

**BORYS GRINCHENKO KYIV UNIVERSITY**

"APPROVED"

By the decision of the Academic Council of  
Borys Grinchenko Kyiv University on  
September 24, 2020 protocol № 8  
(new edition)

Chairman of the Academic Council

\_\_\_\_\_ Victor OGNEVYUK

**EDUCATIONAL PROFESSIONAL PROGRAM**  
**291.00.01 Public Communications**  
**first (bachelor's) level of higher education**

Field of knowledge : 29 International relations

Specialty: 291 International Relations, Public Communications and Regional Studies

Qualification: Bachelor's degree in International Relations, Public Communications and Regional Studies

Entered into force on 01.09. 2020  
(order of September 24, 2020 № 540)

Kyiv – 2020

**LETTER OF AGREEMENT**  
**To changes to the educational and professional program**

The program was revised and updated in 2020.

Chair of International Relations and International Law, Faculty of Law and International Relations, Borys Grinchenko Kyiv University  
Protocol № \_\_\_\_ dated \_\_\_\_\_ 2020

Head of the Chair \_\_\_\_\_ I.V.Zhaloba

Academic Council of the Faculty of Law and International Relations  
Borys Grinchenko Kyiv University  
Protocol № \_\_\_\_ dated \_\_\_\_\_ 2020

Chairman of the Academic Council \_\_\_\_\_ I.A. Grytsyak

Scientific and methodical center of standardization and quality of education

Head \_\_\_\_\_ O.V. Leontieva  
\_\_\_\_\_ 2020

Vice-rector for scientific-methodical and educational work

\_\_\_\_\_ O.B. Zhylstsov  
\_\_\_\_\_ 2020

## PREFACE

Educational and professional program 291.00.01 "Public Communications" is developed on the basis of the Law of Ukraine "On Higher Education" and the Standard of Higher Education of Ukraine in specialty 291 "International Relations, Public Communications and Regional Studies" field of knowledge 29 "International Relations" for the first (bachelor's) ) level of higher education, approved by the order of the Ministry of Education and Science of Ukraine № 1002 from 04.08.2020.

Developed by a working group consisting of:

Project team leader (educational program guarantor):

ZHALOBA Ihor Volodymyrovych, Doctor of Historical Sciences, Professor,  
Head of the Chair of International Relations and International Law \_\_\_\_\_  
Borys Grinchenko Kyiv University

Project team members:

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SLYUSARENKO Iryna Yuriyivna, Candidate of Historical Sciences, Associate Professor,  
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PISTRAKEVYCH Olena Volodymyrivna, Candidate of Sciences in Public Administration,  
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EXTERNAL REVIEWERS:

**Fomenko Alla Mykolayivna**, Candidate of Philosophical Sciences, Associate Professor,  
Director of the Educational and Scientific Institute of International Relations of the National Aviation  
University.

**Samoilov Oleksiy Fedorovych**, Candidate of Historical Sciences, Associate Professor, Associate Professor of  
the Department of International Relations, Kyiv International University.

REVIEWS OF EMPLOYER REPRESENTATIVES:

**Yablonsky Vasyl Mykolayovych**, Candidate of Historical Sciences, Associate Professor, Advisor to the  
Directorate of the National Institute for Strategic Studies

**Filipchuk Vasyl Oleksandrovysh**, Chairman of the Board of the International Center for Policy Studies,  
Candidate of Science in Public Administration

The educational program was implemented on September 1, 2017.

Term of revision of the educational program- once in 4 years

### Updated:

Date of review of the EP /amendments to the EP			
Signature _____			
Name of the EP guarantor			

## JUSTIFICATION

Changes to the educational and professional program are made 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 Borys Grinchenko Kyiv University from 27.04.2017, protocol № 4 (order № 348 from 26.05.2017) with the approved Standard of higher education of Ukraine of the first (bachelor's) 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 from 04.08.2020 № 1002 "On approval of the standard of higher education in the specialty 291" International Relations, Public Communications and Regional Studies "for the first (bachelor) level of higher education").

In addition, during the implementation of the educational program (implementation of the curriculum, development of work programs of disciplines, practical training and certification) during the 2017-2018, 2018-2019, 2019-2020 academic years, the support group received feedback from teachers, students, heads of practice bases and employers with a number of wishes to optimize the educational and professional program. Thus, in accordance with the standard of higher education in the specialty 291 International Relations, Public Communications and Regional Studies for the first (bachelor'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.

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

# 1. Educational Program Profile

291.00.01 "Public Communications"

in specialty 291 International Relations, Public Communications and Regional Studies

<b>1 – General Information</b>	
Full name of the institution of higher education and structural unit	Gorys Grinchenko Kyiv University Faculty of Law and International Relations
Degree of higher education and title of qualification in the original language	Degree of higher education: Bachelor Specialty: 291 International Relations, Public Communications and Regional Studies Educational program: 291.00.01 Public Communications Qualification: Bachelor of International Relations, Public Communications and Regional Studies
The official name of the educational program	291.00.01 Social Communications
Type of diploma and size of educational program	Bachelor's degree, single, 240 ECTS credits, term of study 3 years 10 months
Availability of accreditation	Ministry of Education and Science of Ukraine, Certificate (UK № 11006866) of accreditation of specialties 291 International relations, public communications and Regional studies, the certificate is valid until July 1, 2021.  National Agency for Quality Assurance in Higher Education. Ukraine. The deadline for submitting the program for accreditation is 2021.
Cycle / level	NRC of Ukraine - level 6, FQ-EHEA - first cycle, EQF-LLL - level 6
Prerequisites	Complete secondary education
Language (s) of instruction	Ukrainian Language
Term of educational program	According to the terms of accreditation
Internet address of the permanent placement of the description educational program	<a href="https://kubg.edu.ua/informatsiya/vstupnikam/napryami-pidgotovki/bakalavr.html">https://kubg.edu.ua/informatsiya/vstupnikam/napryami-pidgotovki/bakalavr.html</a>
<b>2 – The purpose of the educational program</b>	
To train competent competitive specialists in the field of international relations, able to provide information and analytical activities in the system of central and local authorities, diplomatic missions, international organizations and private structures engaged in international activities; to form appropriate competencies for further training and development.	
<b>3 – Characteristics of the educational program</b>	
<b>Subjects area</b>	<i>Objects of study:</i> international relations, cross-border and transnational

	<p>relations, foreign policy of states, foreign policy and national interests of Ukraine, international organizations, international communications, states and international regions in cooperation at the global, regional and local levels, international security and conflicts.</p> <p><i>Objectives of training:</i> training of specialists capable of solving complex specialized problems and practical problems of professional activity in the field of international relations and foreign policy or in the process of training, characterized by complexity and uncertainty of conditions and involving the application of appropriate theories and methods.</p> <p><i>Theoretical content of the subject area:</i> theory of international relations, forms and methods of their organization, history and practice of international cooperation, interaction and competition, nature and dynamics of international security, international conflicts, system and sources of foreign policy, international regional studies, nature and evolution of international communications and international information space.</p> <p><i>Methods, techniques and technologies:</i> general and special methods, techniques, analysis and synthesis, induction and deduction, observation, methods of evaluation and analysis of processes in international relations and public communications, systems analysis, methods of information analysis.</p> <p><i>Tools and equipment:</i> modern universal and specialized information systems (information and communication, information retrieval, information and analytical) and specialized software used in the activities of international relations and international public communications.</p>
	<p><i>The ratio of the total and professional components and the sample:</i></p> <ul style="list-style-type: none"> <li>- <i>obligatory part:</i> general and special (professional) competencies in the specialty - 180 ECTS credits (75%);</li> <li>- <i>elective part:</i> thematic specialization - 60 ECTS credits (25%), of which: disciplines of free choice from the catalog - 20 ECTS credits or 60 ECTS credits (25%) of free choice from the catalog.</li> </ul> <p><i>Share of training and internships:</i> 39 ECTS credits (16%)</p>

<b>Orientation of the educational program</b>	<p>Educational and professional program.</p> <p>The program provides acquaintance with:</p> <ul style="list-style-type: none"> <li>- origins, main stages, patterns of development and the current state of international relations and world politics;</li> <li>- structure and peculiarities of activity of diplomatic service bodies, foreign policy institutions and international organizations;</li> <li>- information and analytical activities in international relations and the peculiarities of the formation and development of international public communications.</li> </ul>
<b>Peculiarities of the program</b>	<p>Obligatory study of two foreign languages and the possibility of choosing a third one</p>
<p><b>4 – Suitability of graduates to employment and further training</b></p>	
<b>Suitability for employment</b>	<p>Graduates can work 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 government agencies (state administrations, local governments, international departments of central executive bodies, in private structures operating in the field of international relations, expert advisory groups, international non-governmental and governmental organizations, political and public organizations.</p> <p>003: 2010 specialists who have received education under the educational program "Public Communications" may hold the following primary positions:</p> <ul style="list-style-type: none"> <li>3436. - referent</li> <li>3439 - attache</li> <li>3439 - Vice-Consul</li> <li>3439 - diplomatic agent</li> <li>3439 - diplomatic courier</li> <li>3439 - consul</li> <li>3439 - messenger</li> <li>3439 - secretary of the diplomatic agency</li> <li>3439 - secretary of the board (committee)</li> <li>3439 - Secretary of the Central Executive Body</li> <li>2443.3 - Consultant on socio-political issues</li> </ul>
<b>Further education</b>	<p>Continuation of education at the second (master's) level of higher education.</p> <p>Acquisition of additional qualifications in the postgraduate system education.</p>

<b>5 – Teaching and assessment</b>																									
<b>Teaching and assessment</b>	Student-centeredness and individual-personal approach; strengthening the practical orientation of learning, research-based learning and creative orientation in the form of a combination of lectures, seminars and practical classes, independent teaching and research work using elements of distance and problem-oriented learning, practices, course work. During the last year of study, 83% of the time is devoted to the practice and preparation of qualifying bachelor's theses.																								
<b>Assessment</b>	Cumulative module-rating system, which provides for the assessment of students in all types of classroom and extracurricular activities: intermediate, modular, final control (exams, tests, defense of practice reports, defense of term papers, comprehensive exam on professional communication in a foreign language, public defense of qualification bachelor's thesis.																								
<b>6 – Program competencies</b>																									
<b>Integrated competence</b>	Ability to solve complex specialized problems and practical problems in the field of international relations and public communications, foreign policy, international interactions between states, international organizations and non-state actors, characterized by complexity and uncertainty of conditions and the application of theories of social sciences and special scientific methods of studying the problems of international relations.																								
<b>General competencies (GC)</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; vertical-align: top;">GC1</td> <td>The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil society and the need for its sustainable development, the rule of law, human rights and freedoms and the citizen of Ukraine.</td> </tr> <tr> <td style="vertical-align: top;">GC2</td> <td>Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system and knowledge of nature and society, and in the development of society, techniques and technologies, use different types and forms of motor activities for active recreation and a healthy lifestyle.</td> </tr> <tr> <td style="vertical-align: top;">GC3</td> <td>Ability to learn and master modern knowledge.</td> </tr> <tr> <td style="vertical-align: top;">GC4</td> <td>Knowledge and understanding of the subject area and understanding professional activity.</td> </tr> <tr> <td style="vertical-align: top;">GC5</td> <td>Ability to work in an international context.</td> </tr> <tr> <td style="vertical-align: top;">GC6</td> <td>Ability to generate new ideas (creativity).</td> </tr> <tr> <td style="vertical-align: top;">GC7</td> <td>Ability to apply knowledge in practical situations.</td> </tr> <tr> <td style="vertical-align: top;">GC8</td> <td>Ability to think abstractly, analyze and synthesize.</td> </tr> <tr> <td style="vertical-align: top;">GC9</td> <td>Ability to use information and communication technology.</td> </tr> <tr> <td style="vertical-align: top;">GC10</td> <td>Ability to communicate in the state language both orally and in writing.</td> </tr> <tr> <td style="vertical-align: top;">GC11</td> <td>Ability to communicate in a foreign language.</td> </tr> <tr> <td style="vertical-align: top;">GC12</td> <td>Ability to search, process and analyze information from various sources.</td> </tr> </table>	GC1	The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil society and the need for its sustainable development, the rule of law, human rights and freedoms and the citizen of Ukraine.	GC2	Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system and knowledge of nature and society, and in the development of society, techniques and technologies, use different types and forms of motor activities for active recreation and a healthy lifestyle.	GC3	Ability to learn and master modern knowledge.	GC4	Knowledge and understanding of the subject area and understanding professional activity.	GC5	Ability to work in an international context.	GC6	Ability to generate new ideas (creativity).	GC7	Ability to apply knowledge in practical situations.	GC8	Ability to think abstractly, analyze and synthesize.	GC9	Ability to use information and communication technology.	GC10	Ability to communicate in the state language both orally and in writing.	GC11	Ability to communicate in a foreign language.	GC12	Ability to search, process and analyze information from various sources.
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	GC13	Ability to be critical and self-critical.
<b>Special (professional, subject) competencies (SC)</b>	SC1	Ability to identify signs and trends of development, to understand the nature, dynamics, principles of organization of international relations and public communications.
	SC2	Ability to analyze international processes in different contexts, including political, security, legal, economic, social, cultural and information.
	SC3	Ability to assess the state and directions of research in international relations and world politics in political, economic, legal sciences, in interdisciplinary research.
	SC4	Ability to solve complex specialized problems and practical problems in the field of international relations, foreign policy and public communications.
	SC5	Ability to analyze the impact of the world economy, international law and domestic policy on structure and dynamics of international relations and foreign policy of states.
	SC6	Ability to apply the principles of diplomatic and consular service, diplomatic protocol and etiquette, ability to conduct diplomatic and business correspondence (in Ukrainian and foreign languages).
	SC7	Ability to analyze international integration processes in the world and on the European continent, and Ukraine's place in them. Awareness of Ukraine's national interests in the international arena.
	SC8	Awareness of Ukraine's national interests in the international arena.
	SC9	Ability to apply knowledge of the characteristics of the development of countries and regions, features and patterns of global processes and the place of individual states in them to solve complex specialized problems and issues.
	SC10	Ability to analyze the structure and dynamics of international public communications, to show their impact on the international system, state and public institutions.
	SC11	Ability to analyze the nature and evolution of international organizations, their place in the system of international relations, main forms and prospects of Ukraine's cooperation with them.
	SC12	Ability to carry out communication and information-analytical activities in the field of international relations (Ukrainian and foreign languages).
	SC13	Ability to analyze the activities of international non-state actors and transnational relations.
	SC14	Ability to solve international problems public communications and information-analytical activities in international relations, which provides critical understanding of basic theories, principles, methods and

		concepts, application of concepts, innovative approaches, collection and interpretation of information.
	SC15	Ability to use modern information networks, information and computer processing information technologies use it to search, collect and process information about countries and regions of the world, using modern methods and means of analysis of information in practical professional activity.
	SC16	Ability based on information and analytical materials of ministries and departments, agencies, relevant foreign structures to model the situation of international relations.
<b>7 – Program learning outcomes (PLO)</b>		
PLO 01	Know and understand the nature of international relations and regional development, evolution, the state of theoretical studies of international relations and world politics, as well as the nature and sources of state policy in the international arena and the activities of other participants in international relations.	
PLO 02	Know and understand the nature and dynamics of international security, understand the features of its provision at the global, regional and national levels, know the nature and approaches to resolving international and international conflicts.	
PLO 03	Know the nature of international cooperation, the nature of interaction between international actors, the ratio of state and non-state actors in world politics.	
PLO 04	To know the principles, mechanisms and processes of ensuring the foreign policy of states, the interaction between foreign and domestic policy, the definition and implementation in the international arena of national interests of states, the process formation and implementation of foreign policy decisions.	
PLO 05	Know the nature and mechanisms of international communications.	
PLO 06	Know the nature and nature of interactions of individual countries and regions at the global, regional and local levels.	
PLO 07	Carry out a description and analysis of the international situation, collect from various sources the necessary information on international and foreign policy events and procedures.	
PLO 08	Collect, process and analyze large amounts of information on the state of international relations, foreign policy of Ukraine and other states, regional systems, international communications.	
PLO 09	Investigate the problems of international relations, regional development, foreign policy, international communications, using modern political, economic and legal theories and concepts, scientific methods and interdisciplinary approaches, present research results, provide appropriate recommendations.	
PLO 10	Communicate fluently in the state and foreign languages at the professional level necessary for professional discussion, preparation of analytical and research documents.	
PLO 11	Carry out an applied analysis of international relations, foreign policy of Ukraine and other states, international processes and the international situation in accordance with the set goals, prepare informational and analytical reports.	

PLO 12	Have the skills of professional interpretation and translation from / into foreign languages, in particular, on professional topics of international cooperation, foreign policy, international communications, bilateral and multilateral international projects.
PLO 13	Conduct a professional discussion on the problems of international relations, international communications, argue their position, respect opponents and their point of view.
PLO 14	Use modern digital technologies, specialized software, databases and information systems to solve complex specialized problems in the field of international relations and public communications.
PLO 15	Understand and apply to solve complex specialized problems of international relations and public communications current legislation, international regulations and agreements, reference materials, current standards and technical conditions, etc.
PLO 16	Understand and defend the national interests of Ukraine in international activities.
PLO 17	Have the skills to self-determine educational goals and training, finding the necessary educational resources to achieve them.
PLO 18	To make samples of the main types of documents of diplomatic correspondence taking into account protocol requirements, the scheme of carrying out representative actions different levels, programs of visits of foreign partners, final documents on the results of diplomatic negotiations.
PLO 19	Assess the situation on the international arena and find appropriate solutions, taking into account the national interests of Ukraine.
PLO 20	Carry out information and analytical support of foreign policy activities of state institutions and private structures.

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

<b>Staffing</b>	<p>The staffing of the educational program consists of the teaching staff of the Chair of International Relations and International Law of the Faculty of Law and International Relations.</p> <p>The teaching staff of the following divisions are involved in teaching of the disciplines according to their experience and qualifications: management, computer science and mathematics, information and cyber security (Faculty of Information Technology and Management), foreign languages (Faculty of Law and International Relations), philosophy; history of Ukraine (Faculty of History and Philosophy), Ukrainian language; German philology; Romance philology and Comparative-typological Linguistics (Institute of Philology), Journalism and New Media; Advertising and Public Relations (Institute of Journalism), Sports and Fitness (Faculty of Health, Physical Education and Sports).</p>
	<p>The practice-oriented nature of the educational program involves a wide participation of practitioners who correspond to the direction of the program, which strengthens the synergistic connection of theoretical and practical training.</p>

	The guarantor of the educational program and the teaching staff that ensures its implementation, meets the requirements set by the License Terms of educational activities of educational institutions.
<b>Logistics</b>	Sufficient number of lecture halls, specialized computer classes and laboratories, which are equipped with computers with appropriate software, multimedia equipment; Competence development centers are equipped with equipment and software, visual and methodical materials: the Diplomatic and Protocol Service Center, the Information and Analytical Center, and the Translation Center. For the successful implementation of the educational program, taking into account its purpose, classrooms and computers are used, equipment and interactive whiteboards (SMARTBoard).
<b>Information, educational and methodical support</b>	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. Educational and methodological support has been developed for all disciplines: working programs of academic disciplines; methodical materials for conducting seminars and practical classes; didactic support of students' independent work (including with the use of ICT); programs of all types of practices; methodical support of certification. In order to expand access to quality learning, e-learning courses have been created in the Moodle distance learning system. The key information support is - library electronic resources, electronic scientific publications, electronic training courses, Microsoft cloud services; electronic educational environment of Borys Grinchenko Kyiv University author's developments of scientific and pedagogical workers.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	-
<b>International credit mobility</b>	Agreements on student mobility have been concluded with the Pomeranian Academy in Slupsk (Poland), Vilnius University (Lithuania) Erasmus + KA1 programs with the University of Foggia (Italy), the University of Cadiz (Spain)
<b>Training of foreign applicants for higher education education</b>	-

## 2. The list of components of the educational-professional program and their logical sequence

## 2.1 The list of Educational Program components (PC)

Discipline code	Components of the educational program (academic disciplines, course projects (works), practices, qualification work)	Number of credits	Form of final assessment
1	2	3	4
<b>Required components of EP</b>			
ОДЗ.01	University studies	4	Credit
	I am a student	1	
	Service leadership	1	
	Introduction into specialization	2	
ОДЗ.02	Ukrainian studies	4	Credit
	History of Ukrainian diplomacy	2	
	History of Ukrainian Culture	2	
ОДЗ.03	Philosophical studies	4	Exam
ОДЗ.04	Physical Education	4	Credit
ОДФ.01	International relations and world politics	14	Exam
	International relations and world politics	6	
	Theory of international relations	2	
	Regional Studies	2	
	International Economic Relations	2	
	Fundamentals of foreign policy analysis	2	
ОДФ.02	International information	18	Credit, Exam, Coursepaper
	Fundamentals of international information relations	7	
	Theory and practice of communication	4	
	Information and computer technologies in the international information	3	
	Workshop on information and analytical activities	4	
ОДФ.03	International law	6	Exam
	International public law	2	
	International private law	2	
	European law	2	
ОДФ.04	Fundamentals of diplomacy and diplomatic service	16	Credit, Exam
	Diplomatic protocol and etiquette	8	
	Diplomatic and consular service	4	
	Conflictology and negotiation theory	4	
ОДФ.05	Ukrainian language for professional purposes	4	Exam

1	2	3	4
ОДФ.06	First foreign language (English)	24	Credit, Exam
ОДФ.07	Theory and practice of translation of the first foreign language	8	Credit, Exam
ОДФ.08	Second foreign language (French)	20	Credit, Exam
ОДФ.09	Theory and practice of translating a second foreign language	6	Credit, Exam
ОП.01	Internship (translation)	18	Credit
ОП.02	Internship (Consular work)	9	Credit
ОП.03	Internship (Information- analytical)	9	Credit
ОП.04	Research Internship (Writing a Diploma Thesis)	3	Credit
ОА.1	Preparation and defense of a bachelor's thesis	7,5	Defense
ОА.2	Comprehensive exam on professional communication in a foreign language	1,5	Exam
<b>The total number of required components</b>		<b>180</b>	
<b>Elective Components (Annex 1)</b>			
<i>Elective block 1 – thematic specialization “International media communications”</i>			
ВДС.1.01	PR-technologies	6	Exam
ВДС.1.02	Information and communication technologies in international relations	4	Credit
ВДС.1.03	World news agencies and print media	4	Credit
ВДС.1.04	Media security	6	Exam
ВДС.1.05	Imageology	4	Credit
ВДС.1.06	Foreign language of specialization (German)	16	Credit, Exam
ВД.1	Choice from the catalog of courses	20	Credits
<i>Total for elective block 1</i>		<b>60</b>	
<i>Elective block 2- thematic specialization “International information security”</i>			
ВДС.2.01	Modern information technologies in hybrid wars	4	Credit
ВДС.2.02	Countermanipulative strategies in information security	4	Credit
ВДС.2.03	Basics of information security	6	Exam
ВДС.2.04	Intelligence information in the context of national information security	4	Credit
ВДС.2.05	Media security	6	Exam
ВДС.2.06	Foreign language of specialization (German)	16	Credit
ВД.2	Choice from the catalog of courses	20	Credits
<i>Total for elective block 2</i>		<b>60</b>	
<i>Elective block” Selection from catalogue of courses”</i>			
ВД.3	Students choose disciplines according to the number of required credits	<b>60</b>	Credits
<b>Total number of elective components</b>		<b>60</b>	
<b>TOTAL SIZE OF EDUCATIONAL PROGRAM</b>		<b>240</b>	

## 1.1. Structural and logical scheme of the educational program

### Required Components

1 year		2 year		3 year		4 year	
1 semester	2 semester	3 semester	4 semester	5 semester	6 semester	7 semester	8 semester
University studies (4 cr.)					Philosophical studies (4 cr.)		
Physical education (4 cr.)							
Ukrainian Language of specialization (4 cr.)	Ukrainian studies (4 cr.)						
First foreign language (English) (24 cr.)				Theory and practice of translation of the first foreign language, (8 cr.)			Comprehensive exam on professional communication in a foreign language, (1,5 cr.)
Second foreign language (French) (20 cr.)				Theory and practice of translation of the second foreign language (6 cr.)		Internship (translation), (18 cr.)	
Foundations of diplomacy and diplomatic service(16 cr.)							Internship (Consular work), (9 cr)
	International relations and world politics (14 cr.)						Internship (Information-analytical), (9 cr.)
		International information (18 cr.)		International law (6 cr.)			Research Internship (writing a diploma thesis), (3 cr.)
							Preparation and defense of a bachelor's thesis , (7,5 cr.)

Elective components (Annex 1)

1 year		2 year		3 year		4 year	
1 семестр	2 семестр	3 semester	4 semester	5 semester	6 semester	7 semester	8 semester
<b>Elective block 1 - thematic specialization "International Media Communications"</b>							
				Information and communication technologies in international relations , (4 cr)	World news agencies and print media , (4 cr.)	PR- technologies, (6 cr.)	
				Imageology, (4 cr.)	Media security, (6 cr.)		
				Foreign language of specialization (German) (16 cr.)			
		Choice from the catalog of courses (student chooses disciplines according to the number of required credits) (20 cr.)					
<b>Elective block 2 - thematic specialization "International Information Security"</b>							
				Modern information technologies in hybrid wars, (4 cr.)	Countermanipulative strategies in information security (4 cr.)	Basics of information security (6 cr.)	
				Intelligence information in the context of national information security, (4 cr.)	Media security, (6 cr.)		
				Foreign language of specialization (German), (16 cr.)			
		Choice from the catalog of courses (20 cr.)					
<b>Elective block 3-choice from the catalog of courses</b>							
		The student chooses disciplines according to the number of required credits (60 cr.)					
		8 cr.	4 cr.	18 cr.	20cr.	10 cr.	



### **3. Form of certification of applicants for higher education**

Certification of graduates of the educational program 291.00.01 Public communications is carried out in the form:

- protection of qualifying bachelor's thesis;
- comprehensive exam in professional communication in a foreign language.

A bachelor's thesis involves the independent solution of a complex specialized problem or practical problem in the field of international relations and public communications, which is characterized by complexity and uncertainty of conditions, using theories and methods of social sciences.

Qualifying undergraduate work must be tested for academic plagiarism and must be published in the University repository.

The comprehensive exam in professional communication in a foreign language involves checking the achievement of learning outcomes (PLO12) in professional oral and written translation from / into foreign languages, in particular, in professional topics of international cooperation, foreign policy, international communications, bilateral and multilateral international projects.

Certification is carried out openly and publicly.

Implementation of the educational-professional program in full ends with the issuance to the graduate of a standard document on awarding him a bachelor's degree with the qualification: Bachelor of International Relations, Public Communications and Regional Studies.

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

Marks of program competencies and educational components	ОДЗ.01	ОДЗ.02	ОДЗ.03	ОДЗ.04	ОДФ.01	ОДФ.02	ОДФ.03	ОДФ.04	ОДФ.05	ОДФ.06	ОДФ.07	ОДФ.08	ОДФ.09	ОП.01	ОП.02	ОП.03	ОП.04
GC1	+		+				+									+	+
GC2				+	+	+		+									+
GC3		+			+	+		+		+		+		+	+	+	+
GC4					+	+	+	+									
GC5			+		+	+		+		+		+		+		+	
GC6					+			+		+							+
GC7					+	+		+		+		+		+	+	+	+
GC8						+										+	+
GC9						+								+		+	
GC10								+	+							+	+
GC11										+	+	+	+	+			
GC12						+			+	+		+		+		+	+
GC13								+								+	+
SC1					+	+		+								+	+
SC2					+	+	+	+								+	+
SC3					+	+	+	+								+	+
SC4					+	+									+	+	+
SC5					+		+	+		+			+			+	+
SC6								+		+	+	+	+	+	+		
SC7					+	+	+	+								+	+
SC8					+	+		+							+	+	+
SC9					+	+	+									+	+
SC10					+	+										+	+
SC11					+	+		+		+		+				+	+
SC12					+	+			+	+	+	+	+	+	+	+	+
SC13					+	+		+		+		+				+	+
SC14					+	+					+					+	+
SC15					+	+					+			+		+	+
SC16					+		+							+	+	+	+

**5. Matrix of correspondence of program learning outcomes (PLO) to the relevant components of the educational program**

Marks of program learning outcomes and educational components	ОДЗ				ОДФ				ОДП								
	ОДЗ.01	ОДЗ.02	ОДЗ.03	ОДЗ.04	ОДФ.01	ОДФ.02	ОДФ.03	ОДФ.04	ОДФ.05	ОДФ.06	ОДФ.07	ОДФ.08	ОДФ.09	ОДП.01	ОДП.02	ОДП.03	ОДП.04
<b>PLO01</b>	+		+		+	+	+	+		+		+				+	+
<b>PLO02</b>					+	+	+	+		+		+				+	+
<b>PLO03</b>					+	+		+								+	+
<b>PLO04</b>		+			+	+		+		+		+			+	+	+
<b>PLO05</b>		+				+	+	+								+	+
<b>PLO06</b>					+	+										+	+
<b>PLO07</b>		+			+	+	+	+	+	+	+	+	+			+	+
<b>PLO08</b>					+	+		+	+	+	+	+	+			+	+
<b>PLO09</b>	+		+		+	+	+	+	+	+	+	+	+			+	+
<b>PLO10</b>						+		+	+	+	+	+	+	+		+	+
<b>PLO11</b>					+	+	+	+	+	+	+	+	+			+	+
<b>PLO12</b>								+	+	+	+	+	+	+			
<b>PLO13</b>					+	+		+		+		+		+	+		
<b>PLO14</b>					+	+		+	+	+							+
<b>PLO15</b>					+	+	+	+	+	+	+	+	+		+	+	+
<b>PLO16</b>		+			+	+	+	+	+	+		+			+	+	
<b>PLO17</b>	+		+	+	+	+	+	+	+	+		+				+	+
<b>PLO18</b>								+		+		+			+	+	
<b>PLO19</b>		+			+			+		+		+		+	+	+	+
<b>PLO20</b>						+		+		+		+		+	+	+	

## **Annex 1 - ELECTIVE PART OF THE EDUCATIONAL PROGRAM**

Students exercise the right to free choice of disciplines provided for in paragraph 15 of the first part of Article 62 of the Law of Ukraine "On Higher Education" at Borys Grinchenko Kyiv University in accordance with the Regulations on the procedure and conditions for students to choose disciplines № 642.

### **1. 1. Elective block 1 - thematic specialization “International Media Communications”**

The elective block "International Media Communications" is aimed at deepening general, in particular, foreign language proficiency, and professional competencies within the chosen specialty 291 International Relations, Public Communications and Regional Studies (educational program "Public Communications") in the direction of identifying methods of manipulating mass consciousness and disinformation in the media and the Internet, development and implementation of image and PR campaigns at the national and international levels, using modern information and communication technologies and tools of information and analytical work.

<b>Additional special (professional) competencies (ASC)</b>	
ASC 1	Ability to use information and communication technologies in international relations for the purpose of PR and protection against misinformation.
ASC 2	Ability to use the work of world news agencies and print media to analyze international events and form public opinion on the processes in international relations and world politics.
ASC 3	Ability to implement the communication strategy of the Ministry of Foreign Affairs of Ukraine to form a positive image of the country in foreign and Ukrainian languages.
<b>Additional program learning outcomes (APLO)</b>	
APLO 1	Be able to analyze the processes of manipulating information with information and communication technologies and conduct PR campaigns.
APLO 2	Use information from primary sources, analyze it and to form public opinion.
APLO 3	Collect, prepare and provide information for the purpose of forming and promoting a positive image of Ukraine in the international arena.

## Matrices of correspondence of program competencies and learning outcomes to the selective components of block 1

Labels of program competencies and educational components	БДС.1.01	БДС.1.02	БДС.1.03	БДС.1.04	БДС.1.05	БДС.1.06
GC1	+				+	
GC2	+				+	
GC3	+	+	+	+	+	
GC4	+	+	+	+	+	+
GC5	+	+	+	+	+	+
GC6						+
GC7	+	+	+	+	+	+
GC8			+		+	
GC9		+		+	+	
GC10	+	+	+	+	+	
GC11	+				+	+
GC12			+			
GC13	+	+	+	+	+	+
SC1			+	+		
SC2			+			
SC4	+	+			+	
CK5	+				+	
SC6	+				+	
SC7			+			
SC8	+				+	
SC9			+			
SC10		+				
SC 12	+	+	+	+	+	+
SC13	+		+		+	
SC14		+	+			
SC15		+				
CK16					+	
ASC1	+	+		+		
ASC2	+		+		+	
ASC3	+	+	+		+	+

Marks of program results of training and educational components	БДС.1.01	БДС.1.02	БДС.1.03	БДС.1.04	БДС.1.05	БДС.1.06
LO2				+		
LO3					+	
LO4	+				+	
LO5	+	+	+	+	+	
LO6					+	
LO7			+			
LO8			+			
LO9	+				+	
LO10						
LO11			+		+	
LO12						
LO13	+					
LO14	+				+	
LO15	+				+	
LO16	+				+	
LO17	+	+	+	+	+	
LO18					+	
LO 19			+			
LO 20		+				
ALO1	+	+		+		
ALO2	+		+		+	
ALO3		+	+		+	

### 2. Elective block 2 - thematic specialization "International Information Security"

The elective block "International Information Security" is aimed at deepening general, in particular, foreign language proficiency, and professional competencies within the chosen specialty 291 International Relations, Public Communications and Regional Studies (educational program "Public Communications") in the direction of understanding the essence and depth of information struggle in the international information space and apply modern technologies of information security.

<b>Additional special (professional) competencies (ASC)</b>	
ASC 1	Ability to ensure the protection of information in order to implement the established information security policy.
ASC 2	Ability to define international information security, international information space, international information infrastructure, basic principles of international information security.
ASC 3	Ability to use information and computer technologies to protect against misinformation and recognition of modern technologies of manipulation of mass consciousness in the national and international levels.
<b>Additional program learning outcomes ( APLO)</b>	
APLO 1	Ability to assess threats to Ukraine's information security in order to protect its sovereignty.
APLO 2	Ability to analyze information security policy at the national and international levels.
APLO 3	Ability to choose the main methods and means of information protection in accordance with the requirements of modern information security standards.

**Matrices of correspondence of program competencies and learning outcomes to the selective components of block 2**

Labels of program competencies and educational components	БДІС.2.01	БДІС.2.02	БДІС.2.03	БДІС.2.04	БДІС.2.05	БДІС.2.06
GC1	+			+		
GC2	+	+	+	+	+	
GC3	+	+	+	+	+	
GC4	+	+	+	+	+	+
GC5	+	+	+	+	+	+
GC6		+				
GC7	+	+	+	+	+	+
GC8	+	+	+	+	+	
GC9	+	+	+	+	+	
GC10	+	+	+	+	+	
GC11						+
GC12	+	+	+	+	+	
GC13	+	+	+	+	+	+
SC1	+	+		+		
SC2	+	+	+	+	+	
SC3			+			
SC4	+	+	+	+	+	
SC5		+		+		
SC7				+		
SC8	+	+		+		
SC9				+		
SC10	+	+	+	+	+	
SC11				+		
SC12		+		+		
SC13	+			+		
SC14	+	+	+	+	+	

Marks of program learning outcomes and educational components	БДІС.2.01	БДІС.2.02	БДІС.2.03	БДІС.2.04	БДІС.2.05	БДІС.2.06
PLO1			+			
PLO2			+			
PLO3	+			+		
PLO4	+			+	+	
PLO5	+	+	+	+	+	
PLO7				+		
PLO8	+	+	+	+	+	
PLO9					+	
PLO10	+	+	+	+	+	+
PLO11	+	+	+	+	+	
PLO12	+	+	+	+	+	+
PLO13	+	+	+		+	
PLO14	+	+	+	+		
PLO15	+	+	+	+		
PLO16	+	+		+	+	
PLO17	+	+	+	+	+	+
PLO19	+	+		+		
PLO20					+	
APLO1	+	+	+	+	+	
APLO2	+	+	+	+	+	
APLO3	+	+	+	+	+	

SC15	+	+	+	+	+	
SC16	+	+	+	+	+	
ASC1	+	+	+	+		
ASC2	+	+	+	+	+	
ASC3	+	+	+	+	+	

## **2. Elective block 3 - "Selection from the catalog of courses"**

The choice of disciplines from the catalog of courses taking into account their own needs and interests in future professional activities allows students to deepen their knowledge and gain additional general and general professional competencies within related specialties and fields of knowledge and / or get acquainted with the current level of research in other fields. or deepen knowledge of general competencies.