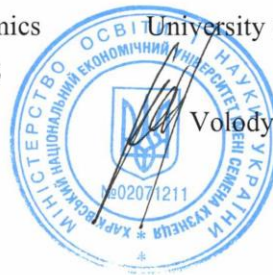


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

Approved by the Academic  
Council of Simon Kuznets Kharkiv  
National University of Economics  
on May 23, 2023 a record № 6

Enacted by Order № 144 of the  
Simon Kuznets Kharkiv National  
University of Economics Rector on  
May 23, 2023



**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, 2023

## PREAMBLE

The composition of the work group of the educational and professional program:  
Parkhomenko Nataliia – Doctor of Economics, 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.

Lytvynenko Alina – PhD in Economics, Associate Professor, Associate Professor of the Department of International Economic Relations.

Gron Oleksandra – PhD in Economics, Associate Professor, Associate Professor of the Department of International Economic Relations.

Herman Danylo – a student of higher education.

Zgurska Yuliia – deputy director of the International Cooperation Department of the Kharkiv City Council.

Considered at the Department of International Economic Relations meeting, a record №8 on February 10, 2023.

Considered by the Academic Council of the Faculty of International Relations and Journalism, a record №2 on February 27, 2023.

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, 3 year 10 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>	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 <a href="https://www.hneu.edu.ua/normatyvni-dokumenty/">https://www.hneu.edu.ua/normatyvni-dokumenty/</a> 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.
<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.
<b>Focus and features (uniqueness) of the program</b>	<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>
<b>The description of the subject area</b>	<p><b>The object of study is</b> 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</p>

	<p>conditions in the field of international economic relations.</p> <p><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>	Dual degree program with the Polytechnic Institute of Bragança (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</p>

main forms, to 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

	<p>activities.</p> <p>SC17. Ability to manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and other, taking into account the direction of activity of the subject of international business, taking into account the priorities of the start-specialization of the Kharkiv region;</p> <p>SC18. The ability to solve applied tasks in the areas of planning, analysis, organization and control of international business.</p> <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

##### 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>			
<i>1</i>	<i>MANDATORY EDUCATIONAL COMPONENTS</i>	19	7,92
<i>2</i>	<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	25	10,42
<b>THE CYCLE OF PROFESSIONAL TRAINING</b>			
<i>3</i>	<i>MANDATORY EDUCATIONAL COMPONENTS</i>	161	67,08

4	<i>ELECTIVE EDUCATIONAL COMPONENTS</i>	35	14,58
	<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	4	Grading
<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	5	Grading

	RELATIONS		
<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 AND LABOR FORCE	5	Exam
<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	5	Exam
<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.

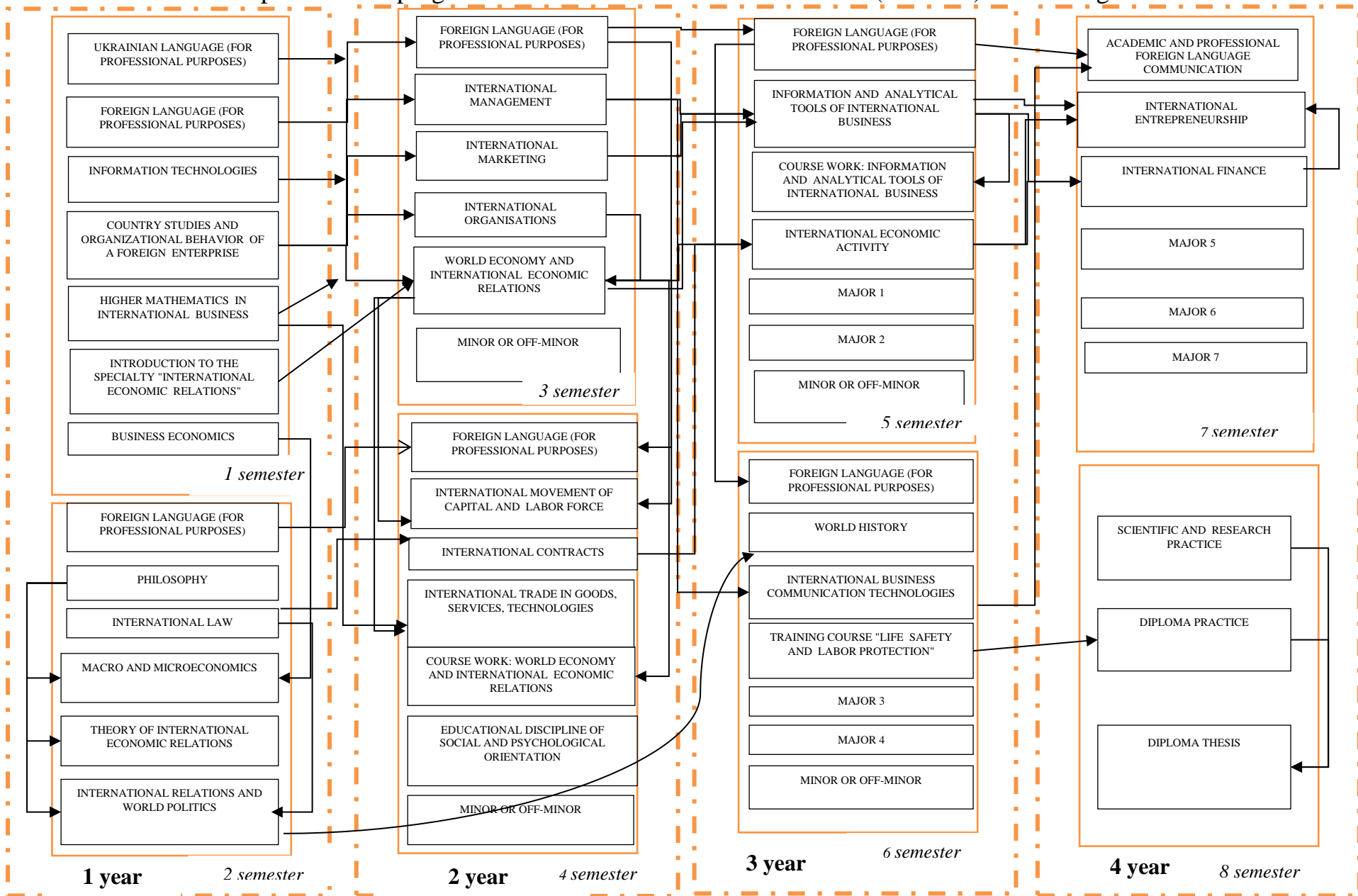
The volume of the elective educational discipline by direction - 5 ECTS credits. The form of final control for the elective educational discipline of the social and psychological direction is a grading.

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

<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</p>
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	<p>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 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</p>



	<p>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 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													EC11 EC15 EC29			EC5 EC6 EC27		EC30 EC31 EC32								
LO22		EC11														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 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												EC9 EC14						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 and Methodical Department	
2. Department of Education Quality Assurance	
3. The Head of the Graduating Department	
4. Vice-Rector for Educational and Methodological Work	

## 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

Геоелектронічні трансформації, новітні виклики у світовій та національній економіці, спричинені наслідками пандемії COVID-19 та агресією Росії, висувають нові вимоги до підготовки здобувачів вищої освіти першого (бакалаврського) рівня зі спеціальності 292 Міжнародні економічні відносини, адже нагальним завданням є не лише надання якісної освіти в рамках обраної спеціальності, а й формування умінь та навичок для здійснення професійної діяльності у принципово нових умовах функціонування економіки України та світу. Освітньо-професійна програма, розроблена в Харківському національному економічному університеті імені Семена Кузнеця відповідає цим вимогам.

Доцільно підкреслити, що структура та зміст ОПП «Міжнародний бізнес» відповідають предметній області, є системно побудованими, логічними, обґрунтованими. Унікальність програми полягає в тому, що вона зосереджена на підготовку фахівців, здатних розвивати міжнародні економічні відносини у сферах смарт-спеціалізації Харківського регіону, створювати умови безпекоорієнтованого розвитку малого та середнього бізнесу для успішної інтеграції у світовий та європейський економічний простір. Освітні компоненти всіх циклів формують цілісну систему підготовки бакалаврів зі спеціальності 292 «Міжнародні економічні відносини».

Особливу цінність даної програми мають додаткові компетентності та результати навчання, які сфокусовано на формуванні у здобувачів здатності розв'язувати спеціальні задачі та практичні проблеми з міжнародних економічних відносин на корпоративному рівні. Формування цих компетентностей забезпечується при викладанні дисциплін ОК 14 Міжнародний маркетинг, ОК 22 Інформаційно-аналітичний інструментарій міжнародного бізнесу, ОК 29 Міжнародне підприємництво та інших.

В цілому в освітній програмі доцільно приділити увагу інформаційно-комунікаційній складовій за рахунок впровадження в навчальний процес сучасних інформаційних технологій на лабораторних заняттях.

Аналіз поданої на рецензування освітньо-професійної програми дозволяє зробити висновок, що розроблена програма відповідає національним та міжнародним вимогам з підготовки фахівців з міжнародних економічних відносин, має чітке професійне спрямування та забезпечує високоякісну підготовку здобувачів вищої освіти.

Розроблена освітньо-професійна програма «Міжнародний бізнес» першого (бакалаврського) рівня вищої освіти спеціальності 292 «Міжнародні економічні відносини» може бути використана в освітньому процесі для підготовки здобувачів вищої освіти денної й заочної форм навчання.

Рецензент, д.е.н., професор,  
професор кафедри міжнародних  
економічних відносин  
Західноукраїнського національного університету



Олена СОХАЦЬКА





**O'ZBEKISTON RESPUBLIKASI OLIY VA O'RTA MAXSUS TA'LIM VAZIRLIGI**  
**BUXORO DAVLAT UNIVERSITETI**  
**MINISTRY OF HIGHER AND SECONDARY SPECIAL EDUCATION THE REPUBLIC OF UZBEKISTAN**  
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**REVIEW**

**Bukhara State University, Faculty of Economics and tourism, Head of  
Tourism and Hotel management department Ibragimov N.S.**

**to the educational and professional program**

**"International Economic Relations"**

**in fields of knowledge 29 "International relations"**

**specialty 292 "International economic relations"**

**study program "International business"**

**at the first (bachelor's) level**

The highly qualified specialists in the field of international economic relations are a very important task for Ukraine. Ukraine is rapidly developing in political, economic, international, social directions, which necessarily requires taking into account and raising standards in the field of modern issues of international economic relations, understanding the principles, features, models of international communication and the genesis of the system of international economic relations, their institutions and elements. Today, not only state structures as embassies, consulates, trade missions of Ukraine abroad, but also companies



that carry out foreign economic activity, banks, public organizations, and mass media covering international issues have a need for such specialists.

The educational and professional program "International Economic Relations" is characterized by an interdisciplinary approach, modular-block organization and innovative teaching methods. The educational and professional program defines program competences, takes into account the main types and tasks of the system of international economic relations and connections. The training course is aimed at competencies in the field of social, economic, political and cultural development of countries and regions of the world in order to understand the geopolitical environment in the corresponding region of the world, geopolitical determination, interests and influences on the foreign economic policy of certain countries.

The training plan for bachelor of the educational and professional program "International Economic Relations" fully meets the tasks of the educational and professional program. The professional competences and learning outcomes determined by the program attest to the high level of professional training of graduates, provide a sufficiently wide field of their professional activity and high potential competitiveness in the labor market.

The obtained range of knowledge will allow specialists to understand the peculiarities and traditions of behavior of each country, objective needs and opportunities for the development of international economic relations, which allows forecasting and modeling of trends of economic development in the world. The effectiveness of the educational process is ensured by its logical structure, a clearly thought-out and balanced structure of the program, a rational combination of theoretical and practical training.

The educational and professional program "International Economic Relations" which offering by the Department of International Economic Relations

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of Simon Kuznets Kharkiv National University of Economics allows to provide modern and high-quality professional training of bachelors in specialty 292 "International Economic Relations". The educational and professional program contains all the necessary structural and content components, reflects modern requirements for the training of specialists in the field of international economic relations, which will give an opportunity to develop your own business, start-up or successfully get a job at enterprises. Graduates of the program are in demand for work in government organizations, enterprises, TNCs etc.



Reviewer,

**Head of Tourism and Hotel management  
department Ibragimov N.S.**

REVIEW  
for Educational and Professional Program International Business  
Specialty 292 International Economic Relations  
Fields of Knowledge 29 International Relations  
First (Bachelor) Degree

The development of international economic relations of business entities is a component of the state's foreign economic policy. The Kharkiv region has a number of competitive advantages that form the basis for its export-oriented development and active inclusion in the system of global economic relations. These advantages are determined by a powerful industrial and scientific and technological potential with specialization in energy and transport engineering, aerospace, pharmaceutical, woodworking industry and the production of products for military and technical purposes, and the presence of a developed network of research institutions, organizations and institutions of higher education. Considering the above, the training of qualified specialists in the field of international business is of strategic importance for the Kharkiv region.

The educational and professional program 'International Business' specialty 292 'International Economic Relations' of the first (bachelor's) degree, developed by the working group of the Department of International Economic Relations of Simon Kuznets Kharkiv National University of Economics on the basis of analysis of the requirements of potential employers for specialists in the field of international relations. The content of the educational and professional program has a clear structure; the educational components are logically connected.


In the process of studying students acquire the necessary professional competences in various aspects of international business, economics and marketing, organization of foreign economic activities, management of international business processes and ensuring business interests in foreign markets. The presence of such disciplines as international law, world economy and international economic relations, international management, international marketing and others as part of the professional cycle of the educational and professional program indicates the comprehensive and thorough training of higher education applicants of this educational and professional program.

The structure of the educational and professional program provides for the possibility for students to choose a certain number of educational components on their own, this approach takes into account both the interests of students and the possibility of acquiring soft-skills, the possession of which is necessary in modern conditions and demanded by employers. Separately, it should be noted the presence in the structure of the educational and professional program of educational components involving the study of several foreign languages.

The educational and professional program provides an opportunity to achieve the stated goals and program outcomes of studies in the specialty 'International Economic Relations' of the International Business educational program. According to the results of training, graduates of the reviewed educational and professional program master the skills of solving specialized tasks and practical problems in the field of international economic relations, which will allow them to be in-demand specialists on the labor market.

The above proves that the educational and professional program 'International Business' meets the requirements for training students of first (bachelor's) degree and can be recommended for implementation in the educational process of training bachelors in the specialty 'International Economic Relations'.

Reviewer,

  
Mgr. Lucia Vilčeková, PhD.  
Vice Dean for International Relations  
Faculty of Management  
Comenius University Bratislava





Вих. № \_\_\_\_\_ від \_\_\_\_\_

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

Характерними рисами міжнародних економічних відносин, сучасного міжнародного бізнесу виступають динамізм і розширення масштабів бізнес-діяльності під впливом інтернаціоналізації, глобалізації й науково-технічної революції, поява нових бізнес-структур, форм, видів, посилення взаємодії науки й бізнесу, інтелектуалізація бізнес-діяльності. В таких умовах знання і вміння їх використовувати виступають ключовим чинником конкурентоспроможності на міжнародних ринках, здатні вести компанії до складу еліти міжнародного бізнесу, спираючись на поєднання можливостей цифровізації та високої компетентності персоналу. Освітня програма «Міжнародний бізнес» бакалаврського рівня вищої освіти за спеціальністю 292 «Міжнародні економічні відносини», що розроблена та діє в ХНЕУ ім. С. Кузнеця забезпечує умови та створює можливості для підготовки вмотивованого на навчання та розвиток фахівця, здатного вирішувати проблемні питання у сфері міжнародних економічних відносин.

Структура, зміст, освітні компоненти програми «Міжнародний бізнес» відповідають вимогам щодо забезпечення якості вищої освіти, Стандарту вищої освіти за спеціальністю 292 «Міжнародні економічні відносини». Навчальний процес за програмою побудований на принципах студентоцентрованого підходу, ресурсне забезпечення підтримки здобувачів вищої освіти враховує їх потреби, відповідає цілям навчання, є загальнодоступними та інформаційно прозорим. Особливу цінність представляє унікальність програми «Міжнародний бізнес», що зосереджена на сферах смарт-спеціалізації малого та середнього бізнесу, розв'язання спеціальних задач та практичних проблем безпеко-орієнтованому розвитку машинобудівних підприємств та ІТ- підприємств Харківського регіону для успішної інтеграції у світовий та європейський економічний простір.

Такі висновки ґрунтуються на багаторічній співпраці між кафедрою міжнародних економічних відносин ХНЕУ ім. С. Кузнеця та компанією ТОВ «ПЕТРОМЕТАЛ УКРАЇНА», що є базою для проходження здобувачами ОП «Міжнародний бізнес» переддипломної практики, їх участі у виконанні хозпдоговірної тематики кафедри.

Директор технічний



Бараннік І. О.







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»

У сучасних надскладних економічних умовах для нашої країни та Харківського регіону одним із найважливіших завдань є розвиток міжнародних економічних відносин. У таких умовах Харків продовжує активний розвиток уже діючих міжнародних економічних проектів та відбудови міста, розвитку економічних відносин з міжнародними бізнес-партнерами в сферах будівництва, транспорту, житлово-комунального господарства, діджиталізації багатьох сфер діяльності.

Одним із базових завдань сучасної економічної системи є налагодження ефективної взаємодії між бізнесом, освітою, наукою та владою, а також розвитку на цій основі інноваційної екосистеми Індустрії 4.0 у Харкові. Зважаючи на активний розвиток міжнародних відносин Харківського регіону з країнами бізнес-партнерами, постає необхідність підготовки фахівців спеціальності 292 «Міжнародні економічні відносини».

Харківська міська рада активно співпрацює з Харківським національним економічним університетом імені Семена Кузнеця, зокрема, з кафедрою міжнародних економічних відносин. Здобувачі, що навчаються за програмами «Міжнародний бізнес» та «Міжнародні економічні відносини» неодноразово проходили практику на базі департаменту міжнародного співробітництва Харківської міської ради.

Здобувачі вищої освіти за спеціальністю 292 «Міжнародні економічні відносини» зарекомендували себе як креативні фахівці міжнародних економічних відносин, які здатні вирішувати надважливі завдання у встановлені терміни, здійснювати комплексний аналіз та моніторинг кон'юнктури світових ринків, оцінювати зміни міжнародного середовища, приймати та обґрунтовувати управлінські рішення щодо створення та діяльності підприємницьких структур, сприяння інтернаціоналізації бізнесу у секторі малого та середнього підприємництва. Також здобувачів програм за спеціальністю «Міжнародні економічні відносини» можна охарактеризувати як фахівців, які дуже добре володіють іноземними мовами та навичками використання інформаційних та комунікаційних технологій.

За результатами проходження переддипломної практики здобувачів програм «Міжнародний бізнес» першого (бакалаврського) та другого (магістерського) рівнів вищої освіти на базі департаменту міжнародного співробітництва Харківської міської ради захищено дипломні роботи, теми яких є пов'язаними із формуванням позитивного іміджу та інвестиційної привабливості міста Харкова як смарт-сіті в міжнародному бізнес-оточенні. Ідеї та розробки здобувачів освітньо-наукової програми «Міжнародні економічні відносини» третього (освітньо-наукового) рівня вищої освіти за спеціальністю 292 «Міжнародні економічні відносини» представляють інтерес та є цінними для фахівців департаменту міжнародного співробітництва Харківської міської ради.

Плідна співпраця кафедри міжнародних економічних відносин Харківського національного економічного університету імені Семена Кузнеця та Харківської міської ради дає підстави стверджувати про високий рівень підготовки фахівців спеціальності 292 «Міжнародні економічні відносини».

У цілому, освітні програми «Міжнародний бізнес» першого (бакалаврського) та другого рівнів вищої освіти, «Міжнародні економічні відносини» третього (освітньо-наукового) рівня вищої освіти за спеціальністю 292 «Міжнародні економічні відносини» відповідають всім вимогам, які встановлюються до програм такого рівня.

Заступник директора Департаменту  
міжнародного співробітництва  
Харківської міської ради



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To: The Accreditation Committee  
Re: Accreditation of International Business, Bachelors, Speciality 292 International Economic Relations  
HE Institution: Simon Kuznets Kharkiv National University of Economics (Ukraine).

To whom it may concern

The business world is increasingly globalised and international companies have a need for specialists who can operate in the international sphere. The educational program in International Business at Simon Kuznets Kharkiv National University of Economics is combining theoretical and practical training of Bachelor students in this field. Furthermore, the program provides opportunities to develop an individualised educational trajectory, by providing a pool of elective courses relevant to the subject and available in English and Ukrainian.

The curriculum is available to students in English, facilitating their relevance in the labour market. The educational process of the program utilises active learning pedagogy including business games, analysis of cases, trainings and workshops, and working in small groups.

The high level of expertise is maintained via academic international mobility, and the provision of professional and well-qualified lecturers. The University of Bedfordshire over the years has worked closely with staff of the university and we have done joint projects of a pedagogic nature which we believe have enriched the approach that our colleagues in Ukraine have applied in learning and teaching allowing students to acquire applied knowledge and skills and contributing to the acquisition of the necessary competencies provided by the reviewed program. All necessary information about the educational program is provided on the website of the Department of International Economic Relations.

Considering the above, I recommend the educational program in International Business for Bachelor students at the Department of International Economic Relations of Simon Kuznets Kharkiv National University of Economics. If there is a need for further information please do not hesitate to contact me Alexander.Kofinas@beds.ac.uk

Kind Regards

A handwritten signature in blue ink, appearing to read "Kofinas", written over a horizontal line.

Alexander K. Kofinas (PhD, SFHEA, MRes, MBA, MSc)  
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