatisfactory results that do not entitle the student to receive ECTS credits	
6 – PROGRAMME COMPETENCIES	
<i>Integral competence</i>	
Ability to solve complex tasks and problems in the field of management, in particular category management, or in the course of studies, which involve conducting research and/or implementing innovations under conditions of uncertainty and changing requirements.	
<i>General competencies</i>	
GC1	Ability to conduct research at the appropriate level;
GC2	Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity);
GC3	Skills in the use of information and communication technologies;
GC4	Ability to motivate people and move towards a common goal;
GC5	Ability to act on the basis of ethical considerations (incentives);
GC6	Ability to generate new ideas (creativity);
GC7	Ability to abstract thinking, analysis and synthesis.
<i>Special (professional, subject) competencies</i>	

SC1	Ability to select and use management concepts, methods and tools in accordance with defined objectives and international standards;
SC2	Ability to establish values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans;
SC3	Ability for self-development, lifelong learning and effective self-management;
SC4	Ability to effectively use and develop the organization's resources;
SC5	Ability to create and organize effective communications in the management process;
SC6	Ability to form leadership qualities and demonstrate them in the process of managing people;
SC7	Ability to develop projects, manage them, show initiative and entrepreneurship;
SC8	Ability to use psychological technology to work with staff.
SC9	Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation;
SC10	Ability to manage the organization and its development;
<i>SC11¹</i>	<i>Ability to develop and implement a food safety and quality management system in retail enterprises.</i>
<i>SC12</i>	<i>Ability to manage product category assortments in retail enterprises using modern information systems.</i>
<i>SC13</i>	<i>Ability to organize and improve business processes within the field of merchandise circulation.</i>
7 – PROGRAMME LEARNING OUTCOMES	
1	Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;
2	Identify problems in the organization and justify methods for solving them;
3	Design effective management systems for organizations;
4	Substantiate and manage projects, generate business ideas;
5	Plan the activities of the organization in strategic and tactical terms;
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;
7	Organize and carry out effective communication within the team, with representatives of various professional groups and in the international context;

¹Special (professional, subject) competencies and program learning outcomes that reflect the focus of the educational program are given in italics

8	Use specialized software and information systems to solve management problems of the organization;
9	Be able to communicate in professional and scientific circles in the state and foreign languages;
10	Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems;
11	Provide personal professional development and planning of own time.
12	Be able to delegate authority and management of the organization (unit);
13	Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit);
<i>14</i>	<i>To develop and implement food safety and quality management systems in retail enterprises.</i>
<i>15</i>	<i>To manage (including monitoring, planning, and forming) product category assortments in retail enterprises using modern information technologies</i>
<i>16</i>	<i>To be able to organize and improve business processes within the sphere of merchandise circulation.</i>
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Staffing</i>	
<p>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.</p> <p>All academic and teaching staff undergo internships or professional development training at least once every five years.</p>	
<i>Material and technical support</i>	
<p>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.</p> <p>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).</p>	
<i>Information and educational and methodical support</i>	
<p>An ECTS Information Package is developed for each educational programme at the university.</p> <p>Each student, through their personal account in the automated educational management system “MIA: Education,” can access and create an individual study</p>	

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.

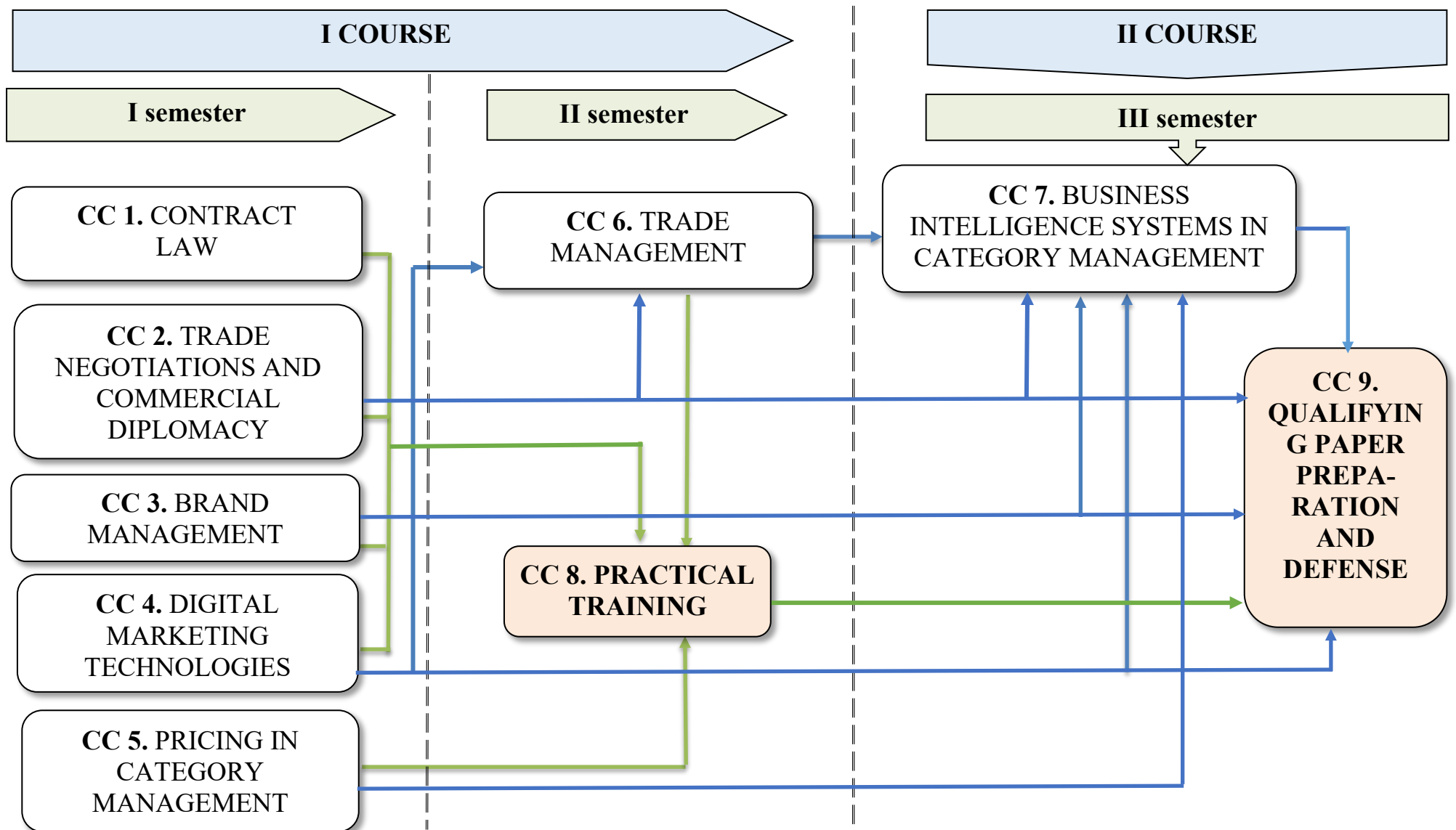
3.2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAMME AND THEIR LOGICAL SEQUENCE

3.2.1. List of EP components

Code of academic discipline	Components of the educational programme (academic disciplines, course projects (works), practices, qualifying exam, master thesis	Number of credits	Code n/a
<i>Compulsory components</i>			
CC 1	Contract law	6	Examination
CC 2	Trade negotiations and commercial diplomacy	6	Examination
CC 3	Brand management	6	Examination
CC 4	Digital marketing technologies	6	Examination
CC 5	Pricing in category management	6	Examination
CC 6	Trade management	6	Examination
CC 7	Business intelligence systems in category management	9	Examination
CC 8	Practical training	9	Assessment
CC 9	Qualifying paper preparation and defense	12	Defense
The total amount of compulsory components		66	
<i>Elective components</i>			
EC 1.	Components of the EP 1	6	Examination
EC 2.	Components of the EP 2	6	Examination
EC 3.	Components of the EP 3	6	Examination
EC 4.	Components of the EP 4	6	Examination
The total amount of elective components		24	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME		90	

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. Forms of certification of applicants for higher education

Certification is carried out in the form of public defense of the master thesis.

The master thesis should involve solving a complex task or problem in the field of management, a task or problem in the field of management that requires research and / or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economics.

The master thesis should not contain academic plagiarism, falsification, fabrication.

The master thesis must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

**3.4. MATRIX OF CORRESPONDENCE OF PROGRAMME
COMPETENCES TO COMPONENTS OF THE EDUCATIONAL
PROGRAMME**

Compo- nents Compe- tences	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
GC1				+	+	+	+	+	+
GC2	+	+				+		+	+
GC3		+	+	+		+	+	+	+
GC4	+	+						+	+
GC5		+					+	+	+
GC6			+	+		+		+	+
GC7					+	+	+	+	+
SC1	+	+	+		+	+	+	+	+
SC2	+		+			+		+	+
SC3		+		+		+		+	+
SC4					+		+	+	+
SC5	+	+	+	+		+		+	+
SC6			+			+		+	+
SC7			+	+		+	+	+	+
SC8		+						+	+
SC9					+	+	+	+	+
SC10	+		+			+		+	+
SC11					+	+	+	+	+
SC12			+			+		+	+
SC13	+			+	+	+	+	+	+

**3.5. MATRIX FOR PROVIDING PROGRAMME LEARNING OUTCOMES
WITH RELEVANT COMPONENTS OF THE EDUCATIONAL
PROGRAMME**

Components Pro- gramme learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
1	+	+		+		+	+	+	+
2						+	+	+	+
3	+		+	+		+		+	+
4	+		+	+	+	+		+	+
5					+	+	+	+	+
6	+	+	+	+		+		+	+
7		+						+	+
8	+			+	+		+	+	+
9	+	+				+		+	+
10		+	+			+	+	+	+
11				+				+	+
12						+		+	+
13			+	+	+	+	+	+	+
14						+		+	+
15	+		+		+	+	+	+	+
16				+		+		+	+

LIST OF ELECTIVE COMPONENTS OF THE EDUCATIONAL PROGRAMME

Code n/a	Elective EP components	Number of credits
EC 1.	Logistics management	6
EC 2.	Trade networks	6
EC 3.	Business process management in trade	6
EC 4.	Consumer Loyalty Management	6
EC 5.	Quality management	6
EC 6.	GMP, HACCP and product safety control	6

