

MANAGEMENT OF FOREIGN ECONOMIC ACTIVITY

Subject Area D3 Management

Field of knowledge D Business, Administration, and Law

Cycle of higher education – Second (master's)

1. EDUCATIONAL PROGRAMME PROFILE

1- GENERAL INFORMATION	
Full name of the HEI and the structural unit	State University of Trade and Economics Faculty of International Trade and Law Department of International Management
Cycle of higher education and title of qualification in the original language	Second (master's) cycle of higher education Qualification – Master of Management
Field of knowledge	D Business, Administration, and Law
Subject Area	D3 Management
Name of educational programme	Management of Foreign Economic Activity
Limitations regarding forms of education	No limitations
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the higher education standard of the Ministry of Education and Science of Ukraine (Order No. 959 dated July 10, 2019)
Type of diploma and duration of the educational programme	Master's degree, single. The scope of the educational and professional program is 90 ECTS credits. The standard duration of training is 1 year and 4 months.
Holding of accreditation	Certificate of accreditation for speciality UD 11015993, valid until July 1, 2026, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
Cycle/level	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Academic background	Bachelor's degree (level 6 of the National Qualifications Framework) or higher
Language(s) of instruction	Ukrainian, English
Validity of the educational programme	Until the new version of the educational and professional program is approved
Internet address of the permanent webpage of the educational programme description	https://knute.edu.ua/
2- OBJECTIVE OF THE EDUCATIONAL PROGRAMME	

Training highly qualified specialists in foreign economic activity management through an optimal combination of professional, humanitarian, legal, and information education, which enables graduates to model market situations and develop strategies for entering foreign markets, make and implement management decisions in the field of foreign economic activity, and understand the responsibility for their implementation.

3- EDUCATIONAL PROGRAMME CHARACTERISTICS

Subject Area

Object of study and/or activity: management of *international economic activities* of organisations and their divisions.

Learning objectives: training of specialists capable of identifying and solving complex tasks and problems in the field of foreign economic activity management or in the learning process that involves research and/or innovation, and are characterised by uncertainty of conditions and requirements.

Theoretical content of the subject area:

- paradigms, legislation, patterns;
- principles, historical prerequisites for the development of foreign economic activity management;
- concepts of systemic, situational, adaptive, anti-sympathetic, anti-crisis, innovative, project management of foreign economic activity, etc.

Methods, techniques and technologies:

- general scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.);
- methods of implementation of foreign economic activity management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning;
- methods of designing organisational management structures;
- methods of motivation; methods of control; methods of assessing social, organisational and economic efficiency.

Tools and equipment: modern information and communication equipment, information systems and software products used in the management of *foreign economic activity*.

Educational Programme Orientation

Educational and professional program. Professional emphasis on the readiness to work and acquire knowledge and practical skills in managing the foreign economic activity of business entities, their development and promotion in the international environment.

The Main Focus of the Educational Programme

Specialised higher education in the management of foreign economic activity, with in-depth study of international marketing, branding in the foreign economic activity of the enterprise, management of efficiency, international competitiveness of enterprises and their risks in foreign economic activity.

Keywords: management, foreign economic activity, risk management, international marketing, branding.

Educational Programme Features

In-depth study and knowledge of promising areas of development and promotion of domestic business entities in the foreign economic environment by means of

international marketing and branding through the management of their efficiency, competitiveness and risks.

Practical training at leading domestic and foreign enterprises.

Studying at the English language-taught master's programme.

4 – EMPLOYABILITY AND FURTHER EDUCATION OPPORTUNITIES FOR GRADUATES

Employability

Job positions in domestic and international companies, enterprises and organisations, state executive authorities, civil service, financial, accounting, economic, legal and administrative units in the field of foreign economic activity.

Positions that a master's degree holder can hold in accordance with the Classifier of Occupations DK003:2010:

1224 Head of production units in wholesale and retail trade;

1227 Heads of production departments in commercial services;

1229.7 General manager (manager);

123 Head of functional divisions;

1453 Manager in retail trade of household and non-household goods;

1453.2 Manager in the retail trade of non-food products;

1454 Manager in food retail;

1475.4 Manager of foreign economic activity;

149 Managers in other types of economic activity;

1496 Corporate and Social Responsibility Manager;

Further Education Opportunities

Continuation of education at the third (educational and scientific) level of higher education – Doctor of Philosophy. Acquisition of additional qualifications in the postgraduate education system.

5 – TEACHING AND ASSESSMENT

Teaching and learning

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

Assessment

The assessment of students' learning outcomes is carried out in accordance with the “Regulations on the assessment of learning outcomes of students and graduate students at SUTE” and includes the following control measures: current and final control, attestation. Ongoing assessment is carried out during practical/laboratory classes and based on the results of independent work assignments. It involves assessing students' theoretical knowledge during seminars and the practical skills acquired during laboratory/practical work assignments. Final assessment consists of control measures that involve establishing the compliance (measurement, evaluation) of the learning outcomes achieved by a person with the requirements of the educational program in terms of the relevant educational component, which is carried out at the university in the form of a test and an exam.

The learning outcomes of students at SUTE are assessed on a 100-point scale, where: 60-100 points – learning outcomes that entitle the student to obtain ECTS credits; 0-

59 points – unsatisfactory learning outcomes that do not entitle the student to obtain ECTS credits.

6- PROGRAMME COMPETENCES	
<i>Integral competence</i>	
Ability to solve complex tasks and problems in the field of <i>foreign economic activity management</i> or in the learning process, involving research and/or innovation under conditions of uncertainty and unclear requirements.	
<i>General competences (GC)</i>	
GC1	Ability to conduct research at the appropriate level;
GC2	Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/ types of economic activity);
GC3	Skills in using information and communication technologies;
GC4	Ability to motivate people and move towards a common goal;
GC5	Ability to act based on ethical considerations (motives);
GC6	Ability to generate new ideas (creativity);
GC7	Ability to think abstractly, analyse and synthesise;
GC8	<i>The ability to develop personally and professionally, the desire for self-realization;</i>
GC9	<i>Ability to take responsibility for decisions and their implementation.</i>
<i>Special (professional, subject-specific) competences (SC)</i>	
SC1	Ability to select and use management concepts, methods and tools, including in accordance with defined goals and international standards;
SC2	The ability to establish values, vision, mission, goals and criteria by which the organisation determines further development directions, develop and implement appropriate strategies and plans;
SC3	Ability to self-development, lifelong learning and effective self-management;
SC4	Ability to effectively use and develop the organisation's resources;
SC5	Ability to create and organise effective communications in the management process;
SC6	Ability to develop leadership skills and demonstrate them in the process of managing people;
SC7	Ability to develop and manage projects, show initiative and entrepreneurship;
SC8	Ability to use psychological technologies for working with staff.
SC9	Ability to analyse and structure the problems of the organisation, make effective management decisions and ensure their implementation;
SC10	Ability to manage the organisation and its development.
SC11	<i>Ability to anti-crisis management of an enterprise – a subject of foreign economic activity;</i>
SC12	<i>Ability to conduct strategic, tactical and operational planning of the company's international business activities;</i>
SC13	<i>Ability to assess and manage external and internal risks of an enterprise engaged in foreign economic activity;</i>

SCI4	<i>Ability to manage the international competitiveness of a foreign economic entity in the relevant environment.</i>
7- PROGRAMME LEARNING OUTCOMES (PLO)	
1	To critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;
2	To identify problems in the organisation and justify methods of solving them;
3	To design effective management systems for organisations;
4	To justify and manage projects, generate entrepreneurial ideas;
5	To plan the organisation's activities in strategic and tactical terms;
6	To have the ability to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility;
7	To organise and carry out effective communications within the team, with representatives of different professional groups and in the international context;
8	To apply specialised software and information systems to solve organisational management problems;
9	To be able to communicate in professional and academic circles in the state and foreign languages;
10	To demonstrate leadership skills and the ability to work in a team, interact with people, and influence their behaviour to solve professional problems.
11	To ensure personal professional development and time management.
12	To be able to delegate authority and management of the organisation (unit).
13	<i>To be able to plan and implement information, methodological, material, financial and personnel support of the organisation (unit).</i>
14	<i>To positively perceive the need to coordinate relations with contact audiences in the course of foreign economic activity.</i>
15	<i>To manage the formation of sustainable competitive advantages of a foreign economic entity.</i>
16	<i>To be aware of the responsibility for managing the internal and external risks of the business entity.</i>
17	<i>To evaluate the international competitiveness of a product, corporation, cluster, region, country.</i>

8- RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Staffing support</i>	
Fully complies with the licensing requirements for educational activities. The educational and professional programme “Management of Foreign economic activity” is implemented by scientific and pedagogical staff with scientific degrees and/or academic titles who meet the requirements of the current legislation of Ukraine and have a sufficient level of scientific and professional qualifications. Practitioners, representatives of professional associations, and foreign partners are also involved in the educational process. All scientific and pedagogical staff undergo training/professional development	

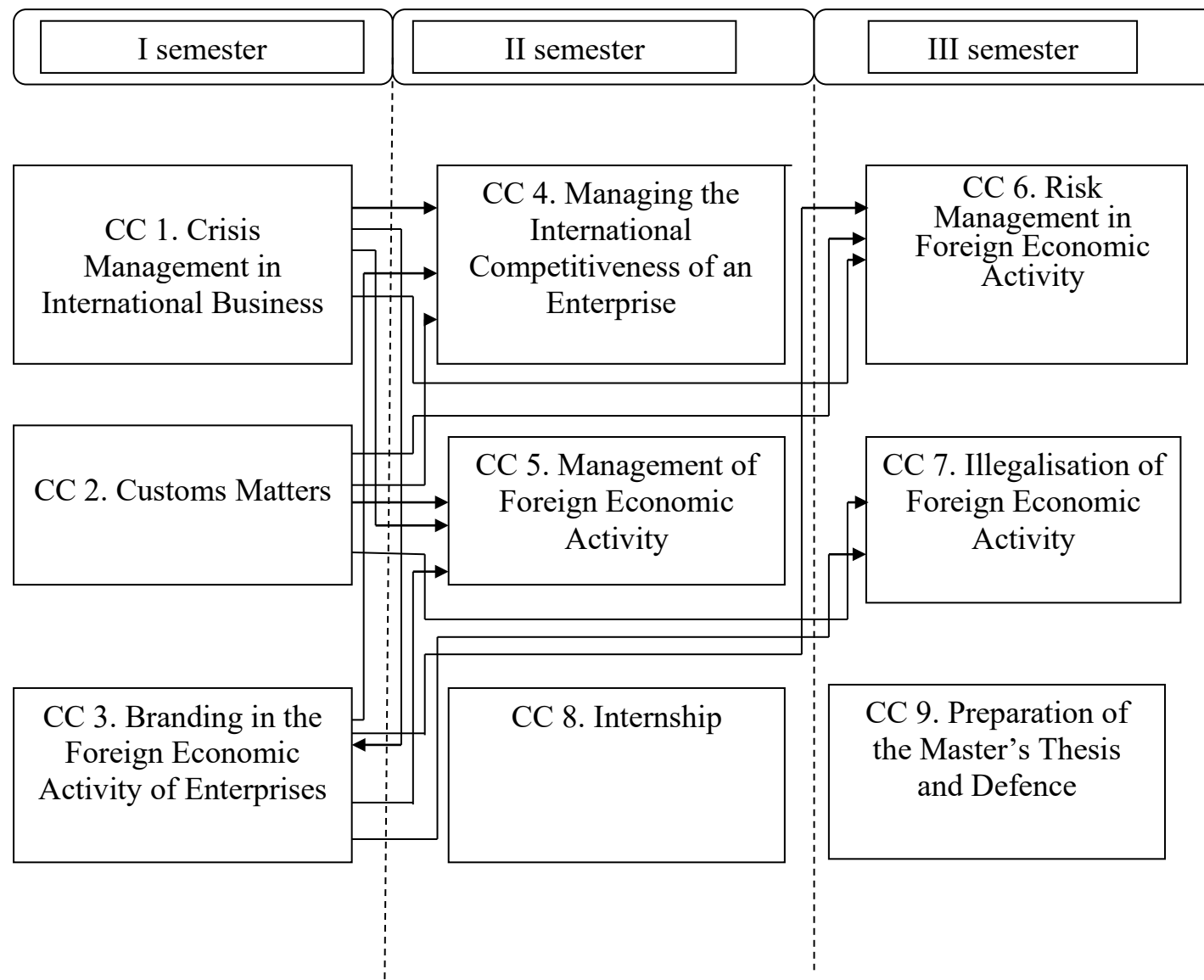
every five years.
<i>Material and technical support</i>
It fully complies with the licensing requirements for educational activities. For the convenience of higher education seekers, there is a corporate distance learning system and an automated educational process management system called “MIA: Education.” The university is equipped with modern computer classrooms with specialised software, a Training and Research Centre for Business Simulation, and a Smart Library. All conditions for the education of persons with disabilities have been created. The social and domestic infrastructure of DTEU is available.
<i>Information and educational-methodological support</i>
An ECTS Information Package is developed for each educational program at the university. Each student can view and create their own individual plan, view the curriculum, grades obtained in disciplines, class schedule, and communicate with participants in the educational process through their personal account in the MIA: Education automated control system. Programmes, work programmes, course syllabi, and assessment criteria for educational components are posted on the corporate distance learning platform. The university's electronic repository provides full-text access to SUTE scientific and educational literature, manuscripts of qualification theses, and dissertations for obtaining scientific degrees. For the convenience of higher education seekers, the university has developed a Catalogue of Academic Disciplines, according to which students have the right to choose elective educational components. (https://knute.edu.ua/file/MjkwNQ==/2e3d807aa6b9e47d28409b95c34a1b73.pdf).
9- ACADEMIC MOBILITY
<i>National credit mobility</i>
National credit mobility is implemented within the framework of memoranda of cooperation concluded between the SUTE and other higher education institutions (scientific institutions) of Ukraine in accordance with the law.
<i>International credit mobility</i>
The university has signed cooperation agreements between SUTE and foreign higher education institutions, within the framework of which partnership exchanges and student training are carried out under international programmes and projects within the Erasmus+ programme.
<i>Foreign higher education students training</i>
Delivered in accordance with the requirements of current legislation.

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

Code #	Educational components of the programme	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1.	Crisis Management in International Business	6	Exam
CC 2.	Customs Matters	6	Exam
CC 3.	Branding in the Foreign Economic Activity of Enterprises	6	Exam
CC 4.	Managing the International Competitiveness of an Enterprise	6	Exam
CC 5.	Management of Foreign Economic Activity	9	Exam
CC 6.	Risk Management in Foreign Economic Activity	6	Exam
CC 7.	Illegalisation of Foreign Economic Activity	6	Exam
CC 8.	Internship	9	Credit
CC 9.	Preparation of the Master's Thesis and Defence	12	Defence
Total volume for compulsory components:		66	
<i>Elective components (EC)</i>			
EC 1.	Educational component 1	6	Exam
EC 2.	Educational component 2	6	Exam
EC 3.	Educational component 3	6	Exam
EC 4.	Educational component 4	6	Exam
Total volume for elective components:		24	
TOTAL VOLUME FOR THE EDUCATIONAL PROGRAMME:		90,0	

Higher education students choose elective courses through their personal account on the MIA: Education portal. Descriptions of courses and their prerequisites are presented in the SUTE Course Catalogue.

2.2. Structural and logical scheme of the educational programme



3. FORMS OF ATTESTATION OF HIGHER EDUCATION STUDENTS

Attestation is carried out in the form of a public defence of the final qualification work.

The qualification work should involve solving a complex task or problem in the field of management, a task or problem in the field of management that requires research and/or innovation and is characterised by complexity and uncertainty of conditions, using theories and methods of economic science.

The qualification work must not contain academic plagiarism, falsification, or fabrication.

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

4. MATRIX OF CONFORMITY OF COMPETENCES WITH EDUCATIONAL PROGRAMME COMPONENTS

Components / Competences	EC 1.	EC 2.	EC 3.	EC 4.	EC 5.	EC 6.	EC 7.	EC 8	EC 9
GC1			+		+	+	+	+	
GC 2	+	+	+			+			+
GC 3		+		+	+				
GC 4			+	+				+	
GC 5				+				+	
GC 6			+	+	+		+		
GC 7				+	+	+	+	+	+
GC 8			+	+	+			+	
GC 9		+	+	+		+			+
SC1			+	+	+	+		+	+
SC2	+		+	+	+	+		+	+
SC3			+					+	+
SC4				+	+	+	+	+	+
SC5	+	+	+	+				+	+
SC6			+					+	+
SC7		+	+	+				+	+
SC8								+	+
SC9	+	+	+	+	+	+	+	+	+
SC10			+	+	+		+	+	+
SC11						+		+	+
SC12		+			+		+	+	+
SC13					+	+		+	+
SC14			+	+			+	+	+

5. MATRIX OF ASSURANCE OF PROGRAMME LEARNING OUTCOMES BY RELEVANT COMPONENTS OF THE EDUCATIONAL PROGRAMME

Components / Programme learning outcomes	EC 1.	EC 2.	EC 3.	EC 4.	EC 5.	EC 6.	EC 7.	EC 8	EC 9
1	+					+	+	+	+
2	+	+		+	+	+	+	+	+
3	+		+	+			+	+	+
4			+		+			+	+
5			+		+	+	+	+	+
6	+	+		+	+	+	+	+	+
7	+	+	+		+			+	+
8		+				+		+	+
9		+						+	+
10			+	+	+	+		+	+
11			+	+				+	+
12			+	+	+		+	+	+
13					+	+		+	+
14					+			+	+
15			+	+	+			+	+
16		+			+	+	+		
17			+	+	+				

Developed by a project team consisting of

1. Tetiana Melnyk – Head of the Department of International Management, Doctor of Science in Economics, Professor – Head of the Working Group;
2. Vasyl Budziak – Doctor of Science in Economics, Professor – Director of the Educational Programme;
2. Lyudmila Sierova – Associate Professor of the Department of International Management, PhD in Economics
3. Yuliia Demkiv – Associate Professor of the Department of International Management, PhD in Economics;
4. Olha Cherniavska – 1st year student of the 4m group of the Master's programme of the Faculty of International Trade and Law, EP Management of Foreign Economic Activity.

Reviews and feedback from external stakeholders:

1. Valerii Korol – Vice-President of the Ukrainian Chamber of Commerce and Industry.
2. Dmytro Kotliarenko – Director of the State Enterprise Ukrinterenergo.

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	EDUCATIONAL PROGRAMME COMPONENTS	The number of credits
EC 1.	Business Engineering	6
EC 2.	Reporting in Foreign Economic Activity	6
EC 3.	Intellectual Property	6
EC 4.	International Environmental Management	6
EC 5.	EU Internal Market Law	6
EC 6.	Business Analytics Systems in International Business	6