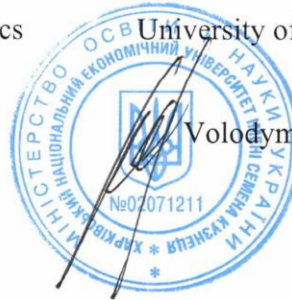


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

Approved by the Academic
Council of Simon Kuznets Kharkiv
National University of Economics
on May 25, 2022 a record № 4

Enacted by Order № 123 of the
Simon Kuznets Kharkiv National
University of Economics Rector on
May 25, 2022

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, 2022

PREAMBLE

The composition of the work group of the educational and professional program:
Parkhomenko Nataliia – Doctor of Economics, Associate Professor, 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, Professor, Professor of the Department of International Economic Relations, Dean of the Faculty of International Relations and Journalism.

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

Herman Danylo – 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 №11 on May 23, 2022.

Considered by the Academic Council of the Faculty of International Relations and Journalism, a record №5 on May 24, 2022.

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

Level of higher education	The first (Bachelor) Level
Higher education degree	Bachelor
Areas of expertise	29 International Relations
Specialty	292 "International Economic Relations"
Specialization	-
Educational program (in Ukrainian and English)	Міжнародний бізнес/International Business
Forms of education, the scope of the educational program in ECTS credits and the terms of study	full-time – 240 credits, 3 year 10 months; part-time – 240 credits, 4 year 6 months;
Availability of accreditation	Ministry of Education and Science of Ukraine, Certificate of Accreditation ND № 21003401 from 28.02.2019, valid until July 1st, 2024.
Language(s) of Instruction/Assessment	Ukrainian / English
The structural unit responsible for educational program	Department of International Economic Relations
Enrollment Requirements	Enrollment in the first (bachelor) degree is carried out in accordance with the rules and procedures for admission to higher education. The rules and terms of admission are posted on the website of S. Kuznets KhNUE at the link https://www.hneu.edu.ua/normatyvni-dokumenty/ To successfully master the bachelor educational program, entrants must have a complete general secondary education and a desire to master knowledge in the field of international relations, specializing in international economic relations.
Restrictions on forms of education	-
Educational qualifications	Bachelor degree in international economic relations

Qualification in Diploma	Degree of higher education - Bachelor Specialty – 292 "International Economic Relations" Educational program – "International Business"
The purpose of the educational program	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.
Focus and features (uniqueness) of the program	<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>
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</p>

	<p>economic relations and international economic cooperation.</p> <p>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</p> <p>international economic relations.</p> <p>Tools and equipment: modern information and analytical systems, standard and special software products.</p>
Academic mobility	Dual degree program with the Polytechnic Institute of Bragança (Portugal).
Academic Rights	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.
Professional rights	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.
Employment of graduates	<p>Specialists according to the current edition of the National Classifier of Ukraine: Classifier of Professions (DK 003: 2010), namely:</p> <p>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.</p>

II – 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	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,

	<p>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>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>

- 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, 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;
- SC18. The ability to solve applied tasks in the areas of planning, analysis, organization and control of international business.
- 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.
- 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.

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

4.1. THE PROGRAM STRUCTURE AND EDUCATIONAL COMPONENTS

№	Educational components (academic disciplines, course projects (works), practices, qualification work)	ECTS credits	Structure %
THE CYCLE OF GENERAL TRAINING			
1	<i>MANDATORY EDUCATIONAL COMPONENTS</i>	19	8
2	<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	25	10
THE CYCLE OF PROFESSIONAL TRAINING			
3	<i>MANDATORY EDUCATIONAL COMPONENTS</i>	161	67
4	<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	35	15
	TOTAL NUMBER :	240	100%
	<i>including selective component</i>	60	25%
Code EC	Educational components (academic disciplines, course projects (works), practices, qualification work)	ECTS credits	Forms of final control
THE CYCLE OF GENERAL TRAINING			
<i>MANDATORY EDUCATIONAL COMPONENTS</i>			
MEC 1	INFORMATION TECHNOLOGIES	5	Grading
MEC 2	WORLD HISTORY	4	Grading
MEC 3	PHILOSOPHY	5	Exam
MEC 4	MACRO AND MICROECONOMICS	5	Grading
<i>ELECTIVE EDUCATIONAL COMPONENTS</i>			
EEC1	EDUCATIONAL DISCIPLINE OF SOCIAL AND PSYCHOLOGICAL ORIENTATION	5	Grading
EEC2	MINOR OR OFF-MINOR	5	Grading
EEC2	MINOR OR OFF-MINOR	5	Grading
EEC2	MINOR OR OFF-MINOR	5	Grading
EEC2	MINOR OR OFF-MINOR	5	Grading
THE CYCLE OF PROFESSIONAL TRAINING			
<i>MANDATORY EDUCATIONAL COMPONENTS</i>			
MEC 5	UKRAINIAN LANGUAGE (FOR PROFESSIONAL PURPOSES)	3	Grading

MEC 6	FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)	28	Grading, Exam Grading, Exam Grading, Exam
MEC 7	HIGHER MATHEMATICS IN INTERNATIONAL BUSINESS	5	Exam
MEC 8	INTRODUCTION TO THE SPECIALTY "INTERNATIONAL ECONOMIC RELATIONS"	3	Grading
MEC 9	COUNTRY STUDIES AND ORGANIZATIONAL BEHAVIOR OF A FOREIGN ENTERPRISE	5	Exam
MEC 10	THEORY OF INTERNATIONAL ECONOMIC RELATIONS	5	Grading
MEC 11	INTERNATIONAL LAW	5	Exam
MEC 12	INTERNATIONAL RELATIONS AND WORLD POLITICS	5	Exam
MEC 13	INTERNATIONAL MANAGEMENT	5	Exam
MEC 14	INTERNATIONAL MARKETING	5	Exam
MEC 15	INTERNATIONAL ORGANISATIONS	5	Grading
MEC 16	WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	5	Exam
MEC 17	COURSE WORK: WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	2	Coursework
MEC 18	INTERNATIONAL MOVEMENT OF CAPITAL AND LABOR FORCE	5	Exam
MEC 19	INTERNATIONAL CONTRACTS	4	Grading
MEC 20	INTERNATIONAL TRADE IN GOODS, SERVICES, TECHNOLOGIES	4	Exam
MEC 21	COURSE WORK: INFORMATION AND ANALYTIC TOOLS OF INTERNATIONAL BUSINESS	2	Coursework
MEC 22	INFORMATION AND ANALYTICAL TOOLS OF INTERNATIONAL BUSINESS	5	Exam
MEC 23	INTERNATIONAL ECONOMIC ACTIVITY	4	Grading
MEC 24	INTERNATIONAL BUSINESS COMMUNICATION TECHNOLOGIES	4	Exam
MEC 25	BUSINESS ECONOMICS	5	Exam
MEC 26	TRAINING COURSE "LIFE SAFETY AND LABOR PROTECTION"	2	Grading
MEC 27	ACADEMIC AND PROFESSIONAL FOREIGN LANGUAGE COMMUNICATION	5	Grading

MEC 28	INTERNATIONAL FINANCE	5	Exam
MEC 29	INTERNATIONAL ENTREPRENEURSHIP	5	Grading
MEC 30	SCIENTIFIC AND RESEARCH PRACTICE	5	Report
MEC 31	DIPLOMA PRACTICE	13	Report
MEC 32	THESIS	12	Thesis
<i>ELECTIVE EDUCATIONAL COMPONENTS</i>			
EEC 6	MAJOR 1	5	Exam
EEC 7	MAJOR 2	5	Exam
EEC 8	MAJOR 3	5	Exam
EEC 9	MAJOR 4	5	Exam
EEC 10	MAJOR 5	5	Exam
EEC 11	MAJOR 6	5	Exam
EEC 12	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.

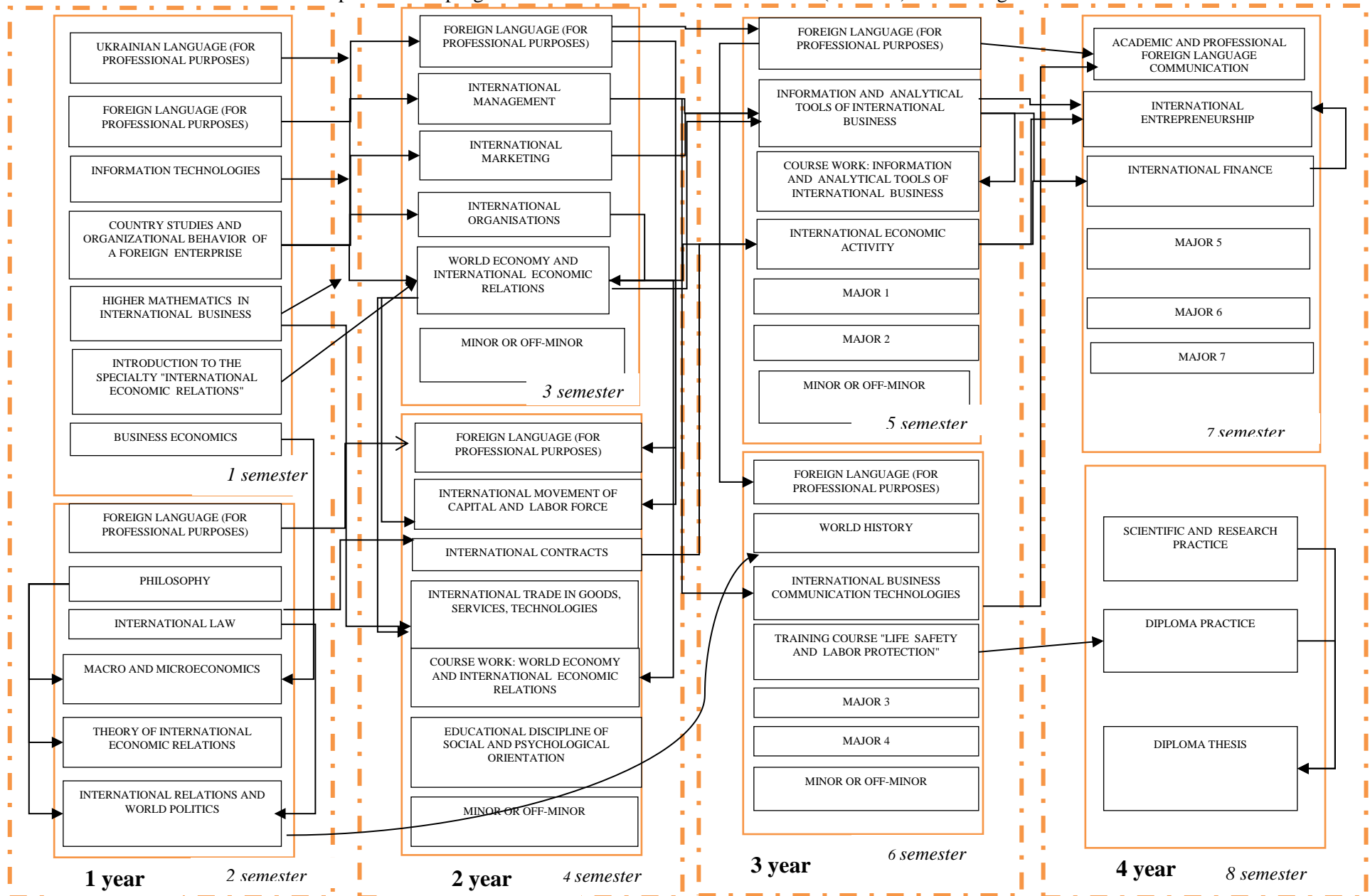
The elective educational discipline of the socio-psychological direction is taught in the 4 semester.

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

Forms of certification of higher education applicants	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
Requirements for qualification work	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
Requirements for public defense	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.

Higher Education Quality Assurance Policy	<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 educational programs; ensuring the professional development of</p>
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	<p>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>Quality assurance of development, approval, monitoring, review and updating of educational programs</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>Ensuring enrollment, achievement, recognition, and certification of applicants</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>Quality assurance for student-centred learning, teaching, and assessment</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>Quality assurance of research and teaching staff</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 pedagogical staff, departments and faculties takes place at a meeting of the</p>

	Academic Council of the University.
Resource provision of the educational process (educational resources and support for higher education applicants)	<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>
Information support (Information Management)	<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>
Publicity of information about educational programs, educational, scientific activity	<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>
Ensuring academic integrity	<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	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
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					
LO11	EC23 EC15 EC16 EC17 EC25 EC28 EC29															EC15 EC16 EC17 EC20 EC18 EC28																						
LO12								EC7 EC22 EC21																EC21 EC22 EC25 EC31					EC23 EC16 EC17 EC22 EC25 EC31									
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		EC23 EC19 EC29										

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				
																											EC29										
LO21					EC5	EC6 EC27					EC14 EC24											EC11 EC15 EC29					EC5 EC6 EC27		EC30 EC31 EC32								
LO22		EC11										EC23 EC19			EC9 EC23 EC14							EC15 EC25						EC23 EC19 EC29									
LO23				EC3 EC8 EC20 EC31																	EC9 EC25	EC15 EC24 EC25	EC22 EC21						EC30 EC31 EC32								
LO24	EC7 EC22 EC21 EC31 EC32		EC7 EC22				EC1	EC7 EC22				EC23 EC16 EC17 EC22 EC20 EC21 EC18 EC28												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													EC9 EC14						EC23 EC24					EC11 EC19										EC29	

Head of the Educational Program

Nataliia Parkhomenko

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

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

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

Розвиток високотехнологічних компаній є пріоритетом в сучасних умовах. Покращення конкурентної позиції високотехнологічних компаній на міжнародних ринках може призвести до нарощування експортного потенціалу країни. Для вирішення даних завдань, важливим є підготовка фахівців, які володіють поглибленими знаннями та відповідними навичками щодо реалізації міжнародних економічних відносин.

Фахівці кафедри міжнародних економічних відносин ХНЕУ ім. С. Кузнеця активно співпрацюють з багатьма відомими компаніями Харківського регіону та України. Кафедрою враховуються всі основні побажання бізнесу щодо покращення освітньої програми «Міжнародні економічні відносини». Всі навчальні дисципліни освітньої програми дуже вдало підібрано. Освітні компоненти відповідають найсучаснішим вимогам підготовки фахівців для сфери міжнародних економічних відносин. Кафедра міжнародних економічних відносин проводить плідну співпрацю з ТОВ «Імперія металів». Зокрема, щодо проходження переддипломної практики здобувачів вищої освіти в даній компанії. Студенти зарекомендували себе як такі, що мають глибокі знання та зі сформованими компетентностями в сфері міжнародних економічних відносин. Освітня програма є добре адаптованою під сучасні вимоги бізнесу.

Позитивне враження справляє наявність навчальних дисциплін «Аналіз зовнішньоекономічної діяльності» та «Інформаційно-аналітичний інструментарій міжнародного бізнесу». Дані освітні компоненти відрізняються аналітичною спрямованістю, що дозволить здобувачам вищої освіти сформувати компетентності щодо правильного вибору та вмілого застосування аналітичного інструментарію дослідження стану та перспектив розвитку окремих сегментів міжнародних ринків товарів і послуг з використанням сучасних знань про методи, форми й інструменти регулювання міжнародної торгівлі.

Враховуючи вище сказане, можна зробити висновок про те, що здобувачі вищої освіти даної програми мають всі можливості сформувати відповідний комплекс компетентностей, які дозволять їм гідно конкурувати на ринку праці щодо вирішення завдань і проблем для ефективного ведення міжнародного бізнесу.

Генеральний директор
ТОВ «Імперія металів»



В. І. Полянський

РЕЦЕНЗІЯ

на освітньо-професійну програму «Міжнародний бізнес»
за спеціальністю 292 «Міжнародні економічні відносини»
першого (бакалаврського) рівня вищої освіти,
розроблену в Харківському національному економічному університеті
імені Семена Кузнеця

Взаємовплив та взаємозалежність суб'єктів міжнародного бізнесу в сучасному мінливому бізнес-середовищі зумовлює потужну конкурентну боротьбу на світових ринках, інноваційні підходи щодо виробництва товарів та надання послуг, гнучкість та адаптивність прийняття управлінських рішень, що потребує формування нової якості міжнародних економічних відносин. В таких умовах постає потреба у підготовці фахівців, здатних здійснювати комплексний аналіз та моніторинг кон'юнктури світових ринків; оцінювати зміни міжнародного середовища та вміти адаптуватися до них; аналізувати міжнародні ринки товарів і послуг; визначати функціональні особливості, характер, рівень та ступінь взаємозв'язків між суб'єктами міжнародних економічних відносин різного рівня та налагоджувати комунікації між ними.

Розроблена в Харківському національному економічному університеті імені Семена Кузнеця ОПП «Міжнародний бізнес» за спеціальністю 292 «Міжнародні економічні відносини», повною мірою відповідає реалізації цих завдань, оскільки сфокусована на забезпеченні здатності розв'язувати спеціальні задачі та практичні проблеми з міжнародних економічних відносин на корпоративному рівні, зосереджена на вивченні 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; безпекоорієнтованого розвитку малого та середнього бізнесу на міжнародних ринках. Дана програма здатна забезпечити підготовку висококваліфікованих фахівців з міжнародних економічних відносин, які мають необхідні фундаментальні знання у сфері міжнародних бізнес-процесів на корпоративному рівні та володіють компетентностями та практичними навичками, необхідними для розв'язання складних задач та проблем з ефективного управління міжнародним бізнесом.

ОПП «Міжнародний бізнес» відповідає встановленим вимогам, в ній представлено фокус та унікальність, основні, спеціальні (фахові) та додаткові компетентності, результати навчання, структурно-логічну схему. За структурою освітні компоненти є збалансованими, відзначається поєднання теоретичного навчання та практичної підготовки. Перевагою поданої на рецензування освітньо-професійної програми є комплексність освітніх компонентів, за яких логіка побудови навчального процесу спрямована на отримання необхідних знань та вмінь щодо поведінки суб'єктів міжнародного бізнесу на мікро-, мезо-, макро- та мегарівнях.

В цілому, є підстави вважати, що освітня програма підготовки бакалаврів за ОПП «Міжнародний бізнес», що здійснюється Харківським національним економічним університетом імені Семена Кузнеця є актуальною, відповідає сучасним кваліфікаційним вимогам до фахівців з вищою освітою такого освітнього рівня, задовольняє запити роботодавців та забезпечує якісну підготовку здобувачів вищої освіти за спеціальністю 292 «Міжнародні економічні відносини».

Рецензент,
д.е.н., професор,
професор кафедри міжнародного бізнесу
та економічної теорії

Харківського національного університету

імені В.Н. Каразіна



Старший інспектор відділу діловодства
центру документації Харківського
національного університету
імені В.Н.Каразіна

Ірина ШКОДИНА

Review

**For educational and professional program international Business
Specialty 292 International Economic Relations
Field of Knowledge 29 International Relations
Bachelor's degree**

The educational and professional program "International Business" Specialty 292 International Economic Relations Field of Knowledge 29 International Relations of Bachelor Degree was developed by the working group of the Department of International Economic Relations of Simon Kuznets Kharkiv National University of Economics on the basis of an analysis of potential employers' requirements for international relations specialists. The educational and professional program's content follows a coherent structure, with educational components that are rationally connected.

Students learn the essential professional competencies in many aspects of international business, economics, and marketing, as well as how to organize overseas economic activities, manage international business processes, and protect commercial interests in foreign markets. The inclusion of disciplines such as world economy and international economic relations, international law, international management, and international marketing, among others, in the professional cycle of the educational and professional program indicates that higher education applicants will receive comprehensive and thorough training.

The educational and professional program structure allows students to select a certain number of educational components on their own; this approach considers both students' interests and the possibility of acquiring soft skills, which are necessary in modern conditions and demanded by employers. Separately, it should be emphasized that educational components involving the study of numerous foreign languages are included in the structure of the educational and professional programs.

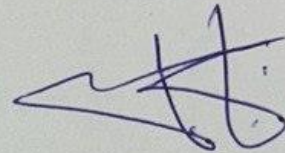
The educational and professional program offers the chance to fulfill the specified goals and program outcomes of study in the International Business

educational program's specialty "International Economic Relations". According to the training outcomes, graduates of the assessed educational and professional program master the skills of solving specialized tasks and practical problems in the sphere of international economic relations, allowing them to be in high demand on the labor market.

The preceding demonstrates that the educational and professional program "International Business" meets the requirements for training bachelor's degree students and can be recommended for inclusion in the educational process of training bachelors in the specialization "International Economic Relations".

Reviewer,

Mr PJ Kofie, chartered marketer,
Lecturer for International Business Program
University of Suffolk,
The UK

A handwritten signature in blue ink, appearing to be 'PJ Kofie', written over a horizontal line.

Відгук

на освітні програми «Міжнародний бізнес» першого (бакалаврського)
та другого (магістерського) рівнів вищої освіти,
освітньо-науково програму «Міжнародні економічні відносини»
третього (освітньо-наукового) рівня вищої освіти
за спеціальністю 292 «Міжнародні економічні відносини»
галузі знань 29 «Міжнародні відносини»

Економічний розвиток в еру цифрової економіки базується на науково-технологічних інноваціях, знаннях, компетентності та інформації. Інноваційні технології у зростаючих масштабах впливають на зростання міжнародного економічного обміну, пришвидшення інтеграційних процесів та глобалізацію економічних зв'язків, транснаціональних злиттів і розширення діяльності транснаціональних корпорацій. В таких умовах поширення інформатизації (digital spillover) та її вплив на виконання найскладніших завдань відбувається не тільки за рахунок комп'ютерних систем, а й висококваліфікованих фахівців, що володіють необхідними знаннями та якостями.

Для підготовки фахівців у сфері міжнародних економічних відносин та ведення міжнародного бізнесу кафедрою міжнародних економічних відносин ХНЕУ ім. С. Кузнеця розроблені освітні програми «Міжнародний бізнес» першого (бакалаврського) та другого (магістерського) рівнів вищої освіти, а також освітньо-наукова програма «Міжнародні економічні відносини» третього (освітньо-наукового) рівня вищої освіти. Багаторічна співпраця між кафедрою міжнародних економічних відносин ХНЕУ ім. С. Кузнеця та ДП «ЕКВУД-БУД» заснована на створенні можливостей для проходження практики здобувачами, написання дипломних робіт, участі у хозпдоговірних темах, залучення до наукового обґрунтування складних управлінських рішень, проведення моніторингових та аналітичних досліджень ринків.

Якість та результативність навчання за програмами спеціальності 292 «Міжнародні економічні відносини» в ХНЕУ ім. С.Кузнеця забезпечується методичними, інформаційними, кадровими ресурсами й матеріальною базою університету. Публічність та інформаційна прозорість ОП «Міжнародний бізнес» бакалаврського та магістерського рівнів освіти та ОНП «Міжнародні економічні відносини» забезпечується за рахунок діючого сайту університету та новин на сайті кафедри міжнародних економічних відносин. За рахунок опитувань, зустрічей, конференцій та ярмарок, що на постійній основі організуються університетом для здобувачів, роботодавців та інших стейкхолдерів оцінюється задоволеність формуванням якістю загальних та фахових компетентностей, актуальних та соціальних навичок (soft skills); підтримується своєчасність внесення змін для оновлення програм. Здобутком університету ХНЕУ ім. С. Кузнеця є діюча Персональна система навчання (ПНС), що створює для здобувачів можливості: вільного доступу до методичних, дидактичних, інструктивних матеріалів; формування, закріплення, систематизації знань та вмінь отриманих під час проведення практичних занять та лекцій; здійснення самопідготовки, самоконтролю.

Вивчення змісту програм, а також враховуючи багаторічний досвід співпраці між ДП «ЕКВУД-БУД» та кафедрою міжнародних економічних відносин ХНЕУ ім. С. Кузнеця, дає можливість дійти висновку, що ОП «Міжнародний бізнес» першого (бакалаврського) та другого (магістерського) рівнів вищої освіти, ОНП «Міжнародні економічні відносини» третього (освітньо-наукового) рівня вищої освіти за спеціальністю 292 «Міжнародні економічні відносини» галузі знань 29 «Міжнародні відносини» забезпечують підготовку висококваліфікованих фахівців, науковців та науково-педагогічних кадрів.

Директор ДП «ЕКВУД-БУД»



Ю.В. Радченко