

THE MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
NATIONAL TECHNICAL UNIVERSITY "KHARKIV POLYTECHNIC  
INSTITUTE"



APPROVED by  
Rector of NTU "KhPI"  
Yevghen SOKOL  
05 2023

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EDUCATIONAL-PROFESSIONAL PROGRAM  
"SOCIOLOGIC SUPPORT OF ECONOMIC ACTIVITY"

for the second (master's) degree of higher education  
in specialty 054 – Sociology  
of knowledge branch 05 – Social and Behavioral Sciences  
qualification: Master in sociology

APPROVED by  
the SCIENTIFIC COUNCIL of NTU "KhPI"

Head of the Academic Council

Leonid TOVAZHNYANSKYI

*[Handwritten signature]* Protocol No \_\_\_\_  
of "05" *[Handwritten date]* 2023


Kharkiv 2023

**APPROVAL PAGE**  
**for the educational-professional program**  
**“SOCIOLOGIC SUPPORT OF ECONOMIC ACTIVITY”**

Higher education level	Second (master's)
Branch of knowledge	05 Social and Behavioral Sciences
Specialty	054 “Sociology”
Specialization	
Qualification	Master in Sociology

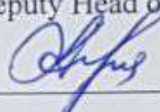
**APPROVED**

by the working group for the “Sociologic support of economic activity” educational program

  
the Guarantor for the program  
Yuriy KALAGIN  
“24” “04” 2023.


**RECOMMENDED**

by the Methodology Council  
of NTU “KhPI”

Deputy Head of the Methodology Council  
  
Ruslan Myguschenko  
“05” “05” 2023.


**AGREED**

Head of Department of Sociology and Public Administration

  
Volodymyr MOROZ  
“24” “04” 2023.


**AGREED**

Director of the Education-and-scientific Institute of Socio-Humanitarian Technologies

  
Andriy KIPENSKYI  
“04” “05” 2023.

**AGREED**

Student (the working group member)  
of SHFM-521 academic group

  
Andriy PROKOPENKO  
“24” “04” 2023.

**APPROVED AND PUT INTO EFFECT** by order of rector of the National Technical University “Kharkiv Polytechnic Institute” of “\_\_\_” \_\_\_\_\_ 2023 No \_\_\_\_.

Reviews from external stakeholders:

1. Yuriy Romanenko - D.Sc. in Sociology, Professor of the Department of International Media Communications and Communication Technologies, Educational and Scientific Institute of International Relations, Taras Shevchenko National University of Kyiv.
2. Tatiana Chernetska - Ph.D. candidate in Sociology, Vice-Chairperson, Center of Gender Culture, NGO.
3. Kateryna Lobodenko - Candidate of Sciences in Public Administration, Director of RA "EKMA" LLC.
4. Kristina Shvachka - Human Resources Director, ProArea Digital Agency.

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## **I. Profile of the educational program on specialty 054 “Sociology”**

### **PREFACE**

Developed on the grounds of the Standard of Higher Education of Ukraine (for master’s degree students on specialty 054 Sociology) (The Ministry of Education of Ukraine order №14 of 05.01.21) by the working group at the Department of Sociology and Public Administration at the Educational and Scientific Institute of Social and Humanitarian Technologies of the National Technical University “Kharkiv Polytechnic Institute” consisting of:

#### **the Guarantor of the educational program:**

Kalagin Yuri Arkadiyovych – Doctor of social sciences, Professor, professor at the Department of Sociology and Public Administration.

#### **Working group members:**

Lyashenko Natalya Oleksandrivna – Candidate of social sciences, Associate professor, associate professor at the Department of Sociology and Public Administration.

Shanidze Nadiya Oleksandrivna – Candidate of social sciences, Associate professor, associate professor at the Department of Sociology and Public Administration.

Prokopenko Andriy – student of academic group SHT M-521.

<b>1 – General information</b>	
<b>Full name of the higher education establishment and of the institute / faculty / department</b>	National Technical University “Kharkiv Polytechnic Institute” Educational and Scientific Institute of Social and Humanitarian Technologies The Department of Sociology and Public Administration
<b>Higher education degree and the title of qualification (in the original language)</b>	Master. Master in sociology.
<b>Official title of the educational program</b>	Educational-and-professional program. “Sociological support of economic activity”
<b>Type of diploma and the amount of the educational program</b>	Individual, 90 ECTS credits, term of study – 1 year 4 months.
<b>Availability of accreditation</b>	Accreditation certificate: series УД № 21002096 of February 28, 2018.
<b>Cycle / level</b>	The National Frame of Qualifications of Ukraine – level 7. FQ-EHEA – the second cycle EQF LLL – level 7
<b>Preconditions</b>	Available bachelor’s degree.
<b>The language of teaching</b>	Ukrainian. Teaching in English is possible.
<b>Educational program validity period</b>	As stated in the certificate.
<b>The internet address of the permanent location of the educational program’s description</b>	<a href="http://web.kpi.kharkov.ua/sp/054-sotsiologiya-magistr/">http://web.kpi.kharkov.ua/sp/054-sotsiologiya-magistr/</a>
<b>2 – The goal of the educational program</b>	
To provide theoretical knowledge and practical skills and aptitudes, to form professional competences sufficient for successful performance of professional duties of a specialist in the branch of “Sociology, master’s degree” capable of solving complex innovation tasks and problems in the area of sociology of economic activity, as well as to prepare the graduates for further training in the chosen specialization at the postgraduate learning department.	
<b>3 – Characteristic of the educational program</b>	
<b>Subject area (field of knowledge, specialty, program)</b>	05 Social and Behavior Sciences. Specialty 054 “Sociology”. Program: “Sociological support of economic activity”

<p><b>The subject area description</b></p>	<p>The objects of study: social relations and interaction; a personality, social groups, communities and societies; social phenomena and processes; public opinion; culture; social institutes; social structures and inequalities; social changes and influences; social problems and conflicts at the local, regional, national, and global levels.</p> <p>Theoretical content of the subject area: social relations and interaction; a personality, social groups and communities; social phenomena and processes; social practices; social institutes; the culture; social structures and inequalities; social changes and influences; social problems and conflicts both at the national and the global levels.</p> <p>Methods, methodologies and technologies: present-day methods of collecting, processing and analyzing social information, methodologies in diagnostics, expertise and prognostication, information- and communication technologies.</p> <p>Instruments and equipment: information systems and software applied in professional activity.</p>
<p><b>Educational program direction</b></p>	<p>Education-and-professional. Applied orientation at solving sociological and innovations-related problems at economic area organizations.</p>
<p><b>The main focus of the educational program and specialization</b></p>	<p>General specialized education in the branch of knowledge 05 – Social and Behavioral Sciences in specialty 054 – Sociology. <i>Key words:</i> social relations and interaction; a personality, social groups, communities and societies; social phenomena and processes; public opinion; culture; social institutes; social structures, social inequalities, gender, social changes, social problems, social conflicts at both the national and the global levels, economic sociology, socio-economic processes, socio-engineering activity, personnel security.</p>
<p><b>Peculiarities of the program</b></p>	<p>Orientation at forming an ability to detect, diagnose, interpret and solve applied problems of innovative character on sociologic support of socio-economic processes at organizations.</p> <p>Active combination of training and scientific research at the department by means of students’ participation in carrying out sociological studies at the sociologic research laboratory.</p> <p>A possibility for acquiring a Philosophy Doctor’s (a PhD) education degree at the department with awarding the qualification of doctor of philosophy in the field of “Social and Behavioral Sciences” in specialty 054 “Sociology”.</p> <p>The program provisions for obligatory pre-diploma practice session that is carried out at the leading economic organizations of the Kharkiv region.</p>

<b>4 – The graduates’ suitability for employment and further training</b>	
<b>Suitability for employment</b>	<p>Employment for positions related to obtaining, processing, analyzing and application of sociology information in accordance with the National Classifier of Ukraine, Section 2, professionals, section class 1. <a href="https://hrliga.com/docs/327_KP.htm">https://hrliga.com/docs/327_KP.htm</a>:            244 Professionals in economy, sociology, archaeography, archaeology, geography, criminology, and paleography.            2442 Professionals in archaeography, archaeology, geography, criminology, paleography and sociology.            2442.1 Science workers (archaeography, archaeology, geography, criminology, paleography, sociology).            2442.2 Archaeographers, archaeologists, geographers, criminologists, paleographers, and sociologists.</p>
<b>Further training</b>	<p>A graduate can continue learning at a higher education institution of Ukraine and abroad for acquiring a Doctor of philosophy education degree (PhD), as well as for qualification upgrading and post-graduation training.</p>
<b>5 – Teaching and evaluation</b>	
<b>Teaching and training</b>	<p>The student-centered problem-oriented teaching carried out in the form of lectures, seminars, practical classes, consultations, individual learning, semester papers preparation, and based on textbooks, manuals, periodical scientific editions, the use of the internet, learning through science- and research work; master’s degree paper presentation.</p>
<b>Evaluation</b>	<p>Evaluation of student’s academic achievements is maintained by the ECTS system.  <i>Current control</i> is oral and written questioning, evaluation of work in small groups, testing, defense of group and individual research tasks and projects.  <i>Final control</i> is oral and written examinations, credit tests with accounting for current control points, defense of the practice report, defense of semester papers.  <i>State attestation</i> is preparation and public defense (presentation) of the graduate qualification work.</p>
<b>6 – Program competences</b>	
<b>Integral competence</b>	<p>The ability to solve innovations-related complex tasks of sociologic support for socio-economic processes.</p>

<p><b>General competences (GC)</b></p>	<p>GC01. Ability for abstract thinking, analysis and synthesis.  GC02. Ability to work independently.  GC03. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activities).  GC04. Ability to work in the international context.  GC05. Ability to estimate and support quality of the performed work.  GC06. Ability to make well-substantiated decisions.  GC07. Ability to motivate people and proceed towards the common goal.</p>
<p><b>Special (professional, subject-related) competences (SC)</b></p>	<p>SC01. Ability to analyze social phenomena and processes.  SC02. Ability to detect, diagnose and interpret social problems of Ukrainian society and the global community.  SC03. Ability to design and fulfill sociologic research, to develop and substantiate their methodology.  SC04. Ability to collect and analyze empirical data with the use of present-day sociologic research methods and digital technologies.  SC05. Ability to discuss the outcomes of social research and project in Ukrainian and a foreign language.  SC06. Ability to adhere in one's professional activities to a sociologist's ethics professional norms and be guided by human values.  SC07. Ability to design and evaluate social projects and programs.  SC08. Ability to cooperate with European and Euro-Atlantic institutions.  SC09. Ability to organize work on employees motivation at organizations in economic branches.</p>



## 7 – Program results (outcomes) of training

PR01. To analyze social phenomena and processes using empirical data and present-day concepts and theories in sociology.

PR02. To perform diagnostics and interpretation of social problems of Ukrainian society and the global community, of the causes for their arising and their consequences.

PR03. To develop and implement social and interdisciplinary projects with accounting for social, economic, legal, environmental, and other aspects of social life.

PR04. To apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software for solving complex tasks in sociology and conterminal knowledge areas.

PR05. To carry out search for, to analyze and estimate the needed information in scientific literature, databases and other sources.

PR06. To communicate fluently in oral speech and writing in Ukrainian and a foreign language when discussing professional issues, research and innovations in the field of sociology and conterminal sciences, including the context of cooperation with European and Euro-Atlantic institutions.

PR07. To solve ethical dilemmas in accordance with the norms of a sociologist's ethics and human values.

PR08. To deliver in a clear and unambiguous way one's own conclusions and argumentation concerning sociology and adjacent fields of knowledge to specialists and non-specialists, particularly to students.

PR09. To plan and carry out scientific research in the field of sociology, to analyze its outcomes and substantiate the conclusions.

PR10. To develop applied projects in employees motivating at organizations of economic branches.

## 8 – Resources provision for the program implementation

### Personnel

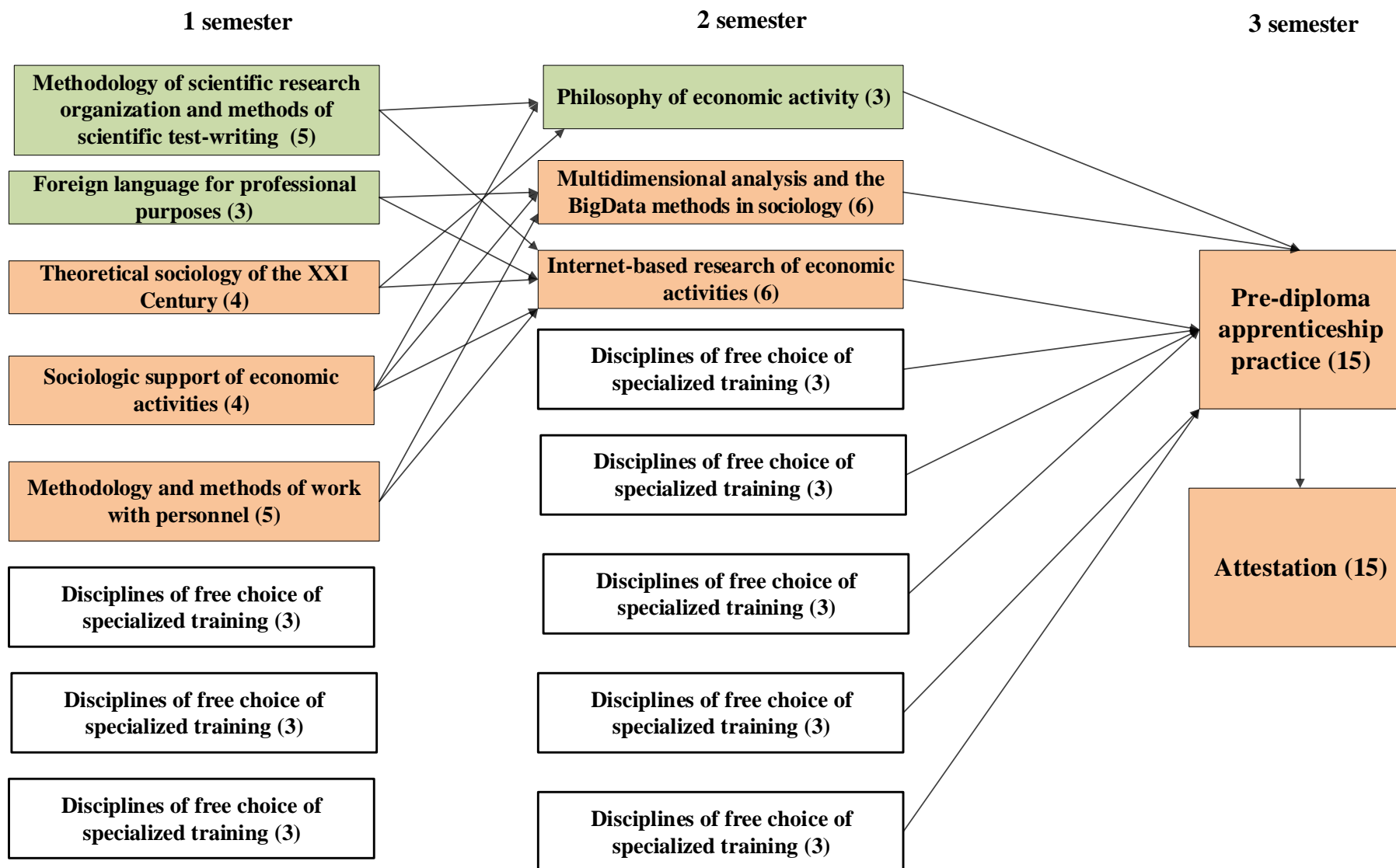
Meets the personnel requirements concerning support in implementing educational activities in higher education in accordance with standing legislation of Ukraine (The Cabinet of Ministers decree "On Approval of License Conditions for Carrying out Education Activities by Education Institutions" of December 30, 2015 № 1187, Appendix 12) (with changes brought by the Cabinet of Ministers Decree № 365 of March 4, 2021).

<b>Material- and technical support</b>	Meets the requirements as to material and technical support for carrying out education activities in higher education area in accordance with current legislation of Ukraine (The Cabinet of Ministers of Ukraine Decree “On Approving License Conditions for Carrying out Education Activities by Education Institutions” of December 30, 2015 № 1187, Appendix 12) (with changes brought by the Cabinet of Ministers Decree № 365 of March 4, 2021).
<b>Information and education- and methodological support</b>	Meets the requirements as to material and technical support for carrying out education activities in higher education area in accordance with current legislation of Ukraine (The Cabinet of Ministers of Ukraine Decree “On Approving License Conditions for Carrying out Education Activities by Education Institutions” of December 30, 2015 № 1187, Appendix 12) (with changes brought by the Cabinet of Ministers Decree № 365 of March 4, 2021).
<b>9 – Academic mobility</b>	
<b>The national credit mobility</b>	The national credit mobility is fulfilled on the grounds of concluded agreements with: Kherson National Technical University; Taras Shevchenko Luhansk National University (currently at Lubny, Myrgorod, Poltava), but due to the martial rule in the state it is temporally suspended.
<b>The international credit mobility</b>	<p>The international credit mobility is implemented on the grounds of the concluded agreements with the Baltic International Academy (Riga, Latvia):</p> <ul style="list-style-type: none"> <li>– Exchange agreement (provisions for teachers and students exchange beyond the Erasmus+ programs).</li> <li>– Erasmus+ Programme Bilateral Inter-Institutional Agreement (an agreement within Erasmus+ Programme).</li> </ul> <p>In accordance with the previous mobility program (Erasmus+ Programme, namely Erasmus+ ID CODE 2020-1-LV01-KA107-077347-LV, two teachers working with this program have enjoyed the mobility program in July 2023.</p> <ul style="list-style-type: none"> <li>– Erasmus+ Programme Inter-Institutional Agreement (an agreement within Erasmus+ Programme. According to this agreement, in 2023/24 academic year it is planned to involve teachers working on this training program (4 persons) and students (2 persons).</li> </ul>
<b>Training foreign higher education students</b>	Proper conditions have been formed at the Department for training foreign students in accordance with the NTU “KhPI” Admission rules.

## 2. Components list of the education- and professional program

Subject code	Components of the educational program (subjects, projects / semester papers, apprentice training, the qualification thesis)	Number of credits	Form of the final control (evaluation)
1	2	3	4
<b>Obligatory components of the program (applicants for higher education – the citizens of Ukraine)</b>			
<b>General training (GT)</b>			
<b>GT 1</b>	Methodology of scientific research organization and methods of scientific test-writing	5	Examination
<b>GT 2</b>	Philosophy of economic activity	3	Credit test
<b>GT 3</b>	Foreign language for professional purposes	3	Credit test
<b>Total amount of obligatory general training</b>		<b>11</b>	
<b>Special (professional) training (ST)</b>			
<b>ST 1</b>	Theoretical sociology of the XXI century	4	Examination
<b>ST 2</b>	Multidimensional analysis and the BigData methods in sociology	6	Examination
<b>ST 3</b>	Internet-based research of economic activities	6	Examination
<b>ST 4</b>	Sociologic support of economic activities	4	Examination
<b>ST 5</b>	Methodology and methods of work with personnel	5	Examination
<b>SPp</b>	Pre-diploma apprenticeship practice	15	Credit test
<b>ST</b>	Attestation	15	
<b>Total amount of the obligatory components</b>		<b>66</b>	
<b>Free choice components of the educational program (FC)</b>			
<b>Profile training</b>		<b>21</b>	
<b>FC 1</b>	Personnel and security of an organization	3	Credit test
<b>FC 2</b>	Regional management and marketing	3	Credit test
<b>FC 3</b>	Socio-engineering activities in business area	3	Credit test
<b>FC 4</b>	Methods of social networks analysis in economic activities	3	Credit test
<b>FC 5</b>	Workshop on the study of organizational behavior	3	Credit test
<b>FC 6</b>	Workshop on present-day methods of sociologic research on business activity	3	Credit test
<b>FC 7</b>	Gender relations in economic activities	3	Credit test
<b>FC 8</b>	Administrative management	3	Credit test
<b>FC 9</b>	Cross-cultural communications	3	Credit test
<b>FC 10</b>	Theoretical foundations of marketing and advertising activities	3	Credit test
<b>FC 11</b>	Sociological methods in marketing research	3	Credit test
<b>FC 12</b>	Workshop on sociologic support of advertising activities and marketing research	3	Credit test
<b>FC 13</b>	Career development of a personality	3	Credit test
<b>FC 14</b>	State management of economy	3	Credit test
<b>FC 15</b>	Modern technologies in reputation management	3	Credit test
<b>FC 16</b>	Public relations sociology	3	Credit test
<b>FC 17</b>	Ukraine on the road to European integration	3	Credit test
Total amount of the free choice components		24 (8*3)	
<b>TOTAL AMOUNT OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>	

### 3. THE STRUCTURE- AND LOGICAL CHART OF THE EDUCATIONAL-TRAINING PROGRAM



**Obligatory components of the program General training**

**Methodology of scientific research  
organization and methods of  
scientific test-writing (5)**

**Obligatory components of the program Special (professional) training**

**Theoretical sociology of the XXI  
century (4)**

**Free choice components of the program**

**Disciplines of free choice of specialized  
training (3)**

**CONTENT DISTRIBUTION OF THE EDUCATION PROGRAM BY GROUPS OF COMPONENTS AND CYCLES OF TRAINING**

№	Cycle of training	Amount of training load on a higher education applicant (credits / %)		
		Obligatory components of the education-professional program	Free choice components of the education-professional program	Total for the whole training period
1	2	3	4	5
1	General training cycle	<b>11 / 12,2</b>	<b>0 / 0</b>	<b>11 / 12,2</b>
2	Professional training cycle	<b>55/ 61,1</b>		<b>55/61,1</b>
3	Free choice disciplines		<b>24/26,7</b>	<b>24/26,7</b>
Total for the whole training period		<b>66/ 73,3</b>	<b>24/ 26,7</b>	<b>90 / 100</b>

**4. The form of higher education applicants attestation**

Attestation of graduates in the program of specialty № 054 “Sociology” is carried out in the form of defense (presentation) of a master’s degree qualification thesis. Attestation is performed openly and publicly. On the outcomes of successful fulfillment of the program, a standard document (certificate) of higher education is issued and the educational degree of master is awarded with the qualification of “Master in Sociology”.

## 5. The correspondence matrix of the determined outcomes of training, the competences, and education components

Program results (outcomes) of training	Competences															
	General							Special (professional)								
	GC 1	GC2	GC3	GC4	GC5	GC6	GC	SC1	SC2	SC 3	SC 4	SC 5	SC 6	SC 7	SC 8	SC 9
PR-1	GT1 ST1	GT1 ST4	ST4 ST5		GT1 ST2 ST4	ST5	ST4 ST5	GT1	GT1 ST2	GT1 ST2 ST3 ST4 ST5	GT1 ST2 ST3 ST4	ST3	ST4	ST2 ST3	ST4ST5	ST4S T5
PR-2	GT1 ST1	ST4	ST4 ST5		ST2 ST4	ST5	ST4 ST5	GT1 ST1	ST1 ST2	GT1 ST1 ST2 ST4 ST5	ST1 ST2 ST4		ST4	ST2	ST4ST5	ST4 ST5
PR-3	GT3	ST4 GT3	GT2 ST4 ST5 GT3	GT3	ST2 ST4	ST5	ST4 ST5		GT2 ST2	ST2 ST3 ST4ST5	ST2 ST3 ST4	GT 3 ST 3	ST4	GT3 ST2	GT2 GT3 ST4ST5	ST4 ST5
PR-4		ST4	ST4 ST5		ST2 ST4	ST5	ST4 ST5		ST2	ST2 ST3 ST4ST5	ST2 ST3 ST4	ST3	ST4	ST2 ST3	ST4ST5	ST4 ST5
PR-5	GT1 GT3	GT1 GT3	GT3	GT3	GT1 ST2			GT1	ST2	GT1 ST2 ST3	GT1 ST2 ST3	GT 3 ST 3		GT3 ST2 ST3	GT3	
PR-6	GT3 ST1	GT3 ST4	GT2 GT3 ST4	GT3	ST4		ST4	ST1	GT2 ST1	ST1ST4	ST1 ST3 ST4	GT3	ST4	GT3	GT2GT3ST4	ST4
PR-7			GT2 ST5			ST5	ST5		GT2	ST5					GT2ST5	ST5
PR-8	ST1							ST1	ST1	ST1	ST1					
PR-9	GT1 ST1	GT1 ST4	ST4 ST5		GT1 ST2 ST4	ST5	ST4 ST5	GT1 ST 1	ST1 ST2	GT1 ST1 ST2 ST3 ST4ST5	GT1 ST1 ST2 ST3 ST4	ST3	ST4	ST2 ST3	ST4ST5	ST4 ST5
PR-10		ST4	ST4 ST5		ST4	ST5	ST4 ST5			ST4ST5	ST4		ST4		ST4ST5	ST4 ST5

