

## REVIEW

on the educational and professional program

"Economics and Enterprise Management. Project Management and Consulting" of the second level of higher education for master's educational degree in specialty 076 Business, Trade and Exchange Activity developed by the Department of Business and Tourism Management of Izmail State University of Humanities

In the conditions of constant transformation of the economic system of Ukraine, entrepreneurial structures face new challenges to ensure their sustainable development and the formation of competitive advantages. Therefore, there is a need to stimulate the development of business entities based on a project approach to enterprise management. Some business entities need modern consulting services, which should help to increase the efficiency of economic activity and competitiveness. Therefore, the relevance of the development and implementation of the educational and professional program "Economics and Enterprise Management. Project Management and Consulting" of the second level of higher education for master's degree in specialty 076 Business, Trade and Exchange Activity is undeniable.

The educational and professional program "Economics and Enterprise Management. Project Management and Consulting", according to which the educational process is carried out at the Izmail State University of Humanities, was developed on the basis of the standard of higher education and taking into account the requirements of the modern labor market. The emphasis of the program is on understanding the modern concepts of entrepreneurial development, in particular familiarization with: the main forms and types of entrepreneurship; mechanisms of organizational, managerial and strategic development of entrepreneurship; directions of investment and innovation development of entrepreneurship, etc., as well as the formation of strategic management skills; forecasting and modeling of business processes; determining the level of business competitiveness; project management; organization and implementation of consulting services.

It should be emphasized that modern economic realities require the availability of specialists who are able to solve problematic issues and make managerial decisions in professional activities (PC 4.); initiate, develop and implement innovative projects in entrepreneurial, commercial and/or exchange activities (PC. 5., PC.7.); organize and carry out consulting activities in the field of entrepreneurship and project management (PC. 8.).

Consideration of the list of educational components, the mastering of which should ensure the training of qualified specialists, allows us to assert that the disciplines are chosen reasonably, logically combined, which, in combination with practical training and research, on the basis of which the preparation of course and qualification works takes place, contributes to the achievement of the goal defined in the educational and professional program.

It is necessary to note the presence of the course "Communicative English Course", which in our opinion contributes to the implementation of the program learning outcomes as follows: to apply business communications to support interaction with representatives of different professional groups (PSR. 4.) not only in Ukraine but also abroad, which is extremely important for the intensification of cross-border cooperation of both Izmail State University of Humanities in particular, as stated in its development strategy, and Ukraine in general, which is actively integrating into the European community.

Thus, the review of the educational and professional program "Economics and Enterprise Management. Project Management and Consulting" for the preparation of applicants for the second master's degree in specialty 076 Business, Trade and Exchange Activity is relevant, it has the necessary structural and substantive components, which allows it to be recommended for implementation in educational activities.

Reviewer \_\_\_\_\_  
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signature \_\_\_\_\_  
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