

REVIEW

to the educational and professional program "Business administration in the corporate sector of the economy" in the specialty 073 "Management" of the second (master's) level of higher education, which has been developed and recently being taught at the Educational and Scientific Institute "Institute of Public Administration" of the V.N. Karazin Kharkiv National University, Ukraine

The Educational-Professional Program (EPP) 'Business Administration in the Corporate Sector of the Economy' is relevant and meets the modern labor market requirements in the field of management. The program is aimed at training highly qualified specialists capable of effectively managing business processes in the corporate sector of the economy.

Structure and Content of the Program:

The EPP has a logical structure and a balanced set of educational components. The curriculum effectively combines theoretical training with practical skills, which is critical for developing professional competencies of future masters in management. Particularly noteworthy is the inclusion of such disciplines as "Corporate Finance", "Advanced Business Marketing", and "Corporate Economics", which provide a deep understanding of the specifics of the corporate sector.

Objectives and Learning Outcomes:

The program objectives are clearly formulated and aligned with the university's mission. The learning outcomes meet the requirements of the National Qualifications Framework and European standards of higher education. The program demonstrates a focus on developing soft skills and leadership qualities of students, which is critically important for modern managers.

Faculty and Teaching Methods:

The program is supported by qualified faculty with relevant industry experience. Modern teaching methods are used, including case studies, project work, and business simulations, which contributes to the practical orientation of learning.

Material and Technical Support:

The educational process is provided with necessary resources, including modern information systems and specialized software for business analytics. This creates a favorable environment for developing students' professional skills.

International Cooperation:

The program demonstrates a high level of internationalization through partnerships with European universities and academic mobility opportunities for students and faculty. This aligns with current trends in the globalization of education and business.

Quality Assurance System:

An effective internal quality assurance system for education has been implemented, which complies with European standards and guidelines for quality assurance in higher education (ESG).

Recommendations:

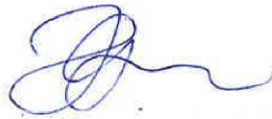
- a) Strengthen the digital business transformation component in the curriculum, considering the rapid development of technologies.
- b) Expand opportunities for student internships in international companies.
- c) Consider implementing a dual degree program with a European partner.

Conclusion:

The Educational-Professional Program "Business Administration in the Corporate Sector of the Economy" meets high standards of higher education quality and modern requirements for training master's in management. The program has a clear structure, relevant content, and innovative approaches to learning. It ensures the formation of necessary competencies for a successful career in the corporate sector of the economy and is recommended for accreditation.

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