**The concept of educational activity in the specialty 073 Management at the first (bachelor) level of higher education**

**І. Code and specialty name -** 073 Management

**ІІ. Higher Education Level -** The first (bachelor) level

**ІІІ. List of specializations and educational programs -** Management

**ІV. The total amount of credits in the European Credit Transfer and Accumulation System and the period of study -** 240 ECTS credits based on complete general secondary education. On the basis of educational qualification level “junior specialist” makes 120 ECTS credits; 4 years of full-time study

**V. Professional standards to which training is intended to be followed:**

Compliance with the requirements of the higher education standard - order of the Ministry of Education and Science of Ukraine, the first (bachelor) level of higher education in the specialty 073 "Management", field of knowledge: 07 "Management and administration", protocol № 1165 of 29.10.2018. as amended by Protocol No. 1338 from 05.12.2018.

The educational activity of PIHE “IEU” is based on the conceptual foundations of the National Doctrine of Educational Development, the State National Program "Education (21st Century Ukraine)", Laws of Ukraine "On Education", Laws of Ukraine "On Higher Education", Concepts of Development of Pedagogical Education, Orders and Science of Ukraine, the Statute of the PIHE “IEU”, the Regulations on the organization of the educational process of the University, the Rules of Internal Order of the University and other normative legal acts.

**VI. The list of basic competencies that a higher education applicant should master**

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| **Integral competence** | The ability to solve complex specialized problems and practical problems in management or in the learning process, which involves the application of management theories and methods, is characterized by the complexity and uncertainty of the conditions |
| **General competences** | 1. Ability to think abstractly, analyze, synthesize and establish relationships between socio-economic phenomena and processes. 2. Ability to apply conceptual and basic knowledge, understanding of subject area and profession of manager.3. Ability to communicate verbally and in writing with professional guidance in both national and foreign languages.4. Skills in the use of information and communication technologies to search, process, analyze and use information from various sources.5. Ability to work in a team and establish interpersonal interaction in solving professional problems.6. The ability to learn and master modern knowledge.7. Ability to adapt, creativity, generate ideas and actions in a new situation.8. Appreciation and respect for diversity and multiculturalism, ability to work in an international context.9. The ability to act on the basis of ethical considerations, socially responsible and conscious. |
| **Special** **(specialized,subject) competences** | 1. The ability to identify and describe the characteristics of the organization.2. The ability to analyze the results of the organization, compare them with the factors of influence of the external and internal environment, to determine the prospects for the organization.3. The ability to identify functional areas of the organization and the links between them.4. The ability to manage an organization and its units through the implementation of management functions.5. Ability to choose and use modern management tools.6. The ability to plan and manage time.7. Ability to evaluate and ensure the quality of work performed.8. The ability to create and organize effective communications in the management process.9. The ability to analyze and structure the problems of the organization, formulate sound decisions.10. Ability to formulate and demonstrate leadership skills and behavioral skills.11. Understand the principles of law and apply them in professional practice.12. Understand the principles of psychology and use them in professional activities.13. Ability to use modern tools and methods of managing entrepreneurial (commercial) activity, to adapt them to real conditions.14. Ability to identify potential market opportunities and form new business ideas on this basis.15. Ability to assess the natural and economic potential and dynamics of the organization, monitoring the ecological and economic systems.16. The ability to formulate the main tasks related to the implementation of the quality management system and its components in the organization.17. Ability to make informed decisions on the organization of innovative activities and ways of their implementation, taking into account the factors of the external and internal environment.18. The ability to adapt and act in the face of change, generate new ideas (creativity).19. Ability to use modern investment tools to manage organizations.20. The ability to develop strategies for enterprise development and ways of its implementation, taking into account factors of external and internal environment.21. Ability to use analytical tools to make effective management decisions.22. Ability to apply workflow determination methods in the content management process.23. Ability to apply modern competitive models to increase the effectiveness of the organization.24. Ability to use the tools of state and regional government and to possess technologies of management activity in various spheres of social development. |

**VII. The normative content of training for higher education applicants.**

**Program learning outcomes**

1. Demonstrate knowledge of management theories, methods and functions, modern leadership concepts.

2. Demonstrate problem-solving skills and justify management decisions.

3. Describe the content of the functional areas of the organization.

4. Identify the skills of finding, collecting and analyzing information, calculating indicators to justify management decisions.

5. Identify organizational design skills.

6. Apply management methods to ensure the effectiveness of the organization.

7. Demonstrate skills of interaction, leadership, teamwork.

8. Demonstrate skills justification for effective tools for motivating the organization's staff.

9. Explain, analyze and communicate in various areas of the organization.

10. Assess the legal, social and economic consequences of the organization.

11. Demonstrate the ability to communicate both verbally and in writing in both state and foreign languages.

12. Identify the causes of stress, adapt yourself and team members to the stressful situation, find ways to neutralize it.

13. Demonstrate the ability to act socially responsible and socially conscious on the basis of ethical considerations, respect for diversity and interculturalism.

14. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

15. Perform research individually and / or in a group led by a leader.

16. Demonstrate a sufficient level of professional justice.

17. To use modern methods of justification and choice of optimal commercial decisions, to apply modern techniques and technologies in the course of conducting separate commercial operations.

18. Identify the skills of entrepreneurial and management initiative, demonstrate the ability to be responsible for the results of their activities.

19. To conduct an assessment of the natural-economic potential and dynamics of the organization's development on the basis of the conducted monitoring of ecological and economic systems.

20. Demonstrate knowledge of international and domestic quality management practices and be able to develop and implement a quality management system in an organization's operations and to ensure its effective functioning.

21. Make sound decisions about the innovative development of the organization.

22. Predict the occurrence of crisis phenomena of the organization's activities, make decisions and develop a strategy to prevent or mitigate its negative impact.

23. Diagnose and strategic and operational management for the development of investment projects and programs.

24. To plan the activity of the organization in strategic and tactical sections, to manage and evaluate the strategic potential of the enterprise and to form its competitive advantages, to calculate the business plan indicators and to design the contents of its sections.

25. Identify the symptoms and causes of the major factors in the development of the organization and summarize the results of its activities.

26. Demonstrate the ability to develop a modern administration system that is based on the use of the latest management technologies and allows efficient use of the organization's resources.

27. To evaluate potential opportunities and to formulate a rational algorithm of behavior of an organization in the market.

28. To analyze and evaluate problems of state and regional government, to show ability to adapt to the difficult conditions of modern economic policy.

**VІII. Indicative list of professional qualifications to be provided**

Bachelor of Management may hold primary positions by professional titles of the classification group "Managers (managers) of institutions, organizations and their subdivisions", characterized by special professional competencies in accordance with the generalized object of activity.

1452 Managers in the wholesale trade and mediation

1453 Managers in the retail trade of household and non-food goods and their repair

1453.1 Managers in the retail trade of household goods

1453.2 Retail managers of non-food items

1454 Managers in the retail of food products

1455 Managers in hotels and other placements

1455.1 Managers in the hotel industry

1456 Nutrition Managers

147 Managers in the field of real estate operations, leasing and services to legal entities

1471 Managers in the field of real estate operations for third parties

1472 Managers in the field of renting machinery and equipment

1473 Managers in the field of information

1474 Managers in the field of research and development

1475.2 Accountancy Managers

1475.3 Managers of market research and opinion polling

1475.4 Business and management managers

1476.1 Advertising Managers

1477 Managers for the selection, provision and use of staff

1477.1 Managers for the selection, provision and use of staff

1483 Managers in the social sphere

149 Managers in other types of economic activity

1491 Managers in housing and communal services

1493 Managers of quality systems

1496 Social and Corporate Responsibility Managers

1499 Managers in other types of economic activity, not elsewhere classified

**IX. Continuation of education:** At the second level of higher education (Master's degree).

**X. The procedure for evaluating learning outcomes**

Control of students' knowledge and skills is carried out in the form of current and final control. Assessment of students' level of knowledge is made according to the rating system.

Current control includes control of students' knowledge, skills and competences at lectures, laboratory, practical classes, and during individual study tasks, review work, calculation, course work.

Final control is carried out in the form of examinations, tests of final control and final certification.

Certification of graduates of the educational program of specialty 073 "Management" is carried out in the form of public defense of qualification work.

The attestation of the persons receiving the bachelor's degree is carried out by the attestation commission, which may include representatives of employers and their associations. Certification is carried out openly and loudly.

The procedure for plagiarism testing is determined by the PIHE “IEU”.

The procedure and requirements for disclosure are determined by the PIHE “IEU”.

The bachelor's qualification work is allowed to be protected against the EC, provided that the level of its uniqueness (originality) meets the norm, which is officially a university.

Bachelor's degree diploma work is a student's educational and scientific work, which is performed at the final stage of obtaining a bachelor's qualification to establish the conformity of higher education results obtained by the applicants with the requirements of higher education standards. It is a qualification document, on the basis of which the EC determines the level of theoretical training of the graduate, his willingness to work independently in a specialty and makes the decision on the appropriation of the relevant qualification and award of diploma.

Bachelor's qualification work is a tool for consolidation and demonstration of the general and special competences formed during the training according to the profile of the chosen specialty.

Certification of the graduate of the educational and professional program "Management" of specialty 073 Management ends with the issuance of a document.

**XI. Requirements for the level of education of persons who can start training**

For the specialty 073 "Management", citizens of Ukraine who have completed the general secondary education, according to the results of IEA, are admitted on the basis of junior specialist (junior bachelor) in accordance with the conditions and rules of admission, as well as foreigners and stateless persons. Applicants must have a state document on the education of the established sample. Entrants are enrolled in training based on admission rules, which are approved by the PIHE “IEU”. The higher education institution develops the requirements for the selection of entrants in the form of a system of knowledge, skills and skills, which are based on the requirements of the standard of comprehensive secondary education.

**XII. Requirements for the internal quality assurance system of higher education**

The PIHE “IEU” is an internal quality assurance system that provides the following procedures and measures:

1. defining the principles and procedures for quality assurance in higher education;
2. monitoring and periodic review of educational programs;
3. annual evaluation of higher education applicants, scientific and pedagogical staff of a higher education institution and regular publication of the results of such assessments on the official website of the higher education institution, on information stands and in any other way;
4. provision of advanced training of pedagogical, scientific and scientific-pedagogical staff;
5. ensuring the availability of the necessary resources to organize the educational process, including the independent work of students, for each educational program;
6. ensuring the availability of information systems for effective management of the educational process;
7. publicity of information on educational programs, degrees of higher education and qualification;
8. ensuring an effective system for preventing and detecting academic plagiarism in the scientific works of higher education workers and higher education applicants;
9. other procedures and measures.

**XIII. List of regulatory documents**

1. Law on Higher Education [Electronic resource] // Legislation of Ukraine. - Access mode: http://zakon4.rada.gov.ua/laws/show/1556-18. - Title from the title screen.

2. International Standard Classification of Education (ISCED) 2011 [Electronic resource] / UNESCO Institute for Statistics, 2013. - 87 p. - Access mode: http://www.uis.unesco.org/Education/Documents/isced-2011-en.pdf. - Title from the title screen.

3. National Classifier of Ukraine: Classifier of Occupations DK 003: 2010. - K.: Publishing House “Sotsinform”, 2010. - 746 p.

4. On approval of the National Qualifications Framework: Resolution of the Cabinet of Ministers of Ukraine dated November 23. 2011 № 1341 [Electronic resource] // Legislation of Ukraine. - Access mode: http://zakon4.rada.gov.ua/laws/show/1341- 2011-п-. - Title from the title screen.

5. On approving the list of branches of knowledge and specialties by which higher education applicants are trained: Resolution of the Cabinet of Ministers of Ukraine dated April 29, 2015 No. 266 [Electronic resource] // Legislation of Ukraine. - Access mode: http://zakon4.rada.gov.ua/laws/show/266-2015-p. - Title from the title screen.

6. Quality Assurance Standards and Recommendations in the European Higher Education Area (ESG) [Electronic resource]. - K .: CS Ltd., 2015. - 32 c - Access mode: http://ihed.org.ua/images/pdf/standards-andguidelines\_for\_qa\_in\_the\_ehea\_2015.pdf. - Title from the title screen

7. ISCED Fields of Education and Training 2013 (ISCED-F 2013) [Online resource]. - UNESCO Institute for Statistics, 2014-21p. - Access Mode: http://www.uis.unesco.org/Education/Documents/isced-fields-of-education-training2013.pdf. - Title from the title screen.