

**Ministry of Education and Science of Ukraine  
Kyiv National University of Trade and Economics  
Faculty of Restaurant, Hotel and Tourism Business**

# **PROSPECTUS**

## **European Credit and Transfer System (ECTS)**

<b>Field of Science</b>	<b>07 «Management and Administration»</b>
<b>Field of Specialty</b>	<b>073 «Management»</b>
<b>Specialization</b>	<b>«Trade Management»</b>
<b>Academic Degree</b>	<b>«Master»</b>

**Kyiv 2021**

## INTRODUCTION

European credit transfer and accumulation system (ECTS) is a system of transferring and accumulating credits used in the European Higher Education Area with the aim to provide recognition, verify qualifications and educational components, facilitate academic mobility of higher education applicants.

The system is based on defining academic workload of the higher education applicants required to achieve specified learning outcomes and is recorded in ECTS credits.

ECTS Credit is a unit measuring the volume of academic workload of higher education applicant required to achieve specific (expected) learning outcomes.

One ECTS credit equals to 30 hours.

Workload of one academic year for full-time study is usually 60 ECTS credits.

Credits are awarded to higher education applicants after successful covering of the discipline and positive assessment of the achieved learning outcomes. Credit transfer and accumulation are facilitated by the use of ECTS key documents.

ECTS key documents are: Catalogue of the Discipline (information package), Application Form, Learning Agreement, Transcript of Records, European standard Diploma Supplement.

Student assessment of results includes the following control measures: entrance, current and final control, attestation. The results of students' studies at KNUTE are valued at the 100-point scale, where 60-100 points are the results of training that give the student the right to obtain ECTS credits, 0-59 points are unsatisfactory learning outcomes that do not give the student the right to get ECTS credits. The evaluation of student learning outcomes is presented in a way that is generally comprehensible and can be readily perceived by different educational institutions, using grade distribution guidance of KNUTE.

### Grade Distribution Guidance of KNUTE

KNUTE system of grades	Percentage of points relative to the total number of pass marks received	Cumulative percentage of received pass marks
90–100	20	20

82–89	10	30
75–81	20	50
69–74	10	60
60–68	40	100

## **1. General information.**

### **1.1. Name and address.**

Kyiv National University of Trade and Economics.

Address: 19, Kyoto St., Kyiv, 02156;

Telephone: (044) 513-33-48, (044) 531-47-41;

Fax: (044) 544-39-74.

E-mail: [knteu@knteu.kiev.ua](mailto:knteu@knteu.kiev.ua)

Official website: <http://www.knteu.kiev.ua>

### **1.2. Institution description (type and status in particular).**

Kyiv National University of Trade and Economics is one of the most prestigious educational institutions of Ukraine. Its history dates back to 1946. By the Decree of the President of Ukraine the University was given a national status in 2000. In 2006 KNUTE joined the Magna Charta of Universities.

The university occupies a leading position in the system of national higher education. In 2020, KNUTE maintained high indicators of quality of educational activities and consolidated leading positions in the system of national higher education. According to the results of the admission campaign, the university, in keeping with the rating published by the MES of Ukraine by the number of submitted applications (40 818 applications), has retained the leading positions among the topline educational institutions of Ukraine, being in the list of the five most popular ones among applicants for Higher Education Institutions.

KNUTE consists of 5 academic institutes, 9 colleges and 2 higher business schools located in Kyiv, Kharkiv, Vinnytsa, Chernivtsi, Khmelnytsky, Uzhgorod, Colomyja, Burshtyn, Zhytomyr and Odesa.

There are 6 faculties in the basic institution in Kyiv: Faculty of International Trade and Law; Faculty of Economics, Management and Psychology; Faculty of Finance and Accounting, Faculty of Information Technology; Faculty of Restaurant, Hotel and Tourism Business; Faculty of Trade and Marketing.

The university enrolls about 40,000 students, of whom nearly 18,000 are in a basic institution with 24 bachelor and 17 master degrees, 57 bachelor (including 2 in English) and 57 master (including 10 in English) educational professional programs.

KNUTE carries out the training, retraining and advanced training of specialists in foreign and domestic trade, international economic relations, public management and administration, finance and banking, insurance, entrepreneurship, trading and exchange activities, accounting and taxation, financial control and audit, management, marketing, journalism, law, international law, tourism, hotel and restaurant business, food technology, psychology, philology, sociology and IT industry: cybersecurity, software engineering, computer science and system analysis.

The institution of higher education has created a modern base for research work, developed a unique methodology for training scientific and scientific-pedagogical staff: training is carried out according to 8 scientific programs of doctors of sciences, there are 15 educational and research Ph.D. programs, 6 specialized scientific councils for doctoral thesis and master dissertations in 11 specialties.

The university has a powerful scientific and pedagogical team, able to solve set tasks. The creative scientific teams of the University work diligently to solve topical scientific problems, the results of the research are published in the scientific journals "KNUTE Bulletin", "Foreign Trade: Economics, Finance, Law", the international scientific and practical journal "Products and Markets".

The proportion of doctors of science in 2020 in the total number of scientific and pedagogical workers was 17,6%, candidates of science – 59,6%, i.e. the share of employees with a scientific degree was 77,2%. Experts of KNUTE are actively involved in developing strategic directions of quality education assurance, they take part in a number of commissions of the Ministry of Education and Science of Ukraine as well as other ministries and departments.

The structure of KNUTE includes: Institute of Higher Qualification, Center for European Education, Department of distance education support, where specialists are trained and retrained without leaving their main professional activity; Distance learning system, Center for the External Independent Evaluation (EIE) Preparation, Preparatory Department for

Foreigners and Stateless Persons, Career Development Center, Center for technology transfer, Center of Knowledge Testing and Monitoring, Career Guidance Center, Center of pedagogical and psychological studies, High School of Teacher Excellence, Center of formation of contracts, Training and Production Association, Cultural and Art Center, Training and Methodical Department, Training Department, Business Incubator, Training and Research Center for Business Simulation, Scientific and Technical Center for Certification of Products, Services and Quality Systems. There is also a Law Clinic “Center for Legal Protection”, which provides free legal assistance. Institute of Higher Qualification (IHQ) ensures the implementation of the concept of lifelong learning, training, providing educational services, including ones of international level, to prepare highly qualified professionals willing to work in modern economic conditions and compete successfully both on the domestic and international labor markets (MBA programs, second higher education, retraining and further training of staff).

KNUTE has the system of quality management which for the first time has been certified in accordance with the requirements of the international standard ISO 9001:2015 for institutions of higher education of Ukraine. Its harmonious component is the internal system of ensuring the quality of educational activities and the quality of higher education.

The standards of higher education in KNUTE function as a set of requirements for the content and results of educational activities for each level of higher education within each specialty and specialization.

One of the significant advantages of KNUTE is the material and technical base of European level. Classrooms and laboratories are equipped with modern demonstration equipment and inventory. In general, the university has 60 computer rooms.

The university library has: SMART-library; VR-studio; Bibliometrics hall, virtual reality hall; video conferencing and webinar hall; Cybersport area; coworking "KNUTE HUB", as well as to the service of users - 11 reading rooms with open access funds. The library's holdings, which number is about 1 million copies (527672 copies are published in the state language), - a universal basis for the educational process and scientific research.

SMART-library is a new library space integrated into the information and educational space of the university, which provides quality information support for teaching and research activities. SMART-library is conditionally

divided into 4 zones: virtual reality zone with VROculusGo glasses and VRHTCVive helmet; the second area of the SMART-library is intended for presentations, there is a plasma panel and there are soft poufs for viewing group projects on the big screen; the third - an interactive area, where an interactive smart wall is located - a unique solution that allows you to manage an unlimited amount of information on large surfaces; the fourth zone of the SMART-library is a "club" of board games for students.

There is a unique VR-studio with OculusGo and Smart-wall virtual reality glasses, a location that serves as a video studio for bloggers and interviews. The Virtual Reality hall is designed for group practical classes of students, which can use virtual reality glasses to demonstrate educational content created with the help of virtual reality technologies in order to increase the efficiency of assimilation of material by them.

The Bibliometrics hall provides access to full-text electronic resources, bibliographic databases, scientometric research platforms: EBSCO, SCOPUS, WEBOFSCIENCE, etc. Network local resources (educational and methodical editions) make 5141 copies. The hall has free access to WEB-sites of domestic and foreign libraries, electronic information resources of Ukraine and the world, international projects.

There is a table football area for students on the first floor of the library as well as there are big chess and checkers on the 4th floor. Also, there are renovated reading rooms with open access funds, Cybersport area, where conditions are created for training of e-sportsmen.

All halls of the library are equipped with QR-codes with information about specific library services provided to readers by a certain hall.

Coworking KNUTE HUB opens its doors to all who need a comfortable and cozy workplace for productive work, study, meetings, finding new ideas, negotiations, presentations, round tables and workshops. The idea of coworking was realized in the conversion of one of the reading rooms into a modern comfortable place, which combines 6 different zones - 3 work areas, a recreation room, a conference room and a meeting area. The meeting location allows to conduct presentations, lectures and workshops for 70 participants.

Also this year, a new coworking zone has been opened – Phygital Hub. It is divided into several work areas: Artspace area, which is designed for creative activities and generation of ideas; Mediation room, where students can resolve disputes out of court, learn the art of negotiation and the subtleties of

diplomacy; as well as the main hall of the hub, which features a so-called starry sky (Ursa Major and Ursa Minor neon constellations). Coworking halls are equipped with everything you need for comfortable learning and rest.

Favorable social and living conditions have been created for students: 6 hostels, 6 cafeterias and 4 dining rooms, laundry and other household units. The university has a sports complex for the students, which includes a football field with artificial cover, basketball and volleyball playgrounds, table tennis, gyms etc. Students and the staff have the opportunity to relax at University recreation bases on the Black Sea coast.

KNUTE concluded numerous agreements on creative scientific and technical commonwealth and cooperation in training specialists in all fields, including the Ministry for Development of Economy, Trade and Agriculture, the Ministry of Finance of Ukraine, Ministry of Foreign Affairs of Ukraine, the State Fiscal Service of Ukraine, the State Treasury Service of Ukraine, Anti-Monopoly Committee of Ukraine, the State Finance Inspection of Ukraine, the Pension Fund of Ukraine, Ukrainian Audit Chamber, the National Bank of Ukraine as well as the leading commercial banks, trade, hotel and restaurant chains, advertising agencies, logistics and distribution centers and other organizations and institutions.

Creative contacts are established and maintained with more than 100 institutions of higher education, international centers and institutions from 30 countries of the world. An exchange of teachers and students is carried out, the improvement of educational programs at different levels of training and retraining of specialists as well as international projects on the integration of higher education are implemented, students undertake an internship in 6 foreign countries.

The university is a member of the prestigious international organizations: the European Public Law Center (EPLC), the Magna Charta of the European Universities, the Francophone University Agency (AUF), the International Association for Commodity Science and Technology, the International Culinary Union, the European Retail Academy, the World Leisure Organization.

There are well-known public figures, heads of state and government authorities, organizations and businesses, diplomatic officials and scientists, entrepreneurs among the graduates of the university.

### **1.3. Academic bodies.**

<b>Mazaraki Anatoliy</b>	Rector, Doctor of Sciences (Economics), Professor, Academician of the National Academy of Educational Sciences of Ukraine, Honored Worker of Science and Technology of Ukraine, Laureate of State Prize of Ukraine in Science and Technology
<b>Prytul'ska Natalia</b>	First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor
<b>Melnichenko Svitlana</b>	Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor
<b>Sai Valeriy</b>	Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank
<b>Vovk Halyna</b>	Vice-Rector for Administrative and Economic Work

### **1.4. Academic calendar.**

Start of academic classes – 1 September.

End of classes – 30 June.

Educational process is carried out by semesters.

Duration of semesters, practical training, examination sessions, certification and vacation is determined by the schedule of educational process for each year.

### **1.5. The list of available academic programs.**



Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
01 Education		017 Physical education and sports	Sport management		
02 Culture and art		022 Design	Design		
03 The Humanities		035 Philology	Germanic languages and literature (including translation), first - English		
05 Social and behavioural sciences	051 Economics	051 Economics	Digital Economics	051 Economics	Digital Economics
			International Economics		International Economics
			Business Economics		Enterprise Economic security
			Corporate finance		Financial management
			Branch markets Economics		
			Agribusiness		Agribusiness
		052 Politology	Political science of international relations		
	053 Psychology	Practical psychology	053 Psychology	Psychology	
	054 Sociology	054 Sociology	Sociology of economic activity	-	-

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
<b>06 Journalism</b>	061 Journalism	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising	
<b>07 Management and Administration</b>	071 Accounting and taxation	071 Accounting and taxation	Accounting and taxation	071 Accounting and taxation	Accounting and taxation in international business	
			Digital Audit and Analysis		Accounting and tax consulting	
				Financial control and audit		Financial analysis and audit
				Financial analytics		
	072 Finance, banking and insurance	072 Finance, banking and insurance	072 Finance, banking and insurance	Public finance	072 Finance, banking and insurance	Public finance
				Tax management		International finance
				Banking		Management of banking business
				Management of public financial resources		State Audit
				Financial intermediation		Financial intermediation
						Financial intermediation – in English
Insurance business				Insurance Management		
Corporate finance				Corporate finance		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
				International finance		Financial brokerage Financial technologies in business
	073 Management	073 Management	Management of foreign economic activity	073 Management	Management of foreign economic activity	
			Management of foreign economic activity– in English		Management of foreign economic activity– in English	
			International management		International management	
			Business management		Business management	
			Trade management		Trade management	
					Trade management – in English	
				HR management		HR management
				Industrial management		Hotel and restaurant management
						Hotel and restaurant management – in English
				Hotel and restaurant management		Tourist and resort and

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
				Tourism management	
				Tourist and resort and recreational management – in English	
				Luxury Management	
				International Sport Management and Recreation	
			Management of antitrust activities	Management of antitrust activities	
	075 Marketing	075 Marketing	Marketing	075 Marketing	Marketing management
			Advertising business		Advertising business
					Brand Management
					Digital marketing
	076 Entrepreneurship, trade and exchange activities	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade
			Merchandising and commercial logistics		Merchandising and commercial logistics
			Merchandising and organization of external trade		Merchandising and organization of external trade
			Customs		Customs

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
					Logistic activity
			Cat Management in retail		Logistics and supply chain management
					Cat Management in retail
<b>08 Law</b>	081 Law	081 Law	Commercial law	081 Law	Commercial law
			Financial law		Financial law
			Legal security support of entrepreneurial activity		Legal security support of entrepreneurial activity
			Civil law and trial		Civil law and trial
<b>12 Information technologies</b>	121 Software engineering	121 Software engineering	Software engineering	121 Software engineering	Software engineering
	122 Computer sciences	122 Computer sciences	Computer sciences	122 Computer sciences	Computer sciences
	124 System analysis	124 System analysis	Data Science	–	–
	125 Cybersecurity	125 Cybersecurity	Security of information and communication systems in the economy	-	-
		126 Information systems and technologies	Information systems and technologies		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
<b>18 Manufacturing and technologies</b>	181 Food technology	181 Food technology	Technology and organization of restaurant business	181 Food technology	Craft technology
			Restaurant technology and food design		
<b>23 Social work</b>		232 Social security	Social security		
<b>24 Service sector</b>	241 Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant development
					Restaurant business
					International hotel business
					International hotel business– in English
	242 Tourism	242 Tourism	International Tourism	242 Tourism	International Tourist business
					International Tourist business– in English
					International event management in tourism
					Economy and organization of tourism
			Digital tourism		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
<b>28 Public management and administration</b>	281 Public management and administration	281 Public management and administration	Public management and administration	281 Public management and administration	Public management and administration
<b>29 International relations</b>	292 International economic relations	292 International economic relations	International business	292 International economic relations	International business
			International trade		World Trade
			International marketing		
		293 International law	International law	293 International law	International law

### **1.6. Admission requirements, including language policy and registration procedure.**

Information on the conditions of admission to study for educational degrees of “Bachelor” and “Master” is available on the website of Kyiv National University of Trade and Economics: <https://knute.edu.ua/blog/read/?pid=38909>

### **1.7. Mechanisms for credit mobility and prior learning recognition (non-formal and informal).**

Definition of credit mobility and prior learning is conducted under the Law of Ukraine “On Education”, the Law of Ukraine “On Higher Education”, Regulations on the procedure of realizing the right for academic mobility at KNUTE and agreements on education in terms of academic mobility.

The regulation of credit mobility is based on the following documents:

- course catalogue;
- learning agreement;
- academic transcript;
- certificate of educational practice.

Under the terms of credit mobility a student gets transfer of all credits he/she obtained outside the main educational institution and which are the components of the educational program.

### **1.8. Policy of ECTS credits distribution (institutional credit framework).**

Distribution of ECTS credits is based on the official length of training program cycle and is defined by the curriculum. KNUTE distributes credits among academic disciplines independently. Credits are distributed to all the disciplines covered by the student, practical training, completion of final qualifying projects (assignments), certification. Credits are awarded only after completion of the discipline and on condition of successful completion of one of the final control, passing of the practical training and attestation.

### **1.9. Mechanisms of academic management.**

Mechanisms of academic management at KNUTE are defined by the regulations:

- Regulations on the organization of the educational process of students;
- Regulations on distance learning at KNUTE;
- Regulations on the procedure for realizing the right for academic mobility at KNUTE;
- Regulations on individual student curriculum at KNUTE;
- Regulations on independent work of students and post-graduate students at KNUTE;
- Regulations on the organization of completion and public presentation of term papers (projects) at KNUTE (new edition with changes and additions);
- Regulations on conducting student practical training at KNUTE/ Regulations on organization of students' practice abroad;
- Regulations on assessment of learning outcomes of students and post-graduate students;
- Regulations on the appeal of the results of the final knowledge control of the students of KNUTE;
- Regulations on graduation qualification work;
- Regulations on graduation qualification project (work);
- Regulations on the certification of higher education applicants and the examination commission for certification at KNUTE;
- Regulations on the procedure and grounds for the issuance of documents on higher education of the state standard at KNUTE;



- Regulations on the system of rating assessment of the students of KNUTE.

## **2. Resources and facilities.**

### **2.1. Student Registration department.**

In the Department of Student Registration identification records, education documents, work record books of students studying at KNUTE are kept. The main tasks of the Department are:

- 1) timely introduction of current changes in identification records;
- 2) keeping documents in proper condition;
- 3) providing information upon written requests of any institutions;
- 4) providing information to students;
- 5) acceptance of students of preferential category.

### **2.2 Accommodation/housing conditions.**

On the territory of the campus there are four dormitories, situated 5 minutes' walk from the main academic building and 15 minutes' walk from metro stations "Lisova" and "Chernihivska". The city center (Khreschatyk Str.) can be reached in 30 minutes. There's a forest park zone and Kyoto Park near the university. Another dormitory is located at 23 Lobachevskogo Street (within 20 minutes' walk from the main academic building).

In the hostel there are rooms for 3, 4, 5, 6 beds, kitchens on each floor, bathrooms as well as centralized laundry.

Students from other cities get housing in dormitories according to the list formed by the admissions committee and transferred to the directorate of the campus. Between the university and the student a contract for the right of hostel student residence is concluded, in which the rights and duties of the residents as well as the responsibility of both parties are established.

#### *Hostels addresses:*

- № 1 – 8 Miliutenko st., Kyiv, 02156;  
Tel. (044) 531-49-05, (044) 531-49-67;
- № 2 – 6 Miliutenko st., Kyiv, 02156;  
Tel. (044) 531-48-91, (044) 519-37-41, (044) 513-11-82;
- № 3 – 2 Mateiuka st., Kyiv, 02156;  
Tel. (044) 531-49-28, (044) 513-13-32;
- № 4 – 2-a Mateiuka st., Kyiv, 02156;  
Tel. (044) 531-47-62, (044) 531-47-99.
- № 6 – 23 Lobachevskogo st., Kyiv, 02090;  
Tel. (044) 574-15-46, 574-16-83

### **2.3. Catering.**

The University has four modern canteens in buildings “B”, “D”, “E”, and “H” (57-a Chigorin st.), where there is an opportunity to take quality and balanced dishes at a reasonable price. In particular, cafeteria "Venice" (building B) serves Italian cuisine.

The average cost of breakfast in the canteen of the university is from 30 to 40 UAH; lunch is from 50 to 60 UAH; dinner is from 35 to 45 UAH.

Cafes work every day in all academic buildings, where it is possible to buy own-produced foods: main dishes (over 100 types), side dishes (over 60 types), cold dishes (over 60 types), cold and hot drinks, fresh pastries and desserts, produced in own confectionery shop (over 100 types). Vending machines with hot and cold drinks as well as confectionery operate in all academic buildings and dormitories.

### **2.4. The cost of accommodation.**

The cost of accommodation of higher education applicants in the dormitories of KNUTE is determined by a joint order of 28.03.2011 №284/423/173 of the Ministry of Education and Science of Ukraine, Ministry of Finance of Ukraine and Ministry of Health of Ukraine and is set at 40 % of the minimum academic scholarship.

### **2.5. Financial support of students.**

#### **2.5.1. Scholarship provision of students.**

Full-time students, studying at the expense of the state budget, according to the semester control based on the rating, are assigned an academic achievement scholarship.

First-year students receive academic scholarship in the first semester according to the results of competition points on admission to the university.

For excellence in studying, taking part in scientific and public work university students may be allocated personalised academic scholarships of The President of Ukraine, Verkhovna Rada (Supreme Council) of Ukraine, Cabinet of Ministers of Ukraine, Kyiv City Head etc.

For success in studying, participation in scientific, public and sport activity students may be encouraged with valuable presents and monetary rewards as well.

Allocation and payment of scholarship to students, who are foreign citizens and people without citizenship, is done according to Ukraine's international agreements and current regulatory acts. For foreign students, who entered KNUTE for studying in accordance with international agreements, the academic scholarship is assigned to the first semester control at a minimum.

To students, studying on contracts signed between university and physical or legal entity, scholarship can be paid at the expense of these persons, if it is foreseen in contract.

To students of privileged categories defined by the law of Ukraine (students from orphans as well as children deprived of parental care, students with disabilities, students from low-income families, suffered from Chernobyl Disaster, combatants and their children, internally displaced persons, students who permanently reside on the line of conflict, etc.) social grants are assigned.

Size of academic and social scholarships is established according to the Resolutions of the Cabinet of Ministers of Ukraine.

### **2.5.2. Privilege payment for accommodation in hostels.**

Students of privileged categories, defined by the laws of Ukraine and the resolutions of the Cabinet of Ministers of Ukraine (students from orphan children and children deprived of parental care, combatants and their children, internally displaced persons, students with disabilities, etc.) have the right of priority to university dormitories.

Students from orphans and children deprived of parental care, combatants, persons with disabilities as a result of the war, victims of the Revolution of Dignity are entitled to free accommodation in dormitories until graduation from KNUTE.

Children of killed parents in the ATO area, fighting or armed conflict, participating in the Revolution of Dignity, children of war participants, persons with special needs as a result of war, victims of the Revolution of Dignity are entitled to free dormitory accommodation until completion of their studies, but no longer than 23 years of age.

Students registered as internally displaced persons, as well as students who are permanently resident on the contact line, are entitled to 50% discount on accommodation allowance (up to 23 years of age).

### **2.5.3. Financial provision of orphaned students and children deprived of parental care.**

Individuals from orphans and children deprived of parental care as well as persons who were left without parents during their studies aged 18 to 23 are enrolled in full state maintenance and receive food compensation and other payments provided by the current legislation.

## **2.6. Medical services.**

University students in need of medical care have the right to conclude a Health Care Declaration with the desired family doctor. In particular, you can choose a doctor from a wide range of professionals according to territorial indicators, as the list of family doctors in the Desnyansky district of Kyiv is quite large, and it is also possible to conclude a Declaration in the KNP "Kyiv

City Student Clinic" (Kyiv, Politechnichna St., 25/29), or in public, private hospitals or other medical institutions of Kyiv.

Medical care for foreign citizens temporarily staying on the territory of Ukraine is provided in state and municipal health care centers at the foreigner's own expense, including health insurance contracts with insurance companies of Ukraine.

Medical care is provided to students under the direction of a family doctor. Emergency medical care is provided free of charge, without any preconditions. Students do not need a Declaration to receive emergency assistance.

## **2.7. Insurance.**

Medical assistance is given to foreigners or persons without citizenship according to the rules, written in the Legislation of Ukraine.

Provision of medical assistance to foreign citizens is carried out according to the Order of providing medical assistance to foreigners and people without citizenship, who temporary live on the territory of Ukraine, approved by the Cabinet of Ministers of Ukraine Act from the 22<sup>nd</sup> of June 2011 № 667 and Article 44 of the Law of Ukraine "On insurance".

Foreigners and persons without citizenship can apply for medical assistance, including emergency, to any state or municipal medical care establishment.

Payment of medical assistance cost, including emergency, is carried out by foreigners or persons without citizenship in case of deficiency of insurance contracts and insurer, if a foreigner has a proper insurance contract.

If necessary, the university helps to obtain medical insurance card for providing medical assistance.

## **2.8. Opportunities for students with disabilities and special needs.**

Kyiv National University of Trade and Economics carries out the organization of educational process of persons with special educational needs in accordance with the current rules of law.

The university's management has created favorable conditions for studying and living and is constantly paying attention to their improvement.

During the reporting period, 62 people with special educational needs study at the university (including 33 women and 29 men).

Students with special needs (Group I-III) receive a social scholarship in accordance with Decree №1045 of December 28, 2016 "Some Issues of Paying Social Scholarships to Students (cadets) of Higher Education Institutions".

To ensure the educational needs of young people with disabilities and unimpeded access to the university, all training buildings are equipped with ramps, handrails and light switches at the level of access of a seated person.

In particular, building A is equipped with a lifting platform and an elevator for people with disabilities, building D, L, the assembly hall (Congress center), hostels № 2, № 4, № 7 – have ramps for the arrival of carts as well as handrails. Students with impaired musculoskeletal disorders are given keys to the lifts.

All the main premises of the university have natural lighting, and the location of furniture and equipment according to sanitary requirements is taken into account. There are facilities for disabled persons in the central building and in the Congress Center.

There are specially equipped rooms (toilet and bathtub, equipped with special handrails) to improve the living conditions in the dormitories of students with disabilities.

## **2.9. Learning facilities.**

Library of KNUTE is a research, information, cultural and educational structural unit with comprehensive funds of documents. The main purpose of library's activity is to actively promote the development and implementation of advanced learning technologies, creating conditions for effective scientific and educational process. The administration of the university assists in broadening the informational resources in the library, creation availability and convenience in using the book funds. Library funds are a universal basis for the educational process and research in the field of economics, trade, finance, management, business and so on. This is one of the main information resources of KNUTE Library, which has more than 1 million copies of books, periodicals, dissertations and abstracts, and publications on electronic media. Annual increase of library's documents fund makes up nearly 6,000 copies, periodicals of Ukraine and foreign countries makes up 100 items.

The library has a modern material and technical base: 75 computers and 3 powerful servers are installed, HTC Vive virtual reality helmet, VROculusGo glasses - 18 pcs., plasma panel - 5 pcs., Smart-wall - 2 pcs., portable recorder and acoustic ceiling system for video conferencing hall. The necessary conditions for effective customer service, organization of document funds, electronic catalogs, and document exhibitions are created in the library. The entire library area has high-quality Wi-Fi coverage.

The library users have 11 reading rooms with open access funds, 7 subscriptions, Bibliometrics hall (full-text electronic resources), SMART-library, unique VR-studio, virtual reality hall, Cybersport zone, video

conference and webinar halls, updated halls for new literature and foreign publications, MBA, fund of dissertations and abstracts, comfortable recreation areas with table football, chess and checkers.

All work processes in the library are automated: acquisition of the fund of documents, scientific processing of documents, issuance of documents to users, search of documents in the electronic catalog is carried out by means of the automated library and information system "UFD / Library". To record and use the library, a digital signature (PIN-CODE) has been introduced into the user's electronic form.

The SMART library is an open space, zoned for reading, conferences, lectures, workshops, presentations using SMART-wall and plasma panel. Workstations with computers, virtual reality area with HTC Vive virtual reality helmet and Oculus Rift virtual reality goggles are designed for all the visitors. For recreation and leisure, there is an area for intellectual board games, in the reading room there is a table football, a chess board with big chess and checkers. The SMART library offers a variety of activities for training and has all the technical opportunities for creative pastime of youth.

The VR studio is equipped with Oculus Rift virtual reality goggles, computers for personal use, or with your own laptop or phone. For collective tasks, there is a SMART-wall with connection to the World Wide Web. There is a specially equipped "corner", which serves as a video studio for bloggers and to record interviews. This is especially true for students studying journalism and PR.

Video conferencing and webinar room is a modern location for video conferencing, webinars in real time, which provides space for the library to comfortably meet the information needs of users. The hall is equipped with modern furniture (tables and chairs), a laser projector with a large screen, plasma panels for video demonstration, a wireless microphone, a webcam and a ceiling speaker system.

The virtual reality hall is designed for group practical classes of students with the use of virtual reality glasses to demonstrate educational content created using virtual reality technologies in order to increase the efficiency of students' learning. The hall is equipped with Oculus Go virtual reality glasses (10 pcs.), plasma TV, comfortable gaming chairs and tables. Students not only process the study material, but cooperate, which provides them with vivid impressions of the lesson.

The Bibliometrics hall gives you free access to online full-text and scientometric databases. It contains a database of electronic textbooks, training programs, video courses on electronic media, with the possibility of copying and further processing of the information found. The hall provides online access to the funds of domestic and foreign libraries and the following databases:

- SCOPUS reference database.
- WEBOFSCIENCE information research platform.

- Full-text databases from the publishing company EBSCO PUBLISHING.
- ScienceDirect - a polythematic database of full texts of Elsevier articles.
- DOAB (Directory of Open Access Books) - a directory of open access books.
- DOAJ (Directory of Open Access Journals) - a directory of peer-reviewed scientific and academic journals in all fields of knowledge.
- WILEY electronic library.
- Europeana - European digital library.
- EThOS (Electronic Theses Online Service) - scientific works of open archives of British universities.
- Full-text electronic database of educational and methodical materials of KNUTEU.
- Normative acts of Ukraine - Base of legislative and normative acts of Ukraine.
- Open Archives of Ukraine.

“ASKLibrary” information and reference service provides complete information on the effective use of library resources for students, teachers and guests of the university. The library helps users to develop skills and competencies when working with library and information resources: for first-year students organized tours of the library, practical classes on finding documents in the electronic catalog of the library.

KNUTE library website ([www.lib.knute.edu.ua](http://www.lib.knute.edu.ua)) provides complete information about the library, its funds and services, the electronic catalogue and other electronic resources (scientometric, bibliographic, fulltext database), designed to meet the needs of users. The reader can also get instructions on how to search, promotional and cognitive information for users, virtual book exhibitions, 3D tours, reports on events held in the library. The following factors were taken into account for the creation of the new website of KNUTE Library: design, structure, convention, navigation and ways of presenting the material. You can search documents, create lists of documents as well as send them to your own email address from *mobile devices* (smartphones and tablets with Android operating system) via mobile app using QR code. The website provides the library with an opportunity to reach a large number of users, effectively communicating with them and creating a positive image.

The introduction of new technologies gives an opportunity to significantly extend informational supplement of library users, which affects the quality of the educational process. Collaboration with KNUTE structural units (faculties, departments, scientific and service departments) by addressing information as for new publications via the corporate application Office 365 is intended to improve the use of library funds and information resources. A multidimensional book fund, computer network of libraries, reference information apparatus, library innovation, introduction of advanced

technologies, experienced professional staff, improving the organization and regulation of labour, modern design, modern technical equipment and maximum computerisation of manufacturing processes contribute to the success of the library and a quality user's service.

#### **2.10. Organization of student mobility by mobility programs.**

According to the international collaboration programs the best students of Kyiv National University of Trade and Economic with foreign language knowledge and according to KNUTE top list are able to get an education abroad according to the indication and conditions, shown in the table (annex).



## Study programs of the Center for European Education of KNUTE

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<b>University of Auvergne</b> <i>(Université d'Auvergne)</i> School of Management Clermont-Ferrand, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Management</li> </ul>	1 year	full-time	French	<ul style="list-style-type: none"> <li>• Minimum requirement French/ B2,</li> <li>• at least 2-3 years of study at KNUTE</li> </ul>
	Master	<ul style="list-style-type: none"> <li>• Strategic management</li> </ul>	2 years			<ul style="list-style-type: none"> <li>• Minimum requirement French B2/C1,</li> <li>• Bachelor degree</li> </ul>
<b>ESCP Europe</b> Paris, France	Master	<ul style="list-style-type: none"> <li>• Management</li> </ul>	2 years	full-time	French, English	<ul style="list-style-type: none"> <li>• French/ English B2/C1,</li> <li>• Bachelor degree</li> </ul>
<b>Paris-Est Créteil University</b> <i>(Université Paris-Est Créteil)</i> The Eiffel School of Management (IAE Gustave Eiffel) Paris, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Management and Economics</li> </ul>	1 year	full-time	French	<ul style="list-style-type: none"> <li>• Minimum requirement French B2,</li> <li>• at least 3 years of study at KNUTE</li> </ul>
	Master	<ul style="list-style-type: none"> <li>• Management</li> <li>• Marketing</li> <li>• Finance</li> </ul>	1-2 years			French, English

*Continuation of the table*

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<b>Audencia Nantes School of Management</b> Nantes, France	Master	<ul style="list-style-type: none"> <li>• Management</li> </ul>	1,5 year	full-time	French, English	<ul style="list-style-type: none"> <li>• Minimum requirement French/ English B2,</li> <li>• Bachelor degree</li> </ul>
		Summer and winter specialized schools in Economics and Management	Themed weeks on your choice	full-time	English	<ul style="list-style-type: none"> <li>• Minimum requirement English B2</li> <li>• at least 2 years of study at KNUTE</li> </ul>
<b>Grenoble Alps University</b> <i>(Université Grenoble Alpes)</i>  Faculty of Economics (Faculté d'Economie)  Grenoble, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Economics and Management</li> </ul>	1 year	online study mode	French, English	<ul style="list-style-type: none"> <li>• Minimum requirement French/ English B1/B2,</li> <li>• at least 3 years of study at KNUTE</li> </ul>
	Master	<ul style="list-style-type: none"> <li>• Managing organizations in the framework of international cooperation</li> <li>• HR Management</li> </ul>	2 years	online study mode	French, English	<ul style="list-style-type: none"> <li>• Minimum requirement French/ English B2/C1,</li> <li>• Bachelor degree</li> </ul>

*The end of the table*

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<p><b>University of Central Lancashire</b> School of Languages, Literature and International Studies Preston, The United Kingdom</p>	<p><i>English Language Summer and Winter Schools</i></p>		<p>Themed weeks on your choice</p>	<p>full-time</p>	<p>English</p>	<ul style="list-style-type: none"> <li>• Minimum requirement English B1</li> <li>• at least 2 years of study at KNUTE</li> </ul>
	<p>Bachelor</p>	<ul style="list-style-type: none"> <li>• International business communications</li> </ul>	<p>1 year</p>			<ul style="list-style-type: none"> <li>• Minimum requirement English B2/C1,</li> <li>• Bachelor degree</li> </ul>
<p><b>The University of Applied Sciences Würzburg-Schweinfurt</b>  Würzburg-Schweinfurt, Germany</p>	<p>Bachelor</p>	<ul style="list-style-type: none"> <li>• International management</li> </ul>	<p>1 semester</p>	<p>full-time</p>	<p>German, English</p>	<ul style="list-style-type: none"> <li>• Minimum requirement German/English B2</li> <li>• Bachelor degree</li> </ul>

<p><b>The University of Bamberg</b> <i>(Otto-Friedrich University Bamberg)</i></p> <p>Bamberg, Germany</p>	<p>Master</p>	<ul style="list-style-type: none"><li>• Management of international information systems</li><li>• European economy</li></ul>	<p>1 semester</p>	<p>full-time</p>	<p>German, English</p>	<ul style="list-style-type: none"><li>• Minimum requirement German/English B2</li><li>• Bachelor degree</li></ul>
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### **2.11. Mandatory or selective “Mobility Windows”.**

“Mobility Window” (MW) is the period provided for international student mobility. Mandatory MWs are limited by the periods of start and end of the semester (semester mobility) or academic year at an annual or multi-year (MA) mobility. Selective MWs occur in cross-border (distant) training when such training periods are defined by foreign partner depending on various factors.

### **2.12. Information on the types of certification (joint, double, multilateral).**

All programs mentioned in p. 2.10 are implemented on the basis of double certification, i.e. by parallel or successive studying at KNUTE and the overseas partner universities.

### **2.13. The members of the consortium / partnership and their roles.**

The University signed agreements on cooperation between KNUTE and universities within which partnership exchange and training of students is implemented.

France	University of Auvergne
	Audencia Nantes School of Management
	Grenoble Alps University
	Paris-Est Créteil University
	Paris Graduate School of Management (ESCP)
	Federation "Exchanges France-Ukraine"
	The Francophone university agency (AUF)
The UK	University of Central Lancashire
Poland	Crakow University of Economics
	Poznan University of Economics and Business
	Wroclaw University of Economics
	The University of Szczecin

Germany	The University of Applied Sciences Würzburg-Schweinfurt
Bulgaria	Varna University of Economics
Greece	University of West Attica

### **International programs and projects under the Erasmus+**

List of educational institutions
Paris-Est Créteil University
Ljubljana School of Business
Crakow University of Economics
The University of Szczecin
The University of Applied Sciences Würzburg-Schweinfurt
Varna University of Economics
University of West Attica
School of Economics and Management of Public Administration in Bratislava

#### **2.14. Language courses.**

European Education Center of KNUTE provides training in English and French following intensive training program that creates conditions for achieving levels of foreign language from A1 to B2 according to the recommendations of the Committee on Education at the Council of Europe on teaching foreign languages.

Classes at language courses are conducted by highly qualified teachers with practical teaching experience. Training has a modular system. Topics of the module are designed to meet the needs of students, according to which

teachers specially select topics to discuss, study materials, choose the type of tasks and activities.

The contingent of students is formed at the beginning of the academic year. Students and graduates from all faculties as well as KNUTE faculty and staff, can enroll for a foreign language programs. Tuition depends on the curriculum and the number of training hours.

Graduates of the European Education Center, who mastered foreign language at levels B1-B2, have the opportunity to take the exam for international language certificates (DELTA, IELTS, ESOL) and take part in various forms of international academic mobility in the framework of cooperation agreements with European universities – KNUTE partners.

For more information and to enroll for a foreign language course, contact the European Education Centre (Building D, room 229, tel. (044) 531-48-36).

### **2.15. Opportunities for practical training.**

To provide practical training for students and their successful employment KNUTE establishes various forms of cooperation with organizations, including many specialized state agencies, financial institutions, banking institutions, judicial institutions, enterprises in the trade, hotel and restaurant business, insurance business based on contracts signed for training of specialists, cooperation agreements, bilateral agreements of association, agreements on practical training of students, which create conditions for realization of practice programs and ensure full implementation of the requirements foreseen by the Provision on student practical training, the Order of organizing the practice of students abroad and the Order of practical training in enterprises, institutions and organizations of students from Kyiv National University of Trade and Economics who obtained educational degrees of “bachelor”, “junior bachelor”.

Kyiv National University of Trade and Economics maintains partnerships with more than 700 stakeholders. University partners include state and local government bodies, organizations, departments, services which provide basis for the practice of students with further employment. The vast majority of them are the partners in educational programs, namely:

Ministry for Development of Economy, Trade and Agriculture of Ukraine; Ministry of Social Policy of Ukraine; Ministry of Foreign Affairs of Ukraine; Ministry of Infrastructure of Ukraine; Ministry of Finance of Ukraine, State Fiscal Service of Ukraine (Kyiv); State Treasury Service of Ukraine; Accounting Chamber of Ukraine; Pension Fund of Ukraine; State Audit Office of Ukraine; State Customs Service of Ukraine, National Bank of Ukraine, National Commission on Securities and Stock Market of Ukraine, Department of Finance of the Kyiv City State Administration, Pechersk District State Administration in Kyiv, Desnyansky District State Administration in Kyiv, Supreme Economic Court of Ukraine; Courts of Appeal of Ukraine; Antimonopoly Committee of Ukraine; Department of Cyber Police of the National Police of Ukraine; National Agency of Ukraine for Civil Service; Main Territorial Department of Justice (Kyiv); National Academy of Sciences of Ukraine; National Academy of Public Administration under the President of Ukraine; Union of Industrialists and Entrepreneurs of Ukraine; Ukrainian Union of Small Entrepreneurs; medium and privatized enterprises; profile committees of the Verkhovna Rada of Ukraine; Institute of Psychology of National Academy of Sciences of Ukraine; Independent Association of Ukrainian Banks; Ukrainian Union of Automobile Transport and Logistics; Association “UKRZOVNISHTRANS”; Public Union “Ukrainian Cooking Union”, Ukrainian Chamber of Commerce and Industry, Kyiv Chamber of Commerce and Industry as well as others.

The University also has partnership agreements with commercial companies such as:

Microsoft Ukraine, EPAM Systems Ukraine, BGS Solutions, BAKER TILLY Ukraine, Ernst & Young LLC, Golden Trust Consulting Company Ltd., Grant Thornton Ukraine Ltd., Kreston GCG Ltd., TWIGA GROUP Ukraine Ltd., ACNielsen Ukraine Ltd., HEADHUNTER Ltd., Premier International Ltd., Hotel Premier Palace, President Hotel, LLC INTER-HOTEL, LLC 11 MIRRORS HOTEL, suburban club Tripilske Sun, Hotel Opera, YUKA Ltd. (Khreschatyk Hotel), LLC DBI Hotels and Resorts (Hotel “Romada Encore Kiev”), “New Engineering Technologies” (Hotel Hyatt



Regency Kyiv), Grand Management Ltd (Hotel Fermont), LLC “HOTEL PROPERTY” (Hotel “Lybid”), LLC “Reykartz Hotel Management”, LLC Travel Professional group, LLC Mozenidis Travel Ukraine, LLC Coral Travel, LLC JOIN UP TUI, Network Kozyrnaya Karta Ltd., LLC Auchan Ukraine Hypermarket, Department Store “Children's World”, LLC “L’Oréal Ukraine”, LLC “Silpo-food”, LLC “Epicenter-K”, LLC “Retail Trend” (Furshet), LLC “ECO”, LLC “Watsons Ukraine”, LLC “DTEK”, Philip Morris Ukraine, “Raiffeisen Bank Aval”, “OTP Bank”, “Kredobank”, “Credit Agricole Bank”, “First Ukrainian International Bank”, “Oschadbank”, “Ukrsotsbank”, “PrivatBank” and others.

Such number of partners greatly expanded the opportunities for undergraduate students who acquire “Bachelor”/“Master” degrees in various educational programs.

### **2.16. Learning in the workplace.**

Kyiv National University of Trade and Economics contributes to providing learning opportunities in the workplace for students, supporting educational projects, containing programs for the development of business literacy, employment skills, professional competences aimed at improving professional skills of graduates.

Examples of on-the-job training are:

- Business2Students by Watsons is one of the key projects in the portfolio of partner synergies of KNUTE and the business sector. For several years in a row, the project has been working for students and in the interests of students. In the last educational and practical season, students studied the topic of communications and PR. The Business2Students project has a systemic and at the same time innovative character: master classes are held in an interactive format, students learned to write a PR strategy of the university, speakers prepared not only theoretical bases but also cases, real-life examples and real business situations;

- Master class of the ambassador "VORWERK Thermomix" Dubovetskaya Vitalia, chef Duka Olga, where students of the Master's degree

in "Restaurant Technologies and Business", "Innovative Technologies of Restaurant Business", "Hotel and Restaurant Management", "Tourism, Resort and Recreational Management", together with stakeholders, practiced innovative Thermomix technology. During the master class, students had the opportunity to independently model, design new recipes for health, diet, baby food in accordance with the principles of technological engineering of food technology, developed technologies SlowCook, Sousvide.

- Master class by Viktor Tymchyshyn, an expert in restaurant technology with 20 years of experience, a member of the Ukrainian Culinary Union, a multiple winner and judge of international culinary competitions on "Local fish raw materials: a modern gastronomic trend of the restaurant." The speaker presented to students the technology of modern Ukrainian cuisine - baked in natural clay pike perch fillet with burdock and wrinkled mushrooms served with green oil on a pillow of celery puree with octopus, decorated with black tapioca chips, fermented black garlic and lemon celery. Mr. Viktor shared his creative ideas on the use of local products and processing techniques, the features of modern gadgets in restaurant technology, his own vision of fashion trends in culinary design of restaurant dishes and modern preferences of guests in a restaurant.

### **2.17. Sports and recreation facilities.**

An important area of organizational and educational work of the University is the participation of students in such traditional activities as: University Day, Knowledge Day and Dedication of the first year students, International Students' Day, Debut of the first year student, Miss and Mister KNUTE, Faculty Open Days, Donor Days, Tourism Day, Consumer Festival "Time To Act!", Student festival "Barbecue", Championship of the intellectual games "Brain Ring" and "My own game", Festival of wits and humor at KNUTE for the Rector's Cup and more.

The University has arts and culture center, where such creative amateur groups function: folk student academic chamber choir, contemporary dance

studio “Light”, vocal and contemporary music studio, folk and instrumental music group “At libitum” and others.

For the development of students as individuals and for the promotion of healthy lifestyle at the University, the Department of Physical Training offers such activities as: big and table tennis, fitness, volleyball (men and women), swimming, badminton, basketball, aerobics, boxing, body-fitness, football (men and women), athletic gymnastics, athletics, wrestling, physical rehabilitation and general physical training. All the conditions for physical training and sports were created: a modern stadium with artificial coverage, a sports ground, tennis courts, two modern playrooms, a gym, a boxing and wrestling room, fitness rooms.

## **2.18. Student organizations.**

University public life is rich, multifaceted and diverse. On a voluntary basis at the University operate:

- student self-governance council of the University, 6 student self-governance councils at faculties and 5 student councils in hostels;
- scientific community of students, graduate students, doctoral students and young researchers;
- student clubs – “Eco Club”, Debate Club “Polemic Union”, Philosophy Club “Phoenix”, “Law Club”, Entrepreneur Club “YEP Club”, “Business Club”, “Marketing”, “SapLab”, “H&SE Services”, “ProgramClub”, “TROS”, “Luca Pacioli Accounting Club”, “Professional Accountant Club”, “Auditor's Club”, “KNUTE Artists Union”, “European Club”, All-Ukrainian Movement “Youth for Consumer Rights”, Chemists Club “Start in Science”, “Culinary Club”, Psychological Club “SAPGEN”, Tourist Club “Everest”, Club “Service”, sports clubs in football, basketball, volleyball, wrestling and more.

Information on student education, leisure, sports is available on the University's website (<http://www.knute.edu.ua>), KNUTE official Facebook page (<https://www.facebook.com/knteuofficial/>), KNUTE official Instagram social network page ([https://www.instagram.com/knute\\_news/](https://www.instagram.com/knute_news/)), KNUTE Telegram channel (<https://t.me/knteu>), KNUTE official social network page

“YouTube” (<https://www.youtube.com/user/kyotostreet>) and on “KNUTE-Live” student television, as well as in the newspaper “University and Time”, student magazine “Kyoto, 19”.

### 3. Educational program.

#### 3.1. Profile of educational program in specialty 073 "Management" (on specialization "Trade management")

*Project Team Leader (Guarantor of educational program) – Piatnytska G.T., Doctor of economic Sciences, associate professor*

<b>1 – General information</b>	
<b>Full title of the higher educational establishment and the structural unit</b>	Kyiv National University of Trade and Economics Faculty of Economics, Management and Psychology, Department of Management
<b>Higher Education Level and qualification title in the original language</b>	Degree of Higher Education Master's degree specialty "Management" specialization "Trade Management"
<b>The official title of educational program</b>	"Trade management"
<b>Degree and total amount of the educational program</b>	Master's degree, single, 90 ECTS credits, training period - 1 year and 4 months
<b>Accreditation</b>	Certificate of accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) valid until July 01, 2024 in accordance with the order №1565 of the Ministry of Education and Science of Ukraine dated 19.12.2016
<b>Cycle / Level</b>	HPK Ukraine-7 level FQ-EHEA - second cycle EQF-LLL-7 level
<b>Prerequisites</b>	1. educational degree of Higher Education – Bachelor's degree; 2. conditions of admission to the program are regulated by the rules of admission to KNUTE.
<b>Teaching Languages</b>	Ukrainian

<b>Validity of the educational program</b>	Valid up to July 1, 2024.
<b>Internet address for permanent description of the educational program</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>

## 2 – The purpose of the educational program

Formation of future specialists ' modern managerial thinking and a system of special knowledge in the field of management, understanding the conceptual foundations of the system management of trade organizations, acquiring skills in making and implementing informed management decisions in the dynamic external environment of their functioning.

## 3 – Description of the educational program

<b>Subject area (field of knowledge, speciality, specialization)</b>	Branch of knowledge 07 "Management and administration" Specialty 073 "Management" Specialization "Trade Management"
<b>Orientation of educational program</b>	Fundamental general economic training and focus on practical aspects of future specialists ' use of modern tools of effective trade Management (Academic, Professional, Research).
<b>The educational focus of the educational program and specialization</b>	Formation of professional competence in the effective application of trade management principles to ensure the effective functioning and development of trade organizations of various formats, establishing constructive interaction between participants in the trade and technological process and other stakeholders. Keywords: efficiency of functioning and development, performance, commercial activity, business processes in trade, management of trade enterprises, retail chains, trade regulation, trade environment, trade mix.
<b>Features</b>	Combining theoretical training of students, practice at leading trade enterprises with research work (including writing articles). It is also taught in English.

## 4 – The suitability of graduates to employment and further education

<p><b>Suitability for employment</b></p>	<p>Jobs in the field of trade, management of trade organizations, trade enterprises and trade and production companies, etc.</p> <p>Positions that a master's degree can hold in accordance with the current National classifier of Ukraine: classifier of professions (DC 003:2010):</p> <p>1224 Head of the retail trade enterprise; head of the market; head of the section; head of the trade and economic mission.</p> <p>1233 Commercial Director; Head of sales (marketing) department; head of commercial department.</p> <p>1314 Commercial Director; Head of sales (marketing) department; head of commercial department.</p> <p>1451 Manager (manager) in the trade of vehicles.</p> <p>1452 Manager (manager) in wholesale trade.</p> <p>1453 Manager (manager) in retail trade of household and non-food products.</p> <p>1454 Manager (manager) in retail trade in food products.</p> <p>Positions that a master's degree can hold in accordance with the current international standard – International Standard Classification of Occupations 2008 (ISCO-08):</p> <p>1120 Managing Directors and Chief Executives.</p> <p>1221 Sales and Marketing Managers.</p> <p>1224 Production and Operations Department Managers in Wholesale and Retail Trade.</p> <p>1324 Supply, Distribution and Related Managers.</p> <p>1420 Retail and Wholesale Trade Managers.</p> <p>3322 Commercial Sales Representatives.</p> <p>With the acquisition of relevant experience, it can adapt to the following areas of related professional activity: economic, marketing, foreign economic, educational, research.</p>
<p><b>Further training</b></p>	<p>The possibility of studying under the third cycle program in this field of knowledge FQ-EHEA, which is consistent with the received master's degree or related-in the postgraduate (educational and scientific) program of higher education of the 8th level of eqf-LLL and the 9th level of the NRC of Ukraine</p>
<p><b>5 – Teaching and assessment</b></p>	
<p><b>Teaching and learning</b></p>	<p>Student-centered training using thematic, problem, review, binary, dual lectures, lectures-conferences, including with the participation of practitioners, lectures-consultations with presentations, discussions, trainings, moderations, modeling situations, using the case-stage method to solve real problems, students performing projects commissioned by enterprises, working in small groups, independent work of students, preparation of final qualification work</p>

<b>Evaluation</b>	<p>Current control, tests, written exams, practice, presentations, project work, Defense of the final qualification work.</p> <p>The assessment is carried out in accordance with the "regulations on evaluating the learning outcomes of students and postgraduates" and "regulations on the organization of the educational process of students" in KNUTE</p>
<b>6 – Software competence</b>	
<b>Integral competence</b>	The ability of a person to solve complex tasks and problems in the field of trade management and/or in the course of training, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.
<b>General competences (GC)</b>	<p>GC1. Ability to conduct research at the appropriate level;</p> <p>GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity);</p> <p>GC3. Skills in using information and communication technologies;</p> <p>GC4. Ability to motivate people and move towards a common goal;</p> <p>GC5. Ability to act on the basis of ethical considerations (motives);</p> <p>GC6. Ability to generate new ideas (creativity);</p> <p>GC7. Ability to think abstractly, analyze and synthesize.</p>
<b>Professional competencies of the specialty (PC)</b>	<p>PC1. Ability to choose and use management concepts, methods and tools, including in accordance with certain goals and international standards;</p> <p>PC2. Ability to set values, vision, mission, goals and criteria by which the organization determines further development directions, develop and implement appropriate strategies and plans;</p> <p>PC3. Ability for self-development, lifelong learning, and effective self-management;</p> <p>PC4. Ability to effectively use and develop the organization's resources;</p> <p>PC5. Ability to create and organize effective communications in the management process;</p> <p>PC6. Ability to form leadership qualities and demonstrate them in the process of managing people;</p> <p>PC7. Ability to develop projects, manage them, show initiative and enterprise;</p> <p>PC8. Ability to use psychological technologies of working with personnel;</p> <p>PC9. Ability to analyze and structure the organization's problems, make effective management decisions and ensure their implementation;</p> <p>PC10. Ability to manage the organization and its development;</p>

	<p><i>PC11. Ability to diagnose the state of the trading environment and assess the impact on the development of trade and individual trade organizations of political, economic, social and cultural processes in society, as well as to develop and implement a trade mix in the trading environment to meet the needs of customers;</i></p> <p><i>PC12. Ability to plan and implement changes in the activities of trade organizations, modern management technologies, develop innovative projects, organize a system of monitoring their effectiveness;</i></p> <p><i>PC13. Ability to increase the level of competitiveness of trade organizations as socio-economic systems, taking into account the specifics of interpersonal competition in the trade environment;</i></p> <p><i>PC14. Ability to organize and improve business processes taking place in the sphere of commodity circulation;</i></p> <p><i>PC 15. The ability to coordinate the interests of participants in corporate relations, solve the problem of distribution of competencies between corporate governance bodies of a joint-stock company, make managerial decisions on corporate social responsibility of business (from the point of view of interaction with various groups of stakeholders), apply various methodological approaches to determining the effectiveness and quality of corporate governance in large trading companies.</i></p>
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**7 – Program studying outcomes**

	<ol style="list-style-type: none"> <li>3. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;</li> <li>4. Identify problems in the organization and justify methods for solving them;</li> <li>5. Design effective organization management systems;</li> <li>6. Justify and manage projects, generate entrepreneurial ideas;</li> <li>7. Plan the organization's activities in strategic and tactical terms;</li> <li>8. Have the skills 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;</li> <li>9. Organize and implement effective communications within the team, with representatives of various professional groups and in an international context;</li> <li>10. Use specialized software and information systems to solve organization management problems;</li> <li>11. Be able to communicate in professional and scientific circles in the state and foreign languages;</li> <li>12. Demonstrate leadership skills and the ability to work in a team, interact with people, and influence their behavior to solve professional problems;</li> <li>13. Provide personal professional development and planning of your own time.</li> </ol>
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	<ol style="list-style-type: none"> <li>14. Be able to delegate authority and management of an organization (division);</li> <li>15. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (division);</li> <li>16. Be able to form an effective management system at trade enterprises, taking into account the specifics of the organizational and legal form of business organization, the size of the enterprise and internal organizational potential;</li> <li>17. Be able to diagnose the state of the trading environment and assess the impact on the development of trade and individual trade organizations of political, economic, social and cultural processes in society, identify possible risks in the activities and development of a trade enterprise, analyze their causes and consequences, develop and implement a trade mix in the trading environment;</li> <li>18. Monitor innovations, be able to assess the innovation potential and prerequisites for the introduction of innovative changes in the Trade Organization, develop and organize the implementation of plans for changes in activities, the introduction of modern management technologies, the implementation of innovative projects in trade organizations, organize a control system to monitor and control the results of the implementation of plans of the Trade Organization;</li> <li>19. Be able to assess the competitiveness of trade organizations, form and develop their competitive advantages, choose (or develop) effective competition strategies for them, taking into account the specifics of interpersonal competition in the trading environment;</li> <li>20. Apply the principles and rules of corporate governance, resolve corporate conflicts, make managerial decisions on conducting trading activities based on the principles of Corporate Social Responsibility, determine the effectiveness and quality of corporate governance of a trading company;</li> <li>21. Be able to organize and improve business processes occurring in the field of commodity circulation, develop management solutions aimed at reducing the operating costs of a trading organization.</li> <li>22. Identify actions that harm the information security of a Trade Organization, be able to apply methods of ensuring it; identify and implement a set of actions for organizing electronic commerce and promoting goods and services by means of internet marketing.</li> </ol>
<b>8 –Resource support for the program implementation</b>	
<b>Personnel support</b>	The Department of management of KNUTE is responsible for training specialists. The head of the department and the guarantor of the educational program have the degree of Doctor of Science and the academic title of Professor.

	<p>96% of teachers who provide the process of preparing Masters in the educational program "Trade Management" have a scientific degree and / or academic title.</p> <p>Employment contracts have been signed with all research and teaching staff.</p>
<b>Material and technical support</b>	<p>Availability of premises for conducting training sessions and control activities – 4 m2 per person.</p> <p>60% of classrooms are equipped with multimedia equipment. There is a specialized computer class with modern hardware and software resources that provide high-quality bachelor's degree training in the educational program.</p> <p>KNUTE infrastructure: libraries, including a reading room, food outlets, assembly hall, sports halls, Stadium, Medical Center, dormitories.</p>
<b>Information, studying and methodological support</b>	<p>General scientific and special sources of information on trade management, educational, methodological and monographic literature, information resources of the distance learning system and the Internet.</p> <p>There is access to databases of periodicals in English of a corresponding or related profile (it is allowed to share the databases with several educational institutions).</p> <p>There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / Educational-Scientific / Publishing / attestation (scientific personnel) activities, educational and scientific structural divisions and their composition, list of academic disciplines, admission rules, contact information): <a href="https://knute.edu.ua">https://knute.edu.ua</a></p> <p>The Department of distance learning support of KNUTE has educational and methodological materials on the academic disciplines of the curriculum: <a href="http://dist.knute.edu.ua/">http://dist.knute.edu.ua/</a></p>
<b>9 – Credit Mobility</b>	
<b>National Credit Mobility</b>	<p>National Credit mobility is carried out in accordance with the concluded academic mobility agreements.</p>
<b>International Credit Mobility</b>	<p>International credit mobility is implemented by concluding agreements on international academic mobility Erasmus + option K1 / credit mobility, on double graduation, on long-term international projects that provide for the training of students and the issuance of a double diploma, etc.</p>
<b>Studying of foreign applicants for higher education</b>	<p>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 B1.</p>

### 3.2. List of components of the educational program and their logical sequence.

#### 3.2.1. List of components of the educational program \*

<u>Co</u> <u>de</u> <u>n</u> <u>/a</u>	Components of educational (educational disciplines, term papers projects (works), practices, final qualification work	Number of credits
1	2	3
<b>Mandatory program components</b>		
MC 1	Information systems and technologies in management	6
MC 2	Commercial logistics	6
MC 3	Corporate governance	7,5
MC 4	Project management	7,5
MC 5	Trade management	6
<b>The total amount of mandatory components</b>		<b>33</b>
<b>Selective program components</b>		
SC 1	Administrative services	6
SC 2	Anti-crisis enterprise management	6
SC 3	Brand management	6
SC 4	Contract law	6
SC 5	Investment management	6
SC 6	Consulting services	6
SC 7	Consumer Law	6
SC 8	Corporate law	6
SC 9	Cultural management	6
SC 10	Logistics management	6
SC 11	Foreign economic activity management	6
SC 12	International technical regulation	6
SC 13	Wholesale and intermediary activities	6
SC 14	Tax management	6
SC 15	Reputation management	6
SC 16	Financial services market	6
SC 17	Retail chains	6
SC 18	Business Process Management in trade	6
SC 19	Change management	6
SC 20	Managing the international competitiveness of an enterprise	6
SC 21	Quality management	6
SC 22	Financial management	6
<b>Total Amount of Selective Components:</b>		<b>36</b>

<b>Practical training</b>	
Industrial (pre-graduate) practice	<b>9</b>
<b>Certification</b>	
Preparation of the final qualification work and defence	<b>12</b>
<b>TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM</b>	<b>90</b>

\*The exam is a form of final control for all components of the educational program.

### **3.3. Form of certification of higher education applicants**

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

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

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

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



### 3.5. Matrix for ensuring program learning outcomes with appropriate components of the educational program

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

#### **4.1. Title. INFORMATION SYSTEMS AND TECHNOLOGIES IN MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** O.M. Ivanova, Associate Professor, Candidate of Economic Sciences, Associate Professor of the Department of Digital Economy and System Analysis

**Learning outcomes.** Formation of theoretical knowledge and gaining of practical skills addressing development, introduction and functioning of information systems used in business and state (public) sectors; using new methods of business activity using the information technologies, as well as the principles, forms, and methods of management with the use of information systems.

**Compulsory disciplines studied before.** “Office Computer Technologies”, “Microeconomics”, “Business Economics”, “Modeling of financial and economic activities of the enterprise”.

**Course outline.** Information model of management with the use of modern technologies. The list and characteristic features of information technologies. Network technologies for information collection and transmission. The use of technologies for data collection, transmission and processing in the information systems. Work with the Unified Public Web Portal of Open Data. Life Cycle Models (LC) of an enterprise IS. Structural analysis. Elements of the IDEF3 and DFD models. Functional architecture of the EDMS. The main functional ability of the “ERP Galaxy” system and its architecture. Hardware and software tools for corporate information resources protection. The concept and classification of CIS. Corporate portals. “1C Enterprise” (“Management of a trading enterprise” and CRM modules) and “ERP Galaxy”. E-commerce platforms (EC). Software, technical and information support of B2C systems.

**Recommended sources and other educational resources / means.**

1. Marchewka, Jack T. Information technology project management: Providing measurable organizational value. John Wiley & Sons, 2016.



2. Laudon, Kenneth C.; laudon, Jane P. Management information systems: managing the digital firm. Pearson Education Limited, 2018.

3. Плєскач В.Л. Інформаційні системи і технології на підприємствах. Підручник. / В.Л. Плєскач, З.Г. Затонацька – К.: «Знання», 2014. – 718с.

### **Planned learning activities and methods of education.**

Set of traditional and non-traditional methods of teaching accompanied with use of innovative (including information) technologies:

-lectures (thematic and problematic lectures);

-practical (training, discussion, situational cases, modeling of situation, work in small groups, PC usage, IS application etc.).

### **Methods of assessment:**

-current control (oral and written assignments, tests, analytical work, IS-related task);

-final control (exam).

**Learning and teaching language.** English.

## **4.2. Title. COMMERCIAL LOGISTICS.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** D.V. Kochubei, Candidate of Economic Science, Associate Professor

**Learning outcomes.** Formation of professional skills in effective management of logistics systems for commercial activities and management of material and related (information, financial, service) flows of enterprises on the basis of modern logistics theories and concepts.

### **Compulsory disciplines studied before.**

«Management», «Marketing», «Economics of a trading enterprise», «Trade Organization», «Logistics».

**Course outline.** Commercial logistics in the enterprise management system. Inventory management of a commercial enterprise. Optimization of purchasing decisions in the logistics system of a commercial enterprise. Organization of transportation in commercial logistics. Logistics solutions for storage of goods

in warehouses. Service in commercial logistics. Information systems in commercial logistics. Financial aspects of commercial logistics. E-commerce logistics.

**Recommended sources and other educational resources / means.**

1. Blokdyk G. (2021). Logistics And SCM. A Complete Guide. 5STARCOoks. 306 p.
2. Alan Rushton, Phil Croucher, Peter Baker. The Handbook of Logistics and Distribution Management. 5th EDITION. The Chartered Institute of Logistics and Transport (UK), Kogan Page 2014, 721 p.
3. Logistics and retail management. Emerging issues and new challenges in the retail supply chain. Edited by J. Fernie & L. Sparks. 3RD EDITION. The Chartered Institute of Logistics and Transport (UK), Kogan Page 2017. 305 p.

**Planned learning activities and methods of education.**

Set of traditional and non-traditional methods of teaching accompanied with use of innovative (including information) technologies:

- lectures (thematic and problematic lectures);
- practical (training, discussion, situational cases, modeling of situation, work in small groups, PC usage etc.).

**Methods of assessment:**

- current control (written survey, testing, interviews with students, checking the solution of creative problems and situational exercises);
- final control - exam (written).

**Learning and teaching language.** English.

**4.3. Title. CORPORATE MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** ПЯТНИЦЬКА Г. Т.

**Learning outcomes.** Formation of theoretical and practical knowledge skills of students to choose a model and form a system corporate governance;

development and application of mechanisms compliance with corporate governance standards.

**Compulsory disciplines studied before.** “Jurisprudence”, “Management”

**Course outline.** The essence of corporate governance. Concepts corporate governance. Corporate governance mechanism. Corporate governance standards. Protection of shareholders' rights in corporate governance. The executive body of the corporation in the system corporate governance. Board of directors. Corporate control at enterprises. Public investment policy companies in the corporate governance system. Dividend policy in the system of corporate governance. Corporate security enterprises. Effectiveness of corporate governance.

**Recommended sources and other educational resources / means.**

1. Мостенська Т. Л. Корпоративне управління: підручник / Т. Л. Мостенська, В. О. Новак, М. Г. Луцький, Ю. Г. Симоненко. – К. : Каравела, 2015. – 400 с.
2. Поважний О.С. Корпоративне управління : підручник / О. С. Поважний, Н. С. Орлова, А. О. Харламова. – К. : Кондор, 2018. – 244 с.
3. Mallin С.А. Corporate governance / Chris A. Mallin; 5th ed. – United Kingdom; New York, NY: Oxford University Press, 2016. – XXII, 417 p

**Planned learning activities and methods of education.** A combination of traditional and innovative teaching methods with using technologies: thematic and problem lectures, method case studies, practical tasks using information technologies, presentations, solving creative problems, field trips, independent work of students, use of elements of remote teaching.

**Methods of assessment:**

- current control (presentation of individual or group projects; checking the solution of situational exercises, creative situational tasks; checking test tasks on the department's website distance learning; survey on the results of lectures and practical classes; blitz testing; training);
- final control (exam).

**Learning and teaching language.** English.

#### **4.4. Title. PROJECT MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** A.Y. Prisyazhnyuk, Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes.** Formation practical skills with application of specific methods and tools in project management, as well as the acquisition of professional skills of projects planning, organization and control, for increasing efficiency organization activity and creating preconditions for its development.

**Compulsory disciplines studied before.** “Management”, “Marketing”, “Economics and Finance of enterprises”, “Strategic Management”, “Financial Management”.

**Course outline.** Overview of Project Management in the Organizations. Project Background and Evaluation of Its Effectiveness. Project Planning. Time Planning of the Project. Planning of Resource Support of the Project. The Project Control. Project Risk Management. Project Quality Management. Managing Project Team.

**Recommended sources and other educational resources / means.**

1. A Guide to the Project Management Body of Knowledge ( PMBOK® Guide ) – Fifth Edition (ENGLISH) / Project Management Institute. – 2013. – p.589
2. Serra, C. E. M.; Kunc, M. (2014). "Benefits Realisation Management and its influence on project success and on the execution of business strategies". International Journal of Project Management. pp. 53–66.
3. Bjarne Kousholt (2007). Project Management –. Theory and practice.. Nyt Teknisk Forlag.. p.59.
4. Jones, Norman L. (2013). "Chapter Two: Of Poetry and Politics: The Managerial Culture of Sixteenth-Century England". In Kaufman, Peter Iver. Leadership and Elizabethan Culture. Jepson Studies in Leadership. Palgrave Macmillan. p. 18.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).

seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**

- formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

- summative assessment (written exam)

**Learning and teaching language.** English.

**4.5. Title.** **TRADE MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Pyatnitska G.T., Doctor of Economics, Professor.

**Learning outcomes.** Formation of the future professionals competency on basic principles, main categories, modern concepts of theoretical and practical management items on the retail trade.

**Compulsory disciplines studied before.** "Management", "Economics of Enterprise Trade" Commercial Logistics. "

**Course outline.** Essence, aims and objectives of trade management. Basic concepts of trade management as a system. Trade infrastructure management. Legal, regulatory, market and regulation of internal trade of the company. Function and mechanism of trade management. Trade management strategy,

its content and sequence of development. Organizational principles of trade management. Selection the most effective organizational form of the enterprise trade and its business units. Procedures of selection the most effective methods of selling goods and organizing additional services for customers. Human Resources management enterprise. Management of commercial and technological processes. The economic principles of trade management. Management turnover, income, expenses and profits of trade. Source of trade activity management. Organization of communication processes in trade management. Trade Culture of enterprise.

**Recommended sources and other educational resources / means.**

Бланк И. А. Торговый менеджмент : Учебник. / И. А. Бланк. – К.: УФИМБ, 2007. – 405 с.

Павлова В. А. Управління торгівлею: регіональний аспект: монографія / В. А. Павлова, Л. Д. Гармидер, Л. А. Гончар, В. М. Орлова, О. Р. Сергєєва. – Д.: Вид-во Дніпропетровський університет імені Альфреда Нобеля, 2012. – 220 с.

Чурсіна, Л. А. Менеджмент в торгівлі [Текст] : навч. посіб. / Л. А. Чурсіна, Г. А. Тіхосова, О. М. Літвінова ; Херсон. нац. техн. ун-т. – Херсон : Вишемирський В. С., 2013. – 109 с.

Bernstein, William (2008). A Splendid Exchange: How Trade Shaped the World. New York: Grove Press

Paine, Lincoln (2013). The Sea and Civilisation: a Maritime History of the World. Atlantic. (Covers sea-trading over the whole world from ancient times.)

**Planned learning activities and methods of education.** A combination of traditional and non-traditional teaching methods using innovative technologies: problem lectures, case-study method, practical problems using information technology, presentations, solving calculation and analytical tasks and situational exercises, visiting classes, independent work of students.

**Methods of assessment:** formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);  
summative assessment (written exam)

**Learning and teaching language.** English.

**4.6. Title. INTERNATIONAL TECHNICAL REGULATION.**

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Караваєв Т. А.

**Learning outcomes.** Formation of students' theoretical knowledge and practical skills in providing administrative services at state, regional and local levels; acquisition of skills and formation of competencies necessary for the performance of functions and implementation of the powers of state and local authorities municipality; knowledge of principles and ability to give and receive administrative services, including through Provision Centers administrative services.

**Compulsory disciplines studied before.** "Macroeconomics", "Microeconomics".

**Course outline.**

**Recommended sources and other educational resources / means.**

1. Про адміністративні послуги : Закон України від 06.09.2012 № 5203-VI : за станом на 04 квіт. 2018 р. // База даних «Законодавство України» / ВР України. URL : <https://zakon.rada.gov.ua/laws/show/5203-17> (дата звернення: 21.02.2019).

2. Навчальний посібник з надання адміністративних послуг для адміністраторів центрів Дії\* (\*центри надання адміністративних послуг) / О. В. Андрєєв, О. С. Гугля, М. М. Маценко, Н. О. Ткач, Н. В. Шамрай. – К. : ФОП Москаленко О.М., 2020. – 263 с.

3. Єдині вимоги (стандарт) до якості обслуговування відвідувачів центрів надання адміністративних послуг / О. Андрєєв та ін. – К. : Альянс, 2017. – 38 с.

**Planned learning activities and methods of education.** Combination of traditional and innovative teaching methods: problem lectures, practical

classes (presentations, solving analytical and creative problems, case studies), field trips, independent student work.

**Methods of assessment:**

- current control (testing, verification of individual tasks, situational exercises, analytical and calculation and creative tasks, protection of individual and group projects);
- final control (exam).

**Learning and teaching language.** English.

**4.7. Title. REPUTATION MANAGEMENT.**

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** БЕЛЯЕВА Н. С.

**Learning outcomes.** Formation of theoretical and practical knowledge skills of students to choose a model of reputation management organizations; research of mechanisms of reputation management and possibilities of their application; application of forming technologies reputation; implementation of reputation management system; mutual coordination of the activities of the components of reputation management; application of reputation assessment methods and methods of corrective action on the level of reputation of the organization.

**Compulsory disciplines studied before.** "Management", "Marketing", "Corporate Governance".

**Course outline.** The term "reputation", its history, features and components. Cross-cultural features of reputation components. Components reputation management. Reputation management in context company life cycles. The relationship of power, capital and phenomenon reputation. The impact of the reputation of the company's management bodies (top management, board of directors) on the overall assessment of its reputation. Influence corporate culture on the reputation of the organization. The role of corporate social responsibility in the formation of reputation. IPO (Initial Public Offering) as



an indicator of the company's reputation. Reputation as a component goodwill and a strategic asset of the organization. Carrying out reputation audit. Definition of a complex of quantitative and qualitative reputation assessment indicators. The main stages of corporate assessment image and reputation. Strategic analysis of changes in corporate reputation. Development and implementation of reputational security. Creation technologies and strengthening corporate reputation. Reputational forecasting losses. Assessment of reputational risks of the organization. Reputation assessment capital of the organization.

**Recommended sources and other educational resources / means.**

1. Дерев'янюк О. Г. Репутаційний менеджмент підприємств: теорія, методологія, практика / О. Г. Дерев'янюк ; М-во освіти і науки України, Нац. ун-т харч. технологій. – К. : ДКС Центр, 2016. – 471 с.
2. Сальникова Л. С. Репутаційний менеджмент. Сучасні підходи і технології : учебник [Електронний ресурс] / Л. С. Сальникова. – Режим доступу: <https://books.google.com.ua/books/>
3. Davies G. Reputation Management: Theory versus Practice. / Gary Davies, Louella Miles. – Режим доступу: [https://www.researchgate.net/publication/233665443\\_Reputation\\_Management\\_Theory\\_Versus\\_Practice](https://www.researchgate.net/publication/233665443_Reputation_Management_Theory_Versus_Practice)

**Planned learning activities and methods of education.** Combination traditional and innovative teaching methods: thematic and problem lectures, practical classes using case studies, presentations, creative and analytical tasks, webinars, field trips, independent work of students, use of elements of remote teaching.

**Methods of assessment:**

- current control (testing, survey, verification individual / collective tasks, protection of individual and group projects);
- final control (exam).

**Learning and teaching language.** English.

**4.8. Title. MANAGEMENT OF BUSINESS PROCESSES IN TRADE.**

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** ІЛЬЧЕНКО Г. В.

**Learning outcomes.** Formation of students' understanding of the essence process approach to the management of the enterprise; to assimilate basic provisions and approaches to determining the term of the business process as an object of management; to acquaint with the process of system development business processes in trade; identify the basic rules of separation business processes in trade; to study the process of regulation of business processes of the enterprise; to acquaint with defining bases construction of business processes in trade, their features and application possibilities; provide students basic knowledge in the field of business process management theory in trade, business process modeling of the enterprise trade in IDEF0 and ARIS notation.

**Compulsory disciplines studied before.** "Management", "Marketing", "Trade Organization", "Logistics".

**Course outline.** The essence, main types and features of business processes in trade. Areas of harmonization and integration of business processes in trade. Methodological principles, goals and objectives of business process analysis in trade. Information support of business process analysis in trade. Estimation and forecasting of economic the effectiveness of commercial agreements for the purchase of goods by trade enterprise. Methods of analysis of the product range of trade enterprises. Analysis of the assortment of trade policy enterprises and methodological approaches to its development. Analysis and improving the practice of optimizing the product range trading company. Analysis of the practice of formation and implementation of the pricing policy of the trading company. Analysis practices of developing and implementing strategies for selling goods trading company and customer service. Modern directions and methodological bases of cooperation development trade enterprises and consumers of goods. Analysis and improving the practice of economic efficiency research business processes in trade. Optimization of business processes in trade.

### **Recommended sources and other educational resources / means.**

1. Гелей Л. О. Управління бізнес-процесами підприємств роздрібною торгівлі. Монографія. / Л. О. Гелей, К. І. Редченко. – Львів : СПОЛОМ, 2015. – 224 с.
2. Нетепчук В.В. Управління бізнес-процесами : навч. посіб. – Рівне: НУВГП, 2014. –158 с.
3. Орлова К. Є. Управління бізнесом : підручник [Електронне видання] / К. Є. Орлова. – Житомир : Державний університет «Житомирська політехніка», 2019. – 319 с.

**Planned learning activities and methods of education.** Combination of traditional and innovative teaching methods: lectures (review, thematic, problematic); seminars and practical classes (presentation, discussion, simulation of situations, case study method, work in small groups, solving situational and analytical problems).

### **Methods of assessment:**

- current control (written survey, testing, interviews with students, checking creative tasks and situational exercises);
- final control (exam).

**Learning and teaching language.** English.

### **4.9. Title. CROSS-CULTURAL MANAGEMENT.**

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Кандагура К. С.

**Learning outcomes.** The formation of systemic theoretical knowledge and gaining practical experience and prompting an effective cross-cultural management system on enterprises in the conditions of globalized processes and their development functions for future specialists.

**Compulsory disciplines studied before.** «Management».

**Course outline.** Culture in international business pronouncements. Concept of culture. Classification of cultural models. Definition and subject of cross-

cultural management. History of cross-cultural management. Methods of research. Symptoms and causes of cross-cultural shock. Phases and overcoming of cross-cultural shock. Values, behavior, attitude: inter-cultural variety. Problems of intercultural communication. understanding messaging in different cultures. Cultural diversity in the management style. Cultural parameters of industrial relations. Promotion of national culture in the field of public relations. Cultural parameters of the behavior of organization. Cultural archetypes of organization. Strategies for the recognition of organizational culture. Strategies of management of cultural diversity. Motivation theories and their cross-cultural aspect. Work attitude in different cultures. Theory of motivations in multicultural environment.

**Recommended sources and other educational resources / means.**

1. Тодорова Н. Ю. Кроскультурний менеджмент : навч. посіб. [Електронний ресурс]. / Н. Ю. Тодорова. – Донецьк : ДонНТУ– Режим доступу: [http://ea.donntu.edu.ua/bitstream/123456789/2021/1/CCM\\_Todorova.pdf](http://ea.donntu.edu.ua/bitstream/123456789/2021/1/CCM_Todorova.pdf)
2. Cross-Cultural Management in Practice : Culture and Negotiated Meanings / Henriett Primecz, Laurence Romani, S. Sackmann. / Edward Elgar Publishing, 2011. – 192 p.
3. The Routledge Companion to Cross-Cultural Management / Nigel Holden, Snejina Michailova, Susanne Tietze / Routledge, 2015. – 457p.
4. Critical Issues in Cross Cultural Management / Jessica L. Wildman, Richard L. Griffith, Brigitte K. Armon / Springer, 2016. – 190 p.

**Planned learning activities and methods of education.** Combination of traditional and non-traditional teaching methods using innovative and informational technologies:

- lectures (thematic, problem);
- practical classes (tasks using computer technologies, work in small groups, cases).

**Methods of assessment:**

- formative assessment (situational tasks, analytical and creative tasks, defending individual and group projects);

- summative assessment (written exam).

**Learning and teaching language.** English.

**4.10. Title.** FINANCIAL SERVICES MARKET.

**Type.** Optional.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Avanesova Iryna A., PhD (in Economics), Associate Professor, Manager of the educational master's program of specialization «Financial Intermediation».

**Learning outcomes.** To acquire theoretical and practical skills to comprehensive understand of the functioning financial services market in accordance with legislation of Ukraine

**Compulsory disciplines studied before.** Knowledge of the theoretical basis of financial services in accordance with the specialization of financial institutions and basis of forming supply and demand for financial services in accordance with the laws of Ukraine. Skill of provision financial services in the context of mutual responsibility of participants in such services

**Course outline.** Financial services market essence. Payment services market. Money transfer services market. Deposit services market. Virtual assets market. Credit services market for households. Mortgage lending services market. Consumer lending services market. Lombard lending services market. Credit services market for business. Financial leasing services market. Factoring services market

**Recommended sources and other educational resources / means.**

1. Christine Ennew, Nigel Waite, Roisin Waite, Financial Services Marketing: An International Guide to Principles and Practice \ 3rd Edition: [https://www.amazon.com/Financial-Services-Marketing-Christine-Ennew-dp-113868452X/dp/113868452X/ref=dp\\_ob\\_title\\_bk](https://www.amazon.com/Financial-Services-Marketing-Christine-Ennew-dp-113868452X/dp/113868452X/ref=dp_ob_title_bk)
2. Avanesova Iryna. Financial services: a textbook for students of higher educational institutions / I. A. Аванесова. – 2nd Edition. – Kyiv : KNUTE, 2012. – 575 c.

3. Avanesova Iryna. Financial services market assets in Ukraine / I. A. Аванесова // International Scientific and Practical Journal "Goods and Markets". – Kyiv, 2021. – № 1 (37). – С. 86-96.

**Planned learning activities and methods of education.** Combination of different teaching methods with the use of innovative technologies: lectures (review / thematic / lecture-consultation); seminar / practical (training / presentation / discussion / communicative method / simulation / situation modeling / small group work / other)

**Methods of assessment:** Current / (testing; surveys; checking essays / abstracts / presentations / calculation and graphic work / exercises / tasks / situational tasks, etc.). Final control (exam).

**Learning and teaching language.** English.

#### 4.11. Title. **CHANGE MANAGEMENT.**

**Type.** Optional.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Присяжнюк А. Ю.

**Learning outcomes.** Formation of future specialists is holistic systems of theoretical knowledge and practical management skills changes in organizations, understanding of principles and features application of modern tools for the implementation of change and development skills to evaluate effectiveness and efficiency change management.

**Compulsory disciplines studied before.** "Economics and Finance enterprises", "Management".

**Course outline.** The nature, sources and need for change. Global environment of change. Local environment of change. Typology of changes in organizations. The process of change management in the organization. Organizational diagnosis and assessment of the organization's readiness for change. Project approach to change management. Motivation and control of change implementation. Models of change management in the organization. Methods and tools change management. Changes in groups and teams in the

organization. Changes in organizational culture. Perception and reaction of employees to changes in organizations. Leadership and leadership in change management. Organizational development as a result of change. Development of organizations that are studying. Effectiveness and efficiency of change management.

**Recommended sources and other educational resources / means.**

1. Пічугіна Т. С. Управління змінами : навч. посіб. / Т. С. Пічугіна, С. С. Ткачова, О. П. Ткаченко. – Харків : ХДУХТ, 2017. – 226 с.
2. Управління змінами : підручник / А. А. Мазаракі, С. І. Бай, І. П. Миколайчук [та ін.] ; за заг. ред. А. А. Мазаракі. – К. : Київ. Нац. торг.-екон. ун-т, 2018. – 544 с.
3. Frank V. Change Management – Manage the Change or It Will Manage You. / Voehl, Frank, Harrington, H. James; Productivity Pr., 2016, 390 p.

**Planned learning activities and methods of education.** Combination of traditional and innovative teaching methods: problematic lectures, case study method, practical tasks using information technology, development and presentation of projects, solving computational and analytical problems, participation in role-playing games, performing practical and analytical exercises, field trips, application of elements of distance learning, independent work students.

**Methods of assessment:**

- current control (testing, checking individual tasks, discussion of situational exercises, solving practical problems, protection of individual and group projects);
- final control (exam).

**Learning and teaching language.** English.