

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Approved by the Academic Council of Simon
Kuznets Kharkiv National University of Economics
on May 4, 2020 a record № 7

Head of the Academic Council

Rector

V. S. Ponomarenko



EDUCATIONAL AND PROFESSIONAL PROGRAM
«INTERNATIONAL BUSINESS»

LEVEL OF HIGHER EDUCATION The first (bachelor)

HIGHER EDUCATION DEGREE Bachelor

FIELD OF KNOWLEDGE 29 International Relations

SPECIALTY 292 International Economic Relations

Kharkiv, 2020

I. PREAMBLE

1. APPROVED AND ENACTED

The educational and professional program of higher education in the field of knowledge 29 International relations specialty 292 International economic relations of the first (bachelor) level of higher education was approved and put into effect by the order of the rector of KhNEU named after S. Kuznets dated 05/04/2020 No. 55 in accordance with the decision of the academic council of the university dated 05/04/2020 Protocol No. 7.

2. EPP DEVELOPERS

Zhurba Ihor – Doctor of Economics, Professor; Professor of the Department of International Business and Economic Analysis.

Otenko Iryna – Doctor of Economics, Professor, Head of the Department of International Business and Economic Analysis.

Parkhomenko Nataliia – PhD in Economics, Associate Professor; Associate Professor of the Department of International Business and Economic Analysis.

II. Загальна характеристика

Level of higher education	The first (Bachelor) Level
Higher education degree	Bachelor
Areas of expertise	29 International Relations
Specialty	292 "International Economic Relations"
Educational program	International Business
Educational qualification	Bachelor of International Economic Relations
Qualification in Diploma	Degree of higher education - Bachelor Specialty – 292 "International Economic Relations" Educational program – "International Business"
The description of the subject area	<p>The object of study is functioning and development of the world economy, forms of international economic relations and mechanisms of their implementation, motivation and behavior of subjects of international economic relations at the micro-, meso-, macro- and mega-levels, in the process of evolution of international relations and international cooperation.</p> <p>Training goals – training of specialists capable of solving specialized complex tasks and practical problems characterized by the complexity and uncertainty of conditions in the field of international economic relations. The theoretical content of the subject area - the economy of global economic relations with its patterns of formation and development of social reproductive processes in their interconnection and interdependence based on international economic activity, international division of labor and institutional regulation mechanism in the process of transformation of international economic relations and international economic cooperation. Methods, techniques, and technologies: methods of theoretical and empirical research, economic-mathematical analysis and forecasting, data analysis techniques, information search and processing technologies, expert evaluation of implementation results international economic relations.</p> <p>Tools and equipment: modern information and</p>

	analytical systems, standard and special software products.
Academic Rights	A graduate of the bachelor's level of higher education can continue his studies at the master's level of education, as well as improve his qualifications and receive additional education through certified programs and postgraduate study programs.

III. The amount of ECTS credits required to obtain the corresponding degree of higher education

The scope of the educational program of the bachelor of the field of knowledge 29 International relations of the specialty 292 International economic relations:
on the basis of complete general secondary education - 240 ECTS credits,

Training period:

full-time form - 3 years 10 months;

part-time - 4 years 10 months.

The amount of ECTS credits for obtaining a bachelor's degree in the specialty 292 International Economic Relations

Training cycles	ECTS credits
THE CYCLE OF GENERAL TRAINING	61 (25 %)
<i>MANDATORY EDUCATIONAL COMPONENTS</i>	51 (21 %)
<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	10 (4 %)
THE CYCLE OF PROFESSIONAL TRAINING	179 (75 %)
<i>MANDATORY EDUCATIONAL COMPONENTS</i>	129 (54 %)
<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	50 (21 %)

The elective component of the educational and professional program consists of:

- non-specialist disciplines (MINOR COURSE, ELECTIVE COURSES);
- professional discipline (MAJOR COURSE, ELECTIVE COURSES).

Non-specialist disciplines (MINOR COURSE, ELECTIVE COURSES) are chosen by students from the general list of academic disciplines of the University (pool of selective disciplines of S. Kuznets Khnev National University).

ELECTIVE COURSES – separate variable disciplines totaling 5 ECTS credits. For the general cycle, such disciplines can be:

- disciplines of social and humanitarian orientation (for example: "Sociology", "Political science", "Psychology", "Rhetoric", others);
- disciplines of technological orientation (for example: "Concepts of modern

natural science", "Systems of industrial technologies", "Basics of ecology", others)

- legal disciplines (for example: "Economic Law", "Labour Law", "Civil Law", etc.).

MINOR COURSE – this is a block of four interrelated disciplines of a non-core for the student training direction, which are studied consecutively in 2, 3 courses. The total volume of the MINOR COURSE is 20 ECTS credits (5 credits per discipline).

Professional courses (MAJOR COURSE, ELECTIVE COURSES) are offered by graduate departments. Collectively, MAJOR COURSE determines the specialization of training and can be offered as a package of educational disciplines.

IV. THE LIST OF GRADUATE COMPETENCIES

Integral Competence	The ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic relations in particular, as well as in the learning process, which involves the application of the latest theories and methods in the implementation of complex studies of global economic relations, is characterized by the complexity and uncertainty of conditions.
General Competencies	<p>GC1. The ability to realize one's rights and responsibilities as a member of society, to be aware of the values of civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine;</p> <p>GC2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.</p> <p>GC3. Ability to learn and be up-to-date.</p> <p>GC4. Ability to plan and manage time.</p> <p>GC5. Ability to communicate in the national language both orally and in writing.</p> <p>GC6. Ability to communicate in foreign languages.</p> <p>GC7. Skills in using information and communication technologies.</p> <p>GC8. Ability to abstract thinking, analysis and synthesis.</p> <p>GC9. The ability to be critical and self-critical.</p> <p>GC10. Ability to communicate with representatives of other professional groups at different levels (with experts from other</p>

	<p>fields of knowledge/types of economic activity).</p> <p>GC11. Ability to work in a team.</p> <p>GC12. Knowledge and understanding of the subject area and understanding of professional activity.</p>
<p>Special (professional, subject) Competencies</p>	<p>SC1. The ability to distinguish features and trends of the development of the world economy, peculiarities of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration.</p> <p>SC2. The ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their main forms, to apply theoretical knowledge about the functioning and development of international economic relations.</p> <p>SC3. The ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development.</p> <p>SC4. The ability to justify the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.</p> <p>SC5. The ability to carry out a comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them.</p> <p>SC6. Ability to analyze international markets of goods and services, instruments and principles of regulation of international trade.</p> <p>SC7. Ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations.</p> <p>SC8. The ability to determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and establish communications between them.</p> <p>SC9. The ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.</p> <p>SC10. The ability to justify the feasibility of using legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.</p> <p>SC11. The ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and space-time relationships.</p>

	<p>SC12. Ability to use regulatory documents and reference materials when performing professional activities in the field of international economic relations.</p> <p>SC13. The ability to evaluate and analyze the security component in international economic relations.</p> <p>SC14. Ability to communicate at professional and social levels using professional terminology, including oral and written communication in national and foreign languages.</p> <p>SC15. The ability to apply the methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.</p> <p>SC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.</p> <p>SC17. Ability to manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and other, taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-specialization of the Kharkiv region;</p> <p>SC18. The ability to solve applied tasks in the areas of planning, analysis, organization and control of international business.</p>
--	--

To ensure the correlation of defined competencies with the classification of competencies of the NQF, the matrix of correspondence of the defined competencies and descriptors of the NQF is used, which is an information annex (**Table 1 of the Explanatory Note**).

**V. The normative content of the training of higher education applicants,
formulated in terms of learning outcomes**

SPECIALTY

**292 International economic relations
educational and professional program International Business**

LO1. Be responsible for professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

LO2. Communicate freely on professional matters in national and foreign languages orally and in writing, use economic professionally terminology.

LO3. Use modern information and communication technologies, general and special purpose software packages.

LO4. Systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

LO5. Possess the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge/types of activity) on the basis of valuing diversity, multiculturalism, tolerance and respect for them.

LO6. Plan, organize, motivate, evaluate and increase the effectiveness of collective work, carry out research in a group under the leadership of a leader, taking into account the requirements and features of today situation in conditions of limited time.

LO7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.

LO8. To understand, identify and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration/disintegration processes, including and Euro-Atlantic integration.

LO9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized problems complex tasks and practical problems in the field of international trade in goods and services, international movement of capital, international monetary, financial and credit relations, mobility of human resources, international technology transfer.

LO10. To identify and distinguish the peculiarities of functioning subjects of international relations and models of their economic development.

LO11. To justify own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

LO12. To carry out a comprehensive analysis of complex economic systems, to match and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO13. Select and skillfully apply analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services using modern knowledge about the methods, forms and tools of regulation of international trade.

LO14. To understand and apply the theories, principles, means and tools of implementation of international monetary, financial and credit relations.

LO15. Determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and establish communications between them.

LO16. Demonstrate knowledge of the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.

LO17. To determine the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine.

LO18. Investigate economic phenomena and processes in the international sphere based on an understanding of categories and laws; highlighting and summarizing the trends, regularities of functioning and development of the world economy with taking into account cause-and-effect and space-time relationships.

LO19. Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards and technical conditions, etc. in the field of international economic relations.

LO20. Defend the national interests of Ukraine, taking into account security component of international economic relations.

LO21. Understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both in the state and foreign languages.

LO22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

LO23. To be aware of the need for lifelong learning in order to maintain professional competence at a high level.

LO24. Justify the choice and apply information and analytical tools, economic and statistical methods of calculation, complex analysis techniques and methods of monitoring the state of world markets.

LO25. To present the research results, based on which recommendations and measures for adaptation to changes in the international environment are being developed.

LO26. To manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial activities and others, taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-specialization of the Kharkiv region.

LO27. Apply the acquired knowledge to solve practical problems in the areas of planning, analysis, organization and control of international business.

STRUCTURE OF THE EDUCATIONAL AND PROFESSIONAL TRAINING PROGRAM FOR BACHELORS

Field of knowledge 29 INTERNATIONAL RELATIONS,
specialty: 292 INTERNATIONAL ECONOMIC RELATIONS
first (bachelor) level

Educational components	Total		Structure, %
	ECTS credits	Hours	
THE CYCLE OF GENERAL TRAINING	61	1830	25%
THE CYCLE OF PROFESSIONAL TRAINING	179	5370	75%
THE CYCLE OF GENERAL TRAINING			
<i>MANDATORY EDUCATIONAL COMPONENTS</i>			
UKRAINIAN LANGUAGE (FOR PROFESSIONAL PURPOSES)	5	150	Exam
FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)	27	810	Grading, Exam Grading, Exam Grading, Exam
ACADEMIC AND PROFESSIONAL FOREIGN LANGUAGE COMMUNICATION	4	120	Залік
WORLD HISTORY	5	150	Exam
PHILOSOPHY	5	150	Exam
HIGHER MATHEMATICS	5	150	Exam
Total MANDATORY EDUCATIONAL COMPONENTS :	51	1530	□
MANDATORY EDUCATIONAL COMPONENTS (ELECTIVE COURSES)			
<i>(students must choose variable academic disciplines from the university-wide pool)</i>			
EDUCATIONAL DISCIPLINE OF SOCIAL AND PSYCHOLOGICAL ORIENTATION	5	150	Grading
EDUCATIONAL DISCIPLINE TECHNOLOGICAL DIRECTION	5	150	Grading
Total ELECTIVE COURSES:	10	300	□
Total CYCLE OF GENERAL TRAINING :	61	1830	□
THE CYCLE OF PROFESSIONAL TRAINING			
<i>MANDATORY EDUCATIONAL COMPONENTS</i>			
COUNTRY STUDIES AND ORGANIZATIONAL BEHAVIOR OF A FOREIGN ENTERPRISE	5	150	Grading
INFORMATION TECHNOLOGIES	5	150	Grading
INTERNATIONAL LAW	5	150	Exam
MANAGEMENT	5	150	Exam
BASIS OF FINANCE	4	120	Exam
BASIS OF INTERNATIONAL ECONOMIC ACTIVITY	5	150	Grading
INTERNATIONAL RELATIONS AND WORLD POLITICS	4	120	Exam
WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	5	150	Exam
MARKETING	4	120	Grading
INTERNATIONAL ORGANISATIONS	5	150	Exam
PERSONNEL MANAGEMENT OF AN INTERNATIONAL COMPANY	5	150	Exam
INFORMATION AND ANALYTICAL TOOLS OF	5	150	Exam

INTERNATIONAL BUSINESS			
COURSE WORK: INFORMATION AND ANALYTIC TOOLS OF INTERNATIONAL BUSINESS	1	30	Coursework
COURSE WORK: BASIS OF INTERNATIONAL ECONOMIC ACTIVITY	1	30	Coursework
INTERNATIONAL FINANCE	5	150	Exam
STRATEGIC MANAGEMENT	4	120	Grading
ANALISYS OF INTERNATIONAL ECONOMIC ACTIVITY	4	120	Exam
INTERNATIONAL CONTRACTS	4	120	Grading
INTERNATIONAL ENTREPRENEURSHIP	4	120	Grading
ECONOMIC AND MATHEMATICAL METHODS IN INTERNATIONAL BUSINESS	5	150	Grading
MACRO AND MICROECONOMICS	5	150	Grading
BUSINESS ECONOMICS	4	120	Grading
EDUCATIONAL PRACTICE "UNIVERSITY EDUCATION"	1	30	Grading
TRAINING COURSE "SAFETY OF LIFE ACTIVITIES"	2	60	Grading
TRAINING COURSE "BASICS OF LABOR PROTECTION"	2	60	Grading
SCIENTIFIC RESEARCH PRACTICE	3	90	Report
PRE-DIPLOMA PRACTICE	13	390	Report
THESIS	14	420	Thesis
Total MANDATORY EDUCATIONAL COMPONENTS :	129	3870	–
<i>ELECTIVE EDUCATIONAL COMPONENTS</i> <i>(The choice of academic disciplines is made from the university-wide pool)</i>			
MINOR OR OFF-MINOR	5	150	Grading
MINOR OR OFF-MINOR	5	150	Grading
MINOR OR OFF-MINOR	5	150	Grading
MINOR OR OFF-MINOR	5	150	Grading
Total MINOR:	20	600	–
<i>MAJOR "Analytical support of international business"</i>			
International information	5	150	Exam
Financial and economic analysis of activity	5	150	Grading
Analysis of international markets	5	150	Exam
International business standards	5	150	Exam
International consulting	5	150	Grading
Economic diplomacy	5	150	Exam
Total MAJOR :	30	900	–
<i>MAJOR "Management and Marketing"</i>			
International accounting	5	150	Exam
International operational management and logistics	5	150	Grading
International business communication technologies	5	150	Exam
International innovation management	5	150	Exam
International marketing	5	150	Grading
Management of international projects	5	150	Exam
Total MAJOR :	30	900	–
Total ELECTIVE EDUCATIONAL COMPONENTS :	50	1500	–
Total CYCLE OF PROFESSIONAL TRAINING:	179	5370	–

VI. ATTESTATION FORMS HIGHER EDUCATION APPLICANTS

Forms of certification of higher education applicants	Attestation of applicants for a bachelor's degree in international economic relations is carried out in the form of a public defence (demonstration) of a qualification work (diploma thesis) in the specialty 292 International Economic Relations EP International Business
Requirements for qualification work	<p>Simon Kuznets Kharkiv National University of Economics develops and approves:</p> <ol style="list-style-type: none">1) provisions on the Examination Commission (EC);2) the procedure for checking qualifying diploma bachelor theses for plagiarism;3) standards of uniqueness of the texts of qualifying diploma bachelor theses. <p>Attestation of persons obtaining a bachelor's degree is carried out by the EC, which may include representatives of employers and their associations. Attestation is carried out openly and publicly.</p> <p>A bachelor's thesis is allowed to be defended before the EC, provided that the level of its uniqueness (originality) meets the standards officially approved by the Simon Kuznets Kharkiv National University of Economics.</p> <p>Requirements for the final qualification work:</p> <p>A qualifying diploma bachelor's work is a student's educational and scientific work, which is performed at the final stage of obtaining a bachelor's degree in economics to establish the compliance of the learning results (competencies) obtained by higher education students with the requirements of higher education standards. It is a qualification document on the basis of which the EC determines the level of theoretical training of the graduate, his readiness for independent work in the field and makes a decision on assigning the appropriate qualification and issuing a diploma. The bachelor's thesis is a tool for consolidating and demonstrating the general and special competencies formed during training, according to the profile of the chosen specialty.</p> <p>For publication and public familiarization with the content of qualification theses and prevention of academic plagiarism, diploma theses must be posted on the official website of Semyon Kuznets Kharkiv National University of Economics.</p>

VII. REQUIREMENTS FOR THE AVAILABILITY OF AN INTERNAL QUALITY ASSURANCE SYSTEM IN HIGHER EDUCATION

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

<p>Principles and procedures ensuring the quality of education</p>	<p>Principles of education quality assurance:</p> <ul style="list-style-type: none">● responsibility for the quality of higher education provided;● quality assurance corresponds to the diversity of higher education systems, higher education institutions, programs and students;● quality assurance contributes to the development of a quality culture;● quality assurance takes into account the needs and expectations of students, all other stakeholders and society. <p>The procedures for ensuring the quality of education are:</p> <ul style="list-style-type: none">● development of strategy and policy in the field of quality of higher education;● development of a mechanism for formation, approval, monitoring and periodic review of educational programs;● development of a system for assessing the knowledge of students of higher education, scientific-pedagogical and pedagogical workers and regular publication of the results of such assessments on the official website of KhNEU named after S. Kuznets, at information stands and in any other way, according to the developed and approved rules.● organization of professional development of pedagogical, scientific and scientific-pedagogical workers;● formation of the necessary resources for the organization of the educational process, including independent work of students, according to each educational program;● creation and functioning of information systems for effective management of the educational process;● publication of objective, unbiased information about educational programs, degrees of higher education and qualifications;● development of a policy regarding an effective system of prevention and detection of academic plagiarism in scientific works of higher education students;● other procedures and measures.
---	--

<p style="text-align: center;">Monitoring and periodic review of educational programs</p>	<p>Monitoring and periodic review of programs is carried out in order to ensure their compliance with the needs of students and society. Monitoring is aimed at continuous improvement of programs. Any action planned or taken as a result of the review should be communicated to all interested parties.</p> <p>Regular monitoring, revision and updating of educational programs aims to guarantee the appropriate level of provision of educational services, and also creates a favorable and effective learning environment for students of higher education. This involves assessing:</p> <ul style="list-style-type: none"> ● the content of the program in the context of the latest research in the field of entrepreneurship, trade and exchange activity, guaranteeing the compliance of the program with modern requirements; ● changing needs of society; ● study load of students of higher education, their achievements and results of completion of the educational program; ● effectiveness of student assessment procedures; ● expectations, needs and satisfaction of higher education students with the content and process of education; ● educational environment in accordance with the purpose and content of the program; ● the quality of services for those seeking higher education. ● Programs are regularly reviewed and updated, involving higher education seekers, employers and other stakeholders in this process.
<p style="text-align: center;">Annual assessment students of higher education</p>	<p>Evaluation of higher education applicants is based on the principles of student-centered learning and includes the following:</p> <ul style="list-style-type: none"> ● evaluators (experts) are familiar with existing methods of testing and examination and receive support for developing their own skills in this area; ● evaluation criteria and methods, as well as evaluation criteria are made public in advance; ● assessment of higher education students allows to demonstrate the extent to which they have achieved the planned learning outcomes; ● the evaluation is carried out by a subject committee consisting of more than two people; ● assessment procedures for higher education applicants must take into account extenuating circumstances; ● assessment of higher education applicants is consistent, transparent and conducted in accordance with established procedures; ● ● availability of an official procedure for consideration of appeals of applicants for higher education.
<p style="text-align: center;">Improving the qualifications of scientific and pedagogical, pedagogical and scientific workers</p>	<p>The system of improving the qualifications of scientific-pedagogical, pedagogical and scientific workers is developed in accordance with the current regulatory framework and is built on the following principles:</p> <ul style="list-style-type: none"> ● Mandatory and periodicity of internships and professional development; ● transparency of internship organization and professional development procedures; ● monitoring the compliance of the content of professional development programs with the tasks of professional activity; ● mandatory implementation of the results of advanced training in scientific and pedagogical activities; ● publicizing the results of internships and professional development.

<p>The availability of the necessary resources for the organization of the educational process</p>	<p>Higher educational institutions provide the educational process with necessary and accessible resources (personnel, methodical, material, informational, etc.) and provide appropriate support to students. When planning, distributing and providing educational resources and providing support to those seeking higher education, the needs of a diverse student contingent (such as students: with experience, correspondence, working, foreign, with special needs) and the principles of student-centered learning are taken into account. Internal educational quality assurance ensures that all necessary resources meet learning objectives, are publicly available, and students are informed of their availability.</p>
<p>Availability information systems for effective management of the educational process</p>	<p>In order to manage educational processes, 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 automation of the main functions of management of the educational process, in particular: ensuring the conduct of the introductory company, planning and organization of the educational process; access to educational resources; registration and analysis of the success of higher education applicants; administration of the main and auxiliary processes of providing educational activities; monitoring of compliance with quality standards; knowledge management and innovation management; personnel management, etc.</p>
<p>Publicity information about educational programs, higher degrees education and qualifications</p>	<p>Reliable, objective, up-to-date, timely and easily accessible information on the activities of the specialty 292 International Economic Relations is published on the website of Khnei National University named after S. Kuznets, including programs for potential applicants of higher education, students, graduates, other stakeholders and the public. Information about educational activities by specialty is provided 292 International economic relations, including programs, selection criteria for study; planned learning outcomes under these programs; qualifications; the learning, teaching and assessment procedures used; passing scores and learning opportunities available to students, etc.</p>
<p>Prevention and detection of academic plagiarism</p>	<p>The system of ensuring compliance with academic integrity by the participants of the educational process, formed at KhNEU named after S. Kuznets, is based on the following principles:</p> <ul style="list-style-type: none"> • observance of generally accepted principles of morality; • demonstration of respect for the Constitution and laws of Ukraine and compliance with their norms; • respect for all participants in the educational process, regardless of their worldview, social status, religious and national affiliation; • compliance with copyright legislation; • references to sources of information in case of borrowing ideas, statements, information; • independent performance of individual tasks. <p>In the event of a violation of the principles of academic integrity, the relevant persons will be prosecuted in accordance with the legislation and those operating at KhNEU. S. Kuznetsa of provisions and norms.</p>

Special requirements for enrollment: Admission to the bachelor's degree specialty is based on the results of external independent testing.

To successfully master the bachelor's educational program, applicants must have a complete general secondary education and the ability to master knowledge, skills and abilities in the field of general economic and professional sciences.

Bachelor of International Economic Relations:

The specialist is able to perform the specified professional works according to DK003:2010:

The code	Professional job title
1475.4	Manager of foreign economic activities
2419.2	Expert in foreign economic issues
2419.2	Consultant on foreign economic issues
2441.2	Economist on international trade

**VIII. List of regulatory documents,
on which the educational and professional program is based**

According to Article 32, Clause 1 of the Law of Ukraine "On Higher Education", Kharkiv National University of Economics named after Semyon Kuznets conducts bachelor's training in the specialty 292 International Economic Relations.

The activities of the higher educational institution are conducted on the principles of:

- 1) autonomy and self-government;
- 2) delineation of the rights, powers and responsibilities of the founder(s), state bodies and local self-government bodies to which the higher educational institution belongs, management bodies of the higher educational institution and its structural subdivisions;
- 3) a combination of collegial and single-principle principles;
- 4) independence from political parties, public and religious organizations (except for higher theological educational institutions).

References

1. ESG – http://ihed.org.ua/images/pdf/standards-and-guidelines_for_ga_in_the_ehea_2015.pdf.
2. ISCED (MCKO) 2011 – <http://www.uis.unesco.org/education/documents/isced-2011-en.pdf>.
3. ISCED-F (MCKO-Г) 2013 – <http://www.uis.unesco.org/Education/Documents/isced-fields-of-education-training-2013.pdf>.
4. Проект Європейської Комісії «Гармонізація освітніх структур в Європі» (Tuning Educational Structures in Europe, TUNING). TUNING (для ознайомлення зі спеціальними (фаховими) компетентностями та прикладами стандартів – <http://www.unideusto.org/tuningeu/>.

5. Закон «Про вищу освіту» - <http://zakon4.rada.gov.ua/laws/show/1556-18>.
6. Постанова КМУ «Про затвердження переліку галузей знань і спеціальностей, за якими здійснюється підготовка здобувачів вищої освіти» від 29 квітня 2015 р. №266 - <http://zakon4.rada.gov.ua/laws/show/266-2015-п>.
7. Акт узгодження переліку спеціальностей, за якими здійснюється підготовка здобувачів вищої освіти за ступенями (освітньо-кваліфікаційними рівнями) бакалавра, спеціаліста, магістра та ліцензованого обсягу. Ліцензія: Серія АЕ №636819, дата видачі 19.06.2015 р. / Додаток до листа МОН від 23 листопада 2015 р. №1/9-561.
8. Наказ МОН України «Про особливості запровадження переліку галузей знань і спеціальностей, за якими здійснюється підготовка здобувачів вищої освіти» від 06. 11. 2015 № 1151. - <http://zakon2.rada.gov.ua/laws/show/z1460-15>.
9. Національний глосарій 2014 – http://ihed.org.ua/images/biblioteka/glossariy_Visha_osvita_2014_tempus-office.pdf.
10. Національний класифікатор України: «Класифікатор професій» ДК 003:2010 // Видавництво «Соцінформ», – К.: 2010.
11. НРК - <http://zakon4.rada.gov.ua/laws/show/1341-2011-п>.
12. Рашкевич Ю.М. Болонський процес та нова парадигма вищої освіти – <file:///D:/Users/Dell/Downloads/BolonskyiProcessNewParadigmHE.pdf>.
13. Розвиток системи забезпечення якості вищої освіти в Україні: інформаційно-аналітичний огляд - http://ihed.org.ua/images/biblioteka/Rozvitok_sisitemi_zabesp_yakosti_VO_UA_2015.pdf.
14. Розроблення освітніх програм: методичні рекомендації – http://ihed.org.ua/images/biblioteka/rozroblennya_osv_program_2014_tempus-office.pdf

An explanatory note

The matrix of compliance of the competencies defined by the Standard with the NQF descriptors and the matrix of compliance of the learning outcomes and competencies defined by the Standard are presented in Tables 1 and 2.

Table 1

A matrix of correspondence of defined competencies to NQF descriptors

Classification of competencies according to the NQF	Knowledge KN1. Conceptual knowledge acquired in the process training and professional activities, including certain knowledge of modern achievements KN2. Critical understanding of basic theories, principles, methods and concepts in education and professional activity	Skill SK1. Solving complex, unpredictable tasks and problems in specialized areas of professional activity and/or training, which involves the collection and interpretation of information (data), the selection of methods and tools, the use of innovative approaches	Communication C1. Conveying to specialists and non-specialists information, ideas, problems, solutions and own experience in the field of professional activity C2. Ability to effectively form a communication strategy	Autonomy and responsibility AR1. Management of complex actions or projects, responsibility for decision-making in unpredictable conditions AR2. Responsibility for the professional development of individuals and/or groups of individuals AR3. Ability to further study with a high level of autonomy
Integral competence: the ability to solve complex specialized tasks and practical problems in a certain field of professional activity or in the learning process, which involves the application of certain theories and methods of the relevant science and is characterized by the complexity and uncertainty of conditions				
General Competencies (GC)				
GC1.	KN2		C2	
GC2.		SK1	C1	AR3
GC3.	KN1			AR3
GC4.		SK1		AR1
GC5.			C2	
GC6.			C2	
GC7.		SK1	C1	
GC8.	KN2	SK1		
GC9.			C1	AR2
GC10.		SK1	C1, C2	
GC11.			C1, C2	AR2

GC12.	KN2	SK1	C1	
Special (professional) competencies (SC)				
SC1.	KN2	SK1		
SC2	KN2	SK1		
SC3	KN2			
SC4.	KN2	SK1		
SC5.		SK1		AR1
SC6.		SK1	C1	
SC7.	KN1	SK1		
SC8.		SK1	C2	
SC9.	KN1			AR3
SC10.			C2	AR1
SC11 .	KN2	SK1		
SC12.	KN1	SK1		
SC13.		SK1		AR2
SC14.			C2	AR3
SC15.		SK1	C1	
SC16.		SK1		AR3
SC17.		SK1		
SC18 .		SK1	C1	AR1

РЕЦЕНЗІЯ-ВІДГУК

на освітньо-професійну програму «**Міжнародний бізнес**»
галузі знань 29 «Міжнародні відносини»
спеціальності 292 «Міжнародні економічні відносини»
за першим (бакалаврським) рівнем

Забезпечення підготовки висококваліфікованих фахівців з міжнародних економічних відносин, які мають необхідні фундаментальні і практичні знання у сфері міжнародного бізнесу є важливим і актуальним завданням для розвитку економіки України та її інтеграції у світовий економічний простір. Для Харківського регіону така підготовка має особливе значення, тому що однією з провідних галузей є машинобудування. Для даної галузі дуже важливо є налагодження міжнародних зв'язків, як зі східними країнами, так і з країнами Європейського Союзу. Такі економічні реалії вимагають підготовки фахівців, здатних налагоджувати міжнародні економічні зв'язки, активізувати пошук нових ринків, стимулювати альтернативні напрями розвитку економіки регіону. Торговельний потенціал Сполучених Штатів Америки, Німеччини, Великої Британії, Франції, Японії, Канади не повністю використаний українськими підприємствами, що є альтернативною можливістю географічної диверсифікації експорту. В таких умовах має місце підвищений попит на кваліфікованих фахівців у сфері міжнародного бізнесу, що і створює інтерес до представленої на рецензування освітньо-професійної програми.

Освітньо-професійна програма «Міжнародний бізнес» галузі знань 29 «Міжнародні відносини» спеціальності 292 «Міжнародні економічні відносини» за першим (бакалаврським) рівнем розроблена проектною групою кафедри міжнародних економічних відносин Харківського національного економічного університету імені Семена Кузнеця на основі узагальнення досвіду провідних підприємств регіону, які є потенційними роботодавцями. Виявлені тенденції ринку праці та особливості діяльності експорт- й імпорт-орієнтованих підприємств довели наявність потреби в підготовці фахівців-міжнародників, здатних розв'язувати спеціальні задачі та практичні проблеми з ефективного управління міжнародним бізнесом.

Запропоновані компоненти освітньо-професійної програми, їхня впорядкована структура та логічна послідовність дають можливість

здобувачам вищої освіти набути професійних компетентностей щодо інституційних, комунікаційних, аналітичних, організаційних та інших аспектів ведення міжнародного бізнесу. Під час проходження практики студенти можуть застосувати набуті компетентності, а потім удосконалювати їх у свої подальшій професійній діяльності.

Цикл професійної підготовки освітньо-професійної програми «Міжнародний бізнес» спрямований на опанування майбутніми фахівцями знань та оволодіння навичками щодо використання сучасних інформаційних технологій та математичних методів, засвоєння країнознавства, визначення особливостей організаційної поведінки міжнародних компаній, опанування зовнішньоекономічної діяльності, міжнародного маркетингу, міжнародного бізнесу та підприємництва. Також структура освітньо-професійної програми передбачає значну частину дисциплін вільного вибору, що дає змогу врахувати як інтереси студента, так і швидко реагувати на зміни і запити роботодавців.

Перелік компетентностей випускника освітньо-професійної програми «Міжнародний бізнес» забезпечує реалізацію важливих результатів навчання і враховує запити стейкхолдерів, що дає змогу досягти заявленої програмної мети з підготовки висококваліфікованих фахівців з міжнародних економічних відносин.

Зазначене дозволяє дійти висновку, що рецензована освітньо-професійна програма «Міжнародний бізнес» відповідає вимогам до підготовки здобувачів вищої освіти за першим (бакалаврським) рівнем і може бути рекомендована до використання в навчальному процесі для підготовки бакалаврів за спеціальністю «Міжнародні економічні відносини».

Заступник генерального
директора АТ «УПЕК»



Хрушова Т.В.



REVIEW
for an educational and professional program
"International Business"
first (bachelor's) level of higher education
by specialty 292 «International Economic Relations»
field of study 29 «International Relations»
Simon Kuznets Kharkiv National University of Economics

The educational and professional program "International Business" of the first (bachelor's) level of higher education in the specialty "International Economic Relations", which is reviewed, is aimed at training highly qualified specialists in international economic relations who have the necessary fundamental knowledge in the field of international business processes at the corporate level and possess competences and practical skills necessary for solving complex tasks and problems of effective management of international business.

A special feature of the educational and professional program is that the emphasis is placed on the study of international economic relations and the world economy; foreign economic activity of Ukraine and Kharkiv region; corporate forms and models of international business; mechanisms of organization, management, marketing of international business; financing, communication technologies and digital transformation of business processes in the system of international business; security-oriented development of small and medium-sized businesses on international markets.

The content and structure of the educational and professional program for applicants of the first (bachelor) level in the specialty 292 "International Economic Relations" is characterized by correspondence to the subject area of the specialty, systematic construction and logical sequence. The educational and professional program allows forming an individual educational trajectory by choosing selective educational components.

The peer-reviewed educational and professional program 292 International Economic Relations allows students to acquire competence in the field of solving complex problems related to professional activity in the field of international economic relations, namely the ability to manage international business, form, develop and implement strategies for personnel management of an international





Comenius University in Bratislava
Faculty of Management

Odbojárov 10
P. O. BOX 95
E20 03 Bratislava 25

Department of Marketing

company, marketing, competitive, innovative, financial and other, taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-specialization of the Kharkiv region. In addition, the applicants must demonstrate a number of learning outcomes, among which it is worth focusing on the ability to carry out a comprehensive analysis of complex economic systems, compare and compare their components, evaluate and argue for evaluations of the effectiveness of their functioning; apply the analytical toolkit for researching the state and prospects for the development of certain segments of the international markets of goods and services using modern knowledge about the methods, forms and tools of regulation of international trade.

All of the above shows that the peer-reviewed educational and professional program International Business for training students of higher education at the first (bachelor) level in the specialty 292 International Economic Relations is modern and relevant, ensures the formation of general and special (professional) competencies, program results and can be recommended for use.

Reviewer,

František Olšavský, PhD.

Faculty of management

Comenius University in Bratislava



Рецензія
на освітню програму «Міжнародний бізнес»
першого (бакалаврського) рівня вищої освіти
за спеціальністю 292 «Міжнародні економічні відносини»
галузі знань 29 «Міжнародні відносини»

Динамічні зміни навколишнього середовища, що зумовлені швидким інноваційно-технологічним розвитком, зростанням впливу цифрової економіки, кризовими явищами, висувають нові вимоги до підготовки висококваліфікованих фахівців, які прагнуть до вдосконалення свого професійного досвіду, здатні конкурувати на ринку праці сучасними знаннями, навичками та інноваційним мисленням, долати комунікативні бар'єри та ефективно виконувати свої професійні функції. Це є свідченням необхідності застосування компетентнісного підходу до підготовки студентів. Освітня програма «Міжнародний бізнес» першого (бакалаврського) рівня вищої освіти, що розроблена в Харківському національному економічному університеті імені Семена Кузнеця відповідає цим вимогам та забезпечує умови для підготовки висококваліфікованих фахівців з міжнародних економічних відносин.

Структура освітньої програми «Міжнародний бізнес» першого (бакалаврського) рівня вищої освіти ХНЕУ ім. С. Кузнеця та освітні компоненти, відповідають Стандарту вищої освіти 292 «Міжнародні економічні відносини». Унікальність програми визначена підготовкою фахівців здатних розвивати міжнародні економічні відносини у сферах смарт-спеціалізації міста Харкова та Харківського регіону, а саме ІТ- та високотехнологічних галузях, створювати умови безпеко-орієнтованого розвитку бізнесу для успішної інтеграції у світовий та європейський економічний простір. Академічна мобільність підтверджується діючою програмою двох дипломів з Політехнічним інститутом Браганси (Португалія).

Вибіркова складова освітньо-професійної програми складається з вибіркових навчальних дисциплін за спрямуванням, майнора або вільних майнорів, мейджорів, що забезпечує достатню кількість дисциплін для формування індивідуальної траєкторії навчання здобувача.

Внутрішня політика якості освіти у ХНЕУ ім. С. Кузнеця здійснюється відповідно: Європейським стандартам та рекомендаціям щодо забезпечення якості вищої освіти (ESG); статті 16 Закону України «Про вищу освіту»; Стандарту вищої освіти за спеціальністю 292 Міжнародні економічні

відносини та принципам відповідальності, відповідності, адекватності, автономності, вимірюваності, академічної культури, відкритості.

Внутрішнє забезпечення якості освітнього процесу за програмою «Міжнародний бізнес» в університеті підтримується необхідними навчальними ресурсами (кадровими, методичними, матеріальними, інформаційними та ін.). Особливістю освітнього процесу є діюча в університеті персональна навчальна система (ПНС), що розроблена та діє в ХНЕУ ім. С. Кузнеця.

Проведений аналіз поданої на рецензування ОП «Міжнародний бізнес» першого (бакалаврського) рівня вищої освіти спеціальності 292 «Міжнародні економічні відносини» дозволяє зробити висновок, що програма відповідає національним та міжнародним вимогам з підготовки фахівців міжнародних економічних відносин, має чітке професійне спрямування та забезпечує високоякісну підготовку здобувачів вищої освіти.

Рецензент:

доктор економічних наук, професор,
завідувач кафедри міжнародних
економічних відносин
Хмельницького національного
університету



Дмитро ВАСИЛЬКІВСЬКИЙ