

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД  
УНІВЕРСИТЕТ ЕКОНОМІКИ ТА ПРАВА „КРОК”**

**ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА  
„МЕНЕДЖМЕНТ” (англійська мова навчання)  
першого (бакалаврського) рівня вищої освіти  
галузі знань 07 „Управління та адміністрування”  
за спеціальністю 073 «МЕНЕДЖМЕНТ**

**ЗАТВЕРДЖЕНО  
ВЧЕНОЮ РАДОЮ  
ВНЗ «УНІВЕРСИТЕТ  
ЕКОНОМІКИ ТА ПРАВА „КРОК”**  
Голова Вченої ради  
\_\_\_\_\_ С.М. Лаптев  
(протокол № 3  
від «30» листопада 2023 р.)



Київ – 2023 р.

# "KROK" UNIVERSITY

## **EDUCATIONAL-PROFESSIONAL PROGRAM** **"MANAGEMENT" (English-taught program)**

LEVEL OF HIGHER EDUCATION	FIRST
DEGREE OF HIGHER EDUCATION	BACHELOR
FIELD OF KNOWLEDGE	07 MANAGEMENT AND ADMINISTRATION
PROGRAM SUBJECT AREA	073 MANAGEMENT

### **APPROVED**

Scientific Council  
of "KROK" University  
Chairman of Scientific Council  
\_\_\_\_\_ S.M. Laptiev  
(protocol № 3 of November 30, 2023)

**Kyiv – 2023**

## INTRODUCTION

### **WORKGROUP:**

#### **Head of Educational program:**

Andrii Lotariev, PhD in Public Administration

#### **Group members:**

1. Volodymyr Tokar, Doctor of Economic Sciences, Professor
2. Olena Bielova, PhD in Economic Sciences, Associate Professor
3. Olena Naumova, PhD in Economic Sciences, Associate Professor
4. Viktoriia Marynovych, PhD in Economic Sciences.

# 1. PROFILE OF THE EDUCATIONAL PROGRAM IN PROGRAM SUBJECT AREA 073 “MANAGEMENT”

<b>1 – General information</b>	
<b>Name of higher educational Institution and department</b>	"KROK" University Educational and Scientific Institute of Master and Adult Education Department of Managerial Technologies
<b>Qualification</b>	Degree – Bachelor  Program Subject Area – Management  Bachelor in Management
<b>Official name of Educational Program</b>	Management (English-taught program)
<b>Type of diploma and scope of educational program</b>	Bachelor’s Diploma, single, 240 ECTS credits, 3 years and 10 months
<b>Accreditation</b>	Certificate of accreditation series HI №1194468 in accordance with the decision of the Accreditation Commission of May 28, 2015 protocol №116 (order of the Ministry of Education and Science of Ukraine of 10.06.2015 №1415п) in the field of knowledge 07 Management and Administration 073 Management, Bachelor's level. Validity of the certificate is until July 1, 2024 (based on the order of the Ministry of Education and Science of Ukraine of 19.12.2016, №1565)
<b>Program cycle/level</b>	NQF of Ukraine – 6 level, FQ-EHEA – First Cycle, EQF-LLL – 6 level
<b>Access requirements</b>	Complete general secondary education
<b>Language(s) of instruction</b>	English, Ukrainian languages
<b>Web pages of the educational program publishing</b>	<a href="https://www.krok.edu.ua/ua/pro-krok/pidrozdili/navchalni/kafedra-upravlinskikh-tekhnologij">https://www.krok.edu.ua/ua/pro-krok/pidrozdili/navchalni/kafedra-upravlinskikh-tekhnologij</a>  <a href="http://library.krok.edu.ua/ua/">http://library.krok.edu.ua/ua/</a>
<b>2 – The purpose of the educational program</b>	
Training of highly qualified, competitive professionals in the field of Management with competencies in management and administration, systemic thinking techniques, leadership skills, able to solve specialized problems and practical problems in the field of organizations management in a market economy, unstable environment, business globalization.	
<b>3 - Characteristics of the educational program</b>	

<p><b>Subject area (field of knowledge, program subject area, specialization (if applicable))</b></p>	<p><i><b>Object of study:</b></i> management of organizations and their departments.  - <i><b>Objectives of training:</b></i> training of experts capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions in the field of management of organizations and their departments.</p> <p><i><b>Theoretical content of the subject area:</b></i> paradigms, laws, patterns, principles, historical prerequisites for management development; concepts of system, situational, adaptive, antisipative, anti-crisis, innovation, project management, etc .; functions, methods, technologies and managerial decisions in management.</p> <p><i><b>Methods, techniques and technologies:</b></i> general scientific and specific research methods (computational and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); methods of implementation of management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of assessing social, organizational and economic efficiency in management, etc.). management methods (administrative, economic, socio-psychological, technological); technologies for substantiation of managerial decisions (economic analysis, simulation modeling, decision tree, etc.).</p> <p><i><b>Tools and equipment:</b></i> modern information and communication equipment, information systems and software products used in management.</p>
<p><b>Orientation of the educational program</b></p>	<p>Educational and professional</p>
<p><b>The focus of the educational program</b></p>	<p>General education in Program Subject Area 073 «Management»</p>
<p><b>Features of the program</b></p>	<p>Program is implemented in English</p>
<p><b>4 – Employability and further study</b></p>	
<p><b>Employability</b></p>	<p>According to the National Occupational Classification ДК 003:2010 Bachelor in Management is prepared to work in enterprises, institutions and organizations of all industries and can hold positions of specialists in the fields of operational management, business process management, marketing management, personnel, etc. The most popular professions in the field of management are: sales manager, operations manager, sales manager, purchasing manager, event manager, business development manager, advertising manager, HR-manager, manager-organizer, PR-manager.</p>

<b>Further study</b>	Have the right to proceed studies at the second (Master's) level of higher education. Acquisition of additional qualifications in the system of postgraduate education.
<b>5 – Teaching and assessment</b>	
<b>Teaching and learning</b>	Форми викладання: лекції, практичні (семінарські) заняття, лабораторні роботи, самостійна робота, індивідуальні заняття, консультації з викладачами, тренінги (практикуми), виконання кваліфікаційної роботи. Підходи та технології навчання: студенто-центроване навчання, самонавчання, проблемно-орієнтоване навчання, навчання через лабораторну практику. Forms of teaching: lectures, practical (seminar) classes, laboratory work, independent work, individual classes, consultations with lecturers, trainings (workshops), qualification work implementation. Teaching methods and technologies: student-centered learning, self-study, problem-oriented learning, learning through laboratory practice.
<b>Evaluation</b>	Oral and written exams, test assignments, internship reports, defense of practical work, tests, presentations, defense of qualification Thesis. Evaluation of academic achievement of degree seeking applicants is carried out on a 4-point scale (excellent, good, satisfactory, failed) and 100-point scale.
<b>6 – Program competencies</b>	
<b>Integral competence</b>	Ability to solve comprehensive specialized problems and practical problems characterized by complex and uncertain conditions, in the field of management or in the learning process, which involves the use of theories and methods of social and behavioral sciences.
<b>General Competencies (GC)</b>	<ol style="list-style-type: none"> <li>1. Ability to exercise one's own rights and responsibilities as a member of society, realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms.</li> <li>2. Ability to maintain and increase moral, cultural, scientific values and increase the achievements of society based on understanding 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, use different types and forms of physical activity for active recreation and a healthy lifestyle.</li> <li>3. Ability to abstract thinking, analysis, synthesis.</li> <li>4. Ability to apply knowledge in practical situations.</li> <li>5. Knowledge and understanding of the subject area and understanding of professional activity.</li> <li>6. Ability to communicate in the state language both orally and in writing.</li> </ol>

	<ol style="list-style-type: none"> <li>7. Ability to communicate in a foreign language.</li> <li>8. Skills in the use of information and communication technologies.</li> <li>9. Ability to learn and master modern knowledge.</li> <li>10. Ability to conduct research at the appropriate level.</li> <li>11. Ability to adapt and act in a new situation.</li> <li>12. Ability to generate new ideas (creativity).</li> <li>13. Appreciation and respect for diversity and multiculturalism.</li> <li>14. Ability to work in an international context.</li> <li>15. Ability to act on the basis of ethical considerations (motives).</li> </ol>
<p><b>Program Subject Area Professional Competencies (PC)</b></p>	<ol style="list-style-type: none"> <li>1. Ability to identify and describe the characteristics of the organization.</li> <li>2. Ability to analyze the results of the organization, to compare them with the factors of external and internal environment.</li> <li>3. Ability to determine the prospects for the development of the organization.</li> <li>4. Ability to identify functional areas of the organization and the relationships between them.</li> <li>5. Ability to manage the organization and its departments through the implementation of management functions.</li> <li>6. Ability to act socially responsible and consciously.</li> <li>7. Ability to choose and use modern management tools.</li> <li>8. Ability to plan the activity of organization and manage time.</li> <li>9. Ability to work in a team and establish interpersonal interaction in solving professional problems.</li> <li>10. Ability to evaluate the work performed, ensure their quality and motivate the staff of the organization.</li> <li>11. Ability to create and organize effective communications in the management process.</li> <li>12. Ability to analyze and structure the problems of the organization, to form justified decisions.</li> <li>13. Understand the principles and norms of law and use them in professional activities.</li> <li>14. Understand the principles of psychology and use them in professional activities.</li> <li>15. Ability to form and demonstrate leadership qualities and behavioral</li> </ol>

	skills.
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**7 – Program learning outcomes**

	<ol style="list-style-type: none"> <li>1. Know one’s own rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, human and civil rights and freedoms.</li> <li>2. Preserve moral, cultural, scientific values and increase the achievements of society, use different types and forms of physical activity to lead a healthy lifestyle.</li> <li>3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.</li> <li>4. Demonstrate skills to identify problems and justify managerial decisions.</li> <li>5. Describe the content of the functional fields of the organization activity.</li> <li>6. Demonstrate skills of search, collection and analysis of information, calculation of indicators to justify managerial, innovation and investment decisions.</li> <li>7. Demonstrate organizational design skills.</li> <li>8. Apply management methods to ensure the effectiveness of the organization activity.</li> <li>9. Demonstrate skills of interaction, leadership, teamwork.</li> <li>10. Possess the skills of substantiation of effective tools to motivate the organization's staff.</li> <li>11. Demonstrate skills of situation analysis and communication in various fields of the organization activity.</li> <li>12. Evaluate the legal, social and economic consequences of the organization functioning, including labor relations in the organization.</li> </ol>
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	<p>13. Communicate orally and in writing in English and other (Ukrainian) languages.</p> <p>14. Identify the causes of stress, adapt yourself and team members to a stressful situation, find the ways to neutralize it.</p> <p>15. Demonstrate the ability to act socially responsible and socially conscious based on ethical considerations (motives), show the respect for diversity and interculturalism.</p> <p>16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>17. Perform research individually and / or in a group under the guidance of a leader.</p>
<b>8 – Resource support for program implementation</b>	
<b>Staff support</b>	Full-time staff member of the university, leading lecturers of academic scientific institutions, lecturers-practitioners who meet the qualification requirements in accordance with the program subject area are involved in teaching.
<b>Material and technical support</b>	Meets the license requirements for educational activity provision: <ul style="list-style-type: none"> <li>– multimedia classrooms;</li> <li>– computer laboratories;</li> <li>– library, including reading room;</li> <li>– gyms;</li> <li>– canteen;</li> <li>– dormitory;</li> <li>– medical point.</li> </ul>
<b>Information and educational and methodical support</b>	Meets the license requirements for educational activity provision. The Moodle platform is used to access the teaching and methodological support of the disciplines.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	According to the programs of academic mobility within the framework of programs and / or agreements between the "KROK" University and higher educational institutions of Ukraine.
<b>International credit mobility</b>	Is organized in accordance with inter-institutional, bilateral and multilateral agreements on international cooperation concluded by "KROK" University with more than 60 foreign higher educational institutions; agreements on international credit mobility (including the EU Erasmus + program, regional and national grant programs). The selection of applicants for mobility programs is carried out in accordance with the Regulations on Academic Mobility, on the competitive basis. The responsible department is International Office.
<b>Training of foreign degree seeking</b>	According to the rules of the Ministry of Education and Science of Ukraine and the admission rules to "KROK" University.

applicants for higher education	
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## 2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

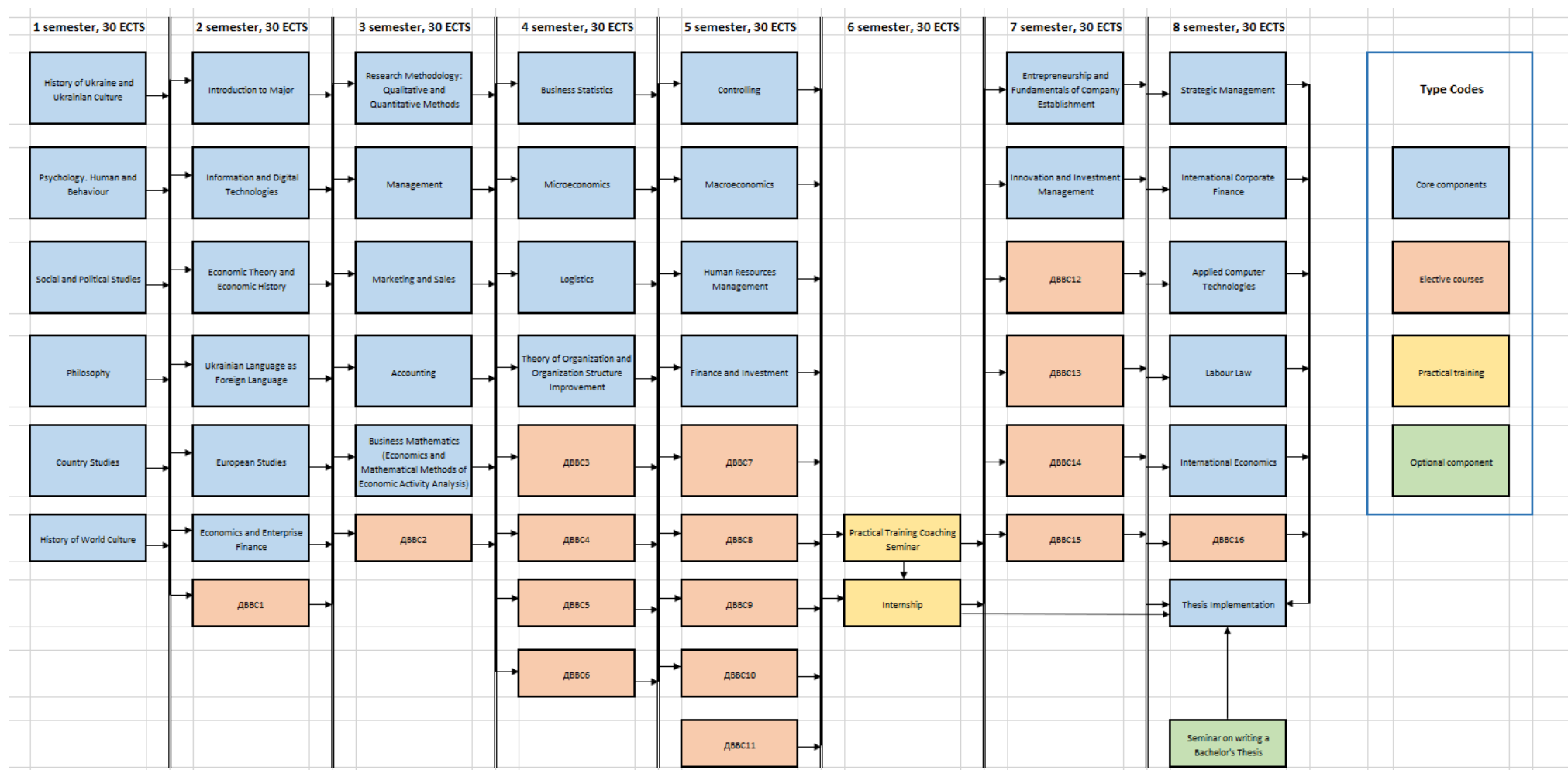
### 2.1. List of components of the educational program

Component code	Components of the educational program (academic disciplines, Course papers (projects), qualification work)	Number of ECTS credits	Form of final control
1	2	3	4
<b>Educational Program core components</b>			
OK1	Історія України та українська культура / History of Ukraine and Ukrainian Culture	5	Exam
OK2	Іноземна мова (англійська) / Foreign Language (English)	5	Credit
OK3	Соціально-політичні студії / Social and Political Studies	5	Exam
OK4	Філософія / Philosophy	5	Exam
OK5	Країнознавство / Country Studies	5	Credit
OK6	Історія світової культури / History of World Culture	5	Credit
OK7	Вступ до фаху / Introduction to Major	4	Credit
OK8	Інформаційні та цифрові технології / Information and Digital Technologies	4	Credit
OK9	Економічна теорія та економічна історія / Economic Theory and Economic History	4	Exam
OK10	Іноземна мова (українська, англійська) / Foreign Language (Ukrainian, English)	7	Exam
OK11	Європейські студії / European Studies	3	Exam
OK12	Економіка і фінанси підприємства / Economics and Enterprise Finance	4	Exam
OK13	Методологія дослідження: кількісні та якісні методи / Research Methodology: Qualitative and Quantitative Methods	5	Credit

OK14	Менеджмент / Management	5	Credit
OK15	Маркетинг та продажі / Marketing and Sales	5	Exam
OK16	Бухгалтерський облік / Accounting	5	Exam
OK17	Бізнес-математика (економіко-математичні методи аналізу господарської діяльності) / Business Mathematics (Economics and Mathematical Methods of Economic Activity Analysis)	5	Credit
OK18	Бізнес-статистика / Business Statistics	3	Credit
OK19	Мікроекономіка / Microeconomics	4	Credit
OK20	Логістика / Logistics	4	Exam
OK21	Теорія організації та удосконалення організаційної структури / Theory of Organization and Organization Structure Improvement	4	Exam
OK22	Контролінг / Controlling	3	Credit
OK23	Макроекономіка / Macroeconomics	4	Credit
OK24	Менеджмент персоналу / Human Resources Management	4	Exam
OK25	Фінанси та інвестиції / Finance and Investment	4	Exam
OK26	Навчально-виробнича практика / Internship	30	Credit
OK27	Підприємництво та основи заснування компанії / Entrepreneurship and Fundamentals of Company Establishment	5	Exam
OK28	Інноваційно-інвестиційний менеджмент / Innovation and Investment Management	5	Exam
OK29	Стратегічне управління / Strategic Management	4	Exam
OK30	Міжнародні корпоративні фінанси / International Corporate Finance	4	Exam
OK31	Прикладні комп'ютерні технології / Applied Computer Technologies	3	Credit
OK32	Трудове право / Labour Law	3	Credit
OK33	Міжнародна економіка / International Economics	4	Exam
OK34	Виконання кваліфікаційної роботи / Thesis Implementation	8	Public Defense
<b>Total amount of core components:</b>		<b>177</b>	
<b>Educational Program elective components</b>			
BK1	Дисципліна вільного вибору / Elective Component	4	Credit

ВК2	Дисципліна вільного вибору / Elective Component	5	Credit
ВК3	Дисципліна вільного вибору / Elective Component	4	Credit
ВК4	Дисципліна вільного вибору / Elective Component	4	Credit
ВК5	Дисципліна вільного вибору / Elective Component	4	Credit
ВК6	Дисципліна вільного вибору / Elective Component	3	Credit
ВК7	Дисципліна вільного вибору / Elective Component	3	Credit
ВК8	Дисципліна вільного вибору / Elective Component	3	Credit
ВК9	Дисципліна вільного вибору / Elective Component	3	Credit
ВК10	Дисципліна вільного вибору / Elective Component	3	Credit
ВК11	Дисципліна вільного вибору / Elective Component	3	Credit
ВК12	Дисципліна вільного вибору / Elective Component	5	Credit
ВК13	Дисципліна вільного вибору / Elective Component	5	Credit
ВК14	Дисципліна вільного вибору / Elective Component	5	Credit
ВК15	Дисципліна вільного вибору / Elective Component	5	Credit
ВК16	Дисципліна вільного вибору / Elective Component	4	Credit
<b>Total amount of elective components:</b>		<b>63</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>240</b>	

## 2.2. Structural and logic scheme of the educational program



### 3. DEGREE SEEKING APPLICANTS ASSESSMENT

Final examination of graduates of the educational program "Management (English-taught program)", Program Subject Area 073 "Management" is carried out in the form of defense of the final qualification Thesis and ends with the issuance of a standard document on the award of Bachelor's degree, Bachelor in Management qualification. Thesis defense is carried out openly and publicly.

### 4. MATRIX OF CORRESPONDENCE OF PROGRAM COMPETENCIES COMPONENTS OF THE EDUCATIONAL PROGRAM

Code	Components	General competencies (GC)														
		GC1	GC2	GC3	GC4	GC5	GC6	GC7	GC8	GC9	GC10	GC11	GC12	GC13	GC4	GC15
OK1	Історія України та українська культура / History of Ukraine and Ukrainian Culture		+											+		
OK2	Іноземна мова (англійська) / Foreign Language (English)							+				+			+	
OK3	Соціально-політичні студії / Social and Political Studies	+	+											+		+
OK4	Філософія / Philosophy		+											+		+
OK5	Країнознавство / Country Studies											+		+		
OK6	Історія світової культури / History of World Culture		+											+		
OK7	Вступ до фаху / Introduction to Major			+		+				+						
OK8	Інформаційні та цифрові технології / Information and Digital Technologies								+				+			
OK9	Економічна теорія та економічна історія / Economic Theory and Economic History		+							+						
OK10	Іноземна мова (українська, англійська) / Foreign Language						+	+				+				







OK10	Іноземна мова (українська, англійська) / Foreign Language (Ukrainian, English)												+					
OK11	Європейські студії / European Studies						+										+	
OK12	Економіка і фінанси підприємства / Economics and Enterprise Finance	+			+			+	+			+						
OK13	Методологія дослідження: кількісні та якісні методи / Research Methodology: Qualitative and Quantitative Methods		+					+				+						
OK14	Менеджмент / Management				+	+		+	+						+			+
OK15	Маркетинг та продажі / Marketing and Sales				+	+		+										
OK16	Бухгалтерський облік / Accounting	+							+									
OK17	Бізнес-математика (економіко-математичні методи аналізу господарської діяльності) / Business Mathematics (Economics and Mathematical Methods of Economic Activity Analysis)		+	+				+							+			
OK18	Бізнес-статистика / Business Statistics		+	+											+			
OK19	Мікроекономіка / Microeconomics	+	+															
OK20	Логістика / Logistics								+	+								
OK21	Теорія організації та удосконалення організаційної структури / Theory of Organization and Organization Structure Improvement	+			+	+			+						+			
OK22	Контролінг / Controlling		+			+		+	+			+						
OK23	Макроекономіка / Macroeconomics	+	+															
OK24	Менеджмент персоналу / Human Resources Management					+				+	+	+					+	+
OK25	Фінанси та інвестиції / Finance and Investment		+	+					+									
OK26	Навчально-виробнича практика / Internship				+					+								+

OK27	Підприємництво та основи заснування компанії / Entrepreneurship and Fundamentals of Company Establishment	+		+	+	+			+								+
OK28	Інноваційно-інвестиційний менеджмент / Innovation and Investment Management			+		+		+									
OK29	Стратегічне управління / Strategic Management			+	+	+		+	+				+				+
OK30	Міжнародні корпоративні фінанси / International Corporate Finance		+	+					+				+				
OK31	Прикладні комп'ютерні технології / Applied Computer Technologies							+				+	+				
OK32	Трудове право / Labour Law							+								+	
OK33	Міжнародна економіка / International Economics	+	+														
OK34	Виконання кваліфікаційної роботи / Thesis Implementation	+	+	+									+				

**5. MATRIX FOR ENSURING PROGRAM LEARNING OUTCOMES (PLO)  
TO  
RELEVANT COMPONENTS OF THE EDUCATIONAL PROGRAM**

Code	Components	Program learning outcomes (PLO)																	
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15	PLO16	PLO17	
OK1	Історія України та українська культура / History of Ukraine and Ukrainian Culture		+														+		
OK2	Іноземна мова (англійська) / Foreign Language (English)											+		+					
OK3	Соціально-політичні студії /	+	+										+				+		

	Social and Political Studies																	
OK4	Філософія / Philosophy		+															+
OK5	Країнознавство / Country Studies																	+
OK6	Історія світової культури / History of World Culture		+															+
OK7	Вступ до фаху / Introduction to Major				+			+										
OK8	Інформаційні та цифрові технології / Information and Digital Technologies												+					
OK9	Економічна теорія та економічна історія / Economic Theory and Economic History		+															
OK10	Іноземна мова (українська, англійська) / Foreign Language (Ukrainian, English)												+		+			
OK11	Європейські студії / European Studies	+	+												+			+
OK12	Економіка і фінанси підприємства / Economics and Enterprise Finance						+		+						+			
OK13	Методологія дослідження: кількісні та якісні методи / Research Methodology: Qualitative and Quantitative Methods							+										+
OK14	Менеджмент / Management				+	+	+		+	+	+							
OK15	Маркетинг та продажі / Marketing and Sales				+		+								+			+

OK16	Бухгалтерський облік / Accounting						+						+					
OK17	Бізнес-математика (економіко-математичні методи аналізу господарської діяльності) / Business Mathematics (Economics and Mathematical Methods of Economic Activity Analysis)				+		+						+					+
OK18	Бізнес-статистика / Business Statistics				+		+											+
OK19	Мікроекономіка / Microeconomics												+					
OK20	Логістика / Logistics							+	+									
OK21	Теорія організації та удосконалення організаційної структури / Theory of Organization and Organization Structure Improvement			+	+	+		+	+									
OK22	Контролінг / Controlling			+			+	+	+		+							+
OK23	Макроекономіка / Macroeconomics												+					
OK24	Менеджмент персоналу / Human Resources Management			+					+	+	+	+			+			+
OK25	Фінанси та інвестиції / Finance and Investment							+	+				+	+				
OK26	Навчально-виробнича практика / Internship					+				+								+
OK27	Підприємництво та основи заснування			+		+		+	+	+	+							

	компанії / Entrepreneurship and Fundamentals of Company Establishment																	
OK28	Інноваційно- інвестиційний менеджмент / Innovation and Investment Management			+				+	+				+	+				
OK29	Стратегічне управління / Strategic Management				+	+	+	+	+	+							+	
OK30	Міжнародні корпоративні фінанси / International Corporate Finance							+	+				+	+				
OK31	Прикладні комп'ютерні технології / Applied Computer Technologies											+						
OK32	Трудове право / Labour Law	+											+					
OK33	Міжнародна економіка / International Economics		+										+	+				
OK34	Виконання кваліфікаційної роботи / Thesis Implementation						+	+			+		+				+	+