

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNIC INSTITUTE"



APPROVED

Recteur of NTU "KhPI"

Yevhen SOKOL

02 * April 2025

EDUCATIONAL AND PROFESSIONAL PROGRAM
"ENTREPRENEURSHIP, TRADE AND LOGISTICS"

Second (master's) level of higher education

in specialty D7 – Trade

fields of knowledge Business, Administration and Law

qualification Master of Trade

APPROVED

BY THE ACADEMIC COUNCIL OF
NTU "KhPI"

Chairman of the Academic Council

A blue ink signature of Yevhen SOKOL.

Yevhen SOKOL

Protocol no 4

from "28" March 2025

Kharkiv 2025

LETTER OF AGREEMENT

Educational and professional program "Entrepreneurship, trade and logistics"

Level of higher education Second (master's)

Discipline Business, Administration and Law

Specialty D7 Trade

Qualification Master of Trade

APPROVED

Working group of OP on specialty D7 "Trade"
Guarantor of the educational program

 Marina Mashchenko

"20" March 2025

RECOMMENDED

Methodical Council of NTU "KhPI"
Deputy Chairman of the Methodical Council

 Ruslan Mygashchenko

"26" March 2025

AGREED

Head of the department of entrepreneurship,
trade and logistics

 Maryna Mashchenko

"20" March 2025

AGREED

Acting Director of the Educational and
Scientific Institute of Economics, Management
and International Business

 Taras DANKO

"25" March 2025

AGREED

A student of the educational group BEM-
M2924

 Dmytro RYLOV

"20" March 2025

APPROVED AND ENACTED

by Order of the Rector of the National Technical University "Kharkiv Polytechnic Institute"
dated "02" April 2025 No. 1110D.

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REVIEWERS

Productive comments and feedback on the educational program project were received from:

1. Mykhailenko Daria Hennadiivna – Ph.D. in Economics, Associate Professor, Associate Professor of the Department of Marketing, Management and Entrepreneurship, V. N. Karazin Kharkiv National University.

2. Kniaz Sviatoslav Ihorovych, Doctor of Economics, Professor, V. Chornovil Educational and Research Institute of Sustainable Development, Lviv Polytechnic National University, Director.

3. Smorodin Andrii Yuriiovych, President of the National Platform "Three Seas Initiative – Ukraine".

REVIEW
of the Educational and Professional Program
"Entrepreneurship, Trade and Logistics"
for the Preparation of Second (Master's) Level Higher Education Seekers
in Specialty D7 "Trade" Field of Knowledge D "Business, Administration and Law"

The Educational and Professional Program (EPP) "Entrepreneurship, Trade, and Logistics" for the second (Master's) level higher education students in specialty D7 "Trade" has been developed by the relevant Higher Education Standard. It aligns with contemporary labor market demands and reflects the latest trends in education, fostering the development of highly skilled professionals in entrepreneurship, trade, and logistics while enhancing their competitiveness.

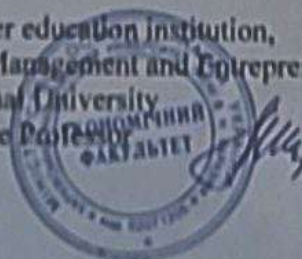
This program is structured around a competency-based approach. It encompasses general information, the program's objectives and characteristics, career and further education prospects for graduates, teaching and assessment methods, core competencies, learning outcomes, resource provisions, academic mobility opportunities, a comprehensive list and logical sequence of program components, a structural-logical scheme, the attestation format for students, and a matrix mapping learning outcomes to program competencies.

The program is designed to be scientifically grounded, systematically organized, and logically structured and ensures an integrated and interdisciplinary approach to training specialists in entrepreneurship, trade, and logistics. The effectiveness of the educational process is achieved through a balanced combination of theoretical instruction and practical application. The master's curriculum framework includes mandatory and elective courses, enabling students to customize their educational paths while leveraging cutting-edge research and best professional practices.

The developed Educational and Professional Program "Entrepreneurship, Trade, and Logistics" for the preparation of the second (Master's) level higher education students in specialty D7 "Trade" is recommended for practical use and implementation in the educational process at the National Technical University "Kharkiv Polytechnic Institute."

Reviewer:

Associate professor of a higher education institution,
Development of Marketing, Management and Entrepreneurship,
V. N. Karazin Kharkiv National University
Ph.D. in Economics, Associate Professor



Daria MYKHAILENKO

REVIEW
of the Educational and Professional Program
"Entrepreneurship, Trade, and Logistics"
of the Second (Master's) Level of Higher Education
in Specialty D7 – Trade
in the Field of Knowledge Business, Administration, and Law
at National Technical University "Kharkiv Polytechnic Institute"

In today's environment of rapid integration into the global market, intensifying competition and rapidly developing innovative technologies, the ability of specialists to respond quickly to changes in the market environment is of particular importance. It is important to be able to implement effective management solutions and apply modern information technologies to improve the efficiency of business processes. Today's labour market places new demands on professional training, focusing on flexibility, versatility and continuous development of professional competencies. These are the characteristics that are crucial for building a successful career in the face of dynamic economic changes.

The educational and professional program "Entrepreneurship, trade and logistics" for students of the second (master's) level of higher education in the specialty D7 "Trade" meets the modern requirements of the labor market, has a clear structure and a high level of practical orientation. It provides comprehensive training of specialists who are able to work effectively in the field of entrepreneurship, trade and logistics, using innovative approaches, analytical thinking and modern digital technologies. The program covers a wide range of modern economic, management and logistics disciplines, which provides thorough knowledge and skills for effective business management in a dynamic market environment. Considerable attention is paid to the development of entrepreneurial skills, strategic planning, supply chain management and effective organization of business processes.

The educational process combines thorough theoretical training with practical classes, internships in leading companies, participation in business cases and trainings. This contributes to the formation of competencies necessary for a successful career in the field of small, medium and large businesses, international trade, logistics companies, distribution and management of commercial structures.

Therefore, the educational and professional program "Entrepreneurship, trade and logistics" for training students of the second (master's) level of higher education in the specialty D7 "Trade" can be recommended for practical use and implementation in the educational process at the National Technical University "Kharkiv Polytechnic Institute".

Reviewer – Director of the Educational and Scientific
Institute of Sustainable Development named after V. Chornovil,
Lviv Polytechnic National University,
Doctor of Economics,
Professor



REVIEW
of the Educational and Professional Program
"Entrepreneurship, Trade, and Logistics"
of the Second (Master's) Level of Higher Education
in Specialty D7 – Trade
in the Field of Knowledge Business, Administration, and Law
at National Technical University "Kharkiv Polytechnic Institute"

Modern global trends are characterized by rapid changes, globalization, digitalization, and increasing demands for the quality of goods and services. Under such conditions, specialists with knowledge, skills, and established competencies in the field of entrepreneurship, trade, and logistics become highly sought after in the labor market. Therefore, the educational and professional program (EPP) "Entrepreneurship, Trade, and Logistics" of the second (master's) level of higher education in Specialty D7 – Trade within the Field of Knowledge Business, Administration, and Law, which is implemented at the National Technical University "Kharkiv Polytechnic Institute", has been developed and approved by the university, taking into account the needs of all stakeholders. It is aimed at preparing specialists focused on the development of the national economy, increasing business efficiency, and improving the quality of life in society.

The educational and professional program is logically structured, with clearly defined objectives, characteristics, orientation, focus, and distinctive features, including the possibility for students to choose an individual educational path, which contributes to the deepening of professional competencies and achieving unique social and professional learning outcomes.

The analysis of the relevance of the educational components, their content, and sequence allows for the comprehensive coverage of all learning outcomes and program competencies, both general and professional (specialized), as defined by the higher education standard. As a result, the program ensures high-quality training of Master's-level specialists in trade, in line with modern requirements. The EPP provides a sufficient selection of educational components, allowing students to enhance their professional development.

Overall, the "Entrepreneurship, Trade, and Logistics" educational and professional program of the second (master's) level of higher education in Specialty D7 – Trade within the Field of Knowledge Business, Administration, and Law ensures the achievement of its stated goal – preparing professionals capable of solving complex tasks and challenges in the fields of entrepreneurship, trade, and logistics. This includes conducting research and/or implementing innovations under uncertain conditions and requirements, making the program highly recommended for implementation at the National Technical University "Kharkiv Polytechnic Institute".

Reviewer,


SMORODIN Andriy
President of the National Platform "Three Seas Initiative - Ukraine",
Honorary Professor of National Technical University "Kharkiv Polytechnic Institute",
Ukraine



1. PROFILE OF THE EDUCATIONAL PROGRAM BY SPECIALTY D7 "TRADE"

1 - General information	
Higher educational institution and structural division	National Technical University "Kharkiv Polytechnic Institute", Educational and Scientific Institute of Economics, Management and International Business, Department of Entrepreneurship, Trade and Logistics.
The degree of higher education and the title of the qualification in the original language	Master's degree; Master of Trade
Professional qualification	There is no professional standard. No professional qualification is awarded
Form of study	institutional (full-time (daytime)), extramural.
The official name of the educational program	Entrepreneurship, trade and logistics
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS credits, study period 1 year 4 months
Availability of accreditation	Ministry of Education and Science of Ukraine. ND certificate No. 2192153 valid until July 1, 2026.
Cycle/level	the second (master's) level of higher education; NRC of Ukraine - 7th level; EQF-7 level; QF-EHEA – the second cycle
Prerequisites	Possession of a bachelor's or master's degree
Language of teaching	Ukrainian, English
The term of validity of the educational program	According to the validity period of the accreditation certificate. Reviewed annually
Link to the permanent posting of the description of the educational program	https://blogs.kpi.kharkov.ua/v2/quality/dokumenty/arhivni-osvitni-programy/osvitnij-riven-magistr-arhiv/osvitnij-riven-magistr-vstup-2025-2026-navchalnogo-roku/
2 - The purpose of the educational program	

Training of specialists capable of solving complex tasks and problems in the field of entrepreneurship, trade and logistics or in the learning process, which involves conducting research and/or implementing innovations under uncertain conditions and requirements.	
3 – Characteristics of the educational program	
Subject area (field of knowledge, specialty)	Field of knowledge: D Business, Administration and Law. Specialization: D7 Trade. Objects of study: the activities of business entities of entrepreneurial, trade and/or logistics structures in the production and circulation of goods and services, which is carried out in order to ensure their effective management and development. Learning goals: training specialists capable of solving complex tasks and problems in the field of entrepreneurship and trade or in the learning process, which involves conducting research and/or implementing innovations under uncertain conditions and requirements. Theoretical content of the subject area: scientific theories, provisions, concepts, principles of entrepreneurship and trade and the methodology of their use for effective management and development of business and trade structures. Methods, techniques and technologies: a system of innovative methods, professional management techniques and technologies, modern digital technologies. Tools and equipment: information and communication systems, devices and equipment (computer equipment, specialized software).
Orientation of the educational program	Educational and professional program with applied orientation. The structure of the program involves dynamic, integrative and interactive learning. Focuses on modern scientific research in the field of entrepreneurship, trade and logistics, takes into account the specifics of work in the specified field; is based on project and tested practical results, taking into account the state of development of innovations, prospects for their use and implementation.
The main focus of the educational program	Special education in specialty D7 "Trade". The main focus is the training of highly qualified specialists who possess the necessary competencies and are able to solve complex analytical, organizational and managerial, research and innovation tasks in the field of trade theory and practice. Keywords: entrepreneurship, trade, logistics, enterprise economy, commercial business.

Features of the program	The program is multidisciplinary and provides practical training for the formation of skills in the field of entrepreneurship, trade and logistics. The educational program provides for the possibility of individual choice of educational trajectory by the applicant, which contributes to the deepening of professional competencies and the achievement of unique social and professional learning outcomes. Individualization of the educational process includes the choice of a scientific supervisor and the topic of the master's qualification work, as well as the enterprise where the research results are tested. The program is focused on training specialists with deep theoretical knowledge and practical skills that meet the modern requirements of the labor market, ready to quickly adapt to changes in the business environment and engage in scientific and research activities.
4 – Suitability of graduates for employment and further education	
Suitability for employment	Graduates can work in the following professions (according to the National Classifier of Professions DK 003:2010): 1238 Head of the institution (structural unit) for standardization, certification and quality; 2419.2 business efficiency specialist, quality specialist; 3449 state inspector for product quality and trade; 3152 product quality control inspector; 1493 manager (manager) of quality systems; 1314 director (head) of a small trading firm; 1452 manager (manager) in wholesale trade; 1453 manager (manager) in retail trade of household and non-food goods; specialist in exchange operations; 2413.2 professional organizer of trading on the securities market; 3417 auctioneer (auctioneer); 2413.1 researcher (stock exchange operations); 1475.4 logistics manager 2419.2 logistician 1224 Head of a retail trade enterprise
Academic rights of graduates	Continuation of education at the third (educational and scientific) level of higher education. Acquisition of additional qualifications in the postgraduate education system.
5 – Teaching and assessment	
Teaching and learning	Student-centered education, which is conducted in the form of lectures, seminars, practical classes, consultations, trainings, independent study, completion of coursework based on the study of textbooks, manuals, periodical scientific publications, use of the Internet.

	Problem-oriented learning, distance learning on the Microsoft Teams platform, self-learning, learning through laboratory practice, research-based learning. Teaching is conducted in the form of: lectures, multimedia lectures, interactive lectures, seminars, practical classes, laboratory works. Independent work with the possibility of consultations with the teacher on individual educational components, individual classes, group project work is also provided.
Assessment	Rating rating system. Current and final control of knowledge (surveys, control and individual tasks, testing, etc.), tests and exams (oral and written), defense of course projects and works, defense of practice report, public defense of qualification work
6 – Software competencies	
Integral competence	The ability to solve complex tasks and problems in the field of entrepreneurship, commerce or in the process of learning, which involves conducting research and/or carrying out innovations under uncertain conditions and requirements.
General competences (defined by the standard of higher education of the specialty)	GC 1. Ability to adapt and act in a new situation. GC 2. The ability to identify, pose and solve problems. GC 3. Ability to motivate people and move towards a common goal. GC 4. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity). GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities. GC 6. Ability to evaluate and ensure the quality of performed works.
Special (professional) competences of the specialty (defined by the standard of higher education of the specialty)	SC 1. The ability to develop and implement a strategy for the development of business and trade structures. SC 2. Ability to evaluate products, goods and services in business and trade activities. SC 3. Ability to effectively manage the activities of business entities in the field of entrepreneurship and trade. SC 4. Ability to solve problematic issues and make management decisions in professional activities. SC 5. Ability to initiate and implement innovative projects in business and trade activities.
7 - Learning outcomes	
The learning outcomes in the specialty (defined by the	LO 1. Adapt and show initiative and independence in situations that arise in professional activity. LO 2. Identify and analyze the problems of entrepreneurship and trade and develop measures to solve them.

standard of higher education of the specialty)	LO 3. Be able to develop measures of material and moral encouragement and use other tools to motivate staff and partners to achieve the set goal. LO 4. Apply business communications to support interaction with representatives of various professional groups. LO 5. Professionally, in full and with creative self-realization to perform assigned tasks in the field of entrepreneurship and trade. LO 6. Develop and implement measures to ensure the quality of performed works and determine their effectiveness. LO 7. Determine and implement strategic plans for the development of business entities in the field of entrepreneurship and trade. LO 8. Evaluate products, goods, services, as well as processes occurring in business and trade structures, and draw appropriate conclusions for making management decisions. LO 9. Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business and trade activities. LO 10. To solve problematic issues that arise in the activity of business and trade structures under conditions of uncertainty and risks. LO 11. To implement innovative projects in order to create conditions for the effective functioning and development of business and trade structures.
8 – Resource support for program implementation	
Personnel support	Meets the personnel requirements for ensuring the implementation of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for the implementation of educational activities of educational institutions" dated December 30, 2015 No. 1187 (as amended in accordance with the Resolution of the Cabinet of Ministers of Ukraine <u>No. 365 of March 24, 2021</u>).
Material and technical support	Meets the technological requirements for the material and technical support of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Decree of the Cabinet of Ministers of Ukraine "On Approval of Licensing Conditions for Conducting Educational Activities of Educational Institutions" dated December 30, 2015, No. 1187 (as amended in accordance with with the Resolution of the CM <u>No. 365 of March 24, 2021</u>). NTU "KhPI" has classrooms that meet the requirements for conducting classes according to the program. In the educational process, the computer equipment of the departments is used,

	which meets the requirements for the quantity and quality of equipment.
Informational and educational and methodological support	Meets the technological requirements for educational, methodological and information support of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Decree of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for educational activities of educational institutions" dated December 30, 2015, No. 1187 (as amended, entered in accordance with the Resolution No. 365 of March 24, 2021 Appendix 18)). The scientific library of the university and the departments that conduct training under the program have basic literature (textbooks, methodological manuals, monographs) and periodicals used for teaching and learning. Access to the electronic repository of the scientific and technical library of NTU "KhPI" (eNTUKhPIIR) via the Internet (including the university Wi-Fi network).
9 – Academic mobility	
National credit mobility	On the basis of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and higher education institutions of Ukraine. The procedure for organizing academic mobility programs for participants in the educational process is regulated by the "Regulations on academic mobility of students, graduate students, doctoral students, scientific and pedagogical and scientific workers of NTU "KhPI", which is posted on the website of the educational department: https://blogs.kpi.kharkov.ua/v2/nv/wp-content/uploads/sites/43/2024/12/Polozhennya-pro-akademichnu-mobilnist_2024.pdf
International credit mobility	Based on bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and higher education institutions of foreign partner countries. The procedure for organizing academic mobility programs for participants in the educational process is regulated by the "Regulations on the procedure for exercising the right to academic mobility of higher education applicants, postgraduate students, doctoral students, scientific and pedagogical, research and other employees of NTU "KhPI", which is posted on the website of the educational department: https://blogs.kpi.kharkov.ua/v2/nv/wp-content/uploads/sites/43/2024/12/Polozhennya-pro-akademichnu-mobilnist_2024.pdf

	Individual agreements on academic mobility for study and research in universities and scientific institutions of partner countries are allowed.
Education of foreign students of education	Training of foreign citizens is carried out in accordance with the requirements of current legislation, provided that the previous educational level is recognized. Foreign students are trained in separate groups.

2. LIST OF EDUCATIONAL COMPONENTS OP "ENTREPRENEURSHIP, TRADE AND LOGISTICS" AND THEIR LOGICAL SEQUENCE

Code n/a	Components of the educational program (disciplines, projects / works, practice, qualification work)	Number of credits	Final control form*
1	2	3	4
1. Mandatory OP components			
<i>1.1 General training</i>			
GT 1	Business ethics and social responsibility	3.0	Differentiated grading
GT 2	Business communication in a foreign language	4.0	Differentiated grading t
GT 3	Contract law	3.0	Differentiated
<i>1.2 Special (professional) training</i>			
ST1	Basics of scientific research	4.0	Differentiated grading
ST2	Modern methods of business analytics in entrepreneurship and trade	5.0	Exam
ST3	Management of innovative development	4.0	Differentiated grading
ST4	E-commerce and global entrepreneurship	4.0	Exam
ST5	Project management in the field of entrepreneurship and trade	6.0	Exam
ST6	Merchandising	6.0	Exam
ST7	Innovative supply chain management	5.0	Exam
2. Practical training			
PP	Pre-graduation Practice	11.0	Differentiated grading
3. Attestation			

	Attestation	11.0	Defence of the Qualification (Final) Thesis
	The total amount of mandatory components	66.0	
4. Elective educational components of OP			
4.1 Elective educational components of professional training according to the list			
EEPC 1	Elective discipline in professional training 1	4.0	Differentiated grading
EEPC 2	Elective discipline in professional training 2	4.0	Differentiated grading
EEPC 3	Elective discipline in professional training 3	4.0	Differentiated grading
EEPC 4	Elective discipline in professional training 4	4.0	Differentiated grading
4.2 Educational components of general training according to the list (the list is attached)			
EECG 1	Discipline of the student's free choice of professional training 1	4.0	Differentiated grading
EECG 2	Discipline of the student's free choice of professional training 2	4.0	Differentiated grading
	The total amount of elective components:	24	
	GENERAL SCOPE OF THE EDUCATIONAL PROGRAM:	90	

Note

* All credits are differentiated.

** The student chooses elective educational components of professional training ECEP (16 ECTS credits) according to the curriculum list, and elective educational components of general training ECEG (8 ECTS credits) according to the list.

3. DISTRIBUTION OF THE CONTENT OF THE EDUCATIONAL PROGRAM BY COMPONENT GROUPS AND TRAINING CYCLES

No	Training cycle	The volume of the educational load of the student of higher education (ECTC credits / %)		
		Mandatory components of the educational and professional program	Elective components of the educational and professional program	Total for the entire period of study
1	General training	10 / 11	-	10 / 11
2	Special (professional) training	56 / 62	-	56 / 62
3	Elective components	-	24 / 27	24 / 27
Total for the entire period of study		66 / 73	24 / 27	90/100

4. FORM OF ATTESTATION OF APPLICANTS OF HIGHER EDUCATION

The attestation of applicants of higher education in the specialty D7 "Trade" is carried out openly in the form of a public defense of a qualification work (diploma project) and ends with the issuance of a document of the established model on awarding him with the degree of higher education "Master" with the assignment of an educational qualification: Master of Trade.

Qualification work should involve solving a complex task or problem in the field of entrepreneurship and trade, which involves research and/or innovation under uncertain conditions and requirements.

The qualifying work must be performed in compliance with the norms of academic integrity.

The qualification work is checked for academic plagiarism through the application of hardware and software facilities.

The qualification work is published in the repository of NTU "KhPI". The public defense of the qualification work takes place at an open meeting of the Attestation Committee.

5. REQUIREMENTS FOR THE EXISTENCE OF AN INTERNAL QUALITY ASSURANCE SYSTEM IN HIGHER EDUCATION

These are determined in accordance with European standards and recommendations for quality assurance in higher education (ESG) and Article 16 of the Law of Ukraine "On Higher Education".

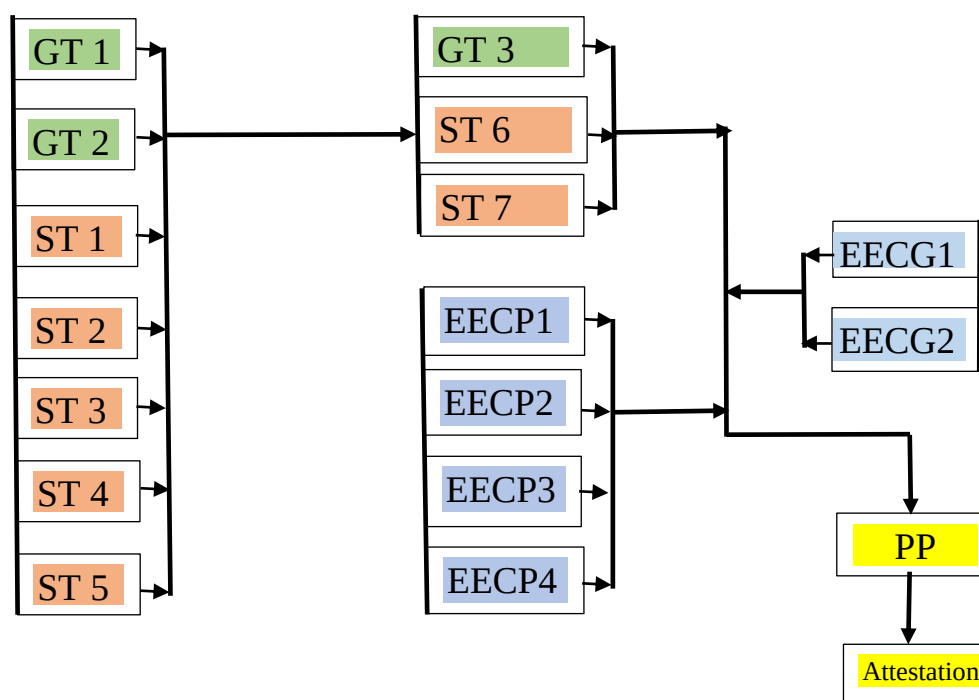
Policy on quality assurance in higher education	The basic principles of internal quality assurance in education at NTU KPI are: responsibility; adequacy; autonomy; measurability; the presence of academic culture and openness. The main procedures for internal quality assurance in education are: 1. Implementation of quality policy to achieve strategic goals and tasks continuous improvement of quality; 2. Ensuring the publicity of information about educational programs, higher education degrees and qualifications; 3. Ensuring compliance with academic integrity by University employees and higher education applicants; 4. Preparing and conducting monitoring and socio-psychological research to identify labour market needs, higher education stakeholder requirements, the quality of educational services provided, and satisfaction with the quality of educational activities and education; 5. Involvement of stakeholders (higher education seekers, employers, representatives of the academic community, etc.) in decision-making in the areas of internal quality assurance; 6. External evaluation of the quality of NTU KPI's activities based on the results of participation in national and international rankings of higher education institutions and compliance with licensing requirements; 7. Participation in the accreditation and post-accreditation monitoring procedures for the University's educational programs. Areas of focus: development, approval, monitoring and periodic review of educational programs; ensuring the professional development of teaching, research and research-teaching staff; ensuring student-centred and practice-oriented learning, teaching and assessment of higher education students; ensuring the availability of the necessary resources for the organisation of the educational process; ensuring the availability of information systems for the effective management of the educational process. Based on the results of the quality management system audit, the University received a Certificate for the quality management system for the provision of services in the field of higher education, scientific research and experimental development, which confirms that the quality management system of NTU "KhPI" meets the requirements of DSTU ISO 9001:2015. This is the "calling card" of NTU "KhPI", which guarantees that all processes functioning at the university are managed and controlled by the management and increases the University's prospects for contacts with potential grantors and investors.
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	https://blogs.kpi.kharkov.ua/v2/quality/dokumenty/systema-upravlinnya-yakistyu/
Quality assurance in development, approval, monitoring, review and updating of educational programs	Monitoring and periodic review of educational programs is carried out annually in accordance with the current regulatory documents at NTU KPI. The review of educational programs is carried out on the basis of an analysis of the satisfaction of: - educational needs of higher education seekers, the possibility of building an individual learning trajectory, compliance with academic freedoms in the educational process, satisfaction with the quality of the educational program, etc.; - employers: the quality of the formation of general and professional competencies, relevant and social skills (soft skills); - other stakeholders. The following methods are used to review educational programs: online surveys, analysis of regulatory documents, analysis of the situation in accordance with the requirements for the structure and content of the educational program, the organisation of the educational process under this program, and the quality of educational services provided. The frequency of review of educational programs is as follows: a) annually based on the results of monitoring; b) after the completion of the educational program by higher education applicants, regarding the expediency of its continued existence; c) in the event of changes in the legislative and regulatory framework; d) based on the results of accreditation (overall results of previous accreditations by field, speciality, department, institute, university). https://blogs.kpi.kharkov.ua/v2/quality/yakist-osvity/akredytatsiya-2023-2024/akredytatsiya-2024-2025/
Ensuring enrolment, achievement, recognition and attestation applicants	The assessment of higher education applicants is consistent, transparent and carried out in accordance with the procedures established at the University in accordance with regulatory acts. Annual assessment of applicants is carried out in accordance with the forms of control specified in the educational program; the scale for assessing learning outcomes, which is outlined in the syllabuses of the educational components; and the recording, analysis and comparison of learning outcomes. The assessment of higher education applicants is carried out on the basis of a 100-point cumulative point-rating system. A rating assessment system is used.
Ensuring the quality of student-centred learning, teaching and assessment	The planning, distribution and provision of educational resources, as well as the provision of information and technical support, take into account the needs of higher education seekers and the principles of student-centred learning. Internal quality assurance in higher education ensures that all necessary resources are appropriate to the learning objectives, are readily available, and that higher education providers are aware of their availability.

Quality assurance of academic and teaching staff	The annual rating assessment of the activities of scientific and pedagogical staff and departments of the University is carried out using mechanisms for assessing and self-assessing the effectiveness of scientific and pedagogical activities, their focus on the priorities of the development of the national higher education system, the University's development strategy, and the personal professional development of scientific and pedagogical staff. The results of the rating assessment are summarised based on the results of activities achieved during the academic year. The results of the annual assessment of scientific and pedagogical staff and departments are announced at a meeting of the University's Quality Council and Methodological Council. The results of the annual assessment are posted on the University's official website.
Resource provision of the educational process (educational resources and support for higher education students)	Higher education institutions provide the educational process with the necessary and accessible resources (human, methodological, material, informational, etc.) and provide appropriate support to higher education seekers. Organisational and methodological support for the independent work of higher education students consists in the development of methodological, didactic and instructional materials, providing opportunities to form, consolidate, deepen and systematise the knowledge and skills acquired during classroom sessions, and to carry out self-preparation and self-monitoring when mastering the educational-professional (scientific) program.
Information support (information management)	In order to manage the educational process, an effective policy in the field of information management and a corresponding integrated information system for managing the educational process have been developed. This system provides for the automation of key functions in the management of the educational process, including: ensuring the conduct of the admissions campaign, planning and organising the educational process; access to educational resources; recording and analysing the academic performance of higher education applicants; administering key and auxiliary processes to support educational activities; human resources management, etc.
Public disclosure of information about educational programs, educational and scientific activities	Reliable, objective, relevant, timely and easily accessible information on educational and professional (scientific) programs is published on the website of the National Technical University "Kharkiv Polytechnic Institute", including programs for potential higher education applicants, graduates, other stakeholders and the general public. Information about educational activities in a particular field, including admission criteria, planned learning outcomes for the program, teaching, learning and assessment procedures used, etc., is public.

Ensuring academic integrity	Prevention and detection of academic plagiarism in the scientific works of University employees and higher education applicants is implemented through policies, standards and procedures for maintaining academic integrity and is regulated by the following documents of NTU KPI: 1. Statute of the National Technical University "Kharkiv Polytechnic Institute"; 2. Code of Ethics for Academic Relations and Integrity of the National Technical University "Kharkiv Polytechnic Institute"; 3. Regulations on the system for preventing and detecting academic plagiarism in final qualification works of higher education applicants at the National Technical University "Kharkiv Polytechnic Institute"; 4. Regulations on the repository "Electronic Archive of the National Technical University "Kharkiv Polytechnic Institute"; 5. Regulations on the Electronic Repository of Final Qualification Works of Higher Education Applicants at the National Technical University "Kharkiv Polytechnic Institute"
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6. Structural and logical scheme



Semester:

I

II

III

Note: The student chooses elective educational components of professional training EECP (four components, 16 ECTS credits) and general training EECG (two components, 8 ECTS credits) according to the curriculum list.

Correspondence matrix of defined learning outcomes, competencies and educational components

Learning outcomes	Competences											
	Integral competence	general						Special (professional)				
		GK1	GK2	GK3	GK4	GK5	GK6	SC1	SC2	SC3	SC4	SC5
1. Adapt and show initiative and independence in situations that arise in professional activity	GT1 GT2 SP3 SP5 PP	GT1 GT2 SP3 SP5 PP										
2. Identify and analyze the problems of entrepreneurship and trade and develop measures to solve them	GT1 SP1 SP2 SP5 PP		GT1 ST1 ST2 ST5 PP									
3. Be able to develop measures of material and moral encouragement and use other tools to motivate staff and partners to achieve the set goal	GT1 GT2 ST3			GT1 GT2 ST3								
4. Apply business communications to support interaction with representatives of various professional groups	GT1 GT2 GT3 ST5 PP				GT1 GT2 GT3 ST5 PP							
5. Professionally, in full and with creative self-realization to perform tasks in the field of entrepreneurship and trade	GT1 GT2 GT3 ST5 PP					GT1 GT2 GT3 ST4 PP						
6. Develop and implement measures to ensure the quality of performed works and determine their effectiveness	GT1 ST5						GT1 ST5					

7. Determine and implement strategic plans for the development of business entities in the field of entrepreneurship and trade	ST3 ST4 ST6 PP							ST3 ST4 ST6 PP				
8. Evaluate products, goods, services, as well as processes occurring in business and trade structures, and draw appropriate conclusions for making management decisions	ST1 SP2 SP3 ST6 ST7 PP								SP1 SP2 SP3 SP6 SP7 PP			
9. Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business and trade activities	SP3 SP4 SP7									SP3 SP4 SP7		
10. Solve problematic issues that arise in the activities of business and trade structures under conditions of uncertainty and risks	SP1 SP3 SP4 SP5 SP6 SP7										SP1 SP3 SP4 SP5 SP6 SP7	
11. To implement innovative projects in order to create conditions for the effective functioning and development of business and trade structures	SP3 SP5											SP3 SP5