

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ «ХАРКІВСЬКИЙ
ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»



ЗАТВЕРДЖУЮ
Ректор НТУ «ХПІ»
Євген СОКОЛ
_____ 2023 р.

**ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА
«СОЦІОЛОГІЧНЕ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ»**

другого (магістерського) рівня вищої освіти
за спеціальністю 054 – Соціологія
галузі знань 05 – Соціальні та поведінкові науки
кваліфікація: магістр соціології

**ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»**

Голова Вченої ради

Леонід ТОВАЖНЯНСЬКИЙ

Протокол № 4

від «05» 05 2023 р.


Харків 2023 р.

ЛИСТ ПОГОДЖЕННЯ
освітньо-професійної програми
«СОЦІОЛОГІЧНЕ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ»

| | |
|---------------------|-----------------------------------|
| Рівень вищої освіти | Другий (магістерський) |
| Галузь знань | 05 Соціальні та поведінкові науки |
| Спеціальність | 054 «Соціологія» |
| Спеціалізація | |
| Кваліфікація | Магістр соціології |


СХВАЛЕНО
Робочою групою ОП «Соціологічне
забезпечення економічної діяльності»
Гарант ОП


Юрій КАЛАГІН
«27» 04 2023 р.

РЕКОМЕНДОВАНО
Методичною радою НТУ «ХПІ»
Заступник голови методичної ради

Руслан МИГУЩЕНКО
«03» 05 2023 р.

ПОГОДЖЕНО
Завідувач кафедри соціології і публічного
управління

Володимир МОРОЗ
«27» 04 2023 р.

ПОГОДЖЕНО
Директор навчально-наукового інституту
соціально-гуманітарних технологій

Андрій КІПЕНСЬКИЙ
«02» 05 2023 р.

ПОГОДЖЕНО
Студент (член робочої групи ОП)

(№група) СГТ М-521
Андрій ПРОКОПЕНКО
«27» 04 2023 р.

ЗАТВЕРДЖЕНО ТА НАДАНО ЧИННОСТІ Наказом ректора Національного
технічного університету «Харківський політехнічний інститут» від «___»
20__ р. № ____.

**THE MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY “KHARKIV POLYTECHNIC
INSTITUTE”**

APPROVED by
Rector of NTU “KhPI”
Yevghen SOKOL
“ ____ ” _____ 2023

**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
Protocol No ____
of “ ____ ” _____ 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
“ ____ ” _____ 2023.

RECOMMENDED

by the Methodology Council
of NTU “KhPI”
Deputy Head of the Methodology
Council

_____ Ruslan
Myguschenko

“ ____ ” _____ 2023.

AGREED

Head of Department of Sociology and
Public Administration

_____ Volodymyr MOROZ
“ ____ ” _____ 2023.

AGREED

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

_____ Andriy
KIPENSKYI

“ ____ ” _____ 2023.

AGREED

Student (the working group member)
of SHT M-521 academic group

_____ Andriy PROKOPENKO
“ ____ ” _____ 2023.

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

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-521.1 – General information | |
|---|--|
| Full name of the higher education establishment and of the institute / faculty / department | National Technical University “Kharkiv Polytechnic Institute” Educational and Scientific Institute of Social and Humanitarian Technologies The Department of Sociology and Public Administration |
| Higher education degree and the title of qualification (in the original language) | Master. Master in sociology. |
| Official title of the educational program | Educational-and-professional program. “Sociological support of economic activity” |
| Type of diploma and the amount of the educational program | Individual, 90 ECTS credits, term of study – 1 year 4 months. |
| Availability of accreditation | Accreditation certificate: series УД № 21002096 of February 28, 2018. |
| Cycle / level | The National Frame of Qualifications of Ukraine – level 7.FQ- EHEA – the second cycle EQF LLL – level 7 |
| Preconditions | Available bachelor’s degree. |
| The language of teaching | Ukrainian. Teaching in English is possible. |
| Educational program validity period | As stated in the certificate. |
| The internet address of the permanent location of the educational program’s description | http://web.kpi.kharkov.ua/sp/054-sotsiologiya-magistr/ |
| 2 – The goal of the educational program | |
| 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. | |
| 3 – Characteristic of the educational program | |
| Subject area (field of knowledge, specialty, program) | 05 Social and Behavior Sciences. Specialty 054 “Sociology”. Program: “Sociological support of economic activity” |

| | |
|--|---|
| <p>The subject area description</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>Educational program direction</p> | <p>Education-and-professional. Applied orientation at solving sociological and innovations-related problems at economic area organizations.</p> |
| <p>The main focus of the educational program and specialization</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>Peculiarities of the program</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> |

| 4 – The graduates’ suitability for employment and further training | |
|---|---|
| Suitability for employment | <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. https://hrliga.com/docs/327_KP.htm:</p> <p>244 Professionals in economy, sociology, archaeography, archaeology, geography, criminology, and paleography.</p> <p>2442 Professionals in archaeography, archaeology, geography, criminology, paleography and sociology.</p> <p>2442.1 Science workers (archaeography, archaeology, geography, criminology, paleography, sociology).</p> <p>2442.2 Archaeographers, archaeologists, geographers, criminologists, paleographers, and sociologists.</p> |
| Further training | 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. |
| 5 – Teaching and evaluation | |
| Teaching and training | 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. |
| Evaluation | <p>Evaluation of student’s academic achievements is maintained by the ECTS system.</p> <p><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.</p> <p><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.</p> <p><i>State attestation</i> is preparation and public defense (presentation) of the graduate qualification work.</p> |
| 6 – Program competences | |
| Integral competence | The ability to solve innovations-related complex tasks of sociologic support for socio-economic processes. |
| General competences (GC) | <p>GC01. Ability for abstract thinking, analysis and synthesis.</p> <p>GC02. Ability to work independently.</p> <p>GC03. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activities).</p> <p>GC04. Ability to work in the international context.</p> <p>GC05. Ability to estimate and support quality of the performed work.</p> <p>GC06. Ability to make well-substantiated decisions.</p> <p>GC07. Ability to motivate people and proceed towards the common goal.</p> |

| | |
|--|--|
| <p>Special (professional, subject-related) competences (SC)</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> |
| <p>7 – Program results (outcomes) of training</p> | |
| | <p>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. Co 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 brances.</p> |

| 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). |
| Material- and technical support | 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). |
| Information and education- and methodological support | 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). |
| 9 – Academic mobility | |
| The national credit mobility | 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. |
| The international credit mobility | <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"> – Exchange agreement (provisions for teachers and students exchange beyond the Erasmus+ programs). – Erasmus+ Programme Bilateral Inter-Institutional Agreement (an agreement within Erasmus+ Programme). <p>In accordance with the previous mobility program (Erasmus+ Programme, namely Erasmus+ ID CODE 2020-1-LV01-KA107-077347-LV, two teaches working with this program have enjoyed the mobility program in July 2023.</p> <ul style="list-style-type: none"> – 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). |

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| Training foreign higher education students | 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

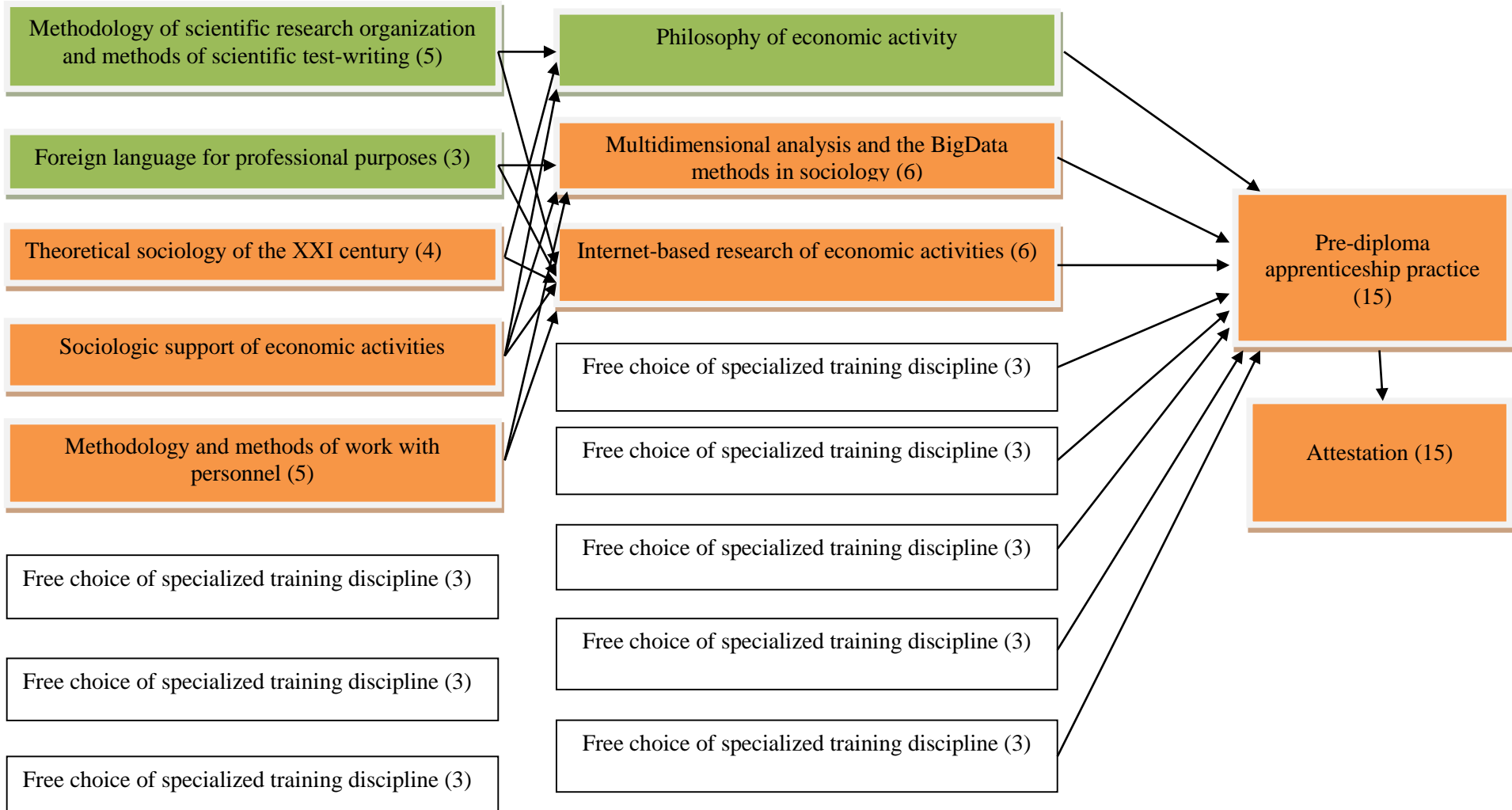
| Subject code | Components of the educational program (subjects, projects / semester papers, apprentice training, the qualification thesis) | Number of credits | Form of the final control (evaluation) |
|---|---|-------------------|--|
| 1 | 2 | 3 | 4 |
| Obligatory components of the program (applicants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

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

1 semester

2 semester

3 semester



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

Free choice of specialized training discipline (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 | 11 / 12,2 | 0 / 0 | 11 / 12,2 |
| 2 | Professional training cycle | 55/ 61,1 | | 55/61,1 |
| 3 | Free choice disciplines | | 24/26,7 | 24/26,7 |
| Total for the whole training period | | 66/ 73,3 | 24/ 26,7 | 90 / 100 |

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

| Результати навчання | 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 ST4ST5 | GT1 ST2 ST3 ST4 | ST3 | ST4 | ST2 ST3 | ST4 ST5 | ST4 ST5 |
| PR-2 | GT1 ST1 | ST4 | ST4 ST5 | | ST2 ST4 | ST5 | ST4 ST5 | GT1 ST1 | ST1 ST2 | GT1 ST1 ST2 ST4ST5 | ST1 ST2 ST4 | | ST4 | ST2 | ST4 ST5 | 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 | GT3 ST3 | ST4 | GT3 ST2 | GT2 GT3 ST4 ST5 | ST4 ST5 |
| PR-4 | | ST4 | ST4 ST5 | | ST2 ST4 | ST5 | ST4 ST5 | | ST2 | ST2 ST3 ST4ST5 | ST2 ST3 ST4 | ST3 | ST4 | ST2 ST3 | ST4 ST5 | ST4 ST5 |
| PR-5 | GT1 GT3 | GT1 GT3 | GT3 | GT3 | GT1 ST2 | | | GT1 | ST2 | GT1 ST2 ST3 | GT1 ST2 ST3 | GT3 ST3 | | GT3 ST2 ST3 | GT3 | |
| PR-6 | GT3 ST1 | GT3 ST4 | GT2 GT3 ST4 | GT3 | ST4 | | ST4 | ST1 | GT2 ST1 | ST1 ST4 | ST1 ST3 ST4 | GT 3 | ST4 | GT3 | GT2 GT3 ST4 | ST4 |
| PR-7 | | | GT2 ST5 | | | ST5 | ST5 | | GT2 | ST5 | | | | | GT2 ST5 | 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 ST4 ST5 | GT1 ST1 ST2 ST3 ST4 | ST3 | ST4 | ST2 ST3 | ST4 ST5 | ST4 ST5 |
| PR-10 | | ST4 | ST4 ST5 | | ST4 | ST5 | ST4 ST5 | | | ST4 ST5 | ST4 | | ST4 | | ST4 ST5 | ST4 ST5 |