

1. EDUCATIONAL PROGRAM PROFILE
SPORTS 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	Sports 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, as amended)
Type of diploma and scope of educational program	Bachelor's degree, single. The scope of the educational and professional program is 240 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	Possession of complete general secondary education/junior specialist degree
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 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 units, in particular in the field of management	

of sports and recreational organizations and their units.
3-CHARACTERISTICS OF THE EDUCATIONAL PROGRAM
<i>Subject area</i>
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 for substantiating 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.
<i>Orientation of the educational program</i>
Educational and professional
<i>The main focus of the educational program</i>
Special education and professional training is aimed at preparing specialists to solve professional tasks in the management of sports and recreational organizations and their divisions. Keywords: management, sports, economics, marketing, psychology, recreation, information systems and technologies.
<i>Program features</i>
The educational program aims to train highly qualified specialists capable of effectively solving management problems in the field of sports and recreational organizations and their departments. Its uniqueness lies in the integrated approach to training, which combines fundamental knowledge of management with a deep understanding of the specifics of the sports industry. Key features of the program include: 1. Interdisciplinary approach. The program harmoniously combines management, economics, marketing and specialized sports disciplines. The study of subjects such as sports nutrition, sports psychology, physical education and sports provides a deep understanding of the physiological, psychological and socio-cultural aspects of sports, which is critical for effective management. 2. Innovation and digitalization. The program involves students using modern tools for data analysis, process optimization, audience interaction, and developing innovative solutions in the sports industry. 3. Orientation towards entrepreneurship and development. The educational component "Startup

Management" provides students with the knowledge and skills to create and develop their own projects in the field of sports and recreation. It stimulates innovative thinking and cultivates leadership qualities necessary for the successful launch and management of new initiatives.

4. Comprehensive management unit. The educational components "Sports Organization Management", "Sports Economics" and "Sports Marketing" form a solid foundation for understanding business processes in the sports industry. Students gain knowledge in human resources, finance, events management, as well as the development and implementation of marketing strategies to attract audiences and develop brands.

5. Practical orientation. The educational program includes not only theoretical training, but also an emphasis on practical skills, case studies, and interaction with real sports and recreational organizations. This allows students to apply the acquired knowledge in practice and develop the competencies necessary to solve real management problems.

4-GRADUATES' EMPLOYABILITY AND FURTHER EDUCATION

Employment eligibility

Graduates are able to hold positions, the qualification requirements of which require a bachelor's degree, in business entities that carry out the following types of economic activity:

(according to KVED DK 009:2010):

93.11 Operation of sports facilities;

93.12 Activities of sports clubs;

93.13 Activities of fitness centers;

93.19 Other sports activities;

93.29 Other recreation and entertainment activities.

Further training

Graduates of this educational program have the right to continue their studies at the second (master's) level of higher education. Acquisition of additional qualifications in the postgraduate education system.

5-TEACHING AND ASSESSMENT

Teaching and learning

Student-centered learning, self-study, problem-based learning. Lectures, practical classes, independent work based on textbooks, study guides and lecture notes, learning through practical training and professional internship, consultations with teachers, preparation for certification and defense of qualification work

Evaluation

Assessment of student learning outcomes is carried out in accordance with the "Regulations on the Assessment of Student and Postgraduate Learning Outcomes at SUTE" and provides for the following control measures: written exams, practical training; essays, presentations, scientific presentations, current control, qualification work, etc.

Current control is carried out during practical/laboratory classes and based on the results of independent work tasks. It involves assessing students' theoretical preparation during seminar classes and acquired practical skills during laboratory/practical work tasks.

Final control - control measures that involve establishing compliance (measurement, evaluation) of the learning outcomes achieved by a person with the requirements of the educational program in the relevant educational component, which is carried out at the university in the form of a test and exam.

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 sports and recreational organizations and their units.	
<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	Ability to make decisions and act in a manner that is free from corruption and any other forms of dishonesty
<i>Special competencies</i>	
1	Ability to identify and describe the characteristics of an organization, particularly sports and recreational organizations and their divisions.
2	The ability to analyze the results of an organization's activities, in particular sports and recreational organizations and their divisions, 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	Ability to identify the functional areas of an organization, particularly sports and recreational organizations and their divisions, and the relationships between them.
5	The ability to manage an organization, in particular sports and recreational organizations and their 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, ensure its 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, in particular sports and recreational organizations and their divisions, 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 apply information technologies in the management of sports and recreational organizations and their units.</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 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.
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, in particular sports and recreational organizations and their divisions.
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 an organization's activities, including sports and recreational organizations and their divisions.
12	Assess the legal, social, and economic consequences of the functioning of an organization, in particular sports and recreational organizations and their divisions.
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>Demonstrate information technology skills in the management of sports and recreational organizations and their divisions</i>

8- RESOURCE PROVISION FOR PROGRAM IMPLEMENTATION

Human resources

Fully complies with the Licensing requirements for conducting educational activities. The implementation of the educational and professional program "Sports Management" is carried out by scientific and pedagogical workers with a scientific degree and/or academic title, who meet the requirements of the current legislation of Ukraine, have a sufficient level of scientific and professional qualifications. Practitioners and representatives of professional associations and foreign partners are also involved in the educational process.

All scientific and pedagogical staff undergo internships/advanced training every five years.

Logistics and technical support

Fully complies with the Licensing requirements for conducting educational activities. For the convenience of higher education applicants, a corporate distance learning system and an automated educational process management system "MIA: Education" operate. The university is equipped with modern computer classes with specialized software, and the Business Simulation Educational and Scientific Center and Smart Library operate. Students have access to 19 sports facilities, including: a football field with artificial turf, 4 arenas for playing, athletics and power sports, 4 tennis courts, 5 sports halls with an area of 162 m², gyms, 2 fitness halls, 2 aerobics halls, a swimming pool, a wrestling and boxing hall, and other sports and playgrounds.

All conditions for training of persons with disabilities have been created. The social and household infrastructure of SUTE is available.

Information and educational and methodological support

An ECTS Information Package is developed for each educational program at the university.

Each student, through his personal account of the ACS "MIA: Education", can review and form his own individual plan, view the curriculum, points earned by discipline, class schedule, and communicate with participants in the educational process.

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

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

For the convenience of higher education applicants, the university has developed a Catalog of Academic Disciplines, according to which students have the right to choose elective educational components.

Use of specialized software: innovative ULTRA fitness management system; Servitum programs, IRoNDooM software, SwimBase program and other software products for various sports

9-ACADEMIC MOBILITY

National credit mobility

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

International credit mobility

The university has concluded cooperation agreements between SUTE and foreign higher education institutions, within the framework of which partner exchange and training of students is carried out under international programs and projects within the framework of the Erasmus+ program.

Education of foreign higher education applicants

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

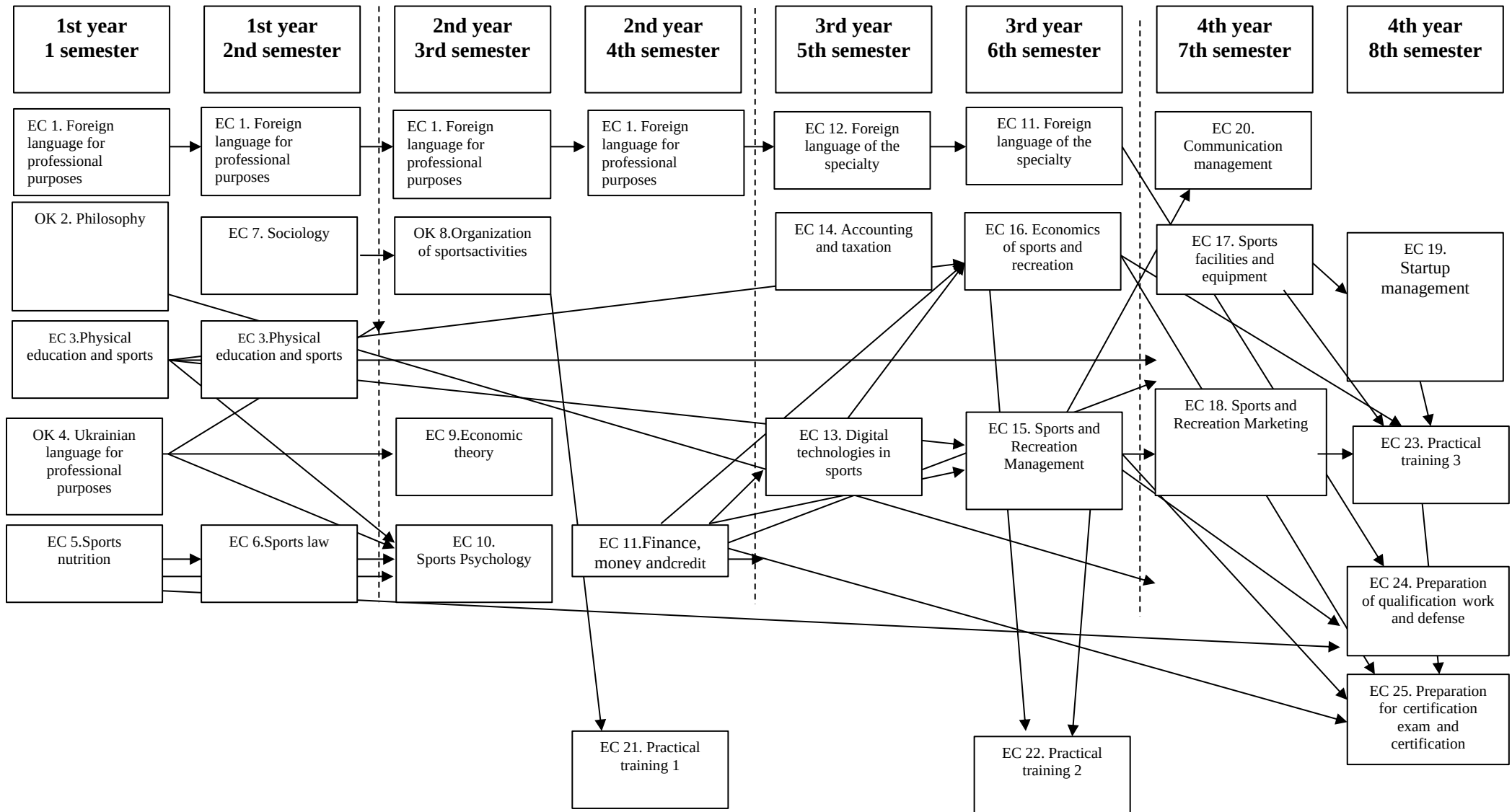
2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

2.1. List of educational component

Code	Educational components of the program	ECTS credits	Control form
<i>Obligatory components</i>			
OK 1.	Foreign language for professional purposes	24	Exam
OK 2.	Philosophy	6	Exam
OK 3.	Physical education and sports	12	Exam
OK 4.	Ukrainian language for professional purposes	6	Exam
OK 5.	Sports nutrition	6	Exam
OK 6.	Sports law	6	Exam
OK 7.	Sociology	6	Exam
OK 8.	Organization of sports activities	6	Exam
OK 9.	Economic theory	6	Exam
OK 10.	Sports Psychology	6	Exam
OK 11.	Finance, money and credit	6	Exam
OK 12.	Foreign language specialty	12	Exam
OK 13.	Digital technologies in sports	6	Exam
OK 14.	Accounting and taxation	6	Exam
OK 15.	Sports and Recreation Management	6	Exam
OK 16.	Economics of sports and recreation	6	Exam
OK 17.	Sports facilities and equipment	6	Exam
OK 18.	Sports and Recreation Marketing	6	Exam
OK 19.	Startup management	6	Exam
OK 20.	Communication management	9	Exam
OK 21.	Practical training 1	6	Test
OK 22.	Practical training 2	6	Test
OK 23.	Practical training 3	6	Test
OK 24.	Preparation of qualification work and defense	6	Defense
OK 25.	Preparation for the qualifying exam and certification	3	Exam
Total volume of mandatory components		180	
<i>Selective components</i>			
SC 1.	Elective component 1	6	Exam
SC 2.	Elective component 2	6	Exam
SC 3.	Elective component 3	6	Exam
SC 4.	Elective component 4	6	Exam
SC 5.	Elective component 5	6	Exam
SC 6.	Elective component 6	6	Exam
SC 7.	Optional component 7	6	Exam
SC 8.	Elective component 8	6	Exam
SC 9.	Elective component 9	6	Exam
SC 10.	Elective component 10	6	Exam
Total volume of sample components		60	
TOTAL SCOPE OF THE EDUCATIONAL PROGRAM		240.0	

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 EC



3. CERTIFICATION FORM FOR HIGHER EDUCATION APPLICANTS

Certification is carried out in the form of a public defense of the qualification work. The qualification work must involve solving a complex specialized task or practical problem in the field of management, characterized by complexity and uncertainty of conditions, with the application of theories and methods of economic science. The qualification work must not contain academic plagiarism, falsification and copying. The qualification work must be published on the official website or in the repository of the higher education institution.

4. MATRIX OF CORRESPONDENCE OF PROGRAM COMPETENCIES TO MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM

Components		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
Competencies																										
General	1		+				+		+																	
	2		+	+							+	+	+													
	3		+												+									+		
	4	+			+	+		+		+				+	+	+	+	+	+	+	+	+	+	+	+	+
	5				+	+	+			+				+	+	+	+	+	+	+	+	+	+	+	+	+
	6		+		+	+			+	+	+	+	+		+	+	+	+	+	+	+	+	+	+	+	+
	7	+						+						+												
	8														+		+					+		+	+	+
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	10		+		+	+			+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+
	11														+		+			+	+			+	+	+
	12				+					+					+		+	+		+	+		+	+	+	+
	13	+	+	+				+						+			+								+	+
	14	+		+			+	+		+				+									+			
	15											+					+								+	+
	16								+								+	+	+		+		+	+	+	+
Special	1				+	+	+			+			+	+		+							+			
	2						+						+		+		+	+	+	+	+	+		+	+	+
	3				+					+	+		+				+	+	+	+	+	+	+		+	+
	4				+					+							+				+		+		+	+
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	6	+	+		+			+		+			+	+	+		+						+	+	+	+
	7		+								+				+		+							+	+	+
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	16														+									+		

5. MATRIX OF ENSURING PROGRAM LEARNING OUTCOMES BY MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM

OP components Program 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
1		+						+																	+
2		+	+			+					+											+			+
3														+		+				+			+	+	+
4				+	+				+					+	+	+	+	+	+	+	+		+	+	+
5				+	+	+			+					+	+	+	+	+	+	+	+		+	+	+
6				+	+	+			+					+	+	+	+	+	+	+	+		+	+	+
7																+				+			+	+	+
8														+		+	+	+	+	+	+		+	+	+
9											+			+		+				+		+	+	+	+
10											+			+		+				+		+	+	+	+
11				+					+							+	+	+	+	+	+		+	+	+
12				+		+	+	+	+	+	+				+	+	+	+	+	+	+	+	+	+	+
13	+	+		+	+		+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+	+
14											+			+		+				+		+	+	+	+
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16											+					+	+	+	+	+	+	+	+	+	+
17				+					+							+	+	+	+	+	+		+	+	+
18														+		+				+			+	+	+

LIST OF RECOMMENDED SELECTIVE COMPONENTS

Code	Educational components	ECTS credits
SC 1.	Active tourism	6
SC 2.	Life safety	6
SC 3.	Business planning	6
SC 4.	Business negotiations	6
SC 5.	Leisure and recreation	6
SC 6.	Second foreign language	42
SC 7.	Business ethics	6
SC 8.	Internet technologies in business	6
SC 9.	Critical thinking	6
SC 10.	Business Psychology	6
SC 11.	Self-management	6
SC 12.	Sociology	6
SC 13.	Sports medicine	6
SC 14.	Sports Physiology and Biochemistry	6
SC 15.	Service distribution management	6
SC 16.	Digital technologies in advertising	6
	In order to ensure the formation of an individual educational trajectory, taking into account the provisions of Article 62 of the Law of Ukraine "On Higher Education", applicants may choose components of the educational program from other educational programs, both similar and other levels of higher education, in agreement with the dean of the faculty.	6