

3. EDUCATIONAL PROGRAMME “TRADE BUSINESS”

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3.1. EDUCATIONAL PROGRAMME PROFILE

1 – GENERAL INFORMATION	
Full name of HEI and structural unit	State University of Trade and Economics Faculty of Trade and Marketing Department of Logistics and Trade Business
Level of higher education and qualification title in the original language	First (bachelor) level of higher education Qualification – Bachelor in Entrepreneurship and Trade
Field of study	D Business, Administration and Law
Subject area	D7 Trade
Title of the educational programme	Trade Business
Restrictions on forms of education	There are no restrictions.
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Meets the standard of higher education of the Ministry of Education and Science of Ukraine (Order № 963 of 05.07.2024).
Diploma type and volume of the educational programme	Bachelor’s degree, single. The volume of the educational and professional programme - 240 ECTS credits. Standard training term 3 years 10 months.
Accreditation	Certificate of accreditation UD 11017642, valid until 31.12.2027.
Cycle, level of higher education	National Qualifications Framework of Ukraine – level 6, FQ-EHEA – the first cycle, EQF-LLL – level 6.
Prerequisites for admission to the educational programme	Certificate of complete general secondary education. Associate Bachelor’s degree Admission to the programme is regulated by the Rules of admission to SUTE.
Language(s) of instruction	Ukrainian, English
Period of educational programme validity	Till the approvment of the new version of the educational and professional programme.
Educational programme website	https://sute.edu.ua/
2– EDUCATIONAL PROGRAMME AIM	
Training highly qualified specialists who are able to solve practical problems and	

complex specialized tasks in entrepreneurship and trade with an emphasis on obtaining fundamental professional knowledge and practical skills in business organization in the field of wholesale and retail trade.

3- EDUCATIONAL PROGRAMME DESCRIPTION

Subject area

Objects of study: activity on the organization and operation of business and trade structures, which is carried out for the achievement of economic and social results.

Training objectives: training highly qualified specialists who are able to solve practical problems and complex specialized tasks in entrepreneurship and trade.

Theoretical content of the subject area: scientific theories, provisions, concepts, principles of entrepreneurship and trade and the methodology of their application for the organization and effective functioning of entrepreneurial and trade structures.

Methods, techniques and technologies: general scientific and special methods, professional techniques and technologies for solving problems related to the organization, effective functioning and development of entrepreneurial and trade structures.

Tools and equipment: information and communication systems and technologies, specialized tools and equipment for trade and/or entrepreneurial activity, specialized software.

Educational programme orientation

Educational and professional, academic.

The main focus of the educational programme

General economic education in the field of knowledge *Business, Administration and Law*, subject area *Trade* with an emphasis on business organization in wholesale and retail trade, with in-depth knowledge of theoretical provisions and professional methods and tools concerning the peculiarities of establishing a business entity, designing trade facilities, organizing trade and technological processes in the field of wholesale and retail trade, managing marketing and logistics activities of trade enterprises, ensuring high quality of trade customer service, as well as ensuring economic and social efficiency of trade business.

Keywords: trade business, retail trade, wholesale trade, e-commerce, sales management, merchandising, logistics activities of trade enterprises, design of trade facilities.

Features of the programme

The educational programme provides the ability to solve complex, poorly structured and unstructured tasks, in particular for organizing and ensuring effective business management in wholesale and retail trade.

4- CARRIER OPPORTUNITIES AND FURTHER TRAINING

Carrier opportunities

Graduates of the educational and professional programme can be employed by enterprises, institutions and organizations or carry out entrepreneurial activities.

According to the classifier of professions SC 003:2010 as amended by the Order of the Ministry of Economy of 13.12.2024 № 27751: 1452 Wholesale trade manager. 1453.1 Manager in the retail trade of household goods. 1453.2 Manager in the retail trade of non-food products. 1454 Manager in the retail trade of foodstuffs. 1475.4 Manager for commercial activities and administration. 3415 Commercial agent. 3415 Sales agent. 3415 Travelling salesman. 3415 Merchandiser. 3415 Sales representative. 3416 Purchaser. 3419 Trade inspector. 3419 Inspector-commodity expert. 3419 Supply organizer. 3419 Sales organizer. 3419 Commodity expert. 3421 Trade broker. 3429 Commercial auditor. 3436.1 Assistant to the head of an enterprise (institution, organization). 3436.2 Assistant to the head of another main department. 3436.3 Assistant to the head of a small business without a managerial apparatus. 3439 Specialist in the organization of household services.
<i>Further training</i>
Graduates of the educational programme have the right to continue their studies at the second (master's) level of higher education and obtain additional qualifications in the postgraduate education system.
5-TEACHING AND ASSESSMENT
<i>Teaching and learning</i>
A balanced combination of classroom activities (lectures-discussions, seminars, small group workshops, individual work with information sources, lecturers' consultations) distance learning and self-work on the basis of problem-oriented and interactive learning and self-study.
<i>Assessment</i>
The assessment of students' learning outcomes is carried out in accordance with the <i>Regulations on the Assessment of Undergraduate and Postgraduate Students' Learning Outcomes at SUTE</i> and includes control measures as follows: formative and summative assessment, attestation. Formative assessment is carried out during practical/laboratory classes and on the basis of the results of self-work. It involves the assessment of students' theoretical training during seminars and practical skills acquired during laboratory/practical work. Summative assessment – control measures that ensure compliance (measurement, assessment) of the learning outcomes obtained by a person with the requirements of the educational programme in a part of the corresponding educational component, which is

carried out at the university in the form of a credit and an examination.	
Students' learning outcomes 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>	
The ability to solve complex specialized tasks and problems in the fields of business, trade or in the learning process, which involves the application of theories and methods of organization and functioning of business and trade structures <i>with an emphasis on business organization in wholesale and retail trade</i> and is characterized by complexity and uncertainty of conditions.	
<i>General Competences (GC)</i>	
GC1	The ability to think abstractly, analyze and synthesize.
GC2	The ability to apply the knowledge acquired in practical situations.
GC3	The ability to communicate in the state language both orally and in writing.
GC4	The ability to communicate in a foreign language.
GC5	The skills in using information and communication technologies.
GC6	The ability to search, process and analyze information from various sources.
GC7	The ability to work in a team.
GC8	The ability to demonstrate initiative and entrepreneurial skills.
GC9	Commitment to environment protection.
GC10	The ability to act responsibly and consciously.
GC11	The ability to exercise one's rights and duties as a member of society, to realize the values of a civil (free democratic) society and the necessity for its sustainable development, the supremacy of law, rights and liberties of a citizen in Ukraine.
GC12	The ability to preserve and increase moral, cultural, scientific values and achievements of society on the basis of an understanding of the history and regularities of the development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technologies, to use various types and forms of motion activity for active recreation and maintaining a healthy lifestyle.
GC13	The ability to make decisions and act in accordance with the principle of inadmissibility of corruption and any other forms of dishonesty.
<i>Specialized Competences (SC)</i>	
SC1	Critical understanding of the theoretical principles of entrepreneurial and trade activity, <i>including theoretical knowledge of the organization and technology of business in the field of wholesale and retail trade.</i>
SC2	The ability to choose and use appropriate methods, tools to justify decisions on the setting-up, operation of business and trade structures, <i>including the use of a systematic approach to the management of the activity of trade business entities (retail and wholesale trade enterprises).</i>
SC3	The ability to carry out activities in the form of interaction between market

	relations entities, <i>in particular in the field of trade business (wholesale and retail trade enterprises).</i>
SC4	The ability to apply innovative approaches in the activities of entrepreneurial and trade organizations.
SC5	The ability to determine and evaluate the characteristics of goods and services in entrepreneurial and trade activities.
SC6	The ability to carry out activities in compliance with the requirements of regulatory documents in the field of business and trade.
SC7	The ability to identify and perform professional tasks related to the organization of the activity of entrepreneurial and trade organizations.
SC8	The ability to apply the basics of accounting and taxation in entrepreneurial and trade activities.
SC9	The ability to organize foreign economic activity of business and trade enterprises.
SC10	The ability to do business planning, assess the current situation on the market and performance in the field of entrepreneurship and trade, taking into account the risks.
SC11	<i>The ability to take into account the peculiarities of the functioning of various types of retail facilities, to design shopping centres, shops and warehouses, to ensure the rational organization of trade and technological processes at wholesale and retail trade enterprises.</i>
SC12	<i>The ability to analyze and predict the development of trade business in Ukraine and foreign countries.</i>
SC13	<i>The ability to manage the processes of purchasing and selling goods, customer trade service and to develop and implement measures to improve organizational performance.</i>
SC14	<i>The ability to apply information and communication and marketing technologies to organize trade business and ensure the competitive advantages of trade enterprises in the consumer market.</i>
SC15	<i>The ability to make effective decisions to optimize and improve the management of wholesale and retail trade enterprises.</i>
7-PROGRAMME LEARNING OUTCOMES	
1	To use basic knowledge of entrepreneurship and trade as well as critical thinking, analysis and synthesis skills for professional purposes.
2	To apply the acquired knowledge to identify, set and solve problems in various practical situations in entrepreneurial and trade activities.
3	To have skills in written and oral professional communication in the state and foreign languages.
4	To use modern computer and telecommunication technologies for the exchange and dissemination of professionally oriented information in the field of entrepreneurship and trade.
5	To organize the search, independent selection, high-quality processing of information from various sources to form data bases in the field of entrepreneurship and trade.
6	To be able to work in a team, to have interpersonal skills that allow to achieve professional goals.

7	To demonstrate entrepreneurial skills in various areas of professional activity and take responsibility for the results.
8	To employ the acquired knowledge and skills to initiate and implement activities in the field of environmental protection and ensure the safe operation of business and trade organizations.
9	To know the requirements for the activities in the subject area, necessary to ensure the sustainable development of Ukraine, its strengthening as a democratic, social and legal state.
10	To act socially responsibly on the basis of ethical, cultural, scientific values and achievements of the society.
11	To have conceptual scientific and practical knowledge in the field of entrepreneurship and trade, necessary for further implementation into practice.
12	To possess methods and tools to substantiate the management decisions on the creation and operation of entrepreneurial and trade structures.
13	To use knowledge of the forms of interaction between market relations entities to support the activities of entrepreneurial and trade structures.
14	To be able to apply innovative approaches in entrepreneurial and trade activities.
15	To evaluate the characteristics of goods and services in entrepreneurial and trade activities using up-to-date methods.
16	To know the regulatory and legal support for the activity of entrepreneurial and trade organizations and apply it in practice.
17	To be able to solve professional tasks on organizing the activities of entrepreneurial and trade structures and solve problems in crisis situations considering external and internal influences.
18	To know the basics of accounting and taxation in entrepreneurial and trade activities.
19	To apply the knowledge and skills to ensure the effective organization of foreign economic activity of entrepreneurial and trade structures, taking into consideration the market conditions and current legal regulations.
20	To know the principles of business planning, assessment of market conditions and performance of entrepreneurial and trade structures, taking into account risks.
21	To apply the acquired knowledge to prevent corruption and any manifestations of dishonesty in business and trade activities.
22	<i>To know the procedure for setting-up and registering a trading business entity, regardless of ownership and the organizational and legal form of management with an assessment of possible risks, the choice of the form of product specialization and market segment.</i>
23	<i>To be able to organize and do business in the field of wholesale and retail (including electronic) trade, make managerial decisions on the organization of commercial, logistics and marketing activities of enterprises, employ effective business models and maintain their competitive position in the market.</i>
8-RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	

<i>Academic staff</i>
The staffing meets all the licensing requirements for conducting educational activities. The educational and professional programme <i>Trade Business</i> is implemented by academic staff with a scientific degree and/or academic title, that meet the requirements of Ukraine's current legislation. The scientific and pedagogical staff have sufficient scientific and professional qualifications. Practitioners, representatives of professional associations and foreign partners are also involved in the educational process. All scientific and pedagogical staff undertake training/professional development courses every five years.
<i>Facilities</i>
The material and technical support fully complies with the licensing requirements for educational activities. For the convenience of the students, there is a corporate distance learning system and an automated educational process management system "MIA: Education". The university has modern computer classrooms equipped with specialized software, as well as a Business Simulation Training and Research Centre and a Smart Library. All conditions for the education of disabled persons have been created. SUTE's social and domestic infrastructure is available.
<i>Information and educational support</i>
An ECTS Information Package is developed for each educational programme at the university. Students can use their personal account in the "MIA: Education" (automated information system) to view and create their own individual curriculums, view the curriculum and grades obtained in disciplines, class schedules and communicate with other participants in the educational process. Summaries, outlines, course syllabuses 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 theses and dissertations for obtaining scientific degrees. For the convenience of students, the university has developed a Course Catalogue, according to which students can choose elective educational components.
9-ACADEMIC MOBILITY
<i>National credit mobility</i>
National credit mobility is carried out within the framework of memorandums of cooperation between SUTE and other Ukrainian higher education institutions (research institutions), in accordance with the law.
<i>International credit mobility</i>
The University has concluded cooperation agreements between SUTE and foreign higher education institutions, which provide for partnership exchanges and training of students under international programmes and projects within the Erasmus+ programme.
<i>Training of foreign students</i>
Training of foreign students is carried out in accordance with the requirements of the current legislation.

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

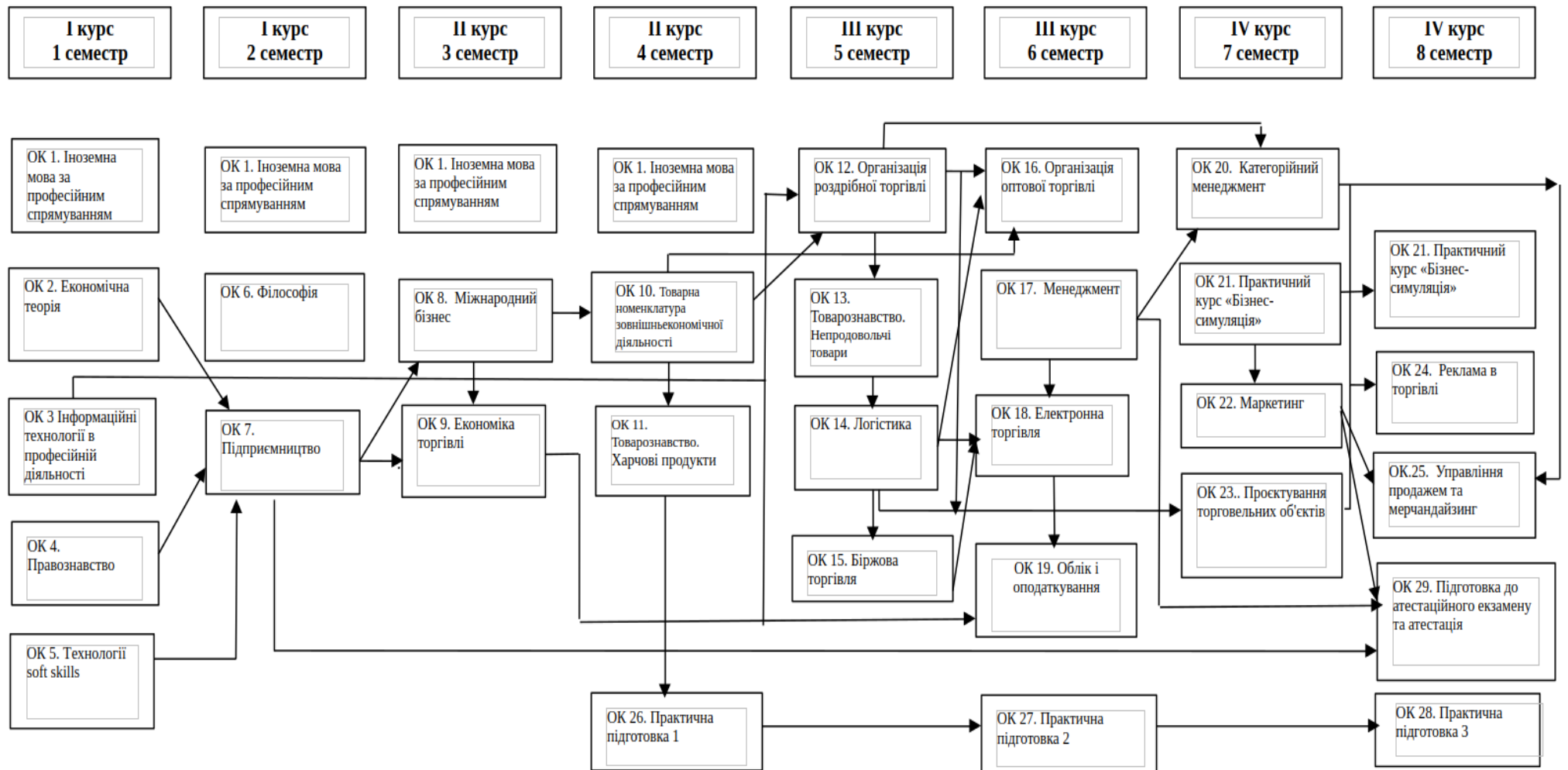
3.2.1. List of components of the educational programme

Code	Educational components of the programme	ECTS credits	Form of assessment
<i>Compulsory components</i>			
CC 1.	Foreign language for specific purposes	21	Examination
CC 2.	Economic theory	6	Examination
CC 3.	Information technologies in professional activity	6	Examination
CC 4.	Jurisprudence	6	Examination
CC 5.	Soft skills technologies	6	Examination
CC 6.	Philosophy	6	Examination
CC 7.	Entrepreneurship	6	Examination
CC 8.	International business	6	Examination
CC 9.	Economics of trade	6	Examination
CC 10.	Commodity nomenclature of foreign economic activity	4,5	Examination
CC 11.	Commodity science. Food products	6	Examination
CC 12.	Organization of retail trade	6	Examination
CC 13.	Commodity science. Non-food goods	6	Examination
CC 14.	Logistics	6	Examination
CC 15.	Exchange trade	6	Examination
CC 16.	Organization of wholesale trade	4,5	Examination
CC 17.	Management	6	Examination
CC 18.	E-commerce	6	Examination
CC 19.	Accounting and taxation	4,5	Examination
CC 20.	Category management	6	Examination
CC 21.	Practical course "Business Simulation"	9	Examination
CC 22.	Marketing	6	Examination
CC 23.	Design of trade facilities	6	Examination
CC 24.	Advertising in trade	6	Examination
CC 25.	Sales management and merchandising	6	Examination
CC 26.	Internship 1	4,5	Credit
CC 27.	Internship 2	3	Credit
CC 28.	Internship 3	6	Credit
CC 29.	Preparation for the qualification exam and final assessment	3	Examination
Total credits for compulsory components:		180	
<i>Elective components</i>			
EC 1.	Educational component 1	6	Examination
EC 2.	Educational component 2	6	Examination
EC 3.	Educational component 3	6	Examination
EC 4.	Educational component 4	6	Examination
EC 5.	Educational component 5	6	Examination
EC 6.	Educational component 6	6	Examination

EC 7.	Educational component 7	6	Examination
EC 8.	Educational component 8	6	Examination
EC 9.	Educational component 9	6	Examination
EC 10.	Educational component 10	6	Examination
Total credits for elective components:		60	
TOTAL NUMBER OF THE EP CREDITS		240	

Students choose elective courses through their personal accounts on the “MIA: Education” portal. The descriptions of the courses and their prerequisites are available in the SUTE Course Catalogue.

2.2. Структурно-логічна схема освітньої програми



3.3. STUDENT ASSESSMENT FORM

The final assessment of the students is carried out in the form of a qualification exam.

The qualification exam involves the assessment of learning outcomes defined by the higher education standard of Ukraine and the educational programme “Trade Business”.

3.4. PROGRAMME COMPETENCES AND EP COMPULSORY COMPONENTS MATRIX

Components / competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	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	CC 28	CC 29
GC1						+																				+	+	+	+
GC2							+	+		+	+	+	+	+	+	+	+	+		+	+		+	+	+	+	+	+	+
GC3							+				+	+	+		+	+							+			+	+	+	+
GC 4	+																												
GC 5			+															+			+			+		+	+	+	+
GC 6			+			+	+	+		+	+	+	+			+	+			+		+	+			+	+	+	+
GC 7					+		+										+				+					+	+	+	
GC 8					+		+	+									+			+		+				+	+	+	
GC 9					+						+		+														+	+	+
GC 10				+	+					+		+			+	+				+							+	+	+
GC 11		+		+	+												+									+	+	+	+
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SC2		+	+				+	+	+	+		+		+	+	+	+			+		+		+		+	+	+	+
SC3							+	+		+		+			+	+	+	+		+						+	+	+	+
SC 4							+								+		+	+			+					+	+	+	+
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SC 7			+	+			+				+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+
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SC 14																		+				+			+	+	+	+	+
SC 15							+			+		+		+		+						+			+	+	+	+	+

3.5. PROGRAMME LEARNING OUTCOMES AND EP COMPULSORY COMPONENTS MATRIX

Components / programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	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	CC 28	CC 29
1		+				+	+					+			+	+										+	+	+	+
2		+			+		+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+
3	+										+	+	+		+	+							+	+		+	+	+	+
4			+							+					+			+			+	+		+	+		+	+	+
5			+				+			+	+	+	+		+	+	+				+		+	+			+	+	+
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7				+	+		+	+			+	+	+		+	+	+	+			+	+	+	+		+	+	+	+
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9		+		+							+	+	+		+	+	+					+	+			+	+	+	+
10				+	+	+					+	+	+		+	+	+	+			+	+	+	+	+	+	+	+	+
11				+			+		+	+	+	+	+		+	+	+	+	+	+	+		+	+	+	+	+	+	+
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LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational components	ECTS credits
EC 1.	Business security	6
EC 2.	Business law	6
EC 3.	Second foreign language	6
EC 4.	Consumer rights protection	6
EC 5.	Foreign economic activity of the enterprise	6
EC 6.	Information wars	6
EC 7.	International economics	6
EC 8.	Customs affairs	6
EC 9.	Entrepreneurial law	6
EC 10.	Psychology of trade	6
EC 11.	Standardization, metrology and quality management	6
EC 12.	Statistics	6
EC 13.	Theory of industry markets	6
EC 14.	Communication English tailored course	6
EC 15.	Pricing in retail	6
EC 16.	Digital technologies in business	6