

REVIEW

to the educational program "Economics and Business Organization", specialty 076 "Entrepreneurship and Trade" of the first (bachelor) level of higher education

The reviewed educational program "Economics and Business Organization" within the specialization 076 "Entrepreneurship and Trade" at the bachelor's level of higher education significantly contributes to the stability and development of the economic system in the country. Entrepreneurial activities and trade play a crucial role in satisfying consumer needs across various sectors, addressing unemployment issues, and fostering the advancement of numerous leading industries. Developed by Yuriy Fedkovych Chernivtsi National University, this program is tailored to meet current industry demands, offering students the opportunity to pursue professional or scientific careers in entrepreneurship, trade, and business establishment.

This educational program fully aligns with the requirements of the Higher Education Standard for the specialization 076 "Entrepreneurship and Trade" at the bachelor's level of higher education. It incorporates contemporary business environment determinants and dynamic educational processes. Noteworthy features of the program include the structured sequence of disciplines, the comprehensive list and scope of mandatory and elective courses conforming to the Structural-Logical Scheme of Higher Education Preparation for the specialization 076 "Entrepreneurship and Trade," and the expansion of the student's choice within the elective component of the program.

Overall, the coherent sequence and qualitative content of the educational program enable students to acquire fundamental knowledge, theoretical-methodological approaches, and practical-innovative methods for addressing the knowledge areas specified by the Higher Education Standard in the field of entrepreneurship and trade. Special attention is given to contemporary conditions for entrepreneurial and trade activities, business establishment, market needs, and requirements for equipping future professionals with the skills and competencies necessary for making economic decisions based on an understanding of economic systems and processes, utilizing modern methodological tools.

The developed educational-professional program "Economics and Business Organization" belongs to the category of initiatives that conform to European education standards and promote international cooperation in the field of education and science.

It aligns with the fundamental principles and objectives of the European Higher Education Area, including those outlined in the Bologna Process. This program creates opportunities for students to interact with colleagues and experts from different countries, facilitating the exchange of knowledge and cultural experiences. Such an approach fosters the development of intercultural competence and prepares graduates for successful careers in the global job market. Moreover, the program incorporates active collaboration with international institutions, universities, and organizations, facilitating the exchange of best practices and cutting-edge scientific achievements. Students are provided with opportunities for international internships, participation in conferences, and projects, contributing to their professional and personal growth. This international collaboration expands students' horizons, enriches their knowledge and skills, and enhances their competitiveness in the international job market.

Reviewer

Prof. univ. dr. Corneliu Nastase

dean,

