

### 3. EDUCATIONAL PROGRAMME

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

*Project team leader (Director of the Bachelor's degree programme) –  
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| 1 – GENERAL INFORMATION                                                                                                  |                                                                                                                                                                                           |
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| <b>Full name of HEI and structural subdivision</b>                                                                       | State University of Trade and Economics<br>Faculty of Economics, Management and Psychology,<br>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<br>Qualification – Bachelor of Management                                                                                                   |
| <b>Field of knowledge</b>                                                                                                | D Business, Administration and Law                                                                                                                                                        |
| <b>Specialty</b>                                                                                                         | D3 Management                                                                                                                                                                             |
| <b>Educational programme</b>                                                                                             | Business 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,<br>FQ-EHEA – the first cycle,<br>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                                                                                                         |

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| <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 on the basis of mastering the basic management concepts and principles to implement professional business management activities aimed to form an effective management system in a turbulent environment in order to make effective management decisions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                         |
| <b>3 – CHARACTERISTICS OF EDUCATIONAL PROGRAMME</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                         |
| <b><i>Subject area</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                         |
| <p><b><i>Object of study:</i></b> management of organizations and their units.</p> <p><b><i>Training goals:</i></b> 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.</p> <p><b><i>Theoretical content of the subject area:</i></b> 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.</p> <p><b><i>Methods, techniques and technologies:</i></b> 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.).</p> <p><b><i>Tools and equipment:</i></b> modern information and communication equipment, information systems and software products used in management.</p> |                                                         |
| <b><i>Orientation of the educational programme</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                         |
| Educational and professional, applied, research.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                         |
| <b><i>Main focus of the educational programme</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                         |
| <p>Interdisciplinary and multidisciplinary training of specialists to ensure the effective functioning and development of the business management system, 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 business, the involvement of practitioners in the educational process, using innovative business technologies; formation of a set of theoretical knowledge and skills to solve complex problems and practical problems in the field of professional activity with the use of modern theories and methods of business management.</p> <p>Key words: organization, management, business, management decisions, business strategy, strategic enterprise management, innovation, risk management.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                         |

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| <b><i>Programme features</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Interdisciplinary and multidisciplinary training of specialists to ensure the effective functioning and development of the business management system, taking into account changes in the external environment.<br>Emphasis on a high level of professional training, necessary for the practical activity of specialists in the field of domestic business, the involvement of practitioners in the educational process, using innovative business technologies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>4 – SUITABILITY OF GRADUATES TO EMPLOYMENT AND FURTHER TRAINING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b><i>Suitability for employment</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 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:<br>3114 Information Communications Specialist.<br>3411 Corporate Governance Specialist / Financial and Economic Security Specialist<br>3413 Real Estate Agent.<br>3429 Business and Advertising services Specialist.<br>3431 – Instruction Compliance Inspector<br>3435.2 – Records Management Organizer (by types of economic activity)<br>3436.1 Assistant of the General Manager (CEO) of the enterprise (institution, company) / Assistant of the Head of the department (division).<br>3436.3 Assistant Manager of a small business without management.<br>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: Business and Administration Associate Professionals; Administrative and Specialized Secretaries; Administrative and Executive Secretaries; General Office Clerks; Secretaries (general).<br>Under the conditions of gaining relevant experience it can be adapted to the following areas of related professional activities: economic, marketing, external economic, education, research. |
| <b><i>Further training</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>5 – TEACHING AND ASSESSMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b><i>Teaching and learning</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 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, business management* or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

### ***General competencies***

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| 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.                                                                                                                                                                                                                                                                                                                                                                                            |

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| 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 generate business ideas and turn them into innovative business models.</i>                                       |
| 17                                     | <i>Ability to make operational and strategic decisions in business.</i>                                                        |
| 18                                     | <i>Ability to manage risks in a changing external environment</i>                                                              |
| <b>7 – PROGRAMME LEARNING OUTCOMES</b> |                                                                                                                                |

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

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| 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 <sup>2</sup>                                                                                                                                                                                                                               | <i>Demonstrate the ability to analyze and calculate economic and non-economic indicators of the enterprise</i>                                                                |
| 19                                                                                                                                                                                                                                            | <i>Demonstrate the ability to design innovation processes (target formation, planning, organizational structure, incentives, control)</i>                                     |
| 20                                                                                                                                                                                                                                            | <i>Demonstrate the ability to develop plans and strategies for creating and developing a business in a challenging environment.</i>                                           |
| <b>8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION</b>                                                                                                                                                                                      |                                                                                                                                                                               |
| <b>Staffing</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 |                                                                                                                                                                               |

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

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| <p>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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b><i>Material and technical support</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <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>                                                                                                                                                                                                                                                                                                                                                                 |
| <b><i>Information and educational and methodical support</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <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 plan, view the curriculum, check earned grades for academic disciplines, consult the class schedule, and communicate with participants of the educational process.</p> <p>Course syllabi, work programmes, and assessment criteria for educational components are published on the university’s corporate distance learning platform.</p> <p>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.</p> <p>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.</p> |
| <b>9 – ACADEMIC MOBILITY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b><i>National credit mobility</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b><i>International credit mobility</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b><i>Training of foreign students</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>Is carried out in accordance with the requirements of the current legislation.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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

### 3.2.1. List of EP components

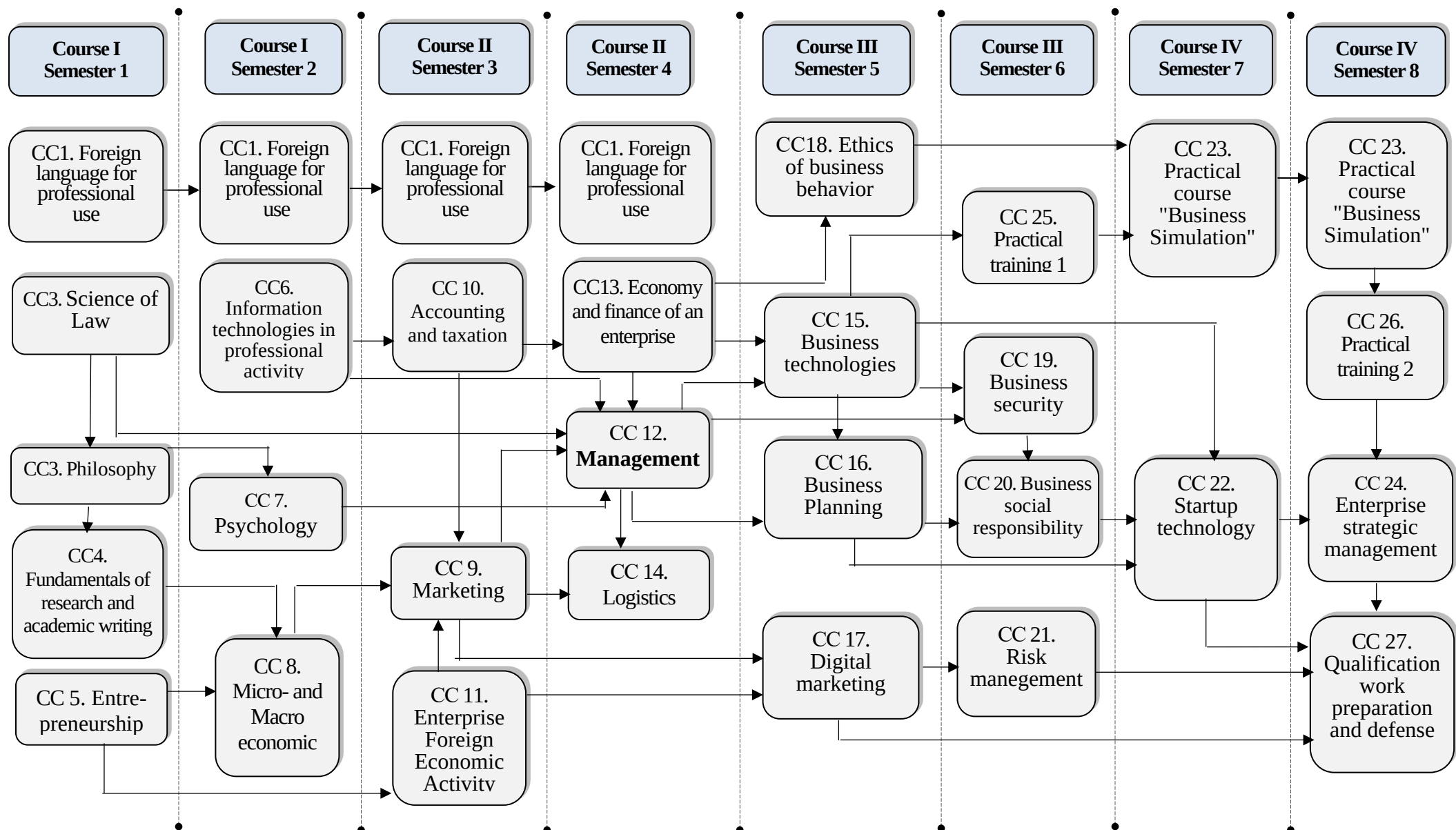
| Code<br>n/o                                      | Components of the educational programme<br>(educational courses, course projects (works),<br>internship,<br>qualification exam,<br>final bachelor's thesis) | Number<br>of<br>credits | Форма<br>контролю |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------|
| <b>Compulsory components of EP</b>               |                                                                                                                                                             |                         |                   |
| <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>                                      | Fundamentals of research and academic writing                                                                                                               | 6                       | Examination       |
| <b>CC 5</b>                                      | Entrepreneurship                                                                                                                                            | 6                       | Examination       |
| <b>CC 6</b>                                      | Information Technologies in Professional Activity                                                                                                           | 6                       | Examination       |
| <b>CC 7</b>                                      | Psychology                                                                                                                                                  | 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>                                     | Enterprise Foreign Economic Activity                                                                                                                        | 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>                                     | Business Technologies                                                                                                                                       | 6                       | Examination       |
| <b>CC 16</b>                                     | Business Planning                                                                                                                                           | 6                       | Examination       |
| <b>CC 17</b>                                     | Digital Marketing                                                                                                                                           | 6                       | Examination       |
| <b>CC 18</b>                                     | Ethics of Business Behavior                                                                                                                                 | 6                       | Examination       |
| <b>CC 19</b>                                     | Business Security                                                                                                                                           | 4,5                     | Examination       |
| <b>CC 20</b>                                     | Business Social Responsibility                                                                                                                              | 4,5                     | Examination       |
| <b>CC 21</b>                                     | Risk Management                                                                                                                                             | 6                       | Examination       |
| <b>CC 22</b>                                     | Startup Technology                                                                                                                                          | 6                       | Examination       |
| <b>CC 23</b>                                     | Practical Course "Business Simulation"                                                                                                                      | 9                       | Examination       |
| <b>CC 24</b>                                     | Enterprise strategic management                                                                                                                             | 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>The total amount of compulsory components</b> |                                                                                                                                                             | <b>180</b>              |                   |
| <b>Elective program components</b>               |                                                                                                                                                             |                         |                   |
| <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 in the SUTE Institutional Repository.

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

| Compo-<br>nents<br>Competences |    | CC 1 | CC 2 | CC 3 | CC 4 | CC 5 | CC 6 | CC 7 | CC 8 | CC 9 | CC10 | 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 |
|--------------------------------|----|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| General                        | 1  |      |      | +    |      |      |      |      |      |      | +    |       |       |       |       |       |       |       |       |       | +     |       |       |       |       |       |       |       |
|                                | 2  |      | +    |      | +    |      |      | +    | +    |      |      |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                                | 3  |      | +    |      | +    |      |      | +    | +    | +    |      |       | +     | +     |       |       |       | +     |       |       |       | +     | +     | +     | +     | +     | +     | +     |
|                                | 4  | +    |      |      | +    |      |      |      | +    |      | +    | +     | +     | +     |       | +     |       | +     |       |       |       |       |       |       |       |       | +     | +     |
|                                | 5  |      |      |      |      |      |      |      | +    | +    |      |       | +     |       |       |       |       |       |       |       |       |       |       |       | +     |       | +     |       |
|                                | 6  |      | +    | +    | +    |      |      |      |      |      |      |       | +     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                                | 7  | +    |      |      |      |      |      |      |      |      |      |       |       |       | +     | +     | +     | +     |       |       |       |       |       |       |       |       |       |       |
|                                | 8  |      |      |      | +    |      | +    |      |      | +    | +    |       | +     |       | +     | +     | +     | +     |       |       |       | +     |       | +     | +     | +     | +     | +     |
|                                | 9  |      |      |      | +    |      |      | +    |      |      |      |       |       |       |       |       |       | +     | +     |       |       |       |       |       |       |       |       |       |
|                                | 10 |      |      |      | +    |      | +    |      | +    | +    |      |       |       | +     |       |       |       |       |       |       |       |       |       |       | +     | +     | +     | +     |
|                                | 11 |      |      |      |      |      |      |      |      |      | +    |       | +     |       |       | +     |       |       | +     |       |       |       |       |       | +     |       | +     | +     |
|                                | 12 |      |      |      | +    |      |      | +    |      |      |      |       | +     | +     |       | +     |       | +     |       |       |       |       | +     |       | +     |       |       | +     |
|                                | 13 | +    |      | +    |      |      |      |      | +    |      |      |       | +     |       |       |       |       |       | +     |       | +     |       |       |       | +     |       |       |       |
|                                | 14 | +    |      |      |      |      |      |      |      |      |      | +     | +     |       |       |       |       |       |       | +     |       |       |       |       | +     |       |       |       |
|                                | 15 |      |      |      | +    |      |      |      |      |      | +    |       | +     |       |       |       |       |       | +     | +     | +     | +     |       |       | +     |       |       | +     |
|                                | 16 |      |      | +    | +    | +    |      |      |      |      | +    |       | +     |       |       | +     | +     |       | +     | +     | +     | +     |       | +     | +     |       | +     | +     |
| Special                        | 1  |      |      |      |      |      |      |      | +    |      |      | +     | +     |       |       |       |       |       |       |       | +     |       |       | +     | +     | +     | +     | +     |
|                                | 2  |      |      |      |      |      |      |      | +    |      |      |       |       | +     |       |       | +     |       |       |       |       |       | +     |       | +     | +     | +     | +     |
|                                | 3  |      |      |      |      |      |      |      | +    |      |      |       |       | +     |       |       |       |       |       |       |       |       |       | +     | +     | +     |       | +     |
|                                | 4  |      |      |      |      |      |      |      |      |      |      |       | +     | +     |       |       | +     | +     |       |       |       |       | +     |       | +     | +     | +     | +     |
|                                | 5  |      |      |      |      |      |      |      |      |      |      |       | +     |       |       |       |       |       | +     |       | +     |       |       |       | +     | +     | +     | +     |
|                                | 6  |      |      |      | +    |      |      | +    |      |      | +    |       | +     |       |       |       |       |       |       | +     |       |       | +     |       | +     |       |       | +     |
|                                | 7  |      |      |      | +    |      |      |      |      |      |      |       | +     |       |       | +     | +     |       |       | +     |       |       | +     |       | +     |       | +     | +     |
|                                | 8  |      |      |      |      |      |      |      |      |      |      |       | +     | +     | +     |       |       |       | +     |       |       |       |       |       | +     |       | +     | +     |
|                                | 9  |      |      |      | +    |      |      | +    |      |      | +    |       | +     |       |       |       |       | +     |       |       | +     |       |       |       | +     |       | +     |       |
|                                | 10 |      |      |      |      |      |      |      |      |      |      | +     | +     | +     |       |       |       |       |       |       |       |       | +     |       | +     |       | +     |       |
|                                | 11 |      |      |      | +    |      |      |      |      |      | +    |       | +     | +     |       |       |       | +     | +     |       |       |       |       | +     |       | +     | +     | +     |
|                                | 12 |      |      |      |      |      |      |      | +    |      | +    |       | +     | +     |       |       | +     |       | +     | +     |       |       |       |       | +     |       | +     | +     |
|                                | 13 |      |      |      |      | +    |      |      |      |      | +    |       |       |       |       |       |       |       |       |       | +     |       |       |       |       |       |       |       |
|                                | 14 |      |      |      |      |      |      | +    |      |      |      |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       | +     |       |
|                                | 15 |      |      |      |      |      |      |      |      |      |      |       |       |       |       |       |       |       |       |       |       |       | +     |       |       |       |       | +     |
|                                | 16 |      |      |      |      |      |      |      |      | +    |      |       |       |       |       | +     |       | +     |       |       |       |       |       |       | +     |       |       | +     |
|                                | 17 |      |      |      |      |      |      |      |      | +    |      |       | +     | +     |       |       |       |       |       |       |       |       |       |       | +     |       | +     | +     |
|                                | 18 |      |      |      |      |      |      |      |      |      | +    |       |       | +     |       |       | +     |       |       |       |       |       |       |       |       |       | +     | +     |

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

| Pro-gramme learning outcomes \ Components | 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                                         |     |     |     |     |     |     |     |     | +   | +    | +    | +    |      |      |      | +    |      |      |      |      | +    |      |      | +    | +    | +    | +    |
| 5                                         |     |     |     |     |     |     |     |     |     |      |      | +    | +    | +    |      |      |      |      |      |      |      |      | +    |      | +    | +    | +    |
| 6                                         |     |     | +   | +   | +   | +   |     |     | +   | +    | +    | +    | +    | +    |      | +    | +    |      |      | +    |      | +    | +    | +    | +    | +    | +    |
| 7                                         |     |     |     |     |     |     |     | +   |     |      |      | +    |      |      |      |      |      |      |      |      |      |      |      |      | +    | +    | +    |
| 8                                         |     |     |     |     |     |     |     |     |     |      |      | +    | +    | +    | +    |      |      | +    |      |      |      |      |      | +    |      | +    | +    |
| 9                                         |     |     |     | +   |     |     | +   |     |     |      |      | +    |      |      |      |      | +    |      |      |      |      |      |      | +    |      |      |      |
| 10                                        |     |     |     |     |     |     | +   |     |     |      |      | +    |      |      |      |      |      |      |      |      |      |      |      | +    |      | +    | +    |
| 11                                        |     |     |     | +   | +   |     |     |     | +   | +    |      | +    |      |      |      |      | +    |      |      |      |      |      |      | +    | +    | +    | +    |
| 12                                        |     |     |     |     | +   |     |     | +   |     | +    | +    | +    | +    | +    | +    | +    |      |      | +    | +    | +    | +    |      | +    | +    |      | +    |
| 13                                        | +   |     |     | +   |     |     |     |     |     |      |      | +    |      |      |      |      |      |      |      |      |      |      |      |      | +    | +    |      |
| 14                                        |     |     |     |     |     |     | +   |     |     |      |      | +    |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 15                                        |     |     |     | +   | +   |     |     |     |     | +    |      | +    |      |      | +    |      |      |      |      |      |      |      |      | +    | +    |      | +    |
| 16                                        |     | +   |     | +   |     |     | +   |     | +   |      |      | +    |      |      |      | +    | +    |      |      |      |      |      | +    | +    |      | +    | +    |
| 17                                        |     |     |     | +   |     | +   |     |     | +   |      |      | +    |      |      |      | +    |      |      |      |      |      |      |      | +    | +    |      | +    |
| 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<br/>of credits</b> |
|-----------------|--------------------------------------------------------|------------------------------|
| <b>EC 1</b>     | Analysis of economic activity                          | <b>6</b>                     |
| <b>EC 2</b>     | Office management                                      | <b>6</b>                     |
| <b>EC 3</b>     | E-commerce                                             | <b>6</b>                     |
| <b>EC 4</b>     | Internet technologies in business                      | <b>6</b>                     |
| <b>EC 5</b>     | Conflictology and psychology of business communication | <b>6</b>                     |
| <b>EC 6</b>     | Marketing research                                     | <b>6</b>                     |
| <b>EC 7</b>     | Public speaking                                        | <b>6</b>                     |
| <b>EC 8</b>     | Organization of foreign trade operations               | <b>6</b>                     |
| <b>EC 9</b>     | Basics of cyber security                               | <b>6</b>                     |
| <b>EC 10</b>    | Entrepreneurial law                                    | <b>6</b>                     |
| <b>EC 11</b>    | Systems of technologies                                | <b>6</b>                     |
| <b>EC 12</b>    | Theory of organizations                                | <b>6</b>                     |
| <b>EC 13</b>    | Management of innovations                              | <b>6</b>                     |
| <b>EC 14</b>    | Management accounting                                  | <b>6</b>                     |
| <b>EC 15</b>    | Pricing                                                | <b>6</b>                     |
| <b>EC 16</b>    | Digital management                                     | <b>6</b>                     |
| <b>EC 17</b>    | Digital technologies in business                       | <b>6</b>                     |
| <b>EC 18</b>    | HR-management                                          | <b>6</b>                     |