

**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 31, 2021 a  
record № 4

Enacted by Order № 134 of the  
Simon Kuznets Kharkiv National  
University of Economics Rector  
on May 31, 2021



Volodymyr 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, 2021

## PREAMBLE

The composition of the work group of the educational and professional program:  
Parkhomenko Nataliia – PhD in Economics, Associate Professor, Associate Professor of the Department of International Economic Relations – head of the educational program

Otenko Iryna – Doctor of Economics, Professor, Head of the Department of International Economic Relations.

Ptashchenko Olena – Doctor of Economics, Associate Professor, Professor of the Department of International Economic Relations.

Lebid Olesya – PhD in Economics, Associate Professor, Professor of the Department of International Economic Relations.

Ohienko Nataliia – a student of higher education.

Demyanenko Olga – Director of the Department of Interaction with International Agencies and Financial Institutions.

Considered at the Department of International Economic Relations meeting, a record №6 on May 17, 2021.

Considered by the Academic Council of the Faculty of International Relations and Journalism, a record №6 on May 20, 2021.

The EP was developed/updated based on:

1. Legislative and regulatory acts: the Laws of Ukraine "On Education", "On Higher Education", the National Qualification Framework, the National Classifier of Ukraine (ДК 003:2010).
2. The standard of higher education in the specialty 292 "International Economic Relations" for the first (bachelor) level of higher education dated 04.03.2020 y. № 357.
3. Analysis of the labour market, considering the regional context (protocols meeting of the Department of International Economic Relations).
4. Study of domestic and foreign experience (protocols meeting of the Department of International Economic Relations).
5. Proposals of employers and international partners (protocols meeting of the Department of International Economic Relations).
6. Recommendations after the procedures of internal and external assessment of EP. Reviews and feedback from external stakeholders are attached.

## I. GENERAL CHARACTERISTICS

<b>Level of higher education</b>	The first (Bachelor) Level
<b>Higher education degree</b>	Bachelor
<b>Areas of expertise</b>	29 International Relations
<b>Specialty</b>	292 "International Economic Relations"
<b>Specialization</b>	-
<b>Educational program (in Ukrainian and English)</b>	Міжнародний бізнес/International Business
<b>Forms of education, the scope of the educational program in ECTS credits and the terms of study</b>	full-time – 240 credits, 3 year 10 months; part-time – 240 credits, 4 year 6 months;
<b>Availability of accreditation</b>	Ministry of Education and Science of Ukraine, Certificate of Accreditation ND № 21003401 from 28.02.2019, valid until July 1st, 2024.
<b>Language(s) of Instruction/Assessment</b>	Ukrainian / English
<b>The structural unit responsible for educational program</b>	Department of International Economic Relations
<b>Enrollment Requirements</b>	Availability of complete general secondary education. The conditions of admission under the Program are regulated by the Admission Rules of Kharkiv National University named after Simon Kuznets.
<b>Restrictions on forms of education</b>	-
<b>Educational qualifications</b>	Bachelor degree in international economic relations
<b>Qualification in Diploma</b>	Degree of higher education - Bachelor Specialty – 292 "International Economic Relations" Educational program – "International Business"
<b>The purpose of the educational program</b>	Training of 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 the competencies and practical skills necessary to solve complex tasks and problems of effective international business management.

<p><b>Focus and features (uniqueness) of the program</b></p>	<p>The uniqueness of the program is in its focus on training specialists capable of developing international economic relations in the areas of smart specialization of the Kharkiv region, namely IT, high-tech, agro-processing industries, to create conditions for the security-oriented development of small and medium-sized businesses for successful integration into the global and European economic space.</p> <p>The "International Business" educational program focuses on providing the ability to solve special tasks and practical problems of international economic relations at the corporate level.</p> <p>The program focuses on the study of international economic relations and the world economy; foreign economic activity of Ukraine and the 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.</p>
<p><b>The description of the subject area</b></p>	<p><b>The object of study</b> 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><b>Training goals</b> – 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. <b>The theoretical content of the subject area</b> - 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.</p> <p><b>Methods, techniques, and technologies:</b> 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><b>Tools and equipment:</b> modern information and analytical systems, standard and special software products.</p>

<b>Academic mobility</b>	Agreement on academic mobility with the Higher School of Liège (Belgium), Dual Degree Program with the Polytechnic Institute of Braganza (Portugal)
<b>Academic Rights</b>	Graduates of the bachelor level of higher education can continue their studies at the master level of education, as well as improve their qualifications and receive additional education through certified programs and postgraduate study programs.
<b>Professional rights</b>	The program prepares a specialist capable of performing professional work in the primary positions of economist, economic consultant, economic reviewer/analyst, foreign economic consultant, manager of commercial activities, foreign economic activities.
<b>Employment of graduates</b>	Specialists according to the current edition of the National Classifier of Ukraine: Classifier of Professions (DK 003: 2010), namely: Professionals in the field of economics: Economists; Economist on international trade; Consultant on economic issues; Economic reviewer/analyst on economic issues. Consultant on foreign economic issues; Expert on foreign economic issues. Managers in matters of commercial activity and management; Manager of foreign economic activities.

## II – THE LIST OF GRADUATE COMPETENCIES

<p><b>Integral Competence</b></p>	<p>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.</p>
<p><b>General Competencies</b></p>	<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 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><b>Special (professional, subject) Competencies</b></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</p>

apply theoretical knowledge about the functioning and development of international economic relations.

SC3. The ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development.

SC4. The ability to justify the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

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.

SC6. Ability to analyze international markets of goods and services, instruments and principles of regulation of international trade.

SC7. Ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations.

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.

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.

SC10. The ability to justify the feasibility of using legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.

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.

SC12. Ability to use regulatory documents and reference materials when performing professional activities in the field of international economic relations.

SC13. The ability to evaluate and analyze the security component in international economic relations.

SC14. Ability to communicate at professional and social levels using professional terminology, including oral and written communication in national and foreign languages.

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.

SC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

SC17. Ability to manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative,

	<p>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> <p>SC19. The ability to analyze basic micro- and macroeconomic models, modern macroeconomic approaches to economic analysis, principles of behavior of economic entities in the global environment.</p> <p>SC 20. The ability to make and justify management decisions regarding the creation and activity of entrepreneurial structures, assistance internationalization of business in the sector of small and medium-sized enterprises.</p>
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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**).

### **III – THE NORMATIVE CONTENT OF TRAINING OF HIGHER EDUCATION APPLICANTS, FORMULATED IN TERMS OF LEARNING OUTCOMES IN THE SPECIALTY 292 "INTERNATIONAL ECONOMIC RELATIONS" EDUCATIONAL 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.

LO28. Analyze basic micro- and macroeconomic models, modern macroeconomic approaches to the analysis of the economy, principles of behavior of economic subjects in the conditions of a global environment

LO29. Make and justify management decisions regarding creation and activity of entrepreneurial structures, promotion of business internationalization in the sector of small and medium-sized enterprises.

#### IV. THE STRUCTURE OF THE BACHELOR'S DEGREE PROGRAM

Field of knowledge 29 International relations,

specialty: 292 International economic relations educational and professional program

International business

##### 4.1. THE PROGRAM STRUCTURE AND EDUCATIONAL COMPONENTS

<b>№</b>	<b>Educational components (academic disciplines, course projects (works), practices, qualification work)</b>	<b>ECTS credits</b>	<b>Structure %</b>
<b>THE CYCLE OF GENERAL TRAINING</b>			
1	<i>MANDATORY EDUCATIONAL COMPONENTS</i>	15	6,25%
2	<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	5	2,08%
<b>THE CYCLE OF PROFESSIONAL TRAINING</b>			
3	<i>MANDATORY EDUCATIONAL COMPONENTS</i>	165	68,75%
4	<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	55	22,92%
	<b>TOTAL NUMBER :</b>	<b>240</b>	<b>100%</b>
	<i>including selective component</i>	60	25%
<b>Code EC</b>	<b>Educational components (academic disciplines, course projects (works), practices, qualification work)</b>	<b>ECTS credits</b>	<b>Forms of final control</b>
<b>THE CYCLE OF GENERAL TRAINING</b>			
<i>MANDATORY EDUCATIONAL COMPONENTS</i>			
<b>MEC 1</b>	INFORMATION TECHNOLOGIES	5	Grading

<b>MEC 2</b>	WORLD HISTORY	5	Exam
<b>MEC 3</b>	PHILOSOPHY	5	Exam
<b>MEC 4</b>	MACRO AND MICROECONOMICS	5	Grading
<i>ELECTIVE EDUCATIONAL COMPONENTS</i>			
<b>EEC1</b>	EDUCATIONAL DISCIPLINE OF SOCIAL AND PSYCHOLOGICAL ORIENTATION	5	Grading
<b>EEC2</b>	MINOR OR OFF-MINOR	5	Grading
<b>EEC2</b>	MINOR OR OFF-MINOR	5	Grading
<b>EEC2</b>	MINOR OR OFF-MINOR	5	Grading
<b>EEC2</b>	MINOR OR OFF-MINOR	5	Grading
<b>THE CYCLE OF PROFESSIONAL TRAINING</b>			
<i>MANDATORY EDUCATIONAL COMPONENTS</i>			
<b>MEC 5</b>	UKRAINIAN LANGUAGE (FOR PROFESSIONAL PURPOSES)	3	Grading
<b>MEC 6</b>	FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)	28	Grading, Exam Grading, Exam Grading, Exam
<b>MEC 7</b>	HIGHER MATHEMATICS IN INTERNATIONAL BUSINESS	5	Exam
<b>MEC 8</b>	INTRODUCTION TO THE SPECIALTY "INTERNATIONAL ECONOMIC RELATIONS"	3	Grading
<b>MEC 9</b>	COUNTRY STUDIES AND ORGANIZATIONAL BEHAVIOR OF A FOREIGN ENTERPRISE	5	Exam
<b>MEC 10</b>	THEORY OF INTERNATIONAL ECONOMIC RELATIONS	5	Grading
<b>MEC 11</b>	INTERNATIONAL LAW	5	Exam
<b>MEC 12</b>	INTERNATIONAL RELATIONS AND WORLD POLITICS	5	Exam
<b>MEC 13</b>	INTERNATIONAL MANAGEMENT	5	Exam
<b>MEC 14</b>	INTERNATIONAL MARKETING	5	Exam
<b>MEC 15</b>	INTERNATIONAL ORGANISATIONS	5	Grading
<b>MEC 16</b>	WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	5	Exam
<b>MEC 17</b>	COURSE WORK: WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	2	Coursework
<b>MEC 18</b>	INTERNATIONAL MOVEMENT OF CAPITAL	5	Exam

	AND LABOR FORCE		
<b>MEC 19</b>	INTERNATIONAL CONTRACTS	4	Grading
<b>MEC 20</b>	INTERNATIONAL TRADE IN GOODS, SERVICES, TECHNOLOGIES	4	Exam
<b>MEC 21</b>	COURSE WORK: INFORMATION AND ANALYTIC TOOLS OF INTERNATIONAL BUSINESS	2	Coursework
<b>MEC 22</b>	INFORMATION AND ANALYTICAL TOOLS OF INTERNATIONAL BUSINESS	5	Exam
<b>MEC 23</b>	INTERNATIONAL ECONOMIC ACTIVITY	4	Grading
<b>MEC 24</b>	INTERNATIONAL BUSINESS COMMUNICATION TECHNOLOGIES	4	Exam
<b>MEC 25</b>	BUSINESS ECONOMICS	4	Grading
<b>MEC 26</b>	TRAINING COURSE "LIFE SAFETY AND LABOR PROTECTION"	2	Grading
<b>MEC 27</b>	ACADEMIC AND PROFESSIONAL FOREIGN LANGUAGE COMMUNICATION	5	Grading
<b>MEC 28</b>	INTERNATIONAL FINANCE	5	Exam
<b>MEC 29</b>	INTERNATIONAL ENTREPRENEURSHIP	5	Grading
<b>MEC 30</b>	SCIENTIFIC AND RESEARCH PRACTICE	5	Report
<b>MEC 31</b>	DIPLOMA PRACTICE	13	Report
<b>MEC 32</b>	THESIS	12	Thesis
<i>ELECTIVE EDUCATIONAL COMPONENTS</i>			
<b>EEC 6</b>	MAJOR 1	5	Exam
<b>EEC 7</b>	MAJOR 2	5	Exam
<b>EEC 8</b>	MAJOR 3	5	Exam
<b>EEC 9</b>	MAJOR 4	5	Exam
<b>EEC 10</b>	MAJOR 5	5	Exam
<b>EEC 11</b>	MAJOR 6	5	Exam
<b>EEC 12</b>	MAJOR 7	5	Exam

#### **4.2. ELECTIVE COMPONENTS OF THE EDUCATIONAL AND PROFESSIONAL PROGRAM**

The elective component of the educational and professional program consists of: elective academic disciplines by direction, minor or off-minors, majors. The student of higher education chooses 1 minor or 4 off-minors from the university-wide pool of

disciplines. The minor, as a rule, consists of 4 academic disciplines. The scope of each discipline of the minor (off- minor) – 5 ECTS credits. As an exception, the minor can consist of 2 academic disciplines, then the scope of each discipline of the minor is 10 ECTS credits. The disciplines of the minor (off-minor) are taught one discipline at a time in 3, 4, 5, 6 semesters. The form of final control of the disciplines of the minor (off-minor) is a grading. Elective academic disciplines by direction are mandatory for applicants of the educational program.

To the student of higher education is offered to choose 1 discipline of socio-psychological direction.

The volume of the elective educational discipline by direction - 5 ECTS credits. The form of final control for the elective educational discipline of the social and psychological direction is a grading.

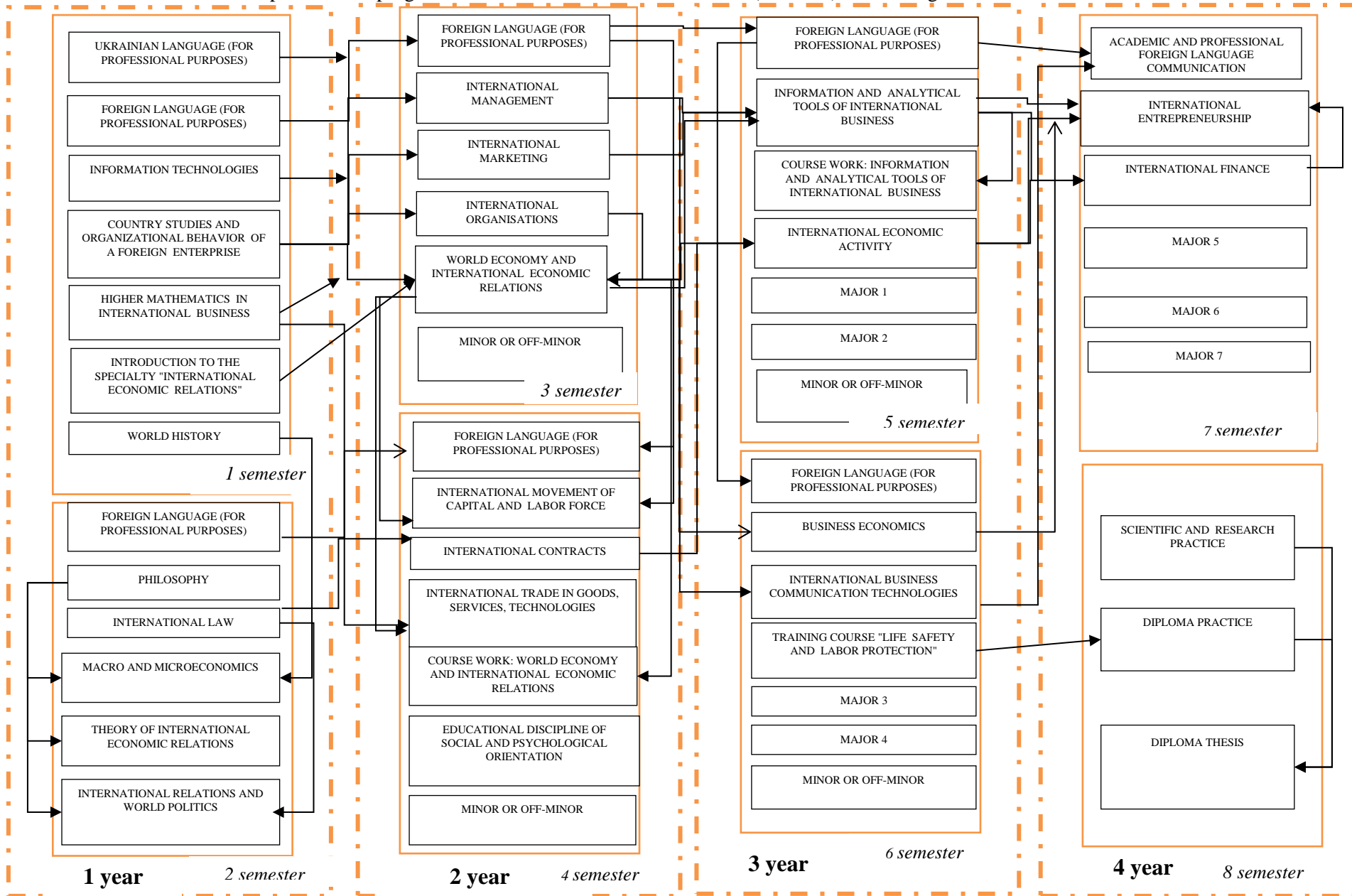
The elective educational discipline of the socio-psychological direction is taught in the 4rd semester.

The scope of the elective major discipline is 5 ECTS credits. The form of final control of major disciplines is an exam.

Major disciplines are taught in the 5th, 6th, and 7th semesters.

### 4.3. STRUCTURAL AND LOGICAL SCHEME OF THE TRAINING OF HIGHER EDUCATION STUDENTS

educational and professional program "International Business" of the first (bachelor) level of higher education



## V. ATTESTATION FORMS HIGHER EDUCATION APPLICANTS

<b>Forms of certification of higher education applicants</b>	Attestation of applicants for a bachelor's degree in international economic relations is carried out in accordance with the requirements of the higher education standard in the form of a public defense (demonstration) of a qualification work (diploma thesis) in the specialty 292 International economic relations EP International business
<b>Requirements for qualification work</b>	The qualification work (diploma thesis) involves the independent solution of a complex task or a complex problem in the field of international economic relations, which is accompanied by research and/or the application of innovative approaches and is characterized by the uncertainty of conditions and requirements. The qualification work should not contain academic plagiarism, falsification, fabrication and plagiarism. Diploma thesis must be posted on the website of the institution of higher education or its structural division, or in the repository of the institution of higher education
<b>Requirements for public defense</b>	Attestation is carried out publicly and openly.

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

The requirements for the internal quality assurance system at the University are developed based on European standards and recommendations for quality assurance in higher education (ESG), Article 16 of the Law of Ukraine "On Higher Education", the Standard of Higher Education in the specialty 292 International Economic Relations.

<b>Higher Education Quality Assurance Policy</b>	<p>Basic principles of internal quality assurance of education at S. Kuznets KhNUE: responsibility; matching; adequacy; autonomy; measurability; academic culture; openness.</p> <p>Basic procedures for internal quality assurance of education at S. Kuznets KhNUE: formalization of a quality policy, strategic goals, and tasks of continuous quality improvement; ensuring the publicity of information about educational programs, degrees of higher education and qualifications; ensuring compliance with academic integrity by employees of higher education institutions and higher education applicants; preparation and conduct of marketing, monitoring and socio-psychological research to determine the needs of the labour market, the requirements of higher education stakeholders, the quality of educational services and satisfaction with the quality of educational activities and the quality of education; involvement of higher education stakeholders (higher education applicants, employers, representatives of the academic community, etc.) in decision-making in the areas of internal quality assurance; external assessment of the quality of S. Kuznets KhNUE activities are based on the results of participation in national and international rankings of higher educational institutions, fulfillment of Licensing requirements, and accreditation.</p> <p>Directions: development, approval, monitoring and periodic review of</p>
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	<p>educational programs; ensuring the professional development of pedagogical, scientific and scientific-pedagogical staff; providing student-centered learning, teaching and evaluation of higher education applicants; ensuring the availability of the necessary resources for the organization of the educational process; ensuring the availability of information systems for effective management of the educational process.</p>
<p><b>Quality assurance of development, approval, monitoring, review and updating of educational programs</b></p>	<p>Monitoring and periodic reviews of educational programs are carried out by the current regulations at S. Kuznets KhNUE. The revision of educational programs is carried out based on an analysis of satisfaction the educational needs of higher education applicants: the possibility of forming an individual learning trajectory, observance of academic freedom in the educational process, satisfaction with the quality of the educational program, etc.; employers: quality of formation of general and professional competencies, relevant and social skills (soft skills); other stakeholders. To review educational programs, the following are used: online surveys, focus group research, document analysis, situation analysis, and self-assessment by the working group on the requirements for the structure and content of the educational program.</p> <p>The frequency of revision of educational programs is carried out: a) annually based on the results of monitoring; b) after the completion of the educational program by higher education applicants, c) in case of a change in the legislative and regulatory framework.</p>
<p><b>Ensuring enrollment, achievement, recognition, and certification of applicants</b></p>	<p>Evaluation of higher education applicants is consistent, transparent, and carried out by the procedures established at the University by regulations.</p> <p>Annual assessment of students is carried out by the forms of control determined by the educational program; the procedure for assessing learning outcomes, which is covered in the programs of the course of academic disciplines, work plans (technological maps) of academic disciplines, syllabi of academic disciplines; accounting of learning outcomes, which is carried out using the software of the corporate information management system (electronic journal) and the information environment of the Personal Learning System (PNS) of the University. Evaluation of higher education applicants is carried out based on a 100-point cumulative point-rating system.</p>
<p><b>Quality assurance for student-centred learning, teaching, and assessment</b></p>	<p>Planning, allocating and providing learning resources and providing support to higher education applicants consider their needs and the principles of student-centered learning.</p> <p>Internal quality assurance in higher education ensures that all necessary resources are in line with learning objectives, are publicly available, and students are informed of their availability.</p>
<p><b>Quality assurance of research and teaching staff</b></p>	<p>Annual rating evaluation of the activities of scientific and pedagogical staff, departments and faculties of the University is carried out using mechanisms for evaluation and self-assessment of the effectiveness of scientific and pedagogical activities, its focus on the priorities of the development of the national system of higher education, the development strategy of the University, personal professional development of scientific and pedagogical staff. The results of the rating assessment are summed up based on the results of activities achieved during the academic year. The publication of the results of the annual evaluation of scientific and</p>



	<p>pedagogical staff, departments and faculties takes place at a meeting of the Academic Council of the University.</p>
<p><b>Resource provision of the educational process (educational resources and support for higher education applicants)</b></p>	<p>The higher education institution provides the educational process with the necessary and available resources (human, methodological, material, informational, etc.) and provides appropriate support to higher education applicants.</p> <p>Organizational and methodological support for the independent work of higher education applicants consists in the development of methodological, didactic, instructional materials, providing an opportunity to form, consolidate, deepen, and systematize the knowledge and skills acquired during classroom classes, carry out self-training and self-control of mastering the educational and professional program and is implemented through the Personal Learning System of S. Kuznets KhNUE.</p>
<p><b>Information support (Information Management)</b></p>	<p>To manage the educational process, an effective policy in the field of information management and an appropriate integrated information system for managing the educational process have been developed. This system provides for the automation of the main functions of managing the educational process, in particular: ensuring the conduct of the introductory campaign, planning and organization of the educational process; access to learning resources; accounting and analysis of the progress of higher education applicants; administration of main and auxiliary processes provision of educational activities; personnel management, etc.</p>
<p><b>Publicity of information about educational programs, educational, scientific activity</b></p>	<p>Reliable, objective, relevant, timely and easily accessible information on the educational and professional program is published on the website of S. Kuznets KhNUE, including programs for potential higher education applicants, graduates, other stakeholders, and the public.</p> <p>Information about educational activities in the specialty, including selection criteria for the study, is public; planned learning outcomes for this program; the learning, teaching and assessment procedures used, etc.</p>
<p><b>Ensuring academic integrity</b></p>	<p>Ensuring the prevention and detection of academic plagiarism in the scientific works of employees of higher education institutions and students of higher education is implemented through policies, standards, and procedures for observing academic integrity, regulated by the following documents of S. Kuznets KhNUE: Code of Academic Integrity; Code of Professional Ethics and Organizational Culture of Employees and Applicants for Higher Education of S. Kuznets KhNUE; Regulations on the Commission on Academic Integrity of S. Kuznets KhNUE.</p> <p>Verification of scientific papers of scientific and pedagogical staff of the University and applicants for higher education is carried out with the help of Internet services based on open Internet resources and the StrikePlagiarism.com system, which operates based on the License Agreement granting the right to use anti-plagiarism software</p>

### 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	<b>Knowledge</b> 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	<b>Skill</b> 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	<b>Communication</b> 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	<b>Autonomy and responsibility</b> 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
<b>Integral competence:</b> 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
SC19.		SK1		
SC20.		SK1	C1	AR1



learning outcomes (LO)	Integral competence	General competencies (GC)											Special (professional) competencies (SC)																										
		GC1	GC2	GC3	GC4	GC5	GC6	GC7	GC8	GC9	GC10	GC11	GC12	SC1	SC2	SC3	SC4	SC5	SC6	SC7	SC8	SC9	SC10	SC11	SC12	SC13	SC14	SC15	SC16	SC17	SC18	SC19	SC20						
LO12								EC7 EC22 EC21																EC21 EC22 EC25 EC31				EC23 EC16 EC17 EC22 EC21 EC25 EC31 EC32											
LO13	EC16 EC17 EC20							EC7 EC22 EC21									EC14 EC22 EC21	EC23 EC16 EC19 EC20 EC28 EC29																					
LO14	EC16 EC17 EC28							EC22 EC21 EC28												EC22 EC21 EC28 EC31																			
LO15	EC11 EC14 EC15 EC25 EC27 EC28	EC11 EC25								EC8 EC13 EC14 EC24										EC13 EC14 EC24 EC25																			
LO16		EC11 EC23 EC15 EC19 EC25	EC8 EC9 EC15				EC1 EC18					EC23 EC15 EC16 EC12									EC11 EC19 EC26																		
LO17										EC13 EC24													EC15 EC22 EC19 EC24 EC12			EC20 EC18 EC25 EC28 EC29		EC23 EC16 EC29 EC12											
LO18	EC4 EC10 EC15 EC16 EC17 EC20 EC21 EC18 EC28											EC16 EC22 EC20		EC16 EC20 EC28											EC7 EC22 EC21														
LO19															EC9 EC19		EC23 EC19	EC23 EC19 EC20	EC16 EC27 EC29			EC11 EC15 EC19 EC25				EC20 EC18 EC25						EC17 EC21 EC31 EC32							
LO20									EC16					EC16 EC17 EC20									EC23 EC14 EC24 EC25		EC15 EC24 EC25		EC19 EC20 EC18 EC28 EC29		EC23 EC19 EC29										
LO21					EC5	EC6 EC27				EC14 EC24																	EC5 EC6 EC27		EC30 EC31 EC32										
LO22		EC11											EC23 EC19				EC9 EC23 EC14								EC15 EC25				EC23 EC19 EC29										
LO23				EC3 EC8 EC30 EC31																	EC9 EC25		EC15 EC24 EC25		EC22 EC21									EC30 EC31 EC32					

learning outcomes (LO)	Integral competence	General competencies (GC)												Special (professional) competencies (SC)																						
		GC1	GC2	GC3	GC4	GC5	GC6	GC7	GC8	GC9	GC10	GC11	GC12	SC1	SC2	SC3	SC4	SC5	SC6	SC7	SC8	SC9	SC10	SC11	SC12	SC13	SC14	SC15	SC16	SC17	SC18	SC19	SC20			
LO24	EC7 EC22 EC21 EC31 EC32		EC7 EC22				EC1	EC7 EC22				EC23 EC16 EC17 EC22 EC20 EC21 EC18 EC28					EC14 EC16 EC17 EC22 EC21						EC7 EC22 EC21													
LO25				EC13			EC17 EC21 EC30 EC31 EC32	EC17 EC21 EC30 EC31 EC32				EC31 EC32																								
LO26	EC31 EC32	EC11		EC13			EC1									EC16 EC20 EC18	EC16 EC28	EC24 EC25		EC15 EC25	EC14 EC24									EC14 EC28 EC29	EC22 EC21	EC22 EC21 EC29	EC29			
LO27	EC31 EC32			EC3														EC23 EC19	EC11 EC15		EC7 EC22 EC21														EC29	
LO28	EC31 EC32		EC4													EC16 EC17																	EC10 EC25			
LO29	EC31 EC32	EC11																EC23 EC24						EC11 EC19										EC29		

**Head of the Educational Program**

**Nataliia Parkhomenko**

**THE LETTER OF APPROVAL**  
**Educational and Professional Program "International Business"**

<b>Name of structural/functional unit/official</b>	<b>Signature</b>
1. Educational Department	
2. Head of the Graduating Department	
3. Department of Education Quality Assurance	
4. Vice-Rector for Educational and Methodological Work	



№ 825/04 від 08 червня 2021 р.

## РЕЦЕНЗІЯ

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

Освітньо-професійна програма «Міжнародний бізнес» зорієнтована на потреби сучасної економічної дипломатії і здатна забезпечити здобувачів вищої освіти усім спектром знань, що знадобиться їм у майбутньому. Перед молодими фахівцями відкриваються широкі перспективи щодо працевлаштування як в Україні, так і за кордоном. Здобувачі цієї освітньо-професійної програми отримують теоретичні знання щодо функціонування та розвитку світового господарства, форм міжнародних економічних відносин і механізмів їх реалізації, поведінки суб'єктів міжнародного бізнесу, а також практичні навички, необхідні для ефективної роботи в органах державного управління, громадських організаціях, на підприємствах, що здійснюють зовнішньоекономічну діяльність.

Запропоновані освітні компоненти освітньо-професійної програми та їх структурна послідовність дають можливість здобувачам отримати професійні компетентності щодо використання новітніх концепцій і технологій у сфері міжнародних економічних відносин, а саме здійснювати аналіз та моніторинг кон'юнктури світових ринків, здійснювати розв'язання практичних проблем у сферах міжнародної торгівлі товарами та послугами, міжнародного руху капіталу, міжнародних валютно-фінансових та кредитних відносин, мобільності людських ресурсів, міжнародного трансферу технологій, управляти міжнародним бізнесом, враховуючи пріоритети смарт-спеціалізації Харківського регіону.

Унікальність освітньо-професійної програми полягає у формуванні системи знань щодо започаткування та розвитку підприємницької діяльності на міжнародних ринках. Випускники цієї освітньої програми мають можливість оволодіти декількома іноземними мовами, практичними навичками оцінювання стану та змін середовища міжнародного бізнесу, отримати компетентності аналізу,



моделювання, прийняття рішень у сферах міжнародного менеджменту, міжнародних фінансів та міжнародної торгівлі. Важливою перевагою фахівців сфери міжнародного бізнесу є набуття професійних компетентностей з реалізації міжнародної діяльності у високотехнологічному бізнесі, креативній індустрії, а також сприяння інтернаціоналізації бізнесу у секторі малого та середнього підприємництва. Виходячи з цього, пропонуємо ввести до переліку вибіркового дисциплін освітній компонент, який би розширив компетентності фахівців у сфері діджиталізації міжнародного бізнесу.

Логіка вивчення дисциплін, перелік та обсяг нормативних і вибіркового освітніх компонентів сприяють забезпеченню відповідності програмних результатів навчання та запитам потенційних роботодавців. Перевагою, поданої на рецензування освітньо-професійної програми є комплексність та збалансованість її освітніх компонентів.

Загалом є підстави вважати, що освітньо-професійна програма Міжнародний бізнес за першим (бакалаврським) рівнем освіти є актуальною, відповідає кваліфікаційним вимогам, задовольняє запитам роботодавців, забезпечує якісну підготовку здобувачів вищої освіти за спеціальністю 292 Міжнародні економічні відносини.

Рецензент:  
директор з комерційних питань



Гайдук О. О.

## REVIEW

for the educational and professional program «International Business»  
specialty 292 «International Economic Relations»  
at the first (bachelor's) level of education

The International Business educational and professional program is focused on the needs of modern diplomacy and is able to provide its students with all the range of knowledge they will need in the future. Young professionals have wide prospects for employment both in Ukraine and abroad. Students of this educational and professional program receive theoretical knowledge of international legal regulation of international relations, practical skills necessary for effective work in public administration, public organizations in the field of interstate relations and foreign economic activity.

The uniqueness of the educational and professional program is the formation of a system of knowledge on the initiation and development of entrepreneurial activity in international markets. Graduates of this educational program speak several foreign languages, practical skills to assess the state and changes in the international business environment, competent in analysis, modeling, decision-making and process management in international management, international finance and international innovation. An important advantage of specialists in the field of international business is the acquisition of professional competencies in the implementation of entrepreneurial activities in high-tech business and creative industry, international economic security, and promoting internationalization of business in small and medium enterprises.

The proposed educational components of the educational and professional program and the structural sequence of the program enable applicants to gain professional competencies in using the latest concepts and technologies in international economic relations, assessing changes in the international environment, diagnosing research on international economic relations and the world economy, implementation of strategies for personnel management of an international company, taking into account the direction of the international business entity, taking into account the priorities of start-specialization of the Kharkov region.

The quality of the educational process is ensured by the system of internal quality assurance of educational activities to continuously improve the quality of educational and professional program «International Business», quality of teaching and learning, quality of learning outcomes, and resources in accordance with national and international standards. students, employers, representatives of the academic community, etc.), as well as the requirements of bodies that provide external quality assurance.

Reviewer

Luis Peis  
Vice-president  
Polytechnic



17/03/2017

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

Запорукою успішного розвитку сучасного міжнародного бізнесу є його спроможність до компетентних дій щодо управління діяльністю в нестабільному середовищі. Під впливом процесів інтернаціоналізації, глобалізації, використання науково-технічних досягнень в продуктах та технологіях активно розвиваються міжнародні економічні зв'язки. Інтеграція України в глобальну та регіональну системи зовнішньоекономічних відносин потребує підготовки фахівців у сфері міжнародного бізнесу, знання та навички яких не лише б відповідали актуальним вимогам економічного розвитку, а й могли б якісно передбачати й прогнозувати ці процеси. Освітня програма «Міжнародний бізнес» забезпечує та створює умови для підготовки фахівця здатного приймати та реалізовувати складні управлінські рішення, орієнтованого на результат, генерування та реалізацію нових бізнес-ідей, вмотивованого на навчання та розвиток.

В процесі розробки програми «Міжнародний бізнес» та формуванні компетентностей були враховані вимоги стандарту вищої освіти України зі спеціальності 292 «Міжнародні економічні відносини» за першим (бакалаврським) рівнем та вимоги роботодавців до спеціальності.

Реалізація програми «Міжнародний бізнес» з підготовки бакалаврів за спеціальністю «Міжнародні економічні відносини» має велике значення для Харківського регіону, який зараз активно диверсифікує систему зовнішньоекономічних та культурно-гуманітарних зв'язків відповідно європейському вектору розвитку, фокусує увагу до опанування майбутніми спеціалістами європейських принципів та норм бізнес-діяльності, формування європейських морально-етичних цінностей, що знайшло відображення в даній програмі. За програмою академічної мобільності реалізується програма двох дипломів з Політехнічним інститутом Браганси (Португалія).

Відповідно програмі предметна сфера міжнародних економічних відносин наповнюється змістом обов'язкових і вибіркових навчальних дисциплін. Обов'язкові навчальні дисципліни зосереджені на вивченні міжнародних економічних відносин та світової економіки; зовнішньоекономічної діяльності України та Харківського регіону;

корпоративних форм та моделей міжнародного бізнесу; механізмів організації, менеджменту, маркетингу міжнародного бізнесу; фінансування, комунікаційних технологій та цифрової трансформації бізнес-процесів в системі міжнародного бізнесу; безпеко-орієнтованого розвитку малого та середнього бізнесу на міжнародних ринках. Також передбачена достатня кількість дисциплін за вибором здобувачів (маг-майнорів), що створює можливості для формування індивідуальної траєкторії навчання та потреб здобувачів вищої освіти.

ОП «Міжнародний бізнес» забезпечена якісними та доступними кадровими, методичними, матеріальними, інформаційними ресурсами та здійснює відповідну підтримку здобувачів вищої освіти. Особливої уваги заслуговує персональна навчальна система (ПНС), що розроблена та діє в ХНЕУ ім. С. Кузнеця. За рахунок ПНС здійснюється організаційно-методична підтримка самостійної роботи здобувачів (за допомогою розроблених методичних, дидактичних, інструктивних матеріалів), надаються можливості для формування, закріплення, поглиблення й систематизації отриманих під час аудиторних занять знань та вмій.

Проведений аналіз ОП «Міжнародний бізнес» 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.

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