

1. EDUCATIONAL PROGRAM PROFILE
CREATIVE INDUSTRIES AND BUSINESS MANAGEMENT

Specialty D3 Management
Field D Business, Administration and Law
Level of higher education –First (bachelor's)

1- GENERAL INFORMATION	
Full name of the higher education institution and structural unit	State University of Trade and Economics Faculty of Technology and Business Department of Tourism and Creative Industries Management
Level of higher education and title of qualification in the original language	First (bachelor's) level of higher education Qualification – Bachelor of Management
Field	D Business, Administration and Law
Specialty	D3 Management
Name of educational program	Creative Industries and Business Management
Restrictions on forms of education	No restrictions
Compliance with the higher education standard of the Ministry of Education and Science of Ukraine	Meets the higher education standard of the Ministry of Education and Science of Ukraine (order No. 1165 of October 29, 2018)
Type of diploma and scope of educational program	Bachelor's degree, single. The scope of the educational and professional program is 249 ECTS credits. Standard training period 3 years 10 months
Availability of accreditation	Not accredited
Cycle, level of higher education	NQF of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – Level 6
Prerequisites for admission to the educational program	Availability of complete general secondary education
Language(s) of instruction	Ukrainian
Duration of the educational program	Until the approval of the new edition of the educational and professional program
Internet address of permanent placement of the educational program description	https://knute.edu.ua/
2-GOAL OF THE EDUCATIONAL PROGRAM	
Training of highly qualified specialists for the successful management of cultural projects and startups in creative industries (art, event, media, leisure, design, PR business, etc.); the processes of their commercialization and effective promotion on national and international markets using modern information and communication	

technologies

3-CHARACTERISTICS OF THE EDUCATIONAL PROGRAM

Subject area

Object of study: management of organizations and their divisions.

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

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

Methods, techniques and technologies: general scientific and specific research methods (computational and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); methods of implementing management functions (marketing research methods; methods of economic diagnostics; forecasting and planning methods; methods of designing organizational management structures; motivation methods; control methods; methods of assessing social, organizational and economic efficiency in management, etc.). management methods (administrative, economic, socio-psychological, technological); technologies of substantiation of management decisions (economic analysis, simulation modeling, decision tree, etc.).

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

Orientation of the educational program

Educational and professional with an applied orientation. The professional (specialization) aspects of the program consist in the formation of knowledge and skills in managing business projects in the creative industries.

The main focus of the educational program

Formation of a complex of knowledge and practical skills necessary for effective project management in the creative industries. Focus on developing a deep understanding of the specifics of business processes in the creative sector, as well as entrepreneurial competencies that allow you to successfully implement your own startups and innovative ideas in the dynamic environment of the creative economy.

Keywords: marketing of creative industries; management of socio-cultural activities; foreign language; art business; media business; audio & video production; event technologies; handicraft; museum business; advertising business; blogging; copywriting; IT business; web design and web programming; creative economy; intellectual property; foreign language for professional purposes.

Program features

Multidisciplinary and multi-profile training of specialists in the management of organizations and their divisions in the field of creative industries. Studying at least two foreign languages; internships in enterprises in the field of creative industries, including abroad.

The program is implemented in the Ukrainian language of instruction.

The program reflects the loyalties provided by the Law of Ukraine "On Higher Education" in the context of academic autonomy.

4-GRADUATES' EMPLOYABILITY AND FURTHER EDUCATION
<i>Employment eligibility</i>
Graduates of the educational and professional program can find employment at enterprises, institutions and organizations or engage in entrepreneurial activities. <i>Types of economic activity for which the bachelor is prepared (according to the National Classifier of Ukraine "Classification of Types of Economic Activity DK 009:2010"):</i> Section J. Information and telecommunications Section 60. Activities in the field of radio and television broadcasting 60.10. Radio broadcasting activities 60.20. Television broadcasting activities Section 62. Computer programming, consulting and related activities 62.01. Computer programming 62.02. Consulting on informatization issues Section 63. Provision of information services 63.91. Activities of news agencies Section M. Professional, scientific and technical activities Section 70. Activities of head offices; management consultancy 70.21. Public relations activities Section 71. Activities in the fields of architecture and engineering; technical testing and research 71.11. Architectural activities Chapter 72. Scientific research and development 72.20. Research and experimental development in the field of social sciences and humanities Chapter 73. Advertising activities and market conditions 73.11. Advertising agencies 73.12. Mediation in the placement of advertising in the mass media. Section 74. Other professional, scientific and technical activities 74.10. Specialized design activities 74.20. Photography activities 74.30. Provision of translation services. Section R. Education 85.52. Education in the field of culture Section R. Arts, sports, entertainment and recreation 90.01. Theatrical and concert activities 90.02. Activities related to the support of theatrical and concert events 90.03. Individual artistic activity 90.04. Operation of theaters and concert halls Section 91. Functioning of libraries, archives, museums and other cultural institutions 91.01. Functioning of libraries and archives 91.02. Operation of museums <i>Positions that a bachelor can hold (according to the National Classifier of Ukraine "Classifier of Professions DK 003:2010"):</i> 1210.1 Director of a cultural institution (enterprise, organization) (cinema, theater, film and video distribution, film studio, etc.)

1229.6	Heads of departments in the field of culture, recreation and sports
1229.6	Library manager
1229.6	Office Manager (cinema trips, travel, excursions)
1229.6	Manager of a club-type establishment
1229.6	Club manager
1229.6	Museum Director
1229.6	Head of the Park of Culture and Recreation
1229.6	Traveling exhibition manager
1234	Heads of advertising and public relations departments
1234	Head of Department (Advertising, Public Relations)
1238	Project and program managers
1319	Director (manager) of a small enterprise (in the field of healthcare, education, culture, etc.)
1492	Managers (administrators) in the field of culture, recreation and sports
2455.2	Methodist of a cultural and educational institution
3340	Instructor of a cultural and educational institution
3414	Leisure specialist
347	Decorators, artists, athletes and organizers in the field of culture and art
3474	Organizer of cultural and leisure activities
3476	Organizers in the field of culture and arts
3479	Other specialists in the field of culture and arts
	Event manager
	Art manager
	Manager in the field of art business, show business and fashion industry
	Manager of cultural, leisure, entertainment and recreational facilities
	Leisure Manager in Tourism and Recreation
<i>Further training</i>	
The opportunity to continue studies at the second (master's) level of higher education according to the programs of the Ukrainian National Qualifications Framework - level 7, QF-EHEA - second cycle, EQF-LLL - level 7. Acquisition of additional qualifications in the postgraduate education system.	
5-TEACHING AND ASSESSMENT	
<i>Teaching and learning</i>	
Student-centered learning, self-study, problem-based learning, learning through practical training, etc. Lectures, practical classes, independent work based on textbooks, study guides and lecture notes, learning through practical training and professional internship, consultations with teachers, preparation of qualification work.	
<i>Evaluation</i>	
Written exams, practical training, coursework; essays, cases, presentations, individual projects, ongoing control, certification - defense of qualification work in accordance with the "Regulations on the Evaluation of the Results of Students' and Postgraduate Students' Studies at SUTE" and the "Regulations on the Organization of the Educational Process of Students."	
Student learning outcomes at SUTE are assessed on a 100-point scale, where: 60-100 points – learning outcomes that give the student the right to obtain ECTS credits; 0-59 points – unsatisfactory learning outcomes that do not give the student the right to	

obtain ECTS credits.	
6-PROGRAM COMPETENCIES	
<i>Integral competence</i>	
The ability to solve complex specialized tasks and practical problems, characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences, in particular in the creative industries sector.	
<i>General competencies</i>	
1	The ability to exercise one's 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, and the rights and freedoms of man and citizen 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, technology and engineering, to use various types and forms of physical activity for active recreation and leading a healthy lifestyle.
3	Ability for abstract thinking, analysis, synthesis
4	Ability to apply knowledge in practical situations.
5	Knowledge and understanding of the subject area and understanding of professional activity.
6	Ability to communicate in the state language both orally and in writing.
7	Ability to communicate in a foreign language.
8	Skills in using information and communication technologies.
9	The ability to learn and master modern knowledge.
10	Ability to conduct research at the appropriate level.
11	The ability to adapt and act in a new situation.
12	The ability to generate new ideas (creativity).
13	Appreciation and respect for diversity and multiculturalism.
14	Ability to work in an international context.
15	The ability to act based on ethical considerations (motives).
16	The ability to make decisions and act in accordance with the principle of non-acceptance of corruption and any other manifestations of dishonesty.

<i>Special competencies</i>	
1	Ability to identify and describe the characteristics of an organization, particularly in the types of economic activity belonging to the creative industries ¹ .
2	The ability to analyze the results of an organization's activities, particularly in the creative industries, and compare them with factors influencing the external and internal environment.
3	The ability to determine the prospects for the development of the organization.
4	The ability to identify the functional areas of an organization, particularly in the types of economic activity belonging to the creative industries, and the connections between them.
5	The ability to manage an organization, particularly in the creative industries, and its divisions through the implementation of management functions.
6	The ability to act socially responsibly and consciously.
7	Ability to select and use modern management tools.
8	Ability to plan organizational activities and manage time.
9	Ability to work in a team and establish interpersonal interaction when solving professional tasks.
10	The ability to evaluate the work performed, including in the event, media, art, PR business, leisure, design, etc. markets, ensure their quality and motivate the organization's staff.
11	The ability to create and organize effective communications in the management process.
12	The ability to analyze and structure organizational problems, particularly in types of economic activity belonging to the creative industries, and to formulate sound decisions.
13	Understand the principles and norms of law and use them in professional activities.
14	Understand the principles of psychology and use them in professional activities.
15	Ability to develop and demonstrate leadership qualities and behavioral skills.
16	<i>Ability to ensure the process of planning, resourcing, promotion and commercialization of creative projects in the creative industries.</i>
17	<i>The ability to organize the consumption of creative industry products through socio-cultural animation, events, cultural tourism, recreation and leisure.</i>
7-PROGRAM LEARNING OUTCOMES	
1	Know your rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, and the rights and freedoms of man and citizen in Ukraine.
2	To preserve moral, cultural, and scientific values and increase the

¹Italics indicate general, special (professional, subject) competencies and program learning outcomes that reflect the focus of the educational program.

	achievements of society, to use various types and forms of physical activity to lead a healthy lifestyle.
3	Demonstrate knowledge of management theories, methods and functions, and modern leadership concepts.
4	Demonstrate skills in identifying problems and justifying management decisions.
5	Describe the content of the functional areas of the organization's activities, in particular in the field of event, advertising, media, leisure, museum, and design activities.
6	Demonstrate skills in searching, collecting and analyzing information, calculating indicators to justify management decisions.
7	Demonstrate organizational design skills.
8	Apply management methods to ensure the effectiveness of the organization's activities, particularly in the creative industries.
9	Demonstrate interaction, leadership, and teamwork skills.
10	Have the skills to justify effective tools for motivating the organization's personnel.
11	Demonstrate skills in situation analysis and communication in various areas of the organization's activity, in particular in types of economic activity belonging to the creative industries.
12	Assess the legal, social and economic consequences of the organization's operation, particularly in the creative industries.
13	Communicate orally and in writing in the state and foreign languages.
14	Identify the causes of stress, adapt yourself and team members to the stressful situation, and find ways to neutralize it.
15	Demonstrate the ability to act socially responsible and civic-minded based on ethical considerations (motives), respect for diversity and interculturality.
16	Demonstrate skills in independent work, flexible thinking, openness to new knowledge, and being critical and self-critical.
17	Conduct research individually and/or in a group under the guidance of a leader.
18	<i>Apply creative thinking skills to solve innovative problems, create a creative environment, and produce and evaluate creative solutions.</i>
19	<i>Be able to use modern information and communication technologies to form and implement cultural and creative projects.</i>
8- RESOURCE PROVISION FOR PROGRAM IMPLEMENTATION	
<i>Human resources</i>	
Specialists who train bachelors in the educational program "Creative Industries and Business Management" have specialized knowledge and professional skills in the field of creative industries project management. 92.3% of the teaching staff involved in teaching professionally-oriented disciplines have academic degrees in their specialty. Domestic and foreign experts from the professional environment are invited to conduct problem lectures (art, event media, PR business, leisure, design, etc.).	
<i>Logistics and technical support</i>	

The educational process uses software complexes and products of the computer class of the Department of Tourism and Management of Creative Industries (room 532), as well as other specialized centers, laboratories and offices of the SUTE production complex: Cultural and Art Center (SUTE CMC), Smart Library, Laboratory of Automated Design Systems, Laboratory of Integrated Business Process Management Systems, Computer Class on Hotel Management, Laboratory on Organization of Service in Restaurant Establishments, Laboratory of Bar Business and Enology, etc.
<i>Information and educational and methodological support</i>
General scientific and special sources of information on the organization of types of economic activity belonging to the creative industries, educational and methodological and monographic literature, author's developments of the university's teaching staff. Using the SUTE virtual learning environment and specialized software: Platform for automating the activities of small and medium-sized businesses "Parus - Management and Marketing 7.40" (software complexes "Parus-Travel Agency", "Parus-Hotel", "Parus-Restaurant") Amadeus Selling Platform Connect Statistical data analysis program "Statistica" Program for creating statistical surfaces and spatial regression surfaces «Surfer Golden Software» Microcal Origin graphic design program MOODLE distance learning system, etc.
9-ACADEMIC MOBILITY
<i>National credit mobility</i>
National credit mobility is carried out in accordance with concluded agreements on academic mobility, double graduation, etc.
<i>International credit mobility</i>
International credit mobility is implemented through the conclusion of agreements on international academic mobility, including "Erasmus + Option K1 / Credit Mobility", on double graduation, on long-term international projects that involve student training and the issuance of a double diploma, etc.
<i>Education of foreign higher education applicants</i>
Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B2.

2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

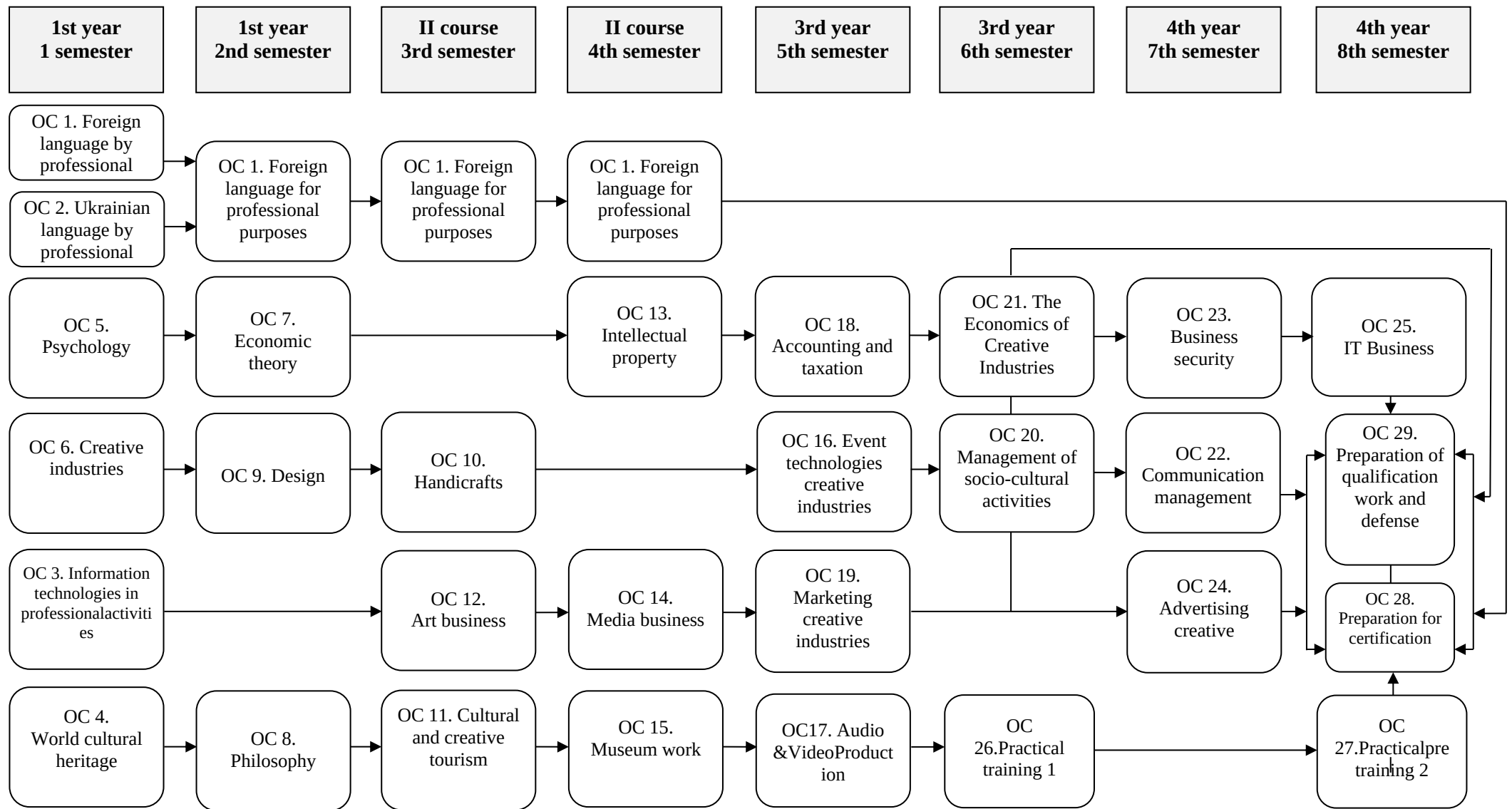
2.1. List of components of the EP

Code	Educational components of the program	ECTS credits	Control form
<i>Obligatory components</i>			
OC 1.	Foreign language for professional purposes	21	Exam
OC 2.	Ukrainian language (for professional purposes)	3	Exam
OC 3.	Information technologies in professional activities	6	Exam
OC 4.	World cultural heritage	6	Exam
OC 5.	Psychology	6	Exam
OC 6.	Creative industries	6	Exam
OC 7.	Economic theory	6	Exam
OC 8.	Philosophy	6	Exam
OC 9.	Design	6	Exam
OC 10.	Handicrafts	6	Exam
OC 11.	Cultural and creative tourism	6	Exam
OC 12.	Art business	6	Exam
OC 13.	Intellectual property	6	Exam
OC 14.	Media business	6	Exam
OC 15.	Museum work	6	Exam
OC 16.	Event technologies for creative industries	6	Exam
OC 17.	Audio & Video Production	6	Exam
OC 18.	Accounting and taxation	6	Exam
OC 19.	Creative Industries Marketing	6	Exam
OC 20.	Management of socio-cultural activities	6	Exam
OC 21.	The economics of creative industries	6	Exam
OC 22.	Communication management	6	Exam
OC 23.	Business security	6	Exam
OC 24.	Advertising creative	6	Exam
OC 25.	IT Business	6	Exam
OC 26.	Practical training 1	6	Test
OC 27.	Practical training 2	3	Test
OC 28.	Preparation for certification	3	
OC 29.	Preparation of qualification work and defense	6	Defense
Total volume of mandatory components		180	
<i>Selective components</i>			
SC 1.	Educational component 1	6	Exam
SC 2.	Educational component 2	6	Exam
SC 3.	Educational component 3	6	Exam
SC 4.	Educational component 4	6	Exam
SC 5.	Educational component 5	6	Exam
SC 6.	Educational component 6	6	Exam

SC 7.	Educational component 7	6	Exam
SC 8.	Educational component 8	6	Exam
SC 9.	Educational component 9	6	Exam
SC 10.	Educational component 10	6	Exam
Total volume of sample components		60	
TOTAL SCOPE OF THE EDUCATIONAL PROGRAM		240	

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

2.2. Structural and logical diagram of the EP



3. CERTIFICATION FORM FOR HIGHER EDUCATION APPLICANTS

Certification is carried out in the form of a public defense of the qualification work.

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

There can be no academic plagiarism, falsification, or copying in the qualification work.

The qualification work must be published on the official website of the higher education institution or its subdivision.

4. Matrix of correspondence of program competencies to mandatory components of the educational program

Compo- nents Competencies		OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29	
General competencies	1													+										+				+	+	+	+
	2				+		+	+	+							+											+	+	+	+	+
	3					+		+	+													+			+				+	+	+
	4	+	+							+		+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+
	5			+			+			+	+	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
	6		+						+													+		+	+			+	+	+	+
	7	+																										+	+	+	+
	8			+												+	+		+	+	+	+	+		+	+	+	+	+	+	+
	9			+			+	+		+	+						+			+	+	+	+	+				+	+	+	+
	10						+	+									+			+	+	+	+					+	+	+	+
	11					+							+		+		+	+			+	+	+	+		+	+	+	+	+	+
	12									+	+	+	+		+	+	+	+	+		+	+	+	+		+	+	+	+	+	+
	13	+			+	+	+		+	+	+	+	+				+							+				+	+	+	+
	14	+					+					+		+	+		+				+	+		+				+	+	+	+
	15					+			+		+	+	+									+		+	+			+	+	+	+
	16													+						+		+	+		+			+	+	+	+
Special competencies	1						+									+				+	+	+	+				+	+	+	+	
	2			+									+		+				+	+	+	+					+	+	+	+	+
	3						+	+								+			+	+	+	+					+	+	+	+	+
	4						+					+	+		+	+				+	+	+	+	+			+	+	+	+	+
	5												+		+	+						+		+				+	+	+	+
	6				+		+				+	+	+	+						+			+		+			+	+	+	+
	7			+									+		+							+		+				+	+	+	+
	8														+	+			+	+		+	+				+	+	+	+	+
	9			+		+	+					+	+				+	+		+	+		+			+	+	+	+	+	+
	10									+	+	+	+		+		+	+	+	+	+	+	+			+		+	+	+	+
	11			+								+	+		+		+	+		+	+	+	+	+		+	+	+	+	+	+
	12											+	+		+	+			+	+	+	+	+				+	+	+	+	+
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	14					+																	+			+		+	+	+	+
	15					+																+		+				+	+	+	+
	16									+	+	+	+			+	+	+	+	+	+	+	+	+		+	+	+	+	+	+
	17						+			+	+	+	+			+	+	+	+	+	+	+	+					+	+	+	+

5. Matrix of ensuring program learning outcomes by corresponding mandatory components of the educational program

Components / Program learning outcomes	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29
1													+										+			+	+	+	+
2				+		+	+	+							+											+	+	+	+
3							+													+		+				+	+	+	+
4			+									+		+				+	+	+	+	+			+	+	+	+	+
5						+			+		+	+		+	+	+	+		+	+	+	+		+	+	+	+	+	+
6			+			+					+	+		+	+	+		+	+	+	+	+			+	+	+	+	+
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12							+					+	+	+				+		+	+		+			+	+	+	+
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15				+		+			+	+	+	+		+	+	+						+	+			+	+	+	+
16			+					+	+		+					+		+	+	+	+	+				+	+	+	+
17				+		+													+	+	+					+	+	+	+
18						+			+	+	+	+		+	+	+	+		+	+	+	+		+	+	+	+	+	+
19			+						+					+	+		+	+	+	+	+	+		+	+	+	+	+	+

LIST OF RECOMMENDED SELECTIVE COMPONENTS

Code	Educational components	ECTS credits
SC 1.	Blogging	6
SC 2.	Animation and video design	6
SC 3.	Leisure and recreation	6
SC 4.	Second foreign language	6
SC 5.	The Experience Economy	6
SC 6.	Excursion business	6
SC 7.	Imagery	6
SC 8.	Critical thinking	6
SC 9.	Media design	6
SC 10.	Business Psychology	6
SC 11.	Startup management	6
SC 12.	Service distribution management	6
SC 13.	Fashion industry	6
SC 14.	Photo design	6
SC 15.	Targeted communicative English course	6
SC 16.	Web design and Web programming	6

