

**CABINET MINISTER OF UKRAINE
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE**

**Reviewed and approved
Academic Council NULES of Ukraine**
« ____ » _____ 20__
(Protocol № _____)

**«APPROVED»
Rector NULES of Ukraine**
_____ Academician Dmytro O. Melnychuk
« ____ » _____ 20__

**THE CURRICULUM
for training specialists**

Educational qualification	Bachelor
Area of knowledge	0305 “Economics and Entrepreneurship”
Specialty	<u>6.030507 "Marketing"</u>
Full-time education	
Period of study	4 years
Qualification	Bachelor of marketing

	Implement BSc program
Educational and research Institute of	Business
Faculty of	Agrarian management

II. THE PLAN OF EDUCATIONAL PROCESS

№ п/п	Courses	Total		Forms of control of knowledge on semesters			Audience occupation				self-study	Practical training		Distribution of a week's clock on courses and semesters							
		Hours	Credits	Examination	Test	Educational practice	Study practice	including				Study practice	Productive practice	I course	II course		III course		IV course		
								lectures	laboratory	practical				Semester							
										1		2	3	4	5	6	7	8			
		Number of Weeks per Semester														16	18	16	18	16	18
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1. Normative academic disciplines																					
1.1. Courses cycle of humanitarian training																					
1	Ukrainian Language	108	3	2			36	18		18	72			2							
2	History of Ukraine	108	3	1			48	32		16	60			3							
3	History of Ukrainian Culture	72	3	1			32	16		16	40			2							
4	Foreign language	432	12	7	1, 2, 3, 4, 5, 6		272		272		160			4	2	2	2	2	2	2	
5	Philosophy	144	4	3	2		86	50		50	58			2	4						
Total		864	25				474	116	272	100	390	0	0	9	6	6	2	2	2	2	0
1.2. Courses cycle of natural-scientific and general economic training																					
1	Political economy	180	5	2	1		102	68		34	78			3	3						
2	Microeconomics	144	4	3		3	48	32		16	96					3					
3	Macroeconomics	144	4	4			54	36		18	90						3				
4	History of economy and economic idea	180	5	1			64	32		32	116			4							
5	Mathematics for economists: higher mathematics	252	7	2	1		136	68		68	116			4	4						
6	Mathematics for economists: Theory of Probability and Mathematical Statistics	180	5		3		48	16		32	132						3				
8	Economic-mathematical methods and models (Module 2 - Econometric)	252	7		6		100	50	32	18	152							4	2		
9	Informatics	216	6	2	1		118	50	68		8	72		3	2						
Total		1548	43				670	352	100	218	788	72	0	14	9	6	3	4	2	0	0
1.3. Courses cycle of professional and practical training																					
1	Economy of enterprise	144	4	6	5	6	100	50		50	44							3	3		
2	Management	144	4	5			48	32		16	96								3		
3	Marketing	360	10	5	4		136	68		68	224						4	4			
4	Money and credit	144	4	4			54	36		18	90						3				

5	Finances	144	4	7			48	16		32	96								3		
6	Accounting	180	5	5	4		122	68		54	58					4	3				
7	Economics of labour and social and labour relations	144	4	4		4		36		36						4					
							72				72										
8	International economy	144	4	8			56	28		28	88									4	
9	Statistics	144	4	5	4	5	120	52		68	24					3	4				
10	Sociology	144	4	3			64	32		32	80				4						
11	Regional economy	144	4	5			32	16		16	112							2			
12	Life Safety	72	2	2			36	18	18		36			2							
13	Behavior of consumer	180	5	6			36	18		18	144								2		
14	Logistic	180	5	6			54	36	18		126								3		
15	Marketing commodity politics	180	5	8			42	14		28	138									3	
16	Marketing of industrial enterprise	180	5	7			64	32		32	116									4	
17	Marketing pricing	180	5	7			64	32		32	116									4	
18	Marketing of services	144	4	6			72	36		36	72								4		
19	Marketing researches	180	5	8		8	42	28		14	138									3	
20	Marketing communications	144	4	8			42	14		28	102									3	
21	Labour protection	72	2		1		32	16	16		40			2							
Total		3348	93				1336	678	52	606	2012	0	0	2	2	4	18	19	12	11	13

2. Selective educational disciplines

2.1. Elective Courses University

2.1.1. Courses cycle of humanitarian training

1	Psychology and pedagogics	72	2		7		32	16		16	40									2	
2	Political science	72	2		4		36	18		18	36					2					
3	Jurisprudences	72	2	4			36	18		18	36					2					
4	Cultorology	72	2		2		36	18		18	36			2							
Total		288	8				140	70	0	70	148	0	0	0	2	0	4	0	0	2	0

2.1.2. Courses cycle of natural-scientific and general economic training

1	Technology of vegetal production	216	6		1, 2		108	54	54		0	108		2	4						
2	Fundamentals of Plant Protection and Agricultural Chemistry	108	3		3		64	32	32		44				4						
3	Technology of livestock production	144	4		2		72	36	36		36	36			4						
4	Technology of storage and processing of agricultural products	108	3		3		32	16	16		58	18			2						
Total		576	16				276	138	138	0	138	162	0	2	8	6	0	0	0	0	0

2.1.3. Courses cycle of professional and practical training

1	Merchandizing	72	2		7		48	32		16	24									3
2	Agrarian marketing	360	10	6		6	72	36		36	0		288						4	
3	Standardization and management by quality of products	72	2		3		32	16	16		22	18			3					
4	Organization of Agricultural Production	72	2		6		36	18	18		36								2	
5	Bases of exchange activity	108	3		8		56	28	28		16	36								4

6	Economy of world agriculture	72	2		5		48	32		16	24							3			
7	Organization of business activities	72	2		6		72	36		36	0								4		
8	National economy	72	2		8		28	14		14	44										2
9	Biosocial economy	72	2		6		36	18		18	36								2		
Total		972	27				428	230	62	136	202	54	288	0	0	3	0	3	12	3	6
2.2. Disciplines chosen by the student																					
2.2.1. Courses cycle of humanitarian training																					
1	Social communications	144	4		1,2,3,4		68			68	22	54		1	1	1	1				
2	Physical training	144	4		1,2,3,4		136			136	8			2	2	2	2				
Total		288	8				204	0	0	204	30	54	0	3	3	3	3	0	0	0	0
2.2.2. Courses cycle of professional and practical training																					
1	Operating management	72	2		8		28	14		14	44										2
2	Infrastructure of commodity market	72	2		7		64	32		32	8									4	
3	Marketing price politics	72	2	7		7	64	32		32	8									4	
4	Tax system	72	2		8		28	14		14	44										2
5	Investing	72	2		6		36	18		18	36								2		
6	International marketing	72	2		7		64	32		32	8									4	
7	Public Relations	72	2		8		28	14		14	44										2
8	Economic analysis	72	2		8		42	14		28	30										3
9	Economy of Natural Resources	72	2		5		32	16		16	40							2			
10	Science of risk	72	2		8		28	14		14	44										2
Total		720	20				414	200	0	214	306	0	0	0	0	0	0	2	2	12	11
Military training		675	19				450	225		225	225										
Cultural and educational activities		504	14				336	168		168	168										
Practical training												378	288								
Training and defence of Bachelor's thesis		252	7																		
Number of course papers (projects)							6														
Number of tests					52																
Number of exams				34																	
Total by BSc program		8640	240				3942	1784	624	1548	4014	342	288	30	30	28	30	30	30	30	30

III. STRUCTURE OF CURRICULUM

Educational disciplines	Hours	Credits	%
1. Normative academic disciplines	5400	150	62,6
1.1. Courses cycle of humanitarian training	576	16	6,7
1.2. Courses cycle of natural-scientific and general economic	1548	43	18,0

IV. Summary time budget (weeks)

Year of study	Theoretical study	Examination Period	Practical training	Training and defence of Bachelor's thesis	State certification	Holidays	Total
1	34	4	6		0	8	52
2	34	4	6		0	8	52
3	34	4	6		0	8	52
4	30	4	0	4	3	2	43
Result	132	16	18	4	3	26	199

training			
1.3. Courses cycle of professional and practical training	3276	91	37,9
2. Selective Courses	2988	83	34,6
2.1. Elective Courses University	1764	49	20,4
2.1.1. Courses cycle of humanitarian training	288	8	3,3
2.1.2. Courses cycle of natural-scientific and general economic training	504	14	5,8
2.1.3. Courses cycle of professional and practical training	972	27	11,3
2.2. Disciplines chosen by the student	1224	34	14,2
2.2.1. Courses cycle of humanitarian training	504	14	5,8
2.2.2. Courses cycle of professional and practical training	720	20	8,3
3. Other load	252	7	2,8
Total by BSc program	8604	240	100

V. Practical training

№	Type of practice	Semester	Clock	Credits	Amount of weeks
1	Educational	2	108	3,0	4
2	Educational	2, 4	54	1,5	4
3	Educational	4	126	3,5	4
8	Educational	8	36	1,0	1
9	Productive	6	288	8,0	6

VI. Course PAPERS AND PROJECTS

№	COURSES	Hours	Credits	Course Paper	Course Project
1	Microeconomics	36	1	KP	
2	Economy of labour and socially-labour relations	36	1	KP	
3	Statistics	36	1	KP	
4	Agrarian marketing and economy of enterprise	36	1	KP	
5	Marketing price politics	36	1	KP	
6	Marketing researches	36	1	KP	

VII. STATE ATTESTATION

	Component of Certification	Hours	Credits	Number of weeks
1	Comprehensive examination in the specialty	72	2	2
2	Bachelor thesis defence	180	5	5

APPROVED:

Vice-Rector for Academic, Culture and Educational Activities

_____ Natalia M. Ridei

Head of educational department

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Director of Education and Research Institute of Business

_____ Anatoly D. Dibrova

DEVELOPED:

Dean of faculty

_____ Igor V. Ohrimenko