

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNICAL INSTITUTE"

APPROVED BY



Rector of NTU "KhPI"

Yevgen SOKOL

04 2025

EDUCATIONAL-PROFESSIONAL PROGRAMME

“MARKETING”

(in English)

Second (master's) level of higher education

in the specialty	D5 “Marketing”
field of knowledge	D “Business, administration and law”
qualification	Master of Marketing

APPROVED BY

THE ACADEMIC COUNCIL OF
NTU "KhPI"

Head of the academic council

A handwritten signature in blue ink, appearing to read 'E. Sokol', is written over the text 'Head of the academic council'.

Yevgen SOKOL

Protocol No. 4

“28” 03 2025

Kharkiv 2025

PAGE OF AGREEMENT

Educational-professional programme "Marketing"

Level of higher education	Second (master's)
Field	D "Business, administration and law"
Specialty	D5 "Marketing"
Qualification	Master of Marketing

APPROVED BY

Working group of the EP from the specialty
"Marketing"
Guarantor of Educational programme


Oleksandra KOSENKO

« 24 » 03 2025

RECOMMENDED BY

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


Ruslan MIGUSHCHENKO

« 26 » 03 2025

AGREED WITH

Head of the Department of
Marketing


Diana RAYKO

« 24 » 03 2025

AGREED WITH

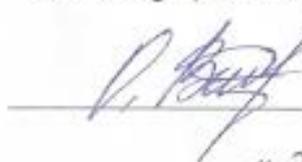
Director of the Educational and scientific
institute of economics, management
and international business


Taras DANKO

«24» 03 2025

AGREED WITH

student of the Master's programme
"Marketing" (member of EP working group)
BEM-M924


Olga KOVALENKO

« 24 » 03 2025

APPROVED AND PUT INTO EFFECT

by the Order of the Rector of the National Technical University "Kharkiv Polytechnic Institute" dated April, 02 2025 No. 111 OD

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REVIEWERS:

Comments and feedback on the educational programme were received from:

1. Anton SAVENKO, director of KS-Parts LLC
2. Nadiia Tkachova, FOP “Tkachova N.P.”
3. Mariia Gurtova, student of the Master’s programme “Marketing” (member of EP working group), group BEM-M924, NTU “KhPI”

РЕЦЕНЗІЯ

на освітньо-професійну програму здобувачів вищої освіти
другого (магістерського) рівня
за спеціальністю D5 «Маркетинг»
Національно технічного університету
«Харківський політехнічний інститут»

Як керівник підприємства, що працює в сфері автозапчастин та надання послуг з технічного обслуговування автомобілів, хочу висловити вдячність колективу кафедри маркетингу НТУ «ХПІ» за підготовку висококваліфікованих фахівців, які не лише володіють фундаментальними знаннями, а й здатні ефективно застосовувати їх на практиці.

Освітня програма відзначається сучасним змістом та логічною структурою, охоплює актуальні напрями маркетингової діяльності — такі як цифровий маркетинг, управління брендом, просування у соціальних мережах, аналітика ефективності та стратегічне планування. Надзвичайно важливо, що здобувачі вміють працювати з реальними даними, володіють інструментами аналітики, розуміють специфіку ринку B2B та B2C, а також демонструють здатність розробляти повноцінні рекламно-комунікаційні кампанії.

Окремо хочу підкреслити сформовану у випускників здатність до критичного мислення, відповідальність, комунікабельність та ініціативність. Саме такі якості є визначальними для роботодавця, особливо в умовах стрімких змін ринкового середовища. З моєї точки зору, ця освітня програма не лише відповідає запитам сучасного бізнесу, а й випереджає їх, закладаючи у студентів гнучкість, здатність адаптуватися та впроваджувати інновації.

ТОВ «КС-Партс» зацікавлене у подальшій співпраці з університетом і готове надалі бути платформою для професійного становлення молодих маркетологів. Рекомендуємо програму «Маркетинг» Національного технічного університету «Харківський політехнічний інститут» як дієвий інструмент формування конкурентоспроможних кадрів нового покоління.

Рецензент:
Директор ТОВ «КС-Партс



Антон САВЕНКО

РЕЦЕНЗІЯ
на освітньо-професійну програму “Маркетинг”
підготовки здобувачів другого (магістерського) рівня вищої освіти
за спеціальністю D5 “Маркетинг”
у Національному технічному університеті
«Харківський політехнічний інститут»

На сьогодні маркетинг необхідно розглядати як теорію і практику управління виробництвом і збутом товарів, послуг, яке орієнтовано на потреби та попит споживачів, найбільш повне їх задоволення, та забезпечує прибуткову діяльність підприємства. Управління підприємством повинно базуватися на системному, ситуаційному, програмно-цільовому підходах, які забезпечує маркетинг. Тому підготовка фахівців з маркетингу є нагальною потребою в сучасній ринковій ситуації, а маркетолог підприємства для посилення його позицій та забезпечення конкурентоспроможності повинен вчасно корегувати стратегію і тактику підприємства.

Варто звернути увагу на наповнення освітньої програми сучасними освітніми компонентами, розробленими докторами та кандидатами наук, котрі мають не тільки високий рівень теоретичної підготовки, але й постійно вдосконалюють свою майстерність шляхом стажування на підприємствах та у інших закладах вищої освіти в Україні та за кордоном, що підтверджується відповідними документами на офіційному веб-сайті кафедри маркетингу НТУ «ХПІ». Розробниками програми для здобувачів запропонований широкий перелік дисциплін вільного вибору, що забезпечує для них можливість формування індивідуальної освітньої траєкторії та сприяє їх різнобічному розвитку як особистостей та фахівців вищої кваліфікації.

Таким чином, ОПІ «Маркетинг» другого (магістерського) рівня вищої освіти 2025 року НТУ «ХПІ» дозволяє сформувати результати навчання і компетенції, що є необхідними у професійній діяльності магістрів маркетингу. Навчання за цією ОПІ дозволяє здобувачам, отримавши якісну теоретичну і практичну підготовку з маркетингу бути конкурентоспроможними на ринку праці

Рецензентка



Надія ТКАЧОВА
(ФОП Ткачова Н.П.)

РЕЦЕНЗІЯ
на освітньо-професійну програму здобувачів вищої освіти
другого (магістерського) рівня
за спеціальністю D5 «Маркетинг»

Як студентка магістерської програми «Маркетинг» у НТУ «ХП», я хочу відзначити високий рівень структурованості, гнучкості та актуальності освітньої програми. Навчання побудовано таким чином, що воно не лише відповідає сучасним вимогам ринку праці, а й сприяє всебічному розвитку професійних, управлінських та аналітичних навичок. Особливо цінною є орієнтація на практику, яка виявляється у роботі з кейсами, проектами, дослідженнями, а також можливості індивідуального вибору теми магістерської роботи та бази проходження практики.

Програма надає можливості для формування глибоких фахових знань, зокрема в галузях стратегічного маркетингу, бренд-менеджменту, управління інноваціями та результативністю маркетингової діяльності. Значну увагу приділено розвитку Soft Skills, міжнародній мобільності, а також адаптації до сучасних цифрових умов ведення бізнесу. Завдяки зусиллям викладачів кафедри маркетингу, освітній процес є динамічним, інтерактивним і повністю відповідає очікуванням студентів, які прагнуть стати конкурентоспроможними фахівцями у сфері маркетингу.

Представлена на рецензування ОПІ «Маркетинг» рекомендована до впровадження в освітній процес НТУ «ХП».

Рецензентка:

Здобувачка II рівня ВО НТУ «ХП»,
групи БЕМ-М924



Марія ГУРТОВА

PREFACE

The educational-professional programme (EP) was developed on the basis of the Higher Education Standard for the specialty 075 "Marketing" for the second (master's) level (order of the Ministry of Education and Science of Ukraine No. 960, July 10th, 2019) by the working group of Department of Marketing of Educational and Scientific Institute of Economics, Management and International Business, the National Technical University "Kharkiv Polytechnic Institute"

Guarantor of the educational programme

Oleksandra KOSENKO, Doctor of Economics, Professor, Professor of the Department of Marketing, NTU "KhPI".

EP working group members:

1. Svitlana CHERNOBROVKINA - Candidate of Economics, Associate Professor, Associate Professor of the Department of Marketing.
2. Olena KITCHENKO - Candidate of Economics, Associate Professor, Associate Professor of the Department of Marketing.
3. Olga KOVALENKO, student of the Master's programme "Marketing", group BEM-M924

1. PROFILE OF THE EDUCATIONAL PROGRAMME IN SPECIALTY D5 "MARKETING"

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 Marketing
The degree of higher education and the title of the qualification in the original language	Master, Master of Marketing
Professional qualification(s)	No professional standard is available No professional qualification is awarded
Form of study	<i>institutional (full-time (day-time)), part-time</i>
The official name of the educational programme	Educational and professional programme "Marketing" (in English)
Names of specializations (subject specialties)	-
Type of diploma and scope of educational programme	Master's degree, single, 90 ECTS credits, 1 year 4 months
Availability of accreditation	<i>National Agency for Quality Assurance in Higher Education. Certificate of accreditation of the educational program No. 10096, valid until 01.07.2030.</i>
Cycle / level	<i>the second (master's) level of higher education; NFQ of Ukraine – 7th level, QF-LLL – 7th level, FQ-EHEA – second cycle.</i>
Prerequisites	Availability of a bachelor's or specialist/master's degree
Language(s) of teaching	Ukrainian, English
The term of validity of the educational programme	According to the validity period of the accreditation certificate Reviewed annually
The link to the permanent placement of the description of the educational program	https://web.kpi.kharkov.ua/marketing/en/syllabus-mag/
2 – The purpose of the educational program	
<p>The purpose of the educational and professional program is to train marketing master's degree holders to develop an innovative mindset and the ability to carry out marketing, managerial, analytical, project, and research activities.</p> <p>The program is focused on the development of strategic, critical, and innovative thinking, as well as the formation of practical competencies necessary for building a professional career in business, entrepreneurship, advertising, analytics, or for continuing scientific work.</p> <p>The program is aligned with the mission and strategic goals of NTU "KhPI" – ensuring the quality of education, international integration, and the development of an entrepreneurial ecosystem.</p>	
3 – Characteristics of the educational program	
Subject area (field of knowledge, specialty)	Field of knowledge: "Business, Administration and Law" Specialty: D5 "Marketing"

	<p>Object of study: marketing activity as a form of interaction between market participants aimed at satisfying their economic and social interests.</p> <p>Learning objectives: training master's degree holders with an innovative mindset and competencies necessary for effective management of marketing activities, capable of solving managerial and research tasks.</p> <p>Theoretical content of the subject area: the essence of marketing as a modern business management concept; the specifics of market participants' activities in various spheres and types of markets; development of marketing strategies and formulation of managerial decisions in the field of marketing.</p> <p>Methods, methodologies and technologies: General scientific and specialized methods, professional techniques and technologies: explanatory and illustrative (information-receptive) method; reproductive method; problem-based presentation method; partially exploratory (heuristic) method; research method; discussion method; modeling method — all necessary to ensure effective marketing activities.</p> <p>Tools and equipment: modern universal and specialized information systems and software products required for making and implementing marketing management decisions.</p>
<p>Orientation of the educational programme</p>	<p>Educational and professional programme with an applied focus. Aimed at developing an innovative marketing mindset and acquiring the ability to solve complex tasks and problems in the field of marketing under conditions of uncertainty, in order to ensure innovative and advanced economic growth of business entities.</p>
<p>The main focus of the educational programme</p>	<p>General education in the specialty D5 "Marketing".</p> <p>The main focus is on training high-level professionals through the acquisition of relevant competencies and the ability to solve complex analytical, organizational and managerial, research, and innovative tasks in the field of marketing theory and practice.</p> <p>Keywords: marketing activity, advertising business, marketing management, marketing decisions, marketing strategy, project management in marketing, performance management, branding, communications and negotiations.</p>
<p>Features of the programme</p>	<p>The program is multidisciplinary and provides practical training aimed at developing skills in the formation and management of marketing activities in modern enterprises and organizations. It is characterized by an in-depth study of strategic marketing management and marketing administration, with a focus on socially and environmentally responsible consumption.</p> <p>The educational program offers students the opportunity to choose an individual learning trajectory, enabling them to deepen their professional competencies and to fully or partially achieve unique social and professional learning outcomes. The individualization of the educational path is also facilitated by the student's personal choice of a supervisor and research topic within the master's qualification work, as well as the enterprise where the research results are tested.</p> <p>The structure of the educational program includes a list of elective disciplines for advanced specialized training, which</p>

	<p>support the assimilation of theoretical foundations and the development of practical skills in various areas of marketing activity: advertising business, marketing management, along with a separate (mandatory) list of courses aimed at enhancing the number of Soft Skills, delivered directly before the pre-graduation internship.</p> <p>The program provides the opportunity to participate in youth academic mobility projects in EU countries under the ERASMUS+ program to enhance Soft Skills in an international environment.</p> <p>The learning process includes opportunities for both individual and team work through methods such as business games, case solving, development and defense of independent projects, essays, idea generation lists, and more.</p> <p>It is oriented towards comprehensive specialized and practical training of marketers, taking into account the modern requirements of the labor market—individuals who are proactive and capable of quickly adapting to the contemporary business environment and research domain. The program widely integrates the experience of training specialists at leading European universities within the ERASMUS+ framework.</p>
4 – Suitability of graduates for employment and further education	
Suitability for employment	<p>Professional opportunities for graduates (according to the National Classifier of Professions DK 003:2010) (https://zakon.rada.gov.ua/rada/show/va327609-10#Text).</p> <p>1233 Marketing Director; 1234 Head of Department (Advertising, Public Relations); 1237.1 Chief Specialists; 1475 Marketing Manager; 1475.4 Sales Manager Public Relations Manager; 1476.1 Advertising Managers; 2419.2 Expert, Advertiser, Consultant, Specialist in Market Expansion Methods (Marketer).</p>
Academic rights of graduates	<p>It is possible to continue education at the third (educational and scientific) level of higher education, as well as to improve qualifications and obtain additional postgraduate education.</p>
5 – Teaching and assessment	
Teaching and learning	<p>Student-centered learning, which is conducted in the form of lectures, seminars, practical classes, consultations, independent study, completion of term papers based on the analysis of textbooks, manuals, academic periodicals, and the use of the Internet</p>
Assessment	<p>Continuous assessment and final control of knowledge includes oral questioning, control and individual assignments, testing, differentiated grading and exams (oral and written), presentations, qualification work, defense of the internship report, and public defense of the qualification thesis.</p> <p>The educational-professional program employs a rating-based assessment system, which is based on operational control and the accumulation of rating points for diverse educational and cognitive activities of the higher education applicant. It reflects all scores for the components of the educational process, taking into account their weight coefficients (specified in the syllabus), and covers the</p>

	relevant control period: thematic module, semester, or academic year.
6 – Programme competencies	
Integral competence	The ability to solve complex problems and tasks in the field of marketing during professional activity or in the course of study, which involves conducting research and/or implementing innovations, and is characterized by uncertainty of conditions and requirements.
General competencies	GC1. Ability to make informed decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to assess and ensure the quality of performed work. GC4. Ability to adapt and act in a new situation. GC5. Interpersonal interaction skills. GC6. Ability to search for, process and analyze information from various sources. GC7. Ability to demonstrate initiative and entrepreneurial mindset. GC8. Ability to develop and manage projects.
Special (professional) competencies of the specialty (defined by the standard of higher education of the specialty)	SC1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods, and practical marketing techniques. SC2. Ability to accurately interpret the results of recent theoretical research in marketing and apply them in practice. SC3. Ability to conduct independent research and interpret its results in the field of marketing. SC4. Ability to apply a creative approach in professional activity. SC5. Ability to diagnose the marketing activity of a market entity, conduct marketing analysis and forecasting. SC6. Ability to select and apply effective tools for managing the marketing activities of a market entity at the level of organization, department, group, or network. SC7. Ability to develop and analyze the marketing strategy of a market entity and the means of its implementation, considering cross-functional interrelations. SC8. Ability to form the marketing system of a market entity and evaluate the performance and efficiency of its functioning. SC9. Ability to conduct high-quality theoretical and applied research in the field of marketing.
7 – Programme learning outcomes	
Programme results of studies in the specialty (determined by the higher education standard of the specialty)	R1. Know and be able to apply in practice modern principles, theories, methods, and practical techniques of marketing. R2. Be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve tasks of a market entity. R3. Plan and conduct independent research in the field of marketing, analyze its results, and justify effective marketing decisions under uncertainty. R4. Be able to develop marketing strategy and tactics, taking into account the cross-functional nature of their implementation. R5. Present and discuss the results of scientific and applied research, marketing projects in both the national and foreign languages.

	<p>R6. Be able to increase the efficiency of marketing activities of a market entity at various levels of management, develop and manage marketing projects.</p> <p>R7. Be able to design and improve the marketing system of a market entity.</p> <p>R8. Use interpersonal communication methods in solving group tasks, conducting negotiations, and participating in scientific discussions in the field of marketing.</p> <p>R9. Understand the essence and specific features of using marketing tools in the decision-making process.</p> <p>R10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, and techniques.</p> <p>R11. Apply methods of strategic marketing analysis and interpret their results to improve the marketing activity of a market entity.</p> <p>R12. Conduct diagnostics, as well as strategic and operational marketing management for the development and implementation of marketing strategies, projects, and programs.</p> <p>R13. Manage the marketing activities of a market entity, as well as its departments, teams, and networks; determine criteria and indicators for their evaluation.</p> <p>R14. Build a marketing interaction system and establish long-term mutually beneficial relationships with other market participants.</p> <p>R15. Collect necessary data from various sources, process and analyze the results using modern methods and specialized software.</p>
8 – Resource support for programme implementation	
Staff support	<p>The staffing of the educational program complies with the Resolution of the Cabinet of Ministers of Ukraine “On Approval of the 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 No. 365 dated March 24, 2021, Annexes 15-16).</p> <p>The implementation of the program is ensured by academic and teaching staff with scientific degrees and academic titles who meet at least four requirements of Clause 38 of the Licensing Conditions and possess the necessary experience in scientific and pedagogical work, as well as by highly qualified specialists with relevant professional competence or practical, managerial, and research experience in the field of marketing.</p> <p>To enhance their professional level, all academic staff undergo advanced training at least once every five years, including international internships.</p>
Material and technical support	<p>The material and technical support of the educational program complies with the same Resolution (No. 1187, with amendments from No. 365, Annex 17) and ensures the successful training of applicants at the second (master’s) level under the Marketing Educational and Professional Program.</p> <p>Educational activities take place in lecture and practical classrooms, auditoriums equipped with modern multimedia technology, and computer labs with the necessary software. For distance learning, the corporate Microsoft Teams platform is</p>

	<p>used, enabling real-time classes with presentation of learning materials and the application of various teaching methods.</p> <p>The library accumulates scientific and educational literature, as well as specialized periodicals required for students' independent work. Students also have unlimited open access to the Internet.</p> <p>The social and living infrastructure meets the licensing requirements and includes dormitories, a cafeteria, an assembly hall, a sports complex, a stadium, a medical aid station, and psychological support services, ensuring favorable learning conditions.</p>
Informational and educational and methodological support	<p>Each course unit of the curriculum under this educational program is 100% provided with a comprehensive package of teaching and methodological support and educational materials (textbooks, manuals, lecture notes, methodological guidelines, reference books, standards in accordance with the list of recommended literature or their electronic versions, in compliance with intellectual property legislation). Some educational components are provided exclusively in electronic format.</p> <p>There is an official website of the Department of Marketing, which contains key information about the educational programs: https://web.kpi.kharkov.ua/marketing/</p> <p>Students of higher education have free access to the educational and methodological materials and electronic information resources of the educational program.</p> <p>The program complies with technological requirements for educational, methodological, and information support of educational activities in the field of higher education according to 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 No. 365 dated March 24, 2021, Annex 18).</p> <p>Syllabuses for the educational program are available at: https://web.kpi.kharkov.ua/marketing/sylabus-mag/</p>
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
International credit mobility	Carried out under bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and the following partner universities: the University of Miskolc (Hungary), University of Applied Sciences Zittau/Görlitz, Saxony (Germany), Kazakh-German University, Almaty (Kazakhstan), Bialystok University of Technology, Bialystok (Poland)
Education of foreign students	The training of students is carried out in accordance with the requirements of current legislation, provided that the previous level of education is recognized

**2. LIST OF EDUCATIONAL COMPONENTS
OF THE EDUCATIONAL AND PROFESSIONAL PROGRAMME “MARKETING”
AND THEIR LOGICAL SEQUENCE**

<i>Code e/c</i>	<i>Educational program components (disciplines, projects/work, internship, qualification work)</i>	<i>Number of credits</i>	<i>Final control form</i>
1. Mandatory components of the Educational Programme			
General training			
GT 1	Methodology of scientific research	5,0	Differentiated grading
GT 2	Data analysis tools	5,0	Differentiated grading
Special (professional) training			
PT 1	Strategic marketing	5,0	Exam
PT 2	Relationship marketing	5,0	Exam
PT 3	Marketing effectiveness management	5,0	Exam
PT 4	Management of innovative development	5,0	Differentiated grading
PT 5	Project management in marketing	5,0	Exam
PT 6	Communications and negotiations	4,0	Exam
PT 7	Brand management	5,0	Exam
2. Practical training			
PP 1	Pre-diploma practice	12,0	Differentiated grading
3. Certification			
A1	Defense of qualification thesis	10,0	Defense
<i>The total volume of mandatory components</i>		66,0	
4. Selective components of the Educational Programme			
4.1 Educational components of free choice of professional training from the general institutional catalog			
ECPT	EC FC PT 1	4,0	Differentiated grading
ECPT	EC FC PT 2	4,0	Differentiated grading
ECPT	EC FC PT 3	4,0	Differentiated grading
ECPT	EC FC PT 4	4,0	Differentiated grading
The total volume of educational components of free choice of professional training from the general institutional catalog		16	
4.2 Educational components of free choice of general training			
ECGT	EC FC GT 1	4,0	Differentiated grading
ECGT	EC FC GT 2	4,0	Differentiated grading
The total volume of educational components of free choice of general training		8	
The total volume of selective components:		24	
Total volume of the educational programme:		90.0	

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

No. n/p	Training cycle	The volume of the educational load of the student of higher education (credits / %)		
		Mandatory components of the educational and professional programme	Selective components of the educational and professional programme	Total for the entire period of study
1	Cycle of general training	10 / 11	-	10 / 11
2	Cycle of specialized (professional) training	56 / 62	-	56 / 62
3	Selective components	-	24 / 27	24 / 27
Total for the entire period of study:		66 / 73	24 / 27	90 / 100

4. FORM OF ATTESTATION OF HIGHER EDUCATION APPLICANTS

Attestation of the higher education applicants studying within the educational and professional programme "Marketing" (in English) specialty D5 "Marketing" " is carried out in the form of a public defense of the qualification work and ends with the issuance of a document of the established form on awarding them a master's degree with the qualification: "Master of marketing".

The qualification work is subject to a plagiarism check using software-based tools. The thesis is published in the repository of NTU "KhPI". The public defense takes place at an open meeting of the attestation (certification) commission.

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

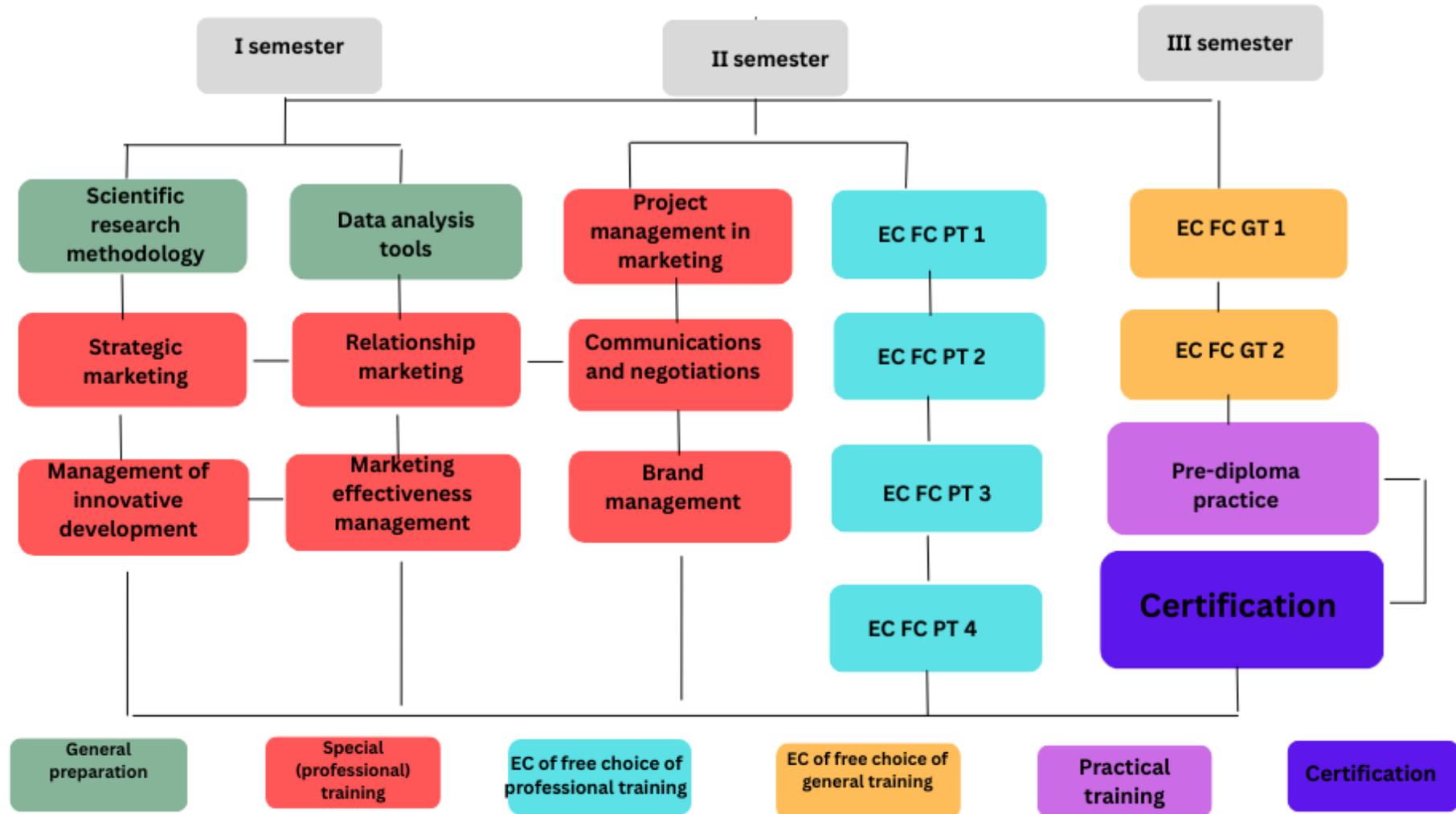
Determined in accordance with the European Standards and Guidelines for Quality Assurance in Higher Education (ESG) and Article 16 of the Law of Ukraine "On Higher Education".

Quality assurance policy in higher education	<p>The key principles of internal quality assurance in NTU “KhPI” are: responsibility, adequacy, autonomy, measurability, academic culture, and transparency.</p> <p>The main procedures of the internal quality assurance system include:</p> <ol style="list-style-type: none">1. Implementation of a quality policy aimed at achieving strategic goals and continuous improvement of quality;2. Ensuring transparency of information regarding educational programs, higher education degrees, and qualifications;3. Ensuring compliance with academic integrity by university staff and higher education applicants;4. Conducting monitoring and socio-psychological research to identify labor market needs, stakeholder requirements in higher education, the quality of educational services, and satisfaction with the quality of educational activities and outcomes;5. Engagement of stakeholders (students, employers, representatives of the academic community, etc.) in decision-making related to internal quality assurance;6. External evaluation of NTU “KhPI” activities through participation in national and international university rankings, and compliance with licensing requirements;7. Participation in accreditation and post-accreditation monitoring of the university's educational programs. <p>Key areas include: development, approval, monitoring, and periodic review of educational programs; professional development of academic, scientific, and scientific-pedagogical staff; ensuring student-centered and practice-oriented teaching, learning, and assessment; provision of adequate resources to support the educational process; availability of information systems for effective educational process management.</p> <p>Based on the results of a quality management system audit, the University has obtained a Certificate of the Quality Management System for providing services in higher education, scientific research, and experimental development. This certificate confirms that the NTU “KhPI” Quality Management System complies with the requirements of DSTU ISO 9001:2015.</p> <p>This is considered the “business card” of NTU “KhPI”, which guarantees that all university processes are managed and monitored, thus enhancing the university’s potential for cooperation with prospective grant providers and investors.</p> <p>https://blogs.kpi.kharkov.ua/v2/quality/dokumenty/systema-upravlinnya-yakistyu/</p>
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<p>Quality assurance of the development, approval, monitoring, review, and update of educational programs</p>	<p>The monitoring and periodic review of educational programs at NTU "KhPI" is conducted annually in accordance with the current regulatory documents.</p> <p>The review of educational programs is based on the analysis of the satisfaction of:</p> <ul style="list-style-type: none"> - higher education applicants – including their educational needs, opportunities to build an individual learning trajectory, adherence to academic freedoms in the educational process, satisfaction with the quality of the educational program, etc.; - employers – regarding the quality of formation of general and professional competencies, as well as relevant and social (soft) skills; - other stakeholders. <p>The following tools are used for the review of educational programs: online surveys; analysis of regulatory documents; situational analysis in accordance with the requirements for the structure and content of the educational program; analysis of the organization of the educational process within the program; evaluation of the quality of educational service delivery.</p> <p>Frequency of educational program review:</p> <ul style="list-style-type: none"> a) annually, based on monitoring results; b) after the completion of the educational program by students, to assess the feasibility of its further implementation; c) in the event of changes in legislative and regulatory frameworks; d) based on the results of accreditation (general outcomes of previous accreditations by field, specialty, department, institute, and university). <p>https://blogs.kpi.kharkov.ua/v2/quality/yakist-osvity/akredytatsiya-2023-2024/akredytatsiya-2024-2025/</p>
<p>Ensuring the enrollment, achievement, recognition, and certification of applicants</p>	<p>The assessment of higher education applicants is consistent, transparent, and conducted in accordance with the procedures established by the University, based on regulatory documents.</p> <p>Annual evaluation of applicants is carried out in accordance with the forms of assessment defined in the educational program; the grading scale of learning outcomes specified in the syllabus of educational components; and the accounting, analysis, and comparison of learning results.</p> <p>Assessment of higher education applicants is conducted using a 100-point cumulative rating system. A ranking-based assessment system is applied.</p>
<p>Quality assurance of student-centered learning, teaching, and assessment</p>	<p>Planning, distribution, and provision of learning resources, as well as information and technical support, take into account the needs of higher education learners and the principles of student-centered learning. Internal quality assurance in higher education ensures that all necessary resources align with learning objectives, are accessible, and that learners are informed about their availability.</p>
<p>Quality assurance of academic and teaching staff</p>	<p>Annual ranking-based evaluation of academic and teaching staff and departments of the University is carried out through mechanisms of evaluation and self-assessment of the effectiveness of academic and teaching activities, their alignment with national higher education development priorities, the University's development strategy, and the professional development of academic personnel.</p> <p>The results of this ranking evaluation are summarized based on achievements during the academic year. The results of the annual assessment of academic staff and departments are presented at meetings</p>

	<p>of the University Quality Council and Methodological Council. The evaluation results are also published on the University's official website.</p>
<p>Resource support for the educational process (learning resources and student support)</p>	<p>The higher education institution ensures the educational process is supported by all necessary and accessible resources (staffing, methodological, material, informational, etc.) and provides appropriate support to higher education learners.</p> <p>Organizational and methodological support for independent student work includes the development of methodological, didactic, and instructional materials. These support the formation, consolidation, deepening, and systematization of knowledge and skills acquired during in-class activities, as well as enable self-training and self-assessment during the study of the educational-professional (or scientific) program.</p>
<p>Information support (information management)</p>	<p>To manage the educational process, the University has developed an effective information management policy and a corresponding integrated information system for educational process management. This system automates the main functions of educational process management, including: admission campaigns, educational process planning and organization, access to learning resources, accounting and analysis of student performance, administration of core and auxiliary processes supporting educational activities, human resources management, and others.</p>
<p>Transparency of information on educational programs, teaching, and research activities</p>	<p>Accurate, objective, up-to-date, timely, and easily accessible information about the educational-professional (or scientific) program is published on the official website of NTU "KhPI", including information intended for prospective students, graduates, other stakeholders, and the public.</p> <p>Public information includes details about educational activities within the specialty, including: selection criteria for admission; intended learning outcomes of the program; teaching, learning, and assessment procedures used.</p>
<p>Ensuring academic integrity</p>	<p>The prevention and detection of academic plagiarism in the research works of university staff and higher education learners are implemented through dedicated policies, standards, and procedures for academic integrity. These are regulated by the following NTU "KhPI" documents:</p> <ol style="list-style-type: none"> 1. Charter 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 Papers of Higher Education Applicants at NTU "KhPI"; 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".

6. STRUCTURAL AND LOGICAL SCHEME OF EDUCATIONAL PROGRAMME



7. MATRIX OF CORRESPONDENCE OF LEARNING OUTCOMES, COMPETENCIES, AND EDUCATIONAL COMPONENTS OF MANDATORY TRAINING

Integral competence is ensured through attestation

Learning outcomes (results)	Competencies																
	Integral competency																
	General competencies								Special (professional) competencies								
	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7	GC 8	SC 1	SC 2	SC 3	SC 4	SC 5	SC 6	SC 7	SC 8	SC 9
R-1	PP1							PT4 PT5	PP1								GT1 PT5
R-2	PT1	GT1							PT2 PT3								GT1
R-3	GT1					GT1 PT3		PT5			GT1						
R-4	PT1	PT7		PT1 PT4												PT1 PT7	
R-5						GT1 PT5 PP1			GT1 GT2	GT1 PP1							
R-6	PT5							PT5							PT4		PT3
R-7		PT7	PT2									PT4					PT2
R-8						PT2 PT6						PT6 PT2					
R-9	GT1								PT2 PT5			PT2 PT7 PT6		PP1			PT2
R-10		PT6 PP1					PT1							PT3	PT1	PT3	
R-11						GT2 PT3 PP1										PT1	
R-12	GT1 PT1							PT5				PT6	PP1			PT1	PT3
R-13	PT7		GT2 PT3										GT2	PT4			
R-14				PT1	PT2			PT2									PT2
R-15						GT1 GT2				GT1 PT3	GT1		PP1			PP1	