

**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>	<b>D «Business, Administration and Law»</b>
<i>Specialty</i>	<b>D3 «Management»</b>
<i>Educational programme</i>	<b>«Trade Management»</b>
<i>Educational degree</i>	<b>«Bachelor»</b>

**Kyiv 2025**

### 3. EDUCATIONAL PROGRAMME

#### 3.1. Profile of the educational programme "Trade Management" in the subject area D3 Management

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

<b>1 – GENERAL INFORMATION</b>	
<b>Full name of HEI and structural subdivision</b>	State University of Trade and Economics Faculty of Economics, Management and Psychology, Department of Management
<b>Higher education degree / vocational pre-higher education and title of the qualification in the original language</b>	First (bachelor's) degree of higher education Qualification – Bachelor of Management
<b>Field of knowledge</b>	D Business, Administration and Law
<b>Specialty</b>	D3 Management
<b>Educational programme</b>	Trade Management
<b>Restrictions on the forms of education</b>	No restrictions
<b>Compliance with the Higher Education Standard approved by the Ministry of Education and Science of Ukraine</b>	Complies with the Higher Education Standard (Order No. 1165, dated 29.10.2018, Ministry of Education and Science of Ukraine)
<b>Type of diploma and scope of educational programme</b>	Bachelor's degree, single, 240 ECTS credits, term of study – 3 years 10 months
<b>Availability of accreditation</b>	Certificate of Accreditation issued by the Central Evaluation and Accreditation Agency Hannover (ZEvA) (Germany) valid until September 30, 2031. (Hanover, 22 November 2024, IP-0978-1/4)
<b>Cycle / level</b>	NRC of Ukraine - level 6, FQ-EHEA - the first cycle, EQF-LLL - 6 level
<b>Prerequisites</b>	Complete general secondary education
<b>Language (s) of training</b>	Ukrainian
<b>Term of validity of the educational programme</b>	Until the approval of a new version of the educational and professional programme
<b>Internet address of the permanent placement of the educational programme description</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – PURPOSE OF EDUCATIONAL PROGRAMME</b>	

Training of specialists capable of mastering basic managerial concepts and principles to carry out professional activities aimed at forming an effective management system in trade enterprises, to ensure the adoption of effective management decisions in accordance with the new culture of consumer behavior and taking into account current trends in the digitalization of trade.

### 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*

Specialised education in the field of knowledge “Business, Administration and Law”, specialty “Management”, with an in-depth study of the theoretical and methodological foundations of trade management; acquisition of modern methods for developing and implementing managerial decisions in trade enterprises; solving complex specialised tasks and practical problems in the field of trade using modern management theories and methods; building an effective management system for trade enterprises and ensuring their resource support; conducting strategic diagnostics of trade enterprises in order to make strategic decisions; organization of basic and auxiliary trading processes; formation of the range of food products and non-food products and assessment of their quality to ensure the efficiency of circulation and consumption; conducting effective category management at different stages of the process of managing product categories in trade enterprises.

Key words: management, enterprise, system approach, trade, marketing, logistics, commodity science, trade organization, consumer behavior, e-commerce, management decisions, sales management, categorical management. .

#### *Programme features*

Interdisciplinary and multidisciplinary training of specialists to ensure the effective functioning and development of trade enterprises, taking into account changes in the external environment. Emphasis on a high level of professional training, necessary for the practical activity of specialists in the field of domestic trade business, the involvement of foreign scientists and practitioners in the educational process, the use of innovative technologies in trade.

#### **4 – SUITABILITY OF GRADUATES TO EMPLOYMENT AND FURTHER TRAINING**

##### ***Suitability for employment***

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:

3415 Sales Agent / Merchandiser / Commercial Traveller / Sales Representative / Commercial Dealer

3416 Purchasing Agent

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

3421 Trading Broker (Stockbroker)

3429 Agent for Commercial Services / Commercial Auditor / Business and Advertising Service Trader

3436.1 Assistant Head of Enterprise (Institution, Organization); Head of Section

3436.3 Assistant Manager of Small Enterprises without Management Apparatus

3449 State Inspector for Quality of Goods and Trade

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: Commercial Sales Representatives; Secretaries (general); Customer Services Clerks; Production Clerks.

##### ***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***

The teaching style is focused on student-centered, problem-oriented learning and self-study. Combined approach to learning: a combination of traditional and non-traditional teaching methods using thematic, problem-based, review lectures, including with the participation of practitioners, conducting presentations, discussions, application of the case-study method with solving real problems, solving calculation-analytical and situational tasks, work in small groups, independent work of students, preparation of courseworks, internship (including educational training), consultations of teachers

##### ***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 particular, trade 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.
<b><i>Special competencies</i></b>	
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 <sup>1</sup>	<i>Ability to organize basic and auxiliary processes in trading activities.</i>
17	<i>Ability to form the range and quality of food and non-food products and assess their quality.</i>
18	<i>Ability to make strategic decisions in trade organizations.</i>
19	<i>Ability to use methodological and practical approaches to the formation of product categories, to select means and methods of category management at different stages of the process of managing product categories in trade organizations.</i>
<b>7 – PROGRAMME LEARNING OUTCOMES</b>	
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.

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

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 <sup>2</sup>	<i>Organize the main and auxiliary processes in trade organizations and ensure their improvement.</i>
19	<i>To form the range and quality of food and non-food products and evaluate the quality of goods to ensure the efficiency of their circulation and consumption.</i>
20	<i>Collect and process information in the process of making strategic decisions in trade organizations.</i>
21	<i>Use methodological and practical approaches to the formation of product categories, select tools and methods of category management at different stages of the process of managing product categories in trade organizations.</i>
<b>8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION</b>	
<b><i>Staffing</i></b>	
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	

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

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

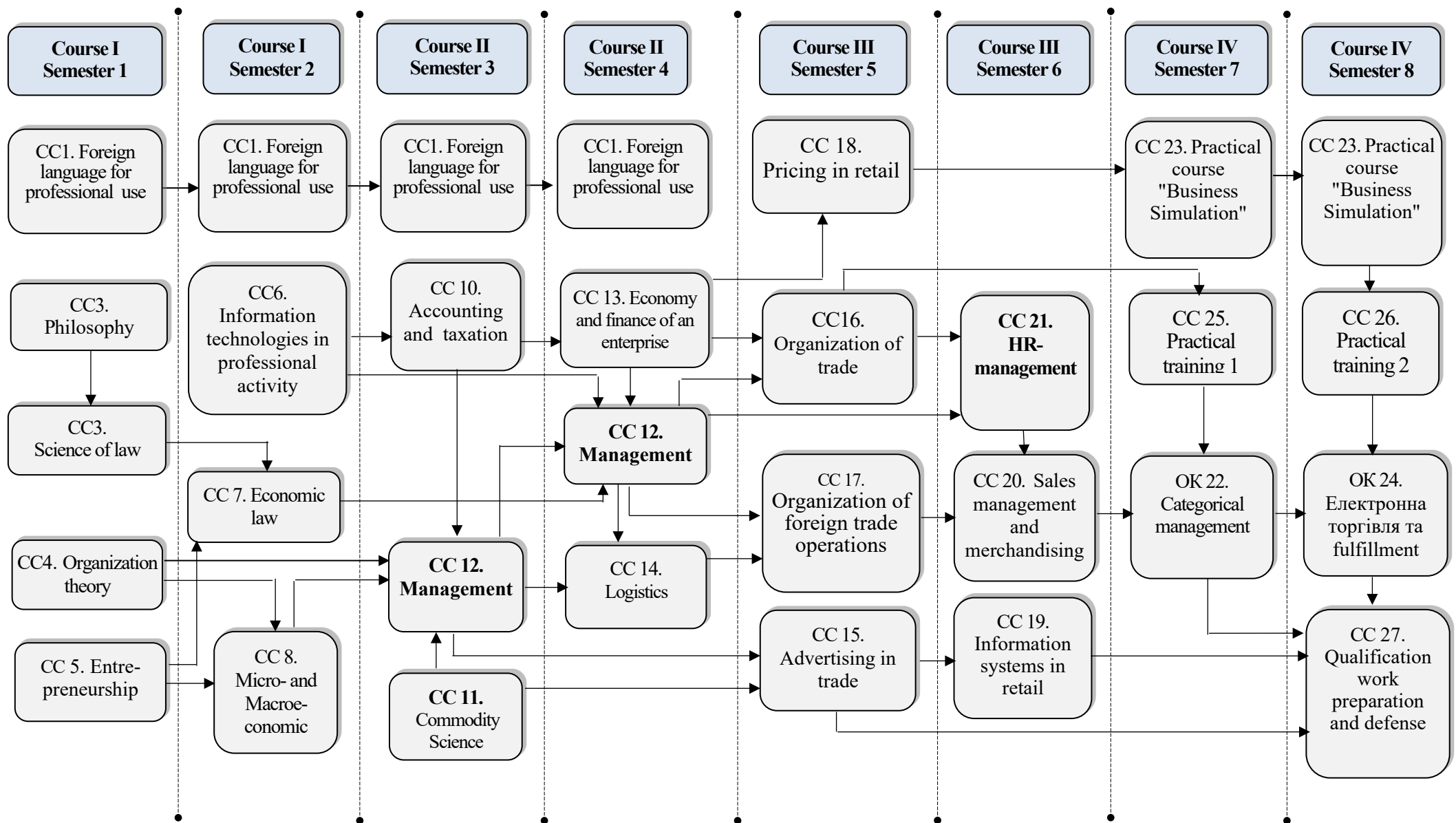
### 3.2.1. List of EP components

Код	Освітні компоненти програми	Кредити ЄКТС	Форма контролю
<i><b>Compulsory components</b></i>			
<b>CC 1</b>	Foreign Language for Professional Purposes	24	Examination
<b>CC 2</b>	Philosophy	6	Examination
<b>CC 3</b>	Science of Law	6	Examination
<b>CC 4</b>	Theory of Organizations	6	Examination
<b>CC 5</b>	Entrepreneurship	6	Examination
<b>CC 6</b>	Information Technologies in Professional Activity	6	Examination
<b>CC 7</b>	Business law	6	Examination
<b>CC 8</b>	Micro- and Macroeconomics	6	Examination
<b>CC 9</b>	Marketing	6	Examination
<b>CC 10</b>	Accounting and Taxation	6	Examination
<b>CC 11</b>	Commodity Science	6	Examination
<b>CC 12</b>	Management	6	Examination
<b>CC 13</b>	Economy and Finance of an Enterprise	6	Examination
<b>CC 14</b>	Logistics	6	Examination
<b>CC 15</b>	Advertising in Trade	6	Examination
<b>CC 16</b>	Organization of Trade	6	Examination
<b>CC 17</b>	Organization of Foreign Trade Operations	6	Examination
<b>CC 18</b>	Pricing in Retail	6	Examination
<b>CC 19</b>	Information Systems in Retail	4,5	Examination
<b>CC 20</b>	Sales Management and Merchandising	4,5	Examination
<b>CC 21</b>	HR-management	6	Examination
<b>CC 22</b>	Categorical Management	6	Examination
<b>CC 23</b>	Practical course "Business Simulation"	9	Examination
<b>CC 24</b>	E-commerce and Fulfillment	6	Examination
<b>CC 25</b>	Practical training 1	3	Assessment
<b>CC 26</b>	Practical training 2	6	Assessment
<b>CC 27</b>	Qualification work preparation and defense	9	Defense
<b>Total amount of compulsory components</b>		<b>174</b>	
<i><b>Elective components</b></i>			
<b>EC 1</b>	Component of the EP 1	6	Examination
<b>EC 2</b>	Component of the EP 2	6	Examination
<b>EC 3</b>	Component of the EP 3	6	Examination
<b>EC 4</b>	Component of the EP 4	6	Examination
<b>EC 5</b>	Component of the EP 5	6	Examination
<b>EC 6</b>	Component of the EP 6	6	Examination
<b>EC 7</b>	Component of the EP 7	6	Examination
<b>EC 8</b>	Component of the EP 8	6	Examination
<b>EC 9</b>	Component of the EP 9	6	Examination

<b>EC 10</b>	Component of the EP 10	6	Examination
<b>Total amount of elective components</b>		60	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME</b>		<b>240</b>	

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						+				+			+	+			+	+	+	+			+	+		+		+	+	+	
6			+											+										+			+		+	+	
7		+												+										+					+	+	
8		+			+			+						+								+				+	+	+	+	+	
9		+	+											+								+				+	+	+	+	+	
10						+				+	+			+	+	+					+				+	+			+	+	+
11											+			+							+			+	+	+			+	+	+
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16				+		+																							+	+	+
<i>Special</i>	1					+			+				+			+				+	+						+	+	+		
	2				+	+	+		+	+			+	+			+			+	+			+	+			+	+	+	
	3				+	+			+	+			+	+					+	+			+					+	+	+	
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	18																												+	+	+

### 3.5. MATRIX OF PROVIDING PROGRAMME LEARNING OUTCOMES WITH RELEVANT COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

Pro-gramme learning outcomes	Compo-nents																											
	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		+		+	+			+																		+	+	+
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5									+	+	+	+	+	+	+	+		+		+	+	+	+	+		+	+	+
6					+	+			+			+	+		+			+	+	+		+	+		+	+	+	+
7					+			+				+		+		+										+	+	+
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11	+								+			+						+				+		+	+	+	+	+
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18															+	+			+	+						+	+	+
19											+											+				+	+	+
20									+				+													+	+	+

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

<b>Code n/a</b>	<b>Components of the educational programme</b>	<b>Number of credits</b>
<b>EC 1</b>	Client data analytics	<b>6</b>
<b>EC 2</b>	Office Management	<b>6</b>
<b>EC 3</b>	Diplomatic and business protocol and etiquette	<b>6</b>
<b>EC 4</b>	Consumer protection	<b>6</b>
<b>EC 5</b>	Marketing research	<b>6</b>
<b>EC 6</b>	Marketing product and pricing policy	<b>6</b>
<b>EC 7</b>	Basics of cybersecurity	<b>6</b>
<b>EC 8</b>	Fundamentals of research and academic writing	<b>6</b>
<b>EC 9</b>	Consumer behavior	<b>6</b>
<b>EC 10</b>	Psychology of trade	<b>6</b>
<b>EC 11</b>	World market for goods and services	<b>6</b>
<b>EC 12</b>	Technology systems	<b>6</b>
<b>EC 13</b>	Social responsibility of business	<b>6</b>
<b>EC 14</b>	Commodity nomenclature of foreign economic activity	<b>6</b>
<b>EC 15</b>	Trade marketing	<b>6</b>
<b>EC 16</b>	Public procurement management	<b>6</b>
<b>EC 17</b>	Pricing	<b>6</b>