

BORYS GRINCHENKO KYIV UNIVERSITY

«APPROVED»

Decision of the Academic Board of
Borys Grinchenko Kyiv University
September 24, 2020, protocol № 8
(**new edition**)

Chief of the Academic Board, Rector

_____ Viktor OGNEVIUK

PROFESSIONAL EDUCATION PROGRAM

073.00.04 MANAGEMENT OF E-LEARNING IN THE INTERCULTURAL SPACE

The second (master's) level of higher education

Subject Area	07 Management and Administration
Specialty	073 Management
Qualification:	Master of Management

Enacted on 01.09.2020
(order date: September 24, 2020, No. 540)

Kyiv 2020

LETTER OF APPROVAL

To changes to the professional education program
073.00.04 Management of e-learning in the intercultural space

Department of Management

Protocol from 31.08. 2020 No. 9

Head of the Department _____ (Liudmyla Ilch)

Department of Computers Science and Mathematics

Protocol from 28.08. 2020 No. 9

Head of the Department _____ (Oksana Lytvyn)

Academic Board of the Faculty of Information Technology and Management

Protocol from 16.09.2020 No. 7

Dean of the Faculty _____ (Alla Mihatska)
(підпис)

Scientific-methodical center of standardization and quality of education

Head of the Department _____ (Olha Leontieva)
(signature)

____.____. 2020

Vice-Rector on Academic Affairs

_____ (Oleksii Zhyltsov)
(signature)

____.____. 2020

INTRODUCTION

Developed on the basis of the Laws of Ukraine "On Education", "On Higher Education", taking into account the Standard of Higher Education of Ukraine in the specialty 073 Management of the Subject Area 07 Management and Administration for the second (master's) level of higher education (approved by the Order of the Ministry of Education and Science of Ukraine July 2019, № 959).

Developed by a working group consisting of:

Project team leader (guarantor)

Natalia MORZE – Doctor of Pedagogical Sciences, Professor, Corresponding Member of the National Academy of Pedagogical Sciences of Ukraine, Professor of the Department of Computer Science and Mathematics of Borys Grinchenko Kyiv University.

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Independent experts:

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Viacheslav POLIETAIEV – Senior Distance Learning Specialist, PJSC "Ukrtelecom".

The educational program was launched in 2017

Term of revision of the educational program once in 2 years.

Updated:

Date of review of the ed. progr. / amendments to the ed. progr.			
Signature			
Name of the guarantor of the ed. progr.			

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1. Profile of the Educational Program in the Specialty 073 “Management”

1 – General information	
The full name of the Institution of the higher education and the structural unit	Borys Grinchenko Kyiv University Faculty of Information Technologies and Management
Higher education and the name of qualification in the source language	Level: Master Specialty: Management Professional education program: Management of e-learning in the intercultural space Qualification: Master of Management
The official name of the Educational Program	073.00.04 Management of E-learning in the Intercultural Space
Type of diploma and content of the Educational Program	Master's degree, unitary, 120 ECTS credits, term of study 1 year 10 months
Availability of accreditation	National Agency for Quality Assurance in Higher Education Ukraine The deadline for submitting the Program for accreditation is 2021
Cycle / Level	ENIC Ukraine – 8 level, FQ-EHEA – second cycle, EQF-LLL – 7 level
Prerequisites	Bachelor’s degree
Language (s) of teaching	Ukrainian language
The validity of the Educational Program	According to the license
Internet address of the permanent placement of description of the Educational Program	http://kubg.edu.ua
2 – The aim/purpose of the Educational Program	
Training of specialists in the field of designing, implementing and managing of e-learning in the governmental and non-governmental sectors	
3 - Characteristics of the Educational Program	
Subject area	<p>Object of study: management of institutions and their subdivisions, including management of e-learning of the institution.</p> <p>Learning goals: training of specialists capable of identifying and solving complex problems and problems in the field of management, including e-learning or in the learning process, involving research and/or innovation and characterized by the uncertainty of conditions and requirements, preparation of graduates for the educational process in digital intercultural space with the use of e-learning technologies.</p> <p>Formation of professional competencies in the field of e-learning design and management for different age groups, preparation of graduates for the implementation of the educational process in the digital intercultural</p>

	<p>space with the use of e-learning technologies.</p> <p>Theoretical content of the subject area:</p> <ul style="list-style-type: none"> – paradigms, laws, patterns; – principles, historical preconditions of management development, including e-learning; – concepts of system, situational, adaptive, anticipative, anti-crisis, innovative, project management, e-learning management, etc .; – functions, methods, technologies and management decisions in management; – theoretical and methodological principles of e-learning; design, creation and use of digital learning environment. <p>Methods, techniques and technologies</p> <ul style="list-style-type: none"> – general scientific and specific research methods (computational-analytical, economic-statistical, economic-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 management decisions (economic analysis, simulation modeling, decision tree, etc.); – innovative methods of lifelong learning. <p>Instruments and Hardware: modern information and communication equipment, information systems and software products used in management, cloud services and technologies, design and software development environments.</p> <p>The balance between obligatory and elective parts: Obligatory part (90 credits, 75 %) is aimed at formation of general and professional competencies. The elective part (30 credits, 25 %) is aimed at extension of professional competencies. <i>Proportion of on-site (professional) practice:</i> 18 ECTS credits (15 %).</p>
Orientation of the Educational Program	The professional education program is application oriented.
The main focus of the Educational Program and Specialization	Management, taking into account the peculiarities of the design and implementation of e-learning in the public and private sectors. Key words: management, theory and technology of management, intercultural open space, e-learning, digital tools, innovations in education, Internet, quality management of education, e-learning management, educational institutions, corporate sector.
Program's Features	The interdisciplinary nature of the program provides an opportunity to form knowledge, skills and competencies in management, to train high-level professionals who are able not only to carry out their main

	<p>professional activities, but also to adapt to the related areas of professional activity: teaching, technology, management.</p> <p>The program is modernized within the project MoPED (Erasmus+CBHE project № 586098-EPP-1-2017-1-UA-EPPKA2-CBHE-JP-MOPED-Modernization of Pedagogical Higher Education by Innovative Teaching Instruments (2017-2021)).</p>
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4 – Suitability of graduates to employment and further training	
Employability	<p>A graduate is qualified for employment in enterprises, organizations and institutions operating within all major economic activities.</p> <p>A graduate can work as: e-learning manager, tutor, deputy / assistant director for ICT and digital educational environment design, consultant to the head of the business company on distance learning and training, facilitator and coach on the implementation of modern digital technologies, etc.</p> <p>According to the National Classifier of Professions DK 003:2010, specialists who have received education under the educational program "Management of e-learning in the intercultural space" can hold the following primary positions: manager of administrative activities (administration manager); department manager - chief specialist.</p>
Academic rights of graduates	<p>They have the right to continue their studies at the third (educational and scientific) level of higher education – Ph.D. Acquisition of additional qualifications in the system of postgraduate education.</p>
5 – Teaching and evaluation	
Teaching and learning	<p>Based on the principles of student-centeredness and individual-personal approach; self-study through an electronic learning management system in Borys Grinchenko Kyiv University, implemented through research-based learning, problem-oriented learning, strengthening the practical orientation, billing learning.</p> <p>Three learning formats are used (classroom, mixed (synchronous and distance), asynchronous). Teaching is carried out in the form of: lectures, seminars / practical classes and laboratory works. Technologies of "inverted class", peer review, method of projects are realized. Independent work on the basis of materials of the developed electronic training courses is provided. Paired, group and project activities are being implemented. During the second year of study, production (professional) practice and the qualification work are provided.</p>
Evaluation	<p>Cumulative module-rating system for the assessment of students in all types of classroom and extracurricular educational activities (current, final control): written and oral exams, tests, testing, laboratory reports, essays, oral presentations, defense of practice reports, defense of</p>

	master's degree work.	
6 – Graduate Competence		
Integral Competence	Ability to solve complex problems and problems in the field of management or in the learning process, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.	
General Competencies (GC)	GC -1	Ability to conduct research at the appropriate level.
	GC -2	Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).
	GC -3	Skills in the usage of information and communication technologies.
	GC -4	The ability to motivate people and move towards a common goal.
	GC -5	Ability to act on the basis of ethical considerations (motives).
	GC -6	Ability to generate new ideas (creativity).
	GC -7	Ability to abstract thinking, analysis and synthesis.
Special (professional, subject) competences (SC)	SC 1	Ability to choose and use concepts, methods and tools of management, modern management practices of educational institutions, including in accordance with the defined goals and international standards.
	SC 2	Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans.
	SC 3	Ability for self-development, lifelong learning and effective self-management.
	SC 4	Ability to effectively use and develop the resources of the organization (educational institution).
	SC 5	Ability to create and organize effective communications in the management process.
	SC 6	Ability to form leadership qualities and demonstrate them in the process of managing people.
	SC 7	Ability to develop projects, manage them, show initiative and entrepreneurship.
	SC 8	Ability to use psychological technologies in work with staff.
	SC 9	Ability to analyze and structure the problems of the organization, make effective management decisions and to

		ensure their implementation.
	SC 10	Ability to manage the organization (educational institution) and its development.
7 – Program Results Skills		
<p>PRS 1. Critically comprehend, select and use the necessary scientific, methodological, analytical and digital tools for management in unpredictable conditions, including taking into account the peculiarities of e-learning management.</p> <p>PRS 2. Identify problems in the organization (educational institution), also those related to the management of e-learning, and justify methods for solving them.</p> <p>PRS 3. Design effective management systems for the organization (educational institution) in general, and e-learning in particular, using different models and LMS systems.</p> <p>PRS 4. Substantiate and manage projects, generate business ideas, including with the help of digital tools.</p> <p>PRS 5. Plan the activities of the organization (educational institution) in strategic and tactical sections, including the development of e-learning.</p> <p>PRS 6. Having the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of applicable law, ethical considerations and social responsibility.</p> <p>PRS 7. Organize and implement effective communication and cooperation within the team, with the representatives of various professional groups and in the international context, including in an open intercultural space.</p> <p>PRS 8. Usage of specialized software and information systems to solve problems in the management of the organization (educational institution) and the educational process in particular.</p> <p>PRS 9. Being able to communicate in professional and scientific circles in the state and foreign languages.</p> <p>PRS 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems.</p> <p>PRS 11. Provide personal professional development, assess and improve their own level of digital competence and plan their own time.</p> <p>PRS 12. Be able to delegate authority and management of the organization (unit);</p> <p>PRS 13. Being able to plan and implement information, methodological, material, financial and personnel support of the organization (unit).</p> <p>PRS 14. Knowing the principles and strategies of creating and developing information infrastructure; normative-legal and scientific-methodical support of e-learning management processes.</p> <p>PRS 15. Knowing the international standards for the use of digital tools for the development of digital competence and media literacy of managers and educators.</p> <p>PRS 16. Being able to select and use modern digital tools and innovative educational technologies in the implementation of e-learning.</p> <p>PRS 17. Being able to design the digital environment of the organization.</p>		
8 – Resource support for the implementation of the Program		
Staff assistance	The staffing of the educational program consists of the teaching staff of the Department of Management and the Department of Computer Science and Mathematics of the Faculty of Information Technology and Management.	

	<p>The practice-oriented nature of the Educational Program involves a wide participation of practitioners who correspond to the direction of the program, which strengthens the synergistic connection of theoretical and practical training.</p> <p>The guarantor of the educational program and the teaching staff that ensures its implementation, meets the requirements set by the License Terms of educational activities.</p>
Material and technical support	<p>The organization of the educational process is provided primarily by: area sufficient for all types of training sessions and extracurricular activities, in particular, most classrooms are equipped with SMART-boards, projectors; e-learning system that contains e-learning courses for all disciplines; computer classes; the presence of a library and reading room with the necessary fund of educational and methodical literature; modern technical equipment.</p> <p>The available material and technical base makes it possible to provide full-fledged training of masters in management according to the educational-professional program.</p>
Information and academic support	<p>The official website of the Borys Grinchenko Kyiv University http://kubg.edu.ua contains information about the Educational Program, educational, scientific and educational activities, structural subdivisions, admission rules, contacts.</p> <p>The educational process is provided with educational and methodical materials, both in printed form and in electronic form. Materials of educational and methodical providing (working programs of educational disciplines, materials of seminar / practical / laboratory and independent work on disciplines, programs of practices, system of control actions and criteria of estimation of knowledge of students), and also electronic educational courses of the educational program are stated in E-environment in system Moodle, which provides distance learning and independent work.</p>
9 – Academic mobility	
National Credit Mobility	
International Credit Mobility	<p>The University is a participant in the European Union's Erasmus + educational program. Agreements have been signed with the University of Silesia (Poland) on the award of a double diploma within the framework of this Educational and Professional program.</p>
Teaching foreign students applicants for higher education	

2. The list of components of the educational-professional program and their logical consistency

2.1. List of EP components

Component code	Code e/d	Components of the Educational Program (curriculum, subjects, projects, practice, qualification papers)	Amount of credits	Evaluation Form
1	2	3	4	5
Compulsory components of EP				
EC 1	CSP.01	Management theory and technology	4	Exam
EC 2	CSP.02	HR-management and management psychology	4	Exam
EC 3	CSP.03	Applied economics	4	Exam
EC 4	CSP.04	Legal aspects of management	4	Exam
EC 5	CSP.05	Project management	4	Exam
EC 6	CSP.06	Foreign language for professional purposes	6	Exam
EC 7	CSP.07	Theoretical and methodological and applied aspects of e-learning in the intercultural space	4	Exam
EC 8	CSP.08	Internet and applied information technologies	6	Credit
EC 9	CSP.09	E-learning management	16	Exam
		Designing and examination of the digital environment of the institution	4	
		Education quality management in the conditions of digital transformation of society	4	
		Social and psychological-pedagogical aspects of electronic communication and cooperation	4	
		Working with data and making management decisions	4	
EC 10	CSP.10	Educational trends and innovative pedagogical technologies of e-learning	4	Exam
EC 11	CSP.11	E-learning management in the corporate sector	5	Exam
EC 12	CSP.12	E-learning management in educational institutions	5	Exam
EC 13	CA.01	On-site (professional) practice	18	Credit
EC 14	CA.01	Preparation of the qualifying master's project	4,5	Defense
EC 15		Defense of the qualifying master's project	1,5	
Total amount of obligatory components:			90	
Elective components of the Educational Program (Appendix 1)				
<i>Elective Block 1</i>				
SC 1.1	ESS 1.1	Administrative management	4	Credit
SC 1.2	ESS 1.2	Team coaching	4	Credit
SC 1.3	ESS 1.3	Design thinking	5	Credit
SC 1.4	ESS 1.4	Administration of e-learning management systems	4	Credit
SC 1.5	ESS 1.5	Web design of e-learning systems	5	Credit
SC 1.6	ESS 1.6	Principles and technologies of business visualization of e-learning	4	Credit
SC 1.7	ESS 1.7	Artificial intelligence in e-learning	4	Credit

Total amount of obligatory components:				30	
<i>Elective Block 2 - Choice from the catalog of courses</i>					
SC 2	ESS 2	The student chooses disciplines for the appropriate number of credits	30	Credit	
Total amount of elective components:				30	
TOTAL OF THE EDUCATIONAL PROGRAM				120	

2.2. Logical Structure of EP

1 semester <i>30 credits</i>	2 semester <i>30 credits</i>	3 semester <i>30 credits</i>	4 semester <i>30 credits</i>
Management theory and technology <i>4 credits</i>	Legal aspects of management <i>4 credits</i>	Project management <i>2 credits</i>	Project management <i>2 credits</i>
HR-management and management technology <i>4 credits</i>	Foreign language for professional purposes <i>2 credits</i>	E-learning management in the corporate sector <i>5 credits</i>	Production (professional) practice <i>9 credits</i>
Applied economics <i>4 credits</i>	E-learning management <i>12 credits</i>	E-learning management in educational institutions <i>5 credits</i>	Preparation of a master's project <i>4,5 credits</i>
Foreign language for professional purposes <i>6 credits</i>	Educational trends and innovative pedagogical technologies of e-learning <i>4 credits</i>	Production (professional) practice <i>9 credits</i>	Defense of the master's project <i>1,5 credits</i>
Theoretical and methodological and applied aspects of e-learning in the intercultural space <i>4 credits</i>	Administrative management <i>4 credits</i>	Design thinking <i>5 credits</i>	Web design of e-learning systems <i>5 credits</i>
E-learning management <i>4 credits</i>	Team coaching <i>4 credits</i>	Administration of e-learning management systems <i>4 credits</i>	Principles and technologies of business visualization of e-learning <i>4 credits</i> Artificial intelligence in e-learning <i>4 credits</i>

3. Form of certification for higher education applicants

Certification of graduates of the educational-professional program 073.00.04 Management of e-learning in the intercultural space of specialty 073 "Management" is carried out in the form of public defense of the qualifying work, which involves solving a complex problem or problem in management (e-learning management), which requires research and / or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of modern science.

Qualification work must be tested for plagiarism and published on the University website.

Certification is carried out openly and publicly.

Execution of the educational-professional program in full is completed by issue of the document of the established sample on awarding to it of a master's degree with assignment of qualification: master of management.

4. Matrix of correspondence of program competencies to the components of the educational program

	E C · 0 1	E C · 0 2	E C · 0 3	E C · 0 4	E C · 0 5	E C · 0 6	E C · 0 7	E C · 0 8	E C · 0 9	E C · 1 0	E C · 1 1	E C · 1 2	E C · 1 3	E C · 1 4	E C · 1 5
GC1	*					*			*				*	*	
GC2						*		*	*		*	*	*		
GC3							*	*	*	*	*	*	*	*	*
GC4		*			*				*				*		
GC5		*				*				*			*	*	
GC6					*	*	*	*	*	*	*	*	*	*	*
GC7							*	*	*		*	*	*	*	
GC1	*	*	*	*	*	*					*	*			
GC2	*								*						
GC3					*			*					*		
GC4	*	*	*	*	*		*	*			*	*	*		
GC5		*			*	*	*	*		*	*	*	*		
GC6		*							*	*	*	*	*		
GC7					*						*	*		*	
GC8		*											*		
GC9	*		*	*	*				*		*				
GC10	*								*				*	*	

5. The matrix of correspondence of educational program results to the relevant components of the curriculum

	E C. 01	E C. 02	E C. 03	E C. 04	E C. 05	E C. 06	E C. 07	E C. 08	E C. 09	E C. 10	E C. 11	E C. 12	E C. 13	E C. 14	E C. 15
PRk-1	*						*		*	*	*	*	*	*	
PRk -2	*						*		*				*	*	
PRk -3	*			*			*		*				*	*	
PRk -4					*			*					*	*	
PRk -5	*								*				*	*	
PRk -6		*	*	*											
PRk -7		*				*	*	*	*	*	*	*	*	*	*
PRk -8					*		*	*	*		*	*	*	*	*
PRk -9						*		*						*	*
PRk -10	*	*	*	*	*		*	*			*	*	*		
PRk -11					*	*	*	*	*	*	*	*	*	*	*
PRk -12	*	*		*	*						*	*			
PRk -13				*	*									*	
PRk -14									*	*					*
PRk -15							*	*	*	*					*
PRk -16								*	*	*				*	*
PRk -17									*		*	*			

Annex 1 - ELECTIVE PART OF THE EDUCATIONAL PROGRAM

Realization by students of the right to free choice of academic disciplines provided for in paragraph 15 of the first part of Article 62 of the Law of Ukraine "On Higher Education" at Borys Grinchenko Kyiv University is in accordance with the Regulations on the procedure and conditions for students № 642 from November, 11, 2016.

1. Elective block 1

The student's choice of elective block 1 creates conditions for deepening and expanding professional knowledge within the chosen educational program. A block of disciplines is aimed at expanding professional competencies taking into account the current state of development of society, with regard to the needs of the labor market.

The matrix of correspondence of program competencies to the components of the Elective block 1							
	E C 1. 1	E C 1. 2	E C 1. 3	E C 1. 4	E C 1. 5	E C 1. 6	E C 1. 7
GC1	*						*
GC2	*	*	*				
GC3		*	*	*	*	*	*
GC4		*	*				
GC5		*	*				
GC6		*	*	*	*	*	*
GC7				*	*		*
GC1	*						
GC2	*						
GC3		*	*				
GC4				*		*	
GC5	*	*				*	
GC6	*		*				
GC7			*				
GC8	*		*				
GC9	*			*			
GC10	*			*			

The matrix of correspondence of educational program results to the relevant components of the Elective block 1							
	E C 1. 1	E C 1. 2	E C 1. 3	E C 1. 4	E C 1. 5	E C 1. 6	E C 1. 7
PRk-1	*			*			
PRk -2	*		*				
PRk -3				*	*		
PRk -4			*				
PRk -5	*			*			
PRk -6		*	*				
PRk -7		*	*				
PRk -8				*	*	*	*
PRk -9							
PRk -10		*	*				
PRk -11		*					
PRk -12	*	*					
PRk -13				*			
PRk -14				*			
PRk -15				*			*
PRk -16							*
PRk -17				*			

2. Elective block 2 - Election from the catalog of courses

The choice of disciplines from the list (catalog of courses), taking into account own needs and interests concerning the future professional activity, allows the student to deepen the knowledge and to get additional general and professional competences within the related specialties and branches of knowledge and / or to get acquainted with the modern level of scientific researches and expand or deepen knowledge in general competencies.