

EDUCATIONAL AND PROFESSIONAL PROGRAM DESCRIPTION

Branch of knowledge 07 – Management and administration

Specialty 076 – Entrepreneurship and Trade

**Educational program – Business and Private Entrepreneurship
(first (bachelor) level of higher education)**

Educational qualification "Bachelor of Entrepreneurship and Trade"

Availability of accreditation. Ministry of Education and Science of Ukraine

Certificate of accreditation: ND series No.15002988

The certificate is valid until July 1, 2025.

The educational program is aimed at forming the ability of applicants to the first (bachelor) level of higher education in the field of specialty 076 "Entrepreneurship and Trade" to solve complex professional tasks and problems in the field of entrepreneurial, trade and exchange activities or in the process of study, which involves the application of theories and methods of organization and functioning of entrepreneurial, trade and exchange structures and is characterized by complexity and uncertainty of conditions.

The aim of the educational program is to develop theoretical and practical knowledge of business organization and management, to acquire skills in identifying priority areas and organizing one's own business, to make effective business decisions in domestic and foreign markets, and to be able to apply the acquired knowledge of entrepreneurship, trade and stock exchange operations in practical activities.

Tasks of the educational program:

- training of specialists who are able to apply the latest methods and modern knowledge and skills in identifying and analyzing current problems of science and practice in the field of entrepreneurship and trade, in particular in business and private enterprise, and to use effective tools in developing solutions to them;
- formation of a specialist personality with an entrepreneurial way of thinking and acquired professional skills, capable of applying methods of analysis of economic objects and processes, as well as thorough economic justification of management decisions, taking into account risks, in order to ensure the effective functioning and development of small business;
- development of the ability to carry out professional activities in the interaction of market participants in compliance with the requirements of regulatory documents in the field of business, trade and exchange activities;
- training of specialists capable of applying innovative approaches to the activities of business, trade and exchange structures;
- developing the ability of specialists to carry out business planning, to assess market conditions and performance in the field of business, trade and exchange

practice, taking into account risks.