

1. PROFILE OF THE EDUCATIONAL PROGRAM

1 – GENERAL INFORMATION	
Full name of the HEI and structural unit	State University of Trade and Economics Faculty of Trade and Marketing Department of Trade Entrepreneurship and Logistics
Cycle of higher education and title of qualification in the original language	Second (Master) Cycle Qualification - Master of Business and Trade
Field of Study	D Business, Administration and Law
Subject Area	D7 Trade
Title of Educational Program	Trade Business
Restrictions on forms of education	No restrictions
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the Higher Education Institutions of the Ministry of Education and Science of Ukraine (order No. 962 dated 05.07.2024)
Type of diploma and scope of the educational program	Master's degree, single; the volume of the educational and professional program is 90 ECTS credits. The standard training period is 1 year and 4 months.
Availability of accreditation	Certificate of accreditation of the subject area UD 11017643, valid until 01.07.2026 issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
Cycle, level of higher education	NQF of Ukraine - level 7, FQ-EHEA - second level, EQF-LLL - level 7
Prerequisites for admission to the educational program	Availability of a bachelor's or specialist's degree Admission conditions for the program are regulated by the Admission Rules of SUTE
Language(s) of teaching	Ukrainian
Term of validity of the educational program	Until the approval of the new edition of the educational and professional program
Internet address of permanent placement of the educational program description	https://knute.edu.ua
2 – THE EDUCATIONAL PROGRAM AIM	

Training of highly qualified professionals in the field of trade business, capable of effectively carrying out entrepreneurial, commercial, analytical and managerial activities in the field of domestic and international trade; solving research and practical problems using market analysis tools, digital technologies in trade and management decision-making algorithms; identifying and solving problems of trade development

3- EDUCATIONAL PROGRAM CHARACTERISTICS

Subject area

Objects of study: activities of business entities, entrepreneurial and trade structures for the production and circulation of goods and services, which are carried out to ensure effective management and development.

Learning objectives: training specialists capable of solving complex tasks and problems in the field of business and trade or in the process of training, which involves research and/or innovation under uncertain conditions and requirements.

Theoretical content of the subject area scientific theories, provisions, concepts, principles of entrepreneurship and trade and the methodology of their use for effective management and development of business and trade structures.

Methods, techniques and technologies: a system of innovative methods, professional methods and management technologies, modern digital technologies.

Tools and equipment: information and communication systems, devices and equipment (computer equipment, specialized software).

Focus of the educational program

Educational, professional, applied, research

The main focus of the educational program

Special education in the field of study “Business, Administration and Law” of the subject area “Trade” with in-depth study of the theoretical and methodological foundations of organization and management of trade business; management of business processes of a trading enterprise, supply chain management, electronic and international trade, as well as innovative technologies in the trade business.

Keywords: trade business, retail, retailer, distribution, wholesale, e-commerce, sales efficiency, business processes of trade enterprises, trade networks.

Program features

Providing students with knowledge of understanding current trends and features of the trade business in Ukraine and foreign countries with an emphasis on critical thinking and practical skills, acquiring the competencies necessary for professional activities, project implementation and business process management of wholesale and retail trade enterprises and their associations.

4 – EMPLOYABILITY OF GRADUATES FOR EMPLOYMENT AND FURTHER EDUCATION

Employment suitability

Graduates of this educational and professional program can be employed at enterprises, institutions and organizations or carry out entrepreneurial activities.

According to the classification of professions DK 003:2010 as amended by the order of the Ministry of Economic Development and Trade of Ukraine dated February 15, 2019, No. 259:

1210 Heads of enterprises, institutions and organizations

1224 Heads of production units in wholesale and retail trade

123 Heads of functional units

1231 Heads of financial, accounting, economic, legal and administrative units and other heads

1235 Heads of logistics units

1238 Heads of projects and programs

1239 Heads of other functional units

131 Managers of small enterprises without management

1314 Managers of small enterprises without management in wholesale and retail trade

1319 Managers of other small enterprises without management

14 Managers (supervisors) of enterprises, institutions, organizations and their subdivisions

145 Managers (supervisors) in trade Managers (supervisors) in trade, hotels and restaurants

1451 Managers (supervisors) in the trade in vehicles and their repair

1452 Managers (supervisors) in wholesale trade and trade intermediation

1453 Managers (supervisors) in the retail trade in household and non-food products and their repair

1453.1 Managers (supervisors) in retail trade of household goods

1453.2 Managers (supervisors) in retail trade of non-food products

1454 Managers (supervisors) in retail trade of food products

1475.4 Managers (supervisors) in commercial activities and management

2419.2 Professionals in the field of economic efficiency, production rationalization, intellectual property and innovation

2441 Professionals in the field of economics

2447 Professionals in the field of project and program management

Further education

Continuing education at the third (educational and scientific) level of higher education.

Acquisition of additional qualifications in the postgraduate education system

5 – TEACHING AND ASSESSMENT

Teaching and learning

A balanced combination of classroom classes (lectures-discussions, seminars, practical classes in small groups, independent work with information sources, consultations with lecturers), distance learning and independent work based on problem-based, interactive learning and self-study.

Assessment

The assessment of students' learning outcomes is carried out in accordance with the Regulations on Assessment of Undergraduate and Postgraduate Students' Learning Outcomes of SUTE and includes the following control measures: current and final examinations, and certification.

Current control is carried out during practical/laboratory classes and based on the results of independent work. It involves the assessment of students' theoretical training during seminars and acquired practical skills during laboratory/practical work.

Final control is a control measure that involves establishing the compliance (measurement, evaluation) of the learning outcomes obtained by a person with the requirements of the educational program in terms of the relevant educational component, which is carried out at the university in the form of a test and an exam.

Students' learning outcomes at SUTE are assessed on a 100-point scale, where: 60-100 points - learning outcomes that give a student the right to receive ECTS credits; 0-59 points - unsatisfactory learning outcomes that do not give a student the right to receive ECTS credits.

6– PROGRAM COMPETENCIES

Integral competence

Ability to solve complex tasks and challenges in the field of entrepreneurship and trade or in the process of study that involves research and/or innovation under uncertain conditions and requirements

General competencies (GC)

GC 1	Ability to adapt and act in a new situation.
GC 2	Ability to identify, formulate and solve problems.
GC 3	Ability to motivate people and move towards a common goal.
GC 4	Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/economic activities).
GC 5	Determination and perseverance in tasks and responsibilities.
GC 6	Ability to evaluate and ensure the quality of work performed.

Special (professional, subject) competencies of the subject area (SC)

SC1	Ability to develop and implement a strategy for the development of business and trade structures.
SC 2	Ability to evaluate products, goods and services in business and trade activities.
SC 3	Ability to effectively manage the activities of business entities in the field of business and trade.
SC 4	Ability to solve problematic issues and make management decisions in professional activities.
SC 5	Ability to initiate and implement innovative projects in business and trade activities.
SC 6	Ability to carry out theoretical and applied research in the field of trade business at the proper level and correctly interpret them.

SC 7	Ability to evaluate the effectiveness and efficiency of a business entity in the field of trade business
SC 8	Ability to critically analyze trends in the development of trade business in Ukraine and the world, to find reserves to improve the efficiency of business process management of wholesale and retail trade enterprises and their associations.
7– PROGRAM LEARNING OUTCOMES	
1	Adapt and show initiative and independence in situations that arise in professional activities.
2	Identify, analyze business and trade problems and develop measures to address them.
3	Develop measures of material and moral incentives and apply other tools to motivate staff and partners to achieve the goal.
4	Apply business communications to support interaction with representatives of various professional groups.
5	Perform tasks in the field of business and trade in a professional manner, in full and with creative self-realization.
6	Develop and implement measures to ensure the quality of work performed and determine its effectiveness.
7	Determine and implement strategic plans for the development of business entities in the field of entrepreneurship and trade.
8	Evaluate products, goods, services, as well as processes occurring in business and trade structures, and draw appropriate conclusions for making management decisions.
9	Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business and trade activities.
10	Solve problematic issues that arise in the activities of business and trade structures under conditions of uncertainty and risks.
11	Implement innovative projects to create conditions for the effective functioning and development of business and trade structures.
12	Carry out theoretical and applied research in the field of trade business at the appropriate level and correctly interpret their results.
13	Determine the degree of efficiency and effectiveness of the trading business enterprise based on a comprehensive analysis of its activities.
14	Analyze trends in the development of the trade business in Ukraine and the world and find ways to improve the efficiency of managing business processes of wholesale and retail trade enterprises and their associations.
8 – RESOURCE SUPPORT FOR THE PROGRAM IMPLEMENTATION	
<i>Staff support</i>	
Fully complies with the Licensing Requirements for conducting educational activities. The implementation of the educational and professional program “Commercial Business” is carried out by scientific and pedagogical workers with a scientific degree and/or academic title who meet the requirements of the current legislation of Ukraine, have a sufficient level of scientific and professional qualifications. Practitioners and	

representatives of professional associations and foreign partners are also involved in the educational process.

All research and teaching staff undergo an internship / advanced training every five years.

Material and technical support

Fully complies with the License requirements for conducting educational activities. For the convenience of higher education students, there is a corporate distance learning system and an automated educational process management system called "MIA: Education." The university has modern computer classrooms with specialized software, an Educational and Scientific Center for Business Simulation and a Smart Library. All conditions are created for the education of people with disabilities. SUTE social infrastructure is available.

Information and educational support

For each educational program, the university develops an ECTS Information Package.

Each student can access the personal account of the MIA: Education. They can review and form their own individual plan, view the curriculum, points obtained in disciplines, class schedule, and communicate with participants in the educational process.

Programs, work programs, syllabi, and assessment criteria for educational components are posted on the corporate distance learning platform.

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

For the convenience of students, the university has developed a Catalog of academic disciplines, which allows students to choose elective educational components.

9 – ACADEMIC MOBILITY

National credit mobility

National credit mobility is carried out within the framework of memorandums of cooperation between SUTE and other higher education institutions (research institutions) of Ukraine in accordance with the law.

International credit mobility

The University has signed cooperation agreements between SUTE and foreign higher education institutions, which provide for partnership exchange and training of students under international programs and projects within the Erasmus+ program.

Education of foreign higher education students

It is carried out in accordance with the requirements of the current legislation.

2. List of components of the educational program and their logical structure

2.1. List of EP components

Code	Educational program components	ECTS credits	Form of control
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<i>Compulsory components</i>			
CC1.	Business Process Management in Trade	6	Exam
CC 2.	Systems of Sources of Trade and Economic Information	6	Exam
CC 3.	Trading Networks	6	Exam
CC 4.	Wholesale and Distribution	7,5	Exam
CC 5.	Logistics Management	7,5	Exam
CC 6.	Information Systems in Retail	6	Exam
CC 7.	Supply Chain Management	6	Exam
CC 8.	Practical Training	9	Exam
CC 9.	Preparation of Qualification Thesis and Defense	12	Credit
Total Scope of Compulsory Components:		66	Defense
<i>Elective Components</i>			
EC 1.	Educational Component 1	6	Exam
EC 2.	Educational Component 2	6	Exam
EC 3.	Educational Component 3	6	Exam
EC 4.	Educational Component 4	6	Exam
Total Scope of Elective Components:		24	
TOTAL SCOPE OF THE EDUCATIONAL PROGRAM		90	

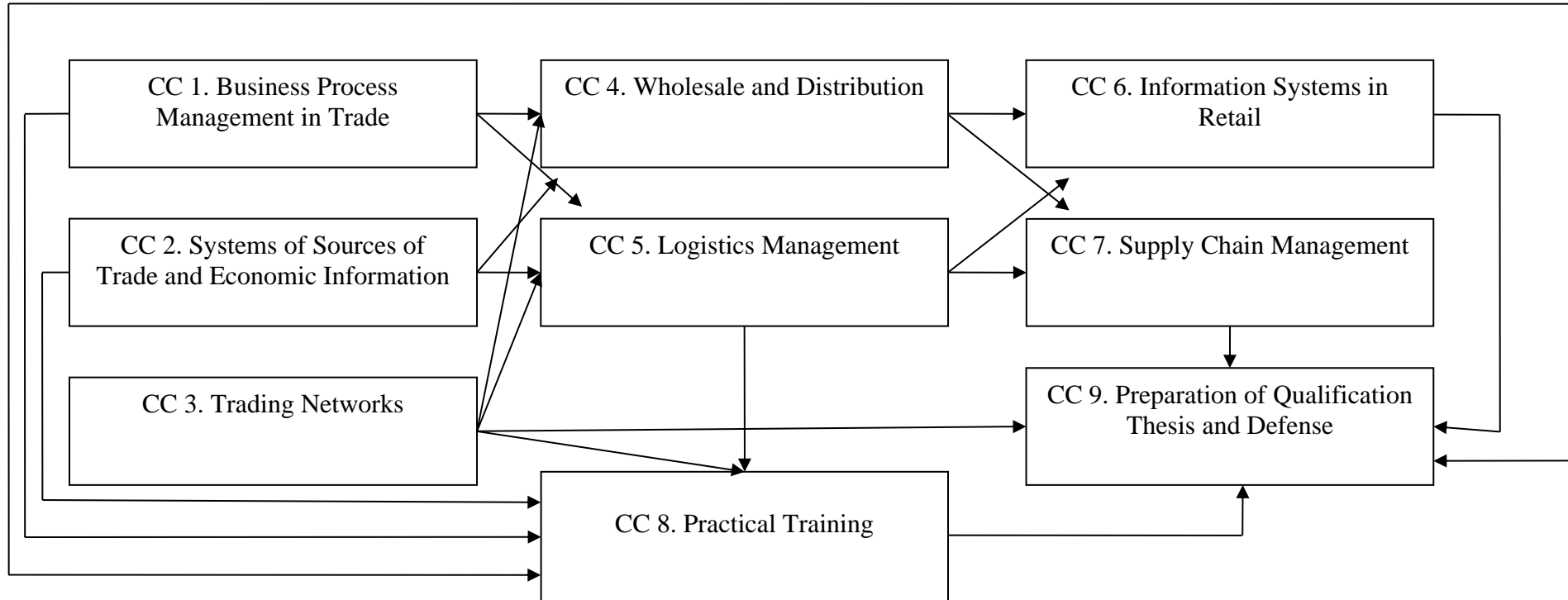
Higher education students choose elective academic courses through their personal account on the portal "MIA: Education". Descriptions of academic courses and their prerequisites are presented in the SUTE Catalog of Academic Courses

2.2 EP Structural and Logical Scheme

**1 course
1 semester**

**1 course
2 semester**

**2 course
3 semester**



3. FORMS OF ASSESSMENT OF HIGHER EDUCATION APPLICANTS

Assessment of higher education applicants is carried out in the form of a public defense of a qualification thesis.

The qualification thesis must provide for the solution of a complex task or problem in the field of entrepreneurship and trade, which involves research and/or innovation under uncertain conditions and requirements.

The qualification thesis should not contain academic plagiarism, fabrication and falsification.

The qualification thesis must be completed in compliance with the standards of academic integrity.

The qualification 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.

**4. MATRIX OF CORRESPONDENCE OF PROGRAM COMPETENCES
TO COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAM**

COMPONENTS Competencies	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
GC 1	+		+		+	+	+	+	+
GC 2	+			+	+	+	+	+	+
GC 3	+				+		+		+
GC 4		+	+	+			+	+	+
GC 5	+				+		+	+	+
GC 6	+			+	+	+	+	+	+
SC 1			+		+		+	+	+
SC 2	+	+		+				+	+
SC 3	+		+	+	+		+	+	+
SC 4	+		+		+	+	+	+	+
SC 5	+	+	+		+		+	+	+
SC 6	+	+	+	+		+		+	+
SC 7	+		+	+	+	+	+	+	+
SC 8	+	+	+	+		+		+	+

**5. MATRIX OF PROVISION OF PROGRAM LEARNING OUTCOMES BY
COPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAM**

components program learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
1	+	+	+				+	+	+
2	+					+	+	+	+
3	+			+				+	+
4	+	+	+		+		+	+	+
5	+	+		+	+	+	+	+	+
6	+			+	+	+		+	+
7		+	+	+	+		+	+	+
8	+				+	+		+	+
9	+		+	+	+		+	+	+
10	+	+	+	+	+			+	+
11		+	+					+	+
12	+		+		+			+	+
13				+	+	+		+	+
14		+			+	+	+	+	+

Developed by a working group consisting of:

1. Kotova Marina Associate Professor of the Department of Commercial Business and Logistics, PhD in Economics, Associate Professor, the Guarantor of the Educational Program
2. Ilchenko Nataliya Head of the Department of Trade Entrepreneurship and Logistics, Doctor of Economic Sciences, Associate Professor
3. Osyka Viktor Dean of the Faculty of Trade and Marketing, Doctor of Technical Sciences, Professor
4. Vzhytynska Ksenia Associate Professor of the Department of Trade Entrepreneurship and Logistics, PhD in Economics, Associate Professor
5. Parkhaeva Natalya Associate Professor of the Department of Trade Entrepreneurship and Logistics, PhD in Technical Sciences, Associate Professor
6. Kuzhelnov Oleksandr 1st year student of the 15th group of the Faculty of Trade and Marketing
7. Nechytaylo Volodymyr 1st year student of the 15th group of the Faculty of Trade and Marketing

External stakeholders' reviews and feedback:

1. Bondarchuk Maryna - Deputy Director of LLC "SAKHARA"
2. Voynilovich Vita - Director of LLC "Vita Fashion"

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational Components	ECTS Credits
EC 1.	Brand Management	6
EC 2.	Commercial Logistics	6
EC 3.	International Trade	6
EC 4.	International Trade Law	6
EC 5.	Strategic Marketing	6
EC 6.	Consumer Loyalty Management	6

