

Ministry of Education and Science of Ukraine

V. N. KARAZIN KHARKIV NATIONAL UNIVERSITY

Educational and professional program

(educational and professional / educational and scientific)

Entrepreneurship

(program name)

second (master's) level of higher education

(first (bachelor's degree), second (master's degree), third (educational and scientific))

Field of knowledge 07 Management and administration

(code, title)

Specialty 076 «Entrepreneurship and trade»

(шифр, назва спеціальності)

Specialization (if available) _____

(specialization title)

APPROVED

by the Academic Council of the V.N Karazin Kharkiv
National University

“ _____ ” _____ 2024,

Minutes № _____

Kharkiv 2024

APPROVAL LIST

educational and professional program

«Entrepreneurship»

The educational program has been reviewed and approved:

1. Scientific and Methodological Council of V. N. Karazin Kharkiv National University
Minutes № « » 2024.

Head of the Scientific and Methodological Council,
Vice-President for Research and Education _____ (Oleksandr HOLOVKO)

2. Academic Council of ERI «Karazin Business School»:
Minutes № « » 2024

Head of the Academic Council _____ (Volodymyr RODCHENKO)

3. Scientific and methodological commission of ERI «Karazin Business School»:
Minutes № « » 2024

Head of scientific and methodological commission
ERI «Karazin Business School» _____ (Yuliia PRUS)

4. Department of management and administration ERI «Karazin Business School»:
Minutes № « » 2024

Acting head of the Department,
Doctor of Science (Economics), Professor _____ (Victoria TRETAK)

PREAMBLE

Developed by a working group consisting of:

First name, Last name	Position	Academic degree, academic rank
Head of the working group - guarantor of the educational program		
Oksana PORTNA	Professor of the Department of management and administration	Doctor of Sciences (Economics), Professor
Members of working group		
Sergii BERENDA	Director of the Educational and Research Institute "Karazin Business School" of V. N. Karazin Kharkiv National University	Doctor of Philosophy (Economics), Associate Professor
Inna LYAKH	Associate Professor of the Department of management and administration	Doctor of Philosophy (Economics), Doctor of Sciences (Law)
Maryna YEROMINA	Associate Professor of the Department of management and administration	Doctor of Philosophy (Economics), Associate Professor
Anna KRAMARENKO	Associate Professor of the Department of management and administration	Doctor of Philosophy (Economics), Associate Professor
Denys DAVYDOV	Associate Professor of the Department of management and administration	Doctor of Philosophy (Economics), Associate Professor
Viktoriiia LUNOVA	Associate Professor of the Department of management and administration	Doctor of Philosophy (Economics)

When developing the program, the following requirements are taken into account:

- 1) Standard of higher education of the specialty for the second (master's) level of Higher Education, approved by the order of the Ministry of education and science of Ukraine from 10.07.2019 № 961. <https://mon.gov.ua/storage/app/media/vishcha-osvita/zatverdzeni%20standarty/2019/07/12/076-pidpriemnitstvo-torgivlya-ta-birzhova-diyalnist-magistr.pdf>

1. Educational program profile

1 – General information	
Full name of the higher education institution and structural division	V. N. Karazin Kharkiv National University Educational and Research Institute "Karazin Business School"
Official name of the program	Educational and professional program «Entrepreneurship»
Degree of Higher Education	Master
Qualification that is assigned	Master of entrepreneurship and trade; entrepreneurship
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS. At least 35% of the educational program is aimed at providing general and special (professional) competencies in the specialty «Entrepreneurship and trade», defined by the higher education standard
Availability of accreditation	Ministry of education and science of Ukraine, certificate of accreditation УД № 21007690 from 08.01.2019, valid until 01.07.2024
Background	Bachelor's / master's / specialist's degree
Language of training	Ukrainian, English
Duration of the educational program	1 year 4 month
Internet address of permanent placement of the description of the educational program	http://kbs.karazin.ua/programs/education/4
2 - Aim of the educational program	
Aim of program	The aim of the program is to train specialists who are able to solve complex tasks and problems in the field of entrepreneurship and trade or in the course of training, 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, specialization)	Field of knowledge 07 "Management and administration" Specialty 076 "Entrepreneurship and trade"

Orientation of the educational program	Educational and professional program
The main focus of the educational program and specialization	<p>The program is professional and applied. The structure of the program provides for mastering knowledge on the system analysis of activities in the field of entrepreneurship and trade; skills to maximize the use of resources in the interests of the enterprise and society, to work effectively in an intercultural environment, taking into account globalization processes and ethical principles, to analyze complex data</p> <p>Keywords: entrepreneurship, trade, entrepreneurial and trade structures, management decisions, strategies, competitiveness.</p>
Program features	<p>The program is designed to develop holistic, innovative and socially responsible business leaders based on the development of the knowledge, skills and values that are essential to success in challenging environments.</p> <p>The program provides an opportunity to take long - and short - term internships abroad, participate in scientific, practical and information and communication events, including with the involvement of participants in the educational process of foreign universities.</p> <p>There is a possibility of mobility under the Erasmus+ program, all students participate in special seminars together with students participating in the Erasmus+program.</p> <p>The program is implemented in full-time and part-time forms of study.</p> <p>It is implemented in Ukrainian and English.</p>
4 – Suitability of graduates for employment and further training	
Suitability employment	<p>According to the classifier of professions 003:2010, graduates can engage in the following types of professional activities: heads of enterprises, institutions and organizations (code 003:2010-1210.1); director of production (code 1222.1); heads of production divisions in commercial (code 1227), household (code 1228) service; heads of department in industrial, commercial, household organizations (code 1229.7); heads of financial, accounting, economic, legal and administrative divisions (code 1231); commercial director (code 1233); heads of logistics divisions (code 1235); heads of other functional divisions (code 1239); managers of small enterprises in industry, construction, trade, transport, commercial and consumer services (codes 1311-1319); managers in various spheres of the economy (codes 1411-1496); consultants in the field of enterprise efficiency management and production rationalization, on issues of organization and management of the enterprise, on economic issues (code 2419.2); assistants to managers of enterprises, institutions and organizations, assistants to heads of divisions and managers of small enterprises (codes 3436.1-3436.3); teachers of universities and higher educational institutions (code 2310); business administration and management advisers (code 2490), etc.</p> <p>Name of professions according to the International Standard Classification of Occupations 2008 (ISCO-08):</p> <p>Basis Group 1 Managers, codes: 12 (administrative and commercial managers); 13 (managers of production and specialized services); 14</p>

	(managers of hotel business, retail trade and other services); Basic group 2 Professionals, codes: 23 (teachers: 231 – teachers of universities and higher educational institutions, 235 – other specialists in the field of teaching); 24 (specialists in business and management).
Further training	Continuation of education at the third (educational and scientific) level of Higher Education - Doctor of Philosophy. Acquisition of additional qualifications in the postgraduate education system
5 – Teaching and evaluation	
Teaching	Teaching and training is carried out in accordance with the student-centered approach and involves a combination of lectures, practical classes with the solution of situational problems and the use of case methods, business games, trainings that develop leadership skills and the ability to work in a team; problem-oriented training, which involves meetings with well-known representatives of business, state and public activities in order to exchange positive experience of entrepreneurial and professional activities in full-time and part-time forms of study.
Evaluation	Current survey, test control, presentation of individual tasks, conducting workshops, team reports, practice reports. Final control - exams and credits based on the accumulated points of the current control. Certification - preparation and presentation of a master's thesis
6 – Program competencies	
Integral competence	Ability to solve complex tasks and problems of entrepreneurship, trading and exchange activities or in the course of training, which involves research and innovation and is characterized by uncertainty of conditions and requirements
General competencies	GC1. Ability to adapt and act in a new situation. GC2. Ability to identify, pose, and solve problems. GC3. Ability to motivate people and move towards a common goal. GC4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity). GC5. Certainty and perseverance in relation to the tasks set and responsibilities assumed.
Professional competencies	PC 1. Ability to develop and implement a strategy for the development of business, trading and/or exchange structures. PC 2. Ability to evaluate products, goods and services in business, trading and/or exchange activities PC 3. Ability to effectively manage the activities of business entities in the field of entrepreneurship, trade and/or exchange activities. PC 4. Ability to solve problematic issues and make managerial decisions in professional activities. PC 5. Ability to initiate and implement innovative projects in business, trading and/or exchange activities. PC 6. Ability to apply a variety of tools for evaluating the processes and results of business, trading and/or exchange structures, to draw appropriate conclusions for making managerial decisions. PC 7. Ability to implement management processes using information and communication technologies

Competencies defined by the University

PC 8. Ability to create and organize effective communications in business and trade activities

PC 9. Ability to analyze and structure problems in the activities of business and trade structures, make effective management decisions and ensure their implementation.

7 – Program learning outcomes

Program learning outcomes

PLO 1. Be able to adapt and show initiative and independence in situations that arise in professional activity.

PLO 2. Identify and analyze the problems of entrepreneurship, trade and exchange activity and develop measures to solve them.

PLO 3. Be able to develop measures of material and moral encouragement and apply other tools to motivate staff and partners to achieve the goal.

PLO 4. Apply business communications to maintain interaction with representatives of various professional groups.

PLO 5. Be able professionally, fully and with creative self-realization perform the tasks set in the field of entrepreneurship, trade and/or exchange activities.

PLO 6. Be able to develop and implement measures to ensure the quality of work performed and determine their effectiveness.

PLO 7. Determine and implement strategic plans for the development of business entities in the field of entrepreneurship, trade and/or exchange activities.

PLO 8. Evaluate products, goods, services, as well as processes occurring in business, trading and/or exchange structures, and draw appropriate conclusions for making managerial decisions.

PLO 9. Develop and make decisions aimed at ensuring the efficiency of business entities' activities in the field of entrepreneurial, trading and/or exchange activities.

PLO 10. Be able to solve problematic issues that arise in the activities of business, trading and/or exchange structures in conditions of uncertainty and risks.

PLO 11. Implement innovative projects in order to create conditions for the effective functioning and development of business, trading and/or exchange structures.

PLO 12. Demonstrate stress-resistant behavior in changing business conditions, which is manifested in readiness for teamwork to change plans and projects, improve the chosen implementation methods.

PLO 13. Be executive and responsible, which is manifested in timely and fully completed tasks, open recognition of the consequences of decisions and actions, proposals that will solve a difficult situation and readiness to implement these measures.

PLO 14. Demonstrate team behavior, which is manifested in the willingness to organize and moderate team discussions and decision-making process, consistent implementation of agreements reached, mutual support, mutual respect of each team member.

Program learning outcomes defined by the University

PLO 15. Identify and analyze problems in the activities of business and trade structures, develop a set of alternative measures to solve them.

PLO 16. Apply a variety of tools for current and strategic assessment of the processes and results of business and trade structures, draw appropriate conclusions for making managerial decisions.

8 – Resource support for program implementation

<p>Specific characteristics of human resources support</p>	<p>19 specialists carry out educational activities within the framework of the implementation of the EPP, 26% of whom have practical experience in relevant institutions, and 37% have the degree of Doctor of Science and the academic title of Professor. Representatives of business, local governments, and other stakeholders are actively involved in the training process.</p>
<p>Specific characteristics of technical support</p>	<p>Tools and equipment: information and communication systems, devices and equipment (computer equipment, application software packages, software products, etc.).</p> <p>Material and technical support for the implementation of EPP is carried out on the basis of:</p> <ul style="list-style-type: none"> - a media room equipped with a PC, projector, wireless and wired microphones, projector screen, wall speakers, sound amplifier and wired camera; - classrooms equipped with PCs, projectors, wireless microphones, projector screens, wall-mounted speakers, audio amplifiers, and wired cameras; - computer classes equipped with PCs, laptops with existing internet access channels; - all disciplines of the curriculum are provided with the necessary methodological materials; - in all rooms where the educational process is carried out, there is access to Wi-Fi Internet.
<p>Specific characteristics of information and educational support</p>	<p>For information and educational support of the OPP:</p> <ul style="list-style-type: none"> - developed educational and methodical complexes of all academic disciplines of the EPP, which are hosted on the Moodle or Google Classroom platforms; - free access is provided to the resources of the National Library, which include an electronic catalog with an electronic order; full-text databases of journals of foreign and domestic publishers: SCOPUS, Web of Science, EBSCO, Royal Society of Chemistry, Oxford University Press, Cambridge University Press, SpringerNature (journals*) CUL Online, Springer Link; a database of more than 20 titles of professional publications; - within the central National Library there are reading rooms for visitors of specialty 076 "Entrepreneurship and trade", designed for 155 seats; - there is an E-Dean's office – this is an electronic system that contains the schedule of classes; applicants have their own accounts where they can track current and final academic performance; teachers can keep an electronic journal of students' academic performance, form their own individual work plan, see their workload and class schedule; - there is an official website of the educational institution, which contains basic information about its activities; - there is a website of ERI “Karazin Business School”, which provides detailed information about the educational program, the department responsible for its implementation, and publishes information about the results of public discussion; - in case of transfer of applicants to a mixed or distance learning form, classes are conducted using platforms Google Meet, Zoom, Cisco Webex, Moodle, Google Classroom.

9 – Academic mobility

National mobility	Academic mobility programs within the framework of programs and / or agreements between V. N. Karazin Kharkiv National University and higher education institutions of Ukraine.
International mobility	<p>Agreements on international cooperation within the framework of the Erasmus+107 program have been signed with European institutions of higher education, namely:</p> <p>Universidad Católica de Murcia Instituto Politecnico de Braganca University of Vaasa, Finland Université de Nice -Sophia Antipolis Universidad de Murcia Università di Foggia Coruna University Tuscia University Cordoba University Masaryk University İzmir Kâtip Çelebi Üniversitesi University of Economy in Bydgoszcz etc.</p> <p>as well as bilateral agreements with:</p> <p>SILC Business School, Shanghai University Cordoba University University of Vaasa, Finland Universidad de Sevilla Business School - ILIA STATE UNIVERSITY Kirkklareli University, Turkey Istanbul University, Turkey SolBridge International School of Business Netherlands Business Academy Virginia International University, USA Univerzita Palackého v Olomouci Masaryk University Izmir University etc.</p>
Training of foreign students	For international students, it is planned to teach academic disciplines in Ukrainian and English.

2. List of components of the educational program and their logical sequence

Components of EP

Codes	Components of the educational program	ECTS	Final control
1	2	3	4
Compulsory components of EP			
CC1	Foreign language in the specialty / Ukrainian as a foreign language*	4	credit
CC2	Methodology and organization of scientific research	3	exam
CC3	Management of organizations	5	exam
CC4	Management of entrepreneurial activity	5	exam
CC5	International trade activities	5	exam
CC6	Organization of capital markets	4	credit
CC7	Innovative development of enterprises	4	exam
CC8	Strategic management	5	exam
CC9	Project management	4	exam
CC10	Production practice	6	credit
CC11	Diploma seminar	3	credit
CC12	Preparation of the master's qualification work	8	
Total for the compulsory part:			56
2. SELECTIVE DISCIPLINES			
2.1. General training cycle			
SC 1	Selective educational component 1	3	credit
Professional training cycle			
Selective block «Entrepreneurship»			
SC2	Selective educational component 2	4	credit
SC3	Selective educational component 3	4	credit
SC4	Selective educational component 4	4	credit
SC5	Selective educational component 5	4	credit
SC6	Selective educational component 6	5	credit
SC7	Selective educational component 7	5	credit
SC8	Selective educational component 8	5	credit
Selective block «Entrepreneurship in education»			
SC2	Selective educational component 2	4	credit
SC3	Selective educational component 3	4	credit
SC4	Selective educational component 4	4	credit
SC5	Selective educational component 5	4	credit
SC6	Selective educational component 6	5	credit
SC7	Selective educational component 7	5	credit
SC8	Selective educational component 8	5	credit
Total for the selective part:			34
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM			90

* Taught to international students

** Selective educational components of the professional training cycle are selected by applicants from the catalog of selective educational components for applicants of the second (master's) level in the educational and professional program "Entrepreneurship" (admission 2024)

3. Structural and logical scheme of the EP

1 semester	2 semester	3 semester
Foreign language in the specialty / Ukrainian as a foreign language* (CC 1)		
Methodology and organization of scientific research (CC 2)		
Management of organizations (CC 3)	Strategic management (CC 7)	Project management (CC 9)
Management of entrepreneurial activity (CC 4)	Production practice (CC 10)	Diploma seminar (CC11)
International trade activities (CC 5)		
Organization of capital markets (CC 6)		Preparation of the master's qualification work (CC 12)
Innovative development of enterprises (CC 7)		
	Selective disciplines	

4. Form of certification of students

Certification of graduates of the educational and professional program "Entrepreneurship" specialty 076 "Entrepreneurship and trade" is carried out in the form of a public defense (presentation) of qualification work and finishes with the issuance of a document of the established sample on awarding a master's degree with the assignment of the qualification "Master of entrepreneurship and trade; entrepreneurship".

Qualification work involves solving a complex problem in the field of entrepreneurship and trade, which involves conducting research and/or implementing innovations under uncertain conditions and requirements.

The master's qualification work is checked for originality level, for compliance with the requirements for preventing and detecting plagiarism, falsification and fabrication using an anti-plagiarism internet system.

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

**5. Matrix of compliance with program competencies
components of the educational program**

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12
GC1	+	+	+	+	+			+	+		+	+
GC2	+	+							+		+	+
GC3			+	+	+				+			
GC4			+		+		+			+		
GC5			+	+	+			+	+		+	+
PC1				+	+	+						+
PC2							+				+	+
PC3			+	+	+	+		+	+			+
PC4					+				+	+		+
PC5					+			+	+			
PC6		+	+	+					+			
PC7			+									
PC8			+	+		+		+				
PC9			+	+					+			

**6. Matrix for ensuring program learning outcomes (PLO)
relevant components of the educational program**

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12
PLO1			+	+	+			+	+		+	+
PLO2	+	+							+		+	+
PLO3			+	+	+				+			
PLO4			+		+		+			+		
PLO5			+	+	+			+	+		+	+
PLO6			+	+	+	+		+	+			+
PLO7				+	+	+						+
PLO8							+				+	+
PLO9			+	+	+	+		+	+			+
PLO10	+	+			+				+	+		+
PLO11					+			+	+			
PLO12			+	+	+	+		+	+			+
PLO13					+				+	+		+
PLO14			+	+	+				+			
PLO15		+	+									
PLO16		+	+	+					+			