

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

**ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА
„МЕНЕДЖМЕНТ” (англійська мова навчання)
першого (бакалаврського) рівня вищої освіти
галузі знань Д „Бізнес, адміністрування та право”
за спеціальністю ДЗ «МЕНЕДЖМЕНТ»**

**ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ
ВНЗ «УНІВЕРСИТЕТ
ЕКОНОМІКИ ТА ПРАВА „КРОК”**
Голова Вченої ради
Сергій ЛАПТЄВ
(протокол № 8
від «24» 04 2025 р.)



Київ – 2025 р.

"KROK" UNIVERSITY

EDUCATIONAL-PROFESSIONAL PROGRAM "MANAGEMENT" (English)

LEVEL OF HIGHER EDUCATION	FIRST
DEGREE OF HIGHER EDUCATION	BACHELOR
FIELD OF KNOWLEDGE	D BUSINESS, ADMINISTRATION, LAW
PROGRAM SUBJECT AREA	D3 MANAGEMENT

APPROVED

Scientific Council
of "KROK" University
Chairman of Scientific Council
_____ S.M. Laptiev
(protocol № 8 of April 24, 2025)

Kyiv – 2025

INTRODUCTION

WORKGROUP:

Head of Educational program:

Andrii Lotariiev, PhD in Public Administration, Assoc. Prof.

Group members:

1. Olena Bielova, PhD in Economic Sciences, Associate Professor
2. Olena Naumova, PhD in Economic Sciences, Associate Professor

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

1 – General information	
Name of higher educational Institution and department	"KROK" University Educational and Scientific Institute of International Education Department of International Business
Qualification	Degree – Bachelor Program Subject Area – Management Bachelor in Management
Official name of Educational Program	Management (English-taught program)
Type of diploma and scope of educational program	Bachelor’s Diploma, single, 240 ECTS credits, 3 years and 10 months
Accreditation	Certificate of accreditation of the educational program No. 16117 in accordance with the decision of National Agency for Higher Education Quality Assurance of 23.06.2025. The certificate is valid until 01.07.2030.
Program cycle/level	NQF of Ukraine – 6 level, FQ-EHEA – First Cycle, EQF-LLL – 6 level
Access requirements	Complete general secondary education
Language(s) of instruction	English, Ukrainian languages
Web pages of the educational program publishing	https://library.krok.edu.ua/ua/kategoriji/litsenzuvannia-ta-akredytatsiia
2 – The purpose of the educational program	
Training of highly skilled, competitive professionals in the field of management, possessing the competencies in management and administration, systemic thinking techniques, leadership skills, able to solve specialized tasks and practical problems in the field of management of organizations in a market economy, unstable environment, and business globalization.	
3 - Characteristics of the educational program	
Subject area (field of knowledge, program subject area, specialization (if applicable))	<i>Field of knowledge D “Business. Administration and Law”. Program Subject Area D3 “Management”</i> <i>Object of study:</i> management of organizations and their departments. <i>Objectives of training:</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. Theoretical content of the subject area: 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. Methods, techniques and technologies: 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.). Tools and equipment: modern information and communication equipment, information systems and software products used in management.
Orientation of the educational program	Educational and professional
The focus of the educational program	General education in Program Subject Area D3 «Management» General higher education in the field of management and administration with a degree in management. Keywords: management, administration
Features of the program	The educational program is aimed mainly at foreign degree seeking applicants, which is reflected in the content of the educational program and the list of disciplines. It is implemented in English.
4 – Employability and further study	
Employability	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.
Further study	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.
5 – Teaching and assessment	
Teaching and learning	Forms of teaching: lectures, practical classes (seminars), laboratory work, independent work, individual classes, consultations with lecturers, trainings (workshops), and thesis implementation. An integral part of the program is the use of distance learning and self-study. Teaching approaches and technologies: student-centered learning, self-study, problem-based learning.
Evaluation	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.
6 – Program competencies	
Integral competence	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.
General Competencies (GC)	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. 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. 3. Ability to abstract thinking, analysis, synthesis. 4. Ability to apply knowledge in practical situations. 5. Knowledge and understanding of the subject area and understanding of professional activity. 6. Ability to communicate in the state language both orally and in writing. 7. Ability to communicate in a foreign language. 8. Skills in the use of information and communication technologies.

	9. Ability to learn and master modern knowledge. 10. Ability to conduct research at the appropriate level. 11. Ability to adapt and act in a new situation. 12. Ability to generate new ideas (creativity). 13. Appreciation and respect for diversity and multiculturalism. 14. Ability to work in an international context. 15. Ability to act on the basis of ethical considerations (motives). 16. Ability to make decisions and act in compliance with the principle of inadmissibility of corruption and any other manifestations of dishonesty.
Program Subject Area Professional Competencies (PC)	1. Ability to identify and describe the characteristics of the organization. 2. Ability to analyze the results of the organization, to compare them with the factors of external and internal environment. 3. Ability to determine the prospects for the development of the organization. 4. Ability to identify functional areas of the organization and the relationships between them. 5. Ability to manage the organization and its departments through the implementation of management functions. 6. Ability to act socially responsible and consciously. 7. Ability to choose and use modern management tools. 8. Ability to plan the activity of organization and manage time. 9. Ability to work in a team and establish interpersonal interaction in solving professional problems. 10. Ability to evaluate the work performed, ensure their quality and motivate the staff of the organization. 11. Ability to create and organize effective communications in the management process. 12. Ability to analyze and structure the problems of the organization, to form justified decisions. 13. Understand the principles and norms of law and use them in professional activities. 14. Understand the principles of psychology and use them in professional activities. 15. Ability to form and demonstrate leadership qualities and behavioral

	skills.
7 – Program learning outcomes	
	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. 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. 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. 4. Demonstrate skills to identify problems and justify managerial decisions. 5. Describe the content of the functional fields of the organization activity. 6. Demonstrate skills of search, collection and analysis of information, calculation of indicators to justify managerial, innovation and investment decisions. 7. Demonstrate organizational design skills. 8. Apply management methods to ensure the effectiveness of the organization activity. 9. Demonstrate skills of interaction, leadership, teamwork. 10. Possess the skills of substantiation of effective tools to motivate the organization's staff. 11. Demonstrate skills of situation analysis and communication in various fields of the organization activity. 12. Evaluate the legal, social and economic consequences of the organization functioning, including labor relations in the organization.

	13. Communicate orally and in writing in English and other (Ukrainian) languages. 14. Identify the causes of stress, adapt yourself and team members to a stressful situation, find the ways to neutralize it. 15. Demonstrate the ability to act socially responsible and socially conscious based on ethical considerations (motives), show the respect for diversity and interculturalism. 16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical. 17. Perform research individually and / or in a group under the guidance of a leader.
8 – Resources for program implementation	
Staff	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.
Material and technical base	Meets the license requirements for educational activity provision: – multimedia classrooms; – computer laboratories; – library, including reading room; – gyms; – canteen; – dormitory; – shelter – medical point.
Information and educational and methodical base	Meets the license requirements for educational activity provision. The Moodle platform is used to access the teaching and methodological support of the disciplines.
9 – Academic mobility	
National credit mobility	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.
International credit mobility	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 Educational and Scientific Institute of International Education.
Training of foreign degree seeking	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

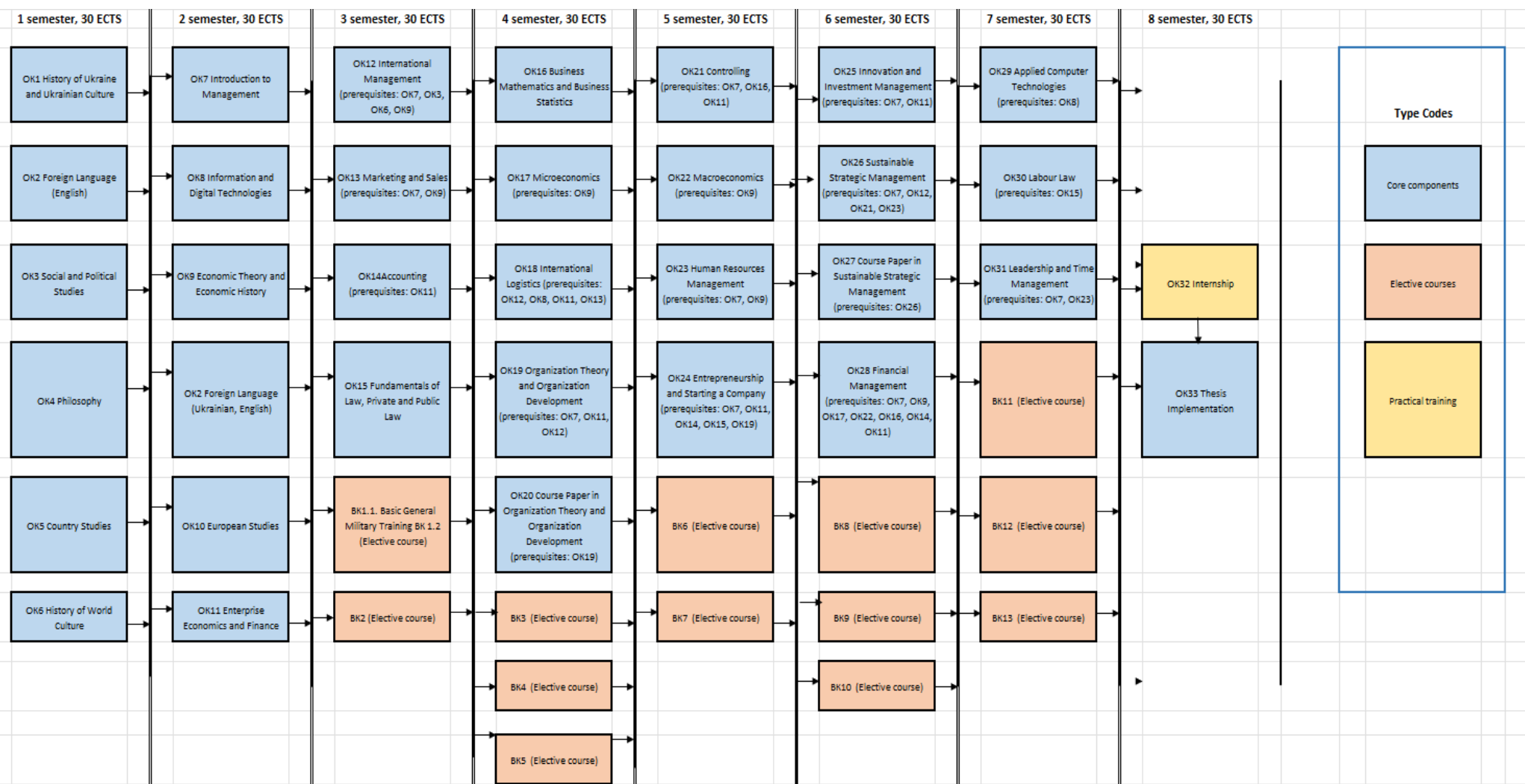
Component code	Components of the educational program (academic disciplines, Course papers (projects), qualification work)	Number of ECTS credits	Form of final control
1	2	3	4
Educational Program core components			
OK1	Історія України та українська культура / History of Ukraine and Ukrainian Culture	5	Exam
OK2	Іноземна мова (українська, англійська) / Foreign Language (Ukrainian, English)	10	Exam
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 менеджменту / Introduction to Management	5	Credit
OK8	Інформаційні та цифрові технології / Information and Digital Technologies	5	Credit
OK9	Економічна теорія та економічна історія / Economic Theory and Economic History	5	Exam
OK10	Європейські студії / European Studies	5	Exam
OK11	Економіка і фінанси підприємства / Enterprise Economics and Finance	5	Exam
OK12	Міжнародний менеджмент / International Management	5	Exam
OK13	Маркетинг та продажі / Marketing and Sales	5	Credit
OK14	Бухгалтерський облік / Accounting	5	Exam

OK15	Основи права, приватне та публічне право / Fundamentals of Law, Private and Public Law	5	Credit
OK16	Бізнес-математика та бізнес-статистика / Business Mathematics and Business Statistics	5	Credit
OK17	Мікроекономіка / Microeconomics	5	Credit
OK18	Міжнародна логістика / International Logistics	5	Exam
OK19	Теорія організації та удосконалення організаційної структури / Organization Theory and Organization Development	3	Credit
OK20	Курсова робота з Теорії організації та удосконалення організаційної структури / Course Paper in Organization Theory and Organization Development	2	Defense
OK21	Контролінг / Controlling	5	Credit
OK22	Макроекономіка / Macroeconomics	5	Credit
OK23	Менеджмент персоналу / Human Resources Management	5	Exam
OK24	Підприємництво та основи заснування компанії / Entrepreneurship and Starting a Company	5	Exam
OK25	Інноваційно-інвестиційний менеджмент / Innovation and Investment Management	5	Exam
OK26	Стійкий стратегічний менеджмент / Sustainable Strategic Management	3	Credit
OK27	Курсова робота зі Стійкого стратегічного менеджменту / Course Paper in Sustainable Strategic Management	2	Defense
OK28	Фінансовий менеджмент / Financial Management	5	Exam
OK29	Прикладні комп'ютерні технології / Applied Computer Technologies	5	Credit
OK30	Трудове право / Labour Law	5	Credit
OK31	Лідерство та тайм-менеджмент / Leadership and Time Management	5	Exam
OK32	Виробнича практика / Internship	15	Credit
OK33	Виконання кваліфікаційної роботи / Thesis Implementation	15	Public Defense
Total amount of core components:		180	
Educational Program elective components			
BK1	BK1.1. Базова загальновійськова підготовка/ Basic General Military Training BK1.2. Дисципліна вільного вибору / Elective	3	Credit

	Component		
BK2	Дисципліна вільного вибору / Elective Component	5	Credit
BK3	Дисципліна вільного вибору / Elective Component	2	Credit
BK4	Дисципліна вільного вибору / Elective Component	5	Credit
BK5	Дисципліна вільного вибору / Elective Component	5	Credit
BK6	Дисципліна вільного вибору / Elective Component	5	Credit
BK7	Дисципліна вільного вибору / Elective Component	5	Credit
BK8	Дисципліна вільного вибору / Elective Component	5	Credit
BK9	Дисципліна вільного вибору / Elective Component	5	Credit
BK10	Дисципліна вільного вибору / Elective Component	5	Credit
BK11	Дисципліна вільного вибору / Elective Component	5	Credit
BK12	Дисципліна вільного вибору / Elective Component	5	Credit
BK13	Дисципліна вільного вибору / Elective Component	5	Credit
Total amount of elective components:		60	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240	

* According to the Law of Ukraine “On Higher Education”, students have the right to “choose academic disciplines within the limits provided for by the relevant educational program and curriculum in the amount of not less than 25 percent of the total number of ECTS credits provided for this level of higher education. At the same time, applicants for a certain level of higher education have the right to choose academic disciplines offered for other levels of higher education, in agreement with the head of the relevant faculty or department.”

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)", 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	GC14	GC15	GC16
OK1	Історія України та українська культура / History of Ukraine and Ukrainian Culture		+											+			
OK 2	Іноземна мова (українська, англійська) / Foreign Language (Ukrainian, 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 менеджменту / Introduction to Management			+		+				+							
OK8	Інформаційні та цифрові технології / Information and Digital Technologies								+				+				
OK9	Економічна теорія та економічна історія / Economic Theory and Economic History		+							+							
OK10	Європейські студії / European Studies	+	+											+	+		+
OK11	Економіка і фінанси підприємства / Enterprise									+					+		

	Economics and Finance																
OK12	Міжнародний менеджмент / International Management					+							+		+		
OK13	Маркетинг та продажі / Marketing and Sales									+			+		+		
OK14	Бухгалтерський облік / Accounting			+	+												
OK15	Основи права, приватне та публічне право / Fundamentals of Law, Private and Public Law	+															+
OK16	Бізнес-математика та бізнес- статистика / Business Mathematics and Business Statistics			+						+							
OK17	Мікроекономіка / Microeconomics									+					+		
OK18	Міжнародна логістика / International Logistics					+									+		
OK19	Теорія організації та удосконалення організаційної структури / Organization Theory and Organization Development					+							+				
OK20	Курсова робота з Теорії організації та удосконалення організаційної структури / Course Paper in Organization Theory and Organization Development			+						+	+						
OK21	Контролінг / Controlling			+		+					+						
OK22	Макроекономіка / Macroeconomics									+					+		
OK23	Менеджмент персоналу / Human Resources Management					+						+			+	+	
OK24	Підприємництво та основи заснування компанії / Entrepreneurship and Starting a Company					+							+				
OK25	Інноваційно-інвестиційний менеджмент / Innovation and Investment Management					+							+		+		
OK26	Стійкий стратегічний менеджмент / Sustainable Strategic Management			+		+					+		+				
OK27	Курсова робота зі Стійкого			+						+	+						

	Studies															
OK11	Економіка і фінанси підприємства / Enterprise Economics and Finance	+			+			+	+		+					
OK12	Міжнародний менеджмент / International Management				+	+		+	+				+			+
OK13	Маркетинг та продажі / Marketing and Sales				+	+		+								
OK14	Бухгалтерський облік / Accounting	+							+							
OK15	Основи права, приватне та публічне право / Fundamentals of Law, Private and Public Law						+							+		
OK16	Бізнес-математика та бізнес-статистика / Business Mathematics and Business Statistics		+	+				+					+			
OK17	Мікроекономіка / Microeconomics	+	+													
OK18	Міжнародна логістика / International Logistics								+	+						
OK19	Теорія організації та удосконалення організаційної структури / Organization Theory and Organization Development	+			+	+			+				+			
OK20	Курсова робота з Теорії організації та удосконалення організаційної структури / Course Paper in Organization Theory and Organization Development	+	+					+					+			
OK21	Контролінг / Controlling		+			+		+	+		+					
OK22	Макроекономіка / Macroeconomics	+	+													
OK23	Менеджмент персоналу / Human Resources Management					+				+	+	+			+	+
OK24	Підприємництво та основи заснування компанії / Entrepreneurship and Starting a Company	+		+	+	+			+							+
OK25	Інноваційно-інвестиційний менеджмент / Innovation and Investment Management			+		+		+								
OK26	Стійкий стратегічний			+	+	+		+	+				+			+

	менеджмент / Sustainable Strategic Management																
OK27	Курсова робота зі Стійкого стратегічного менеджменту / Course Paper in Sustainable Strategic Management	+	+					+						+			
OK28	Фінансовий менеджмент / Financial Management		+	+	+								+				
OK29	Прикладні комп'ютерні технології / Applied Computer Technologies							+				+	+				
OK30	Трудове право / Labour Law							+								+	
OK31	Лідерство та тайм-менеджмент / Leadership and Time Management						+			+	+		+				+
OK32	Виробнича практика / Internship				+						+						+
OK33	Виконання кваліфікаційної роботи / Thesis Implementation	+	+	+								+					

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

Шифр	Компоненти	Program Learning Outcomes (PLO)																	IC
		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		+													+			
OK 2	Іноземна мова (українська, англійська) / Foreign Language (Ukrainian, English)											+		+					
OK3	Соціально-політичні студії / Social and Political Studies	+	+										+			+			
OK4	Філософія / Philosophy		+													+			

	Organization Theory and Organization Development																		
OK20	Курсова робота з Теорії організації та удосконалення організаційної структури / Course Paper in Organization Theory and Organization Development						+										+	+	+
OK21	Контролінг / Controlling			+			+	+	+		+						+		+
OK22	Макроекономіка / Macroeconomics												+						+
OK23	Менеджмент персоналу / Human Resources Management			+					+	+	+	+			+			+	+
OK24	Підприємництво та основи заснування компанії / Entrepreneurship and Starting a Company			+		+		+	+	+	+								
OK25	Інноваційно-інвестиційний менеджмент / Innovation and Investment Management			+				+	+				+	+					+
OK26	Стійкий стратегічний менеджмент / Sustainable Strategic Management				+	+	+	+	+	+							+		+
OK27	Курсова робота зі Стійкого стратегічного менеджменту / Course Paper in Sustainable Strategic Management						+										+	+	+
OK28	Фінансовий менеджмент / Financial Management			+	+		+		+										+
OK29	Прикладні комп'ютерні технології / Applied Computer Technologies											+							
OK30	Трудове право / Labour Law	+											+						
OK31	Лідерство та тайм-менеджмент /			+	+					+		+			+				+

	Leadership and Time Management																		
OK32	Виробнича практика / Internship					+				+								+	+
OK33	Виконання кваліфікаційної роботи / Thesis Implementation						+	+			+		+				+	+	+