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Politechnika Łódzka

Wydział Organizacji i Zarządzania
Instytut Marketingu i Zrównoważonego Rozwoju

Review

of the educational and professional program "Entrepreneurship, trade and exchange activity" at the "bachelor" level, specialty 076 "Entrepreneurship and trade", which will be implemented in 2023 at the Kharkiv National Automobile and Highway University (KhNAHU) of the Ministry of Education and Science of Ukraine

The educational and professional program is intended for young people who see their professional destiny in the field of entrepreneurial activity, trade and stock market activity.

The formation of general and special competencies is carried out through the acquisition of mandatory and selective educational components, among which, in the context of the orientation of the educational and professional program, it is appropriate to highlight the following: Entrepreneurship and business culture; Economics of trade; Exchange activity; Marketing; Commodity exchange; Trade entrepreneurship; Trade in cars, accessories, fuel and lubricants; Transportation entrepreneurship; Business planning.

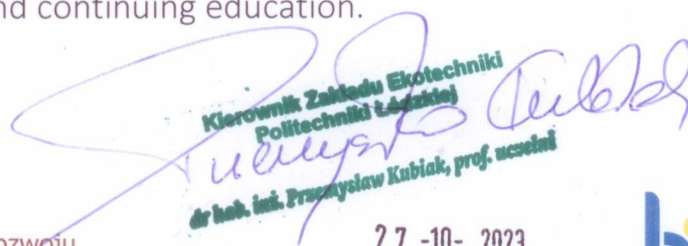
The educational and professional program has a focus related to road transport according to the specifics of the Kharkiv National Automobile and Highway University (KhNAHU).

The educational and professional program includes not only theoretical training, but also practical training at the enterprise.

Attestation is carried out in the form of defense of the qualification work, which corresponds to European practice.

The list of only 75% of the educational components of the educational and professional program is determined by the university. Accordingly, students independently choose 25% of the educational components of the educational and professional program, which is a good practice and provides an individualized approach.

The educational and professional program provides wide opportunities for employment and continuing education.


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