

# **BORYS GRINCHENKO KYIV UNIVERSITY**

**APPROVED**

By decision of the Academic Council of  
Borys Grinchenko Kyiv University  
\_\_\_\_.\_\_\_\_ 2021, protocol No.\_\_\_\_

Chairman of the Academic Council, rector  
OGNEVYUK Victor Oleksandrovyh

\_\_\_\_\_  
(signature)

## **EDUCATIONAL AND PROFESSIONAL PROGRAM 291.00.02 "Public communications" second master's level of higher education**

**(new edition)**

Field of knowledge: 29 International relations  
Specialty: 291 International relations, public communications  
and regional studies  
Qualification: Master of International Relations, Public Communications  
and Regional Studies

Entered into force from \_\_\_\_ . \_\_\_\_ 2021  
(order from \_\_\_\_ . \_\_\_\_ 2021 No. \_\_)

Kyiv - 2021

**LETTER OF AGREEMENT**  
**For educational and professional program**

Department of International Relations and International Law  
Minutes of June 18, 2021 No. 26  
Head of the department \_\_\_\_\_ I.V. Zhaloba

Academic Council of the Faculty of Law and International Relations  
Minutes of June 24, 2021 No. 5  
Chairman of the Academic Council \_\_\_\_\_ I.A. Hrytsyak

Scientific and methodological center of standardization and quality of education  
Head \_\_\_\_\_ O.V. Leontieva  
\_\_\_\_\_.\_\_\_\_\_ 2021 No. \_\_\_\_\_

Vice-rector for scientific, methodical and educational work  
\_\_\_\_\_ O.B. Zhyltsov  
\_\_\_\_\_.\_\_\_\_\_ 2021 No. \_\_\_\_\_

Vice-rector for scientific-pedagogical and international activities  
\_\_\_\_\_ L.M. Hrynevych  
\_\_\_\_\_.\_\_\_\_\_ 2021 No. \_\_\_\_\_

## **PREFACE**

The educational and professional program 291.00.01 "Public Communications" was developed on the basis of the Law of Ukraine "On Higher Education" and in accordance with the Standard of Higher Education of Ukraine in the specialty 291 "International Relations, Public Communications and Regional Studies" of the field of knowledge 29 "International Relations" for the second (master's) level of higher education, approved by the order of the Ministry of Education and Culture of Ukraine No. 1002 of 04.08.2020

### **Developed by a working group consisting of:**

Head of the working group (guarantor of the educational program):  
Ihor Volodymyrovych ZHALOBA, doctor of historical sciences, professor,  
Head of the Department of International Relations and International Law  
Borys Grinchenko Kyiv University

---

Members of the project group:

Hanna Myroslavivna MELNYK, candidate of historical sciences, associate professor,  
Associate Professor of the Department of International Relations and International Law at Borys  
Grinchenko Kyiv University

---

Olena Volodymyrivna PISTRAKEVYCH, candidate of sciences in public administration, senior  
lecturer at the Department of International Relations and International Law  
Borys Grinchenko Kyiv University

---

Dmytro Valentynovych OLSHANSKYI, Candidate of Pedagogical Sciences, Associate  
Professor, Head of the Department of Foreign Languages, Borys Grinchenko Kyiv University

---

Oleksandra Dmytrivna HONDYUL, coordinator of Future of Work projects at Career Hub, an  
expert platform for youth career development from the Center "Development of Corporate Social  
Responsibility") - by consent;

---

Daria Oleksandrivna GAMAN, Head of Student Self-Government of the Faculty of Law and  
International Relations, 4th-year student of RSB-1-17-4.0d

---

Tetiana Stanislavivna CHABANYUK - member of the working group (second (master's) level student of higher education at the "Public Communications" OPP) - by consent.

---

**External reviewers:**

*Volodymyr Andriyovych Manzhola, Doctor of Historical Sciences, Professor, Head of the Department of International Relations and Foreign Policy, Institute of International Relations, Taras Shevchenko Kyiv National University*

*Anastasiya Ivanivna Nekryach, Doctor of Political Sciences, Professor, Vice-Rector for Scientific Work of Kyiv International University*

**Feedback from representatives of professional associations/employers:**

*Yaremenko Bohdan Vasyliovych, Chairman of the Board of the Maidan of Foreign Affairs Charitable Foundation, Extraordinary and Plenipotentiary Envoy of the 1st Class*

*Vasyl Oleksandrovych Filipchuk, Chairman of the Board of the International Center for Advanced Studies, candidate of sciences in public administration*

Date of review of the EP / amendment to the EP			
Signature			
Name of the EP's guarantor:			

This program may not be fully or partially reproduced, duplicated and distributed without the permission of Borys Grinchenko Kyiv University

© Borys Grinchenko Kyiv University

## JUSTIFICATION

The changes to the educational and professional program are due to the need to harmonize the content of the educational and professional program 291.00.01 "Public Communications", approved by the decision of the Academic Council of the Borys Grinchenko Kyiv University dated 05/25/2017, protocol No. 5 (order No. 348 dated 05/26/2017) with the approved Standard of Higher Education of Ukraine of the first (bachelor) level in the field of knowledge 29 "International relations" specialty 291 "International relations, public communications and regional studies" (order of the Ministry of Education and Science of Ukraine dated 08/04/2020 No. 1002 "On approval of the standard of higher education in specialty 291 "International relations, public communications and regional studies" for the second (master's) level of higher education").

In addition, in the process of implementing the educational program (implementation of the curriculum, development of work programs of educational disciplines, practical training and certifications) during the 2017-2018, 2018-2019, 2019-2020 academic years, the support group received feedback from teachers, students, managers of practice bases and employers with a number of wishes regarding the optimization of the educational and professional program. Thus, in accordance with the standard of higher education for the specialty 291 International relations, public communications and regional studies for the second (master's) level of higher education and feedback from stakeholders, the following sections were developed and amended:

- general information about the educational program;

- list of graduate competencies;

- program learning outcomes;

- separate components of the educational program;

- the size of pre-diploma (analytical) practice has been increased from 6 to 9 credits;

- the graduate attestation form (Chapter III) has been optimized, which provides for its implementation only in the form of defense of a qualifying master's thesis;

- the specified changes are made in the "Matrix of compliance of program competences with components of the educational program" (Section IV) and "Matrix of ensuring learning outcomes with relevant components of the educational program" (Section V).

The specified changes led to the development of a new version of the description of the educational and professional program.

**I. Profile of the educational and professional program**  
**291.00.01 "Public communications"**

<b>1 – General information</b>	
Full name of the higher education institution and structural unit	Borys Grinchenko Kyiv University Faculty of Law and International Relations
Level of higher education	second (master's) level
Degree of higher education	Master's degree
Branch of knowledge	29 - International relations
Specialty	291 - International relations, public communications and regional studies
Educational program	291.00.01 Public communications
Qualification	Master of International Relations, Public Communications and Regional Studies
Qualification in diploma	Degree of higher education: master's degree Specialty: 291 - International relations, public communications and regional studies Educational program: Public communications Спеціальність: 291 - Міжнародні відносини, суспільні комунікації та регіональні студії Освітня програма: Суспільні комунікації
Form of education	Institutional (full-time, part-time)
Language(s) of instruction	Ukrainian Language
Cycle/level	NRK of Ukraine - 7th level, FQ-ENEA - second cycle, EQF-LLL - 7th level
Diploma type and scope educational program	Master's degree, single, 90 ECTS credits, study period 1 year 4 months
Prerequisites	Having a bachelor's degree
Availability of accreditation	Accredited. Accreditation certificate, UK series, No. 11002773 dated 20.06. 2018
The Internet address of the permanent posting of the description educational program	<a href="http://kubg.edu.ua/images/stories/Departaments/vstupnikam/fpmv/op_sk_mag.pdf">http://kubg.edu.ua/images/stories/Departaments/vstupnikam/fpmv/op_sk_mag.pdf</a>
<b>2 – The purpose of the educational and professional program</b>	
To prepare a competent, competitive professional capable of solving complex problems,	

making well-founded, optimal decisions in practical activities to ensure the national interests of Ukraine in the system of international relations; in international public communications; in the system of political, socio-economic and cultural relations between states and other subjects of international relations of countries/regions.

### **3 – Characteristics of the educational and professional program**

Subject area	<p><b>Objects of study and/or activity:</b> international relations, cross-border and transnational relations, foreign policy of states, foreign policy and national interests of Ukraine, international organizations, international communications, states and international regions in interactions at the global, regional and local levels, international security and conflicts, methodologies and methods of international political studies, studies of international communications, regional studies.</p> <p><b>The goals of the study are</b> the training of specialists capable of solving complex specialized tasks and practical problems of professional activity in the field of international relations, foreign policy and international communications, which are characterized by the complexity and uncertainty of conditions, involve conducting research and/or introducing innovations.</p> <p><b>The theoretical content of the subject area</b> is the theory and practice of international relations, international security, international conflicts, the system and sources of the state's foreign policy, regional studies, the theory and practice of international public communications, the international information space.</p> <p><b>Methods, techniques and technologies</b> - general scientific and special methods and techniques, analysis and synthesis, induction and deduction, methods of evaluation and analysis of processes in international relations, public communications and regional studies, methods and techniques of information search and processing, methods of expert evaluation of the effectiveness of foreign policy and international communications.</p> <p><b>Tools and equipment:</b> modern universal and specialized information systems (information-communication, information-search, information-analytical) and specialized software used in research and analysis of international relations, public communications and in regional studies.</p>
Structure of the program	<p>The ratio of the size of compulsory (general and professional) and optional components of OP: Mandatory part (67 credits, 75%), aimed at forming general and special (professional) competencies. Share of production practices: 13.5 credits (15%) Elective part (23 credits, 25%): subjects of free choice from the course catalog. 67 credits, 75%), aimed at the formation of general and special (professional) competencies. Share of production practices: 13.5 credits (15%), Elective part (23 credits, 25%): subjects of free choice from the course catalog. The ratio of the size of compulsory (general and professional) and optional components of OP: Mandatory part (67 credits, 75%), aimed at forming general and special (professional) competencies. Share of production practices: 13.5 credits (15%) Elective part (23 credits, 25%): subjects of free choice from the</p>

	course catalog.
<b>4 – Eligibility of graduates to employment and further education</b>	
Suitability to employment	<p>Jobs in the system of central executive bodies, whose powers include the formation and implementation of state policy in the field of foreign relations of Ukraine and diplomatic missions of Ukraine abroad, in state institutions (state administrations, local self-government bodies, international departments of central executive bodies), in private structures that carry out activities in the field of international relations, in mass media.</p> <p>According to the National Classifier of Professions DK 003:2010, specialists who received an education under the "Public Communications" educational program can hold the following primary positions:</p> <p>2149.2 - communications analyst;  2419.3 - civil service specialist  2433.2 - political commentator;  2433.2 - consolidated information analyst;  2443.2 - expert on social and political issues;  2443.3 - consultant on social and political issues;  2419 - advertiser;  2490 – advisor;  2419.3 - assistant-consultant of the People's Deputy of Ukraine;</p>
Academic rights	The master can continue his education at the educational and scientific level of a doctor of philosophy, acquire additional qualifications in the adult education system.
<b>5 – Teaching and assessment</b>	
Teaching and assessment	<p>Student-centered learning, which involves strengthening practical orientation, democratic principles of teaching, in particular, personally oriented, activity-oriented, creative approaches.</p> <p>Teaching is conducted in the form of: lectures, seminars, practical classes. Independent work is provided (performance of tasks, based on textbooks, manuals, Internet sources); consultations with teachers; e-learning according to individual educational components, passing practices, writing coursework, master's thesis.</p>



Assessment	Cumulative point-rating system, which provides for the assessment of students for all types of classroom and extracurricular educational activities in the form of intermediate, final (semester) control, as well as certification. Intermediate control (oral survey, essay, written express control/computer testing), final semester control (credits, exams in oral, written (testing), combined forms, defense of coursework, defense of practice reports), certification (defense qualifying master's thesis).
<b>6 - List of graduate competencies</b>	
Integrated competencies	The ability to solve complex tasks and problems in the field of international relations, public communications and regional studies, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.
General competencies	GC1. Ability to conduct research at an appropriate level. GC2. Ability to learn and master modern knowledge. GC3. Ability to identify, pose and solve problems. GC4. Ability to communicate in a foreign language. GC5. Ability to generate new ideas (creativity). GC6. Ability to work in an international context. GC7. Ability to work in a team GC8. Ability to show initiative and entrepreneurship. GC9. The ability to evaluate and ensure the quality of the work performed.
Special (professional, substantive) competence	SC1. The ability to identify and analyze the nature, dynamics, principles of organization of international relations, types and types of international actors, modern trends in the development of world politics. SC2. The ability to make informed decisions regarding the implementation of international and foreign policy activities. SC3. The ability to argue the choice of ways to solve problems of a professional nature in the field of international relations, public communications and regional studies, critically evaluate the results obtained and justify the decisions made. SC4. Ability to analyze global processes and their impact on international and social relations, political and social systems. SC5. Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and informational. SC6. The ability to use theoretical and methodological approaches of political science, economic and legal science, and interdisciplinary studies for the study of international relations, public communications, and regional studies. SC5. Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and informational. SC6. The ability to use theoretical and methodological approaches of political science, economic and legal science, and interdisciplinary studies for the study of international relations, public communications, and regional studies.

	<p>SC7. The ability to carry out applied analytical research on the problems of international relations and world politics, public communications, regional studies, professionally prepare analytical materials and references.</p> <p>SC8. Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents.</p> <p>SC9. The ability to identify and analyze the peculiarities of the development of countries and regions, modern global, regional and local processes, and Ukraine's place in them.</p> <p>SC10. Ability to self-study, maintain an appropriate level of knowledge, readiness to acquire new level of knowledge, increase one's expertise and level of qualification.</p> <p>SC11. The ability to use communication technologies, modern strategies and practices of political and cross-cultural communication and virtual diplomacy in order to form and promote the image of the state.</p> <p>SC12. The ability to analyze the principles, priorities and means of implementing the main aspects of the information policy of European institutions, to carry out a comparative analysis of information and communication technologies and the information policy of the EU and European countries.</p> <p>SC13. The ability to analyze international communications and global development in order to ensure the national interests of Ukraine.</p>
--	--

**7. The normative content of the training of higher education applicants, formulated in terms of learning outcomes**

**Learning outcomes**

- LO1. To know and understand the nature, sources and directions of the evolution of international relations, international politics, foreign policy of states, the state of theoretical studies of international relations and world politics.
- LO2. Critically understand and analyze global processes and their impact on international relations
- LO3. Apply modern scientific approaches, methodologies and methods for researching problems of international relations and foreign policy.
- LO4. Analyze and evaluate the problems of international and national security, international and internationalized conflicts, approaches, methods and mechanisms of ensuring security in the international space and in the foreign policy of states.
- LO5. Collect, process and analyze information about the state of international relations, world politics and foreign policy of states.
- LO6. Identify, assess and forecast political, diplomatic, security, social and other risks in the field of international relations and global development.
- LO7. Assess and analyze international and foreign policy problems and situations, propose approaches to solving such problems.
- LO8. Communicate freely in national and foreign languages orally and in writing, on professional and scientific issues.
- LO9. Prepare analytical references, reports and other documents on the state of international relations, foreign policy, public communications and regional studies.
- LO10. Develop and implement applied research projects of international relations, foreign and

world politics.

LO11. To carry out professional oral and written translation from/to a foreign language, in particular, on the professional subject of international cooperation, foreign and world politics.

LO12. Formulate modeling tasks, create and research models of objects and processes of international relations, foreign policy, public communications and regional studies.

LO13. To participate in professional discussions in the field of international relations, foreign policy, public communications and regional studies, to respect opponents and their points of view, to convey information, ideas, problems, solutions and own experience on professional problems to specialists and the general public.

LO14. Evaluate the results of one's own work and be responsible for personal professional development.

LO16. Critically interpret and analyze the information policy of European intergovernmental institutions and individual European countries with the aim of ensuring the national interests of Ukraine.

LO17. To be able to process, analyze and apply information about global development and international communications in order to ensure the national interests of Ukraine.

### **8 – Resource support for program implementation**

Staff support	<p>The staffing of the educational program consists of the teaching staff of the Department of International Relations and International Law and the Department of Foreign Languages of the Faculty of Law and International Relations.</p> <p>The practice-oriented nature of the educational program involves the wide participation of practitioners corresponding to the direction of the program, which strengthens the synergistic connection between theoretical and practical training.</p> <p>The guarantor of the educational program and the teaching staff, which ensures its implementation, meet the requirements defined by the Licensing conditions for conducting educational activities of educational institutions.</p>
Material and technical support	<p>Competence development centers specially equipped with hardware and software, visual and didactic-methodical materials: information and analytical center, translation center; a sufficient number of lecture halls, specialized computer classrooms, which are equipped with computers with appropriate software, multimedia equipment complexes.</p> <p>For the successful implementation of the educational program, taking into account its purpose, classrooms, computer equipment and interactive boards (SMARTBoard) are used.</p>
Information and educational and methodological support	<p>The official website of the Borys Grinchenko Kyiv University <a href="http://kubg.edu.ua">http://kubg.edu.ua</a> contains information about educational programs, educational, scientific and educational activities, structural subdivisions, admission rules, contacts.</p> <p>Educational and methodological support has been developed for all disciplines: work programs of educational disciplines; methodical materials for conducting seminars and practical classes; didactic provision of students' independent work (including using ICT); programs of all kinds of practices;</p>

	<p>methodological assurance of attestation.</p> <p>In order to expand the possibilities of access to quality education, electronic training courses have been created in the Moodle distance learning system.</p> <p>The key information support is library electronic resources, electronic scientific publications, electronic educational courses, Microsoft cloud services; electronic educational environment of Kyiv University named after Borys Grinchenko and author's developments of scientific and pedagogical workers.</p>
<b>9 – Academic mobility</b>	
National credit mobility	-
International credit mobility	<p>Agreements on student mobility have been concluded with the Pomeranian Academy in Slupsk (Poland), Vilnius University (Lithuania)</p> <p>Program</p> <p>Erasmus+KA1 with the University of Foggia (Italy), the University of Cadiz (Spain)</p>
Education of foreign university graduates education	-

## II. List of components of the educational and professional program "Public communications" and their logical sequence

Component code	Code (n/d, pr., at.)	Components of the educational program (academic subjects, practices, qualification work)	Number of credits	Form of final assessment
1	2	3	4	5
<b>Obligatory components of educational program</b>				
EC 1	ОДФ.01	Problems of modern international relations and world politics	8	Exam
EC 2	ОДФ.02	Professional oral and written translation (from English)	8	Test, Exam
EC 3	ОДФ.03	Modeling and forecasting in international relations	4	Exam
EC 4	ОДФ.04	Master's seminar on public communications	4	Test, Research paper
EC 5	ОДФ.05	The practical dimension of modern international relations	4	Test
EC 6	ОДФ.06	Public communications in new geopolitical conditions	6	Exam
EC 7	ОДФ.07	European information policy	6	Test
EC 8	ОДФ.08	International communications and global development	6	Exam
EC 9	ОП.01	Production (translation) practice	6	Test
EC 10	ОП.02	Pre-diploma (analytical) practice	9	Test
EC 11	ОА.1	Preparation of a qualifying master's thesis	4,5	Master`s thesis defence
		Defense of a qualifying master's thesis	1,5	
<b>Total credit number of obligatory components:</b>			<b>67</b>	
	Choice from the catalog of courses		23	Tests
<b>Total credit number of elective components:</b>			<b>23</b>	
<b>TOTAL SIZE OF EDUCATIONAL PROGRAM</b>			<b>90</b>	

**2.1. Structural and logical scheme of the educational and professional program  
"Public communications"**

1 year		2 year	
1 semester	2 semester	3 semester	
Problems of modern international relations and world politics, 8 cr.	Professional oral and written translation (from English), 2 cr.	Discipline from the course catalog, 4 cr.	Preparation of a qualifying master's thesis, 4.5 cr.
	Master's seminar on public communications, 4 cr.		
Professional oral and written translation (from English), 6 cr.	The practical dimension of modern international relations, 4 cr.		
Modeling and forecasting in international relations, 4 cr.			
Public communications in new geopolitical conditions, 6 cr.	International communications and global development, 6 cr.	Discipline from the catalog of courses, 5 cr.	Defense of a qualifying master's thesis, 1.5 cr.
European information policy, 6 cr.	Discipline from the catalog of courses, 6 cr.		
	Discipline from the catalog of courses, 8 cr.		
		Pre-diploma (analytical) research practice, 9 cr.	

Formation of special competences	Formation of professional competences	Elective part
----------------------------------	---------------------------------------	---------------

### **III. Form of attestation of applicants of higher education**

Attestation of graduates in the specialty 291 International relations, public communications and regional studies (educational and professional program "Public Communications") of the second (master's level) is carried out in the form of a defense of a qualifying master's thesis and ends with the issuance of a document of the state model on the award of a master's degree with the assignment of an educational qualification " master of international relations, public communications and regional studies".

Qualification work involves solving a complex task or problem in the field of international relations, foreign policy, public communications and regional studies, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.

The qualification work is necessarily checked for the absence of academic plagiarism, fabrication and falsification and is published in the University repository.

Attestation is carried out openly and publicly.

#### IV. Matrix of correspondence of program competencies to components of the educational program

Marks of program competencies and educational components	EC 1	EC 2	EC 3	EC 4	EC 5	EC 6	EC 7	EC 8	EC 9	EC 10	EC11
	ОДФС.01	ОДФС.02	ОДФС.03	ОДФС.04	ОДФП.05	ОДФП.06	ОДФП.07	ОДФП.08	ОП.01	ОП.02	ОА.1
GC 1	+			+			+	+			+
GC 2	+	+			+			+	+	+	
GC 3	+			+	+			+	+	+	+
GC 4	+	+						+	+	+	
GC 5	+			+				+		+	+
GC 6			+		+	+		+		+	
GC 7	+	+	+	+	+	+			+	+	+
GC8				+					+	+	+
GC 9				+				+		+	+
SC 1	+				+					+	
SC 2	+		+		+					+	
SC 3	+	+	+	+		+	+		+	+	+
SC 4				+	+			+	+	+	+
SC 5	+		+			+	+			+	
SC 6	+			+							+
SC 7	+			+	+					+	
SC 8	+				+					+	
SC 9	+			+						+	+
SC 10	+			+						+	+
SC 11				+		+				+	+
SC 12				+			+			+	+
SC 13				+				+		+	+



**V. Matrix of provision of program learning outcomes with relevant components of the educational program**

Marks of program learning outcomes and educational components	EC 1	EC 2	EC 3	EC 4	EC 5	EC 6	EC 7	EC 8	EC 9	EC 10	EC 11
	ОДФС.01	ОДФС.02	ОДФС.03	ОДФС.04	ОДФП.05	ОДФП.06	ОДФП.07	ОДФП.08	ОП.01	ОП.02	ОА.1
LO 1	+		+	+	+	+	+	+		+	+
LO 2	+			+				+	+	+	+
LO 3	+			+	+			+	+	+	+
LO 4	+			+	+			+	+	+	+
LO 5	+	+		+	+			+	+	+	+
LO 6			+	+	+	+		+		+	+
LO 7	+		+	+	+	+	+	+	+	+	+
LO 8	+	+		+	+		+	+	+	+	+
LO 9	+	+	+	+	+	+	+	+	+	+	+
LO 10				+				+		+	+
LO 11	+	+	+	+	+	+	+	+	+	+	+
LO 12			+	+	+	+		+	+	+	+
LO 13	+	+	+	+	+	+	+	+	+	+	+
LO 14	+			+	+		+	+	+	+	+
LO 15				+		+				+	+
LO 16				+			+			+	+
LO 17				+				+		+	+