MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

RIVNE STATE UNIVERSITY OF HUMANITIES

EDUCATIONAL PROFESSIONAL PROGRAM

"Socio-Cultural Event Management"

The First (Bachelor's) Level of Higher Education

In Specialty 028 "Socio-Cultural Event Management"

The Field of Knowledge 02 "Culture and Arts"

Qualification: Bachelor in Socio-Cultural Event Management

APPROVED BY THE ACADEMIC COUNCIL

of Rivne State University of Humanities

Head of the Academic Council

_____/professor Ruslan Postolovskyi

(Protocol No. 8 dated June 29, 2017)

Educational professional program enacts since

September 01, 2017

Rector _____/professor Ruslan Postolovskyi

(Order No.158-01-01 dated August 31, 2017)

Rivne 2017

LETTER OF APPROVAL
of the Educational Professional Program
Socio-Cultural Event Management

LEVEL OF HIGHER EDUCATION The first (Bachelor's) level of higher education
SPECIALTY 028 Socio-Cultural Event Management
FIELD OF KNOWLEDGE 02 Culture and Arts
QUALIFICATION Bachelor in Socio-Cultural Event Management

DEVELOPED by a project team consisting of:

Nataliia Kuchyna (guarantor) – Ph. D. in Social Communication, Associate Professor of the Department of Cultural and Museum Studies (signature)

Volodymyr Vytkalov – Ph. D. in Pedagogy, Professor of the Department of Cultural and Museum Studies (signature)

Serhii Vytkalov– D. Sc. in Cultural Studies, Professor of the Department of Cultural and Museum Studies (signature)

Liudmyla Kaznacheieva – Ph. D. in History, Associate Professor, Associate Professor of the Department of Cultural and Museum Studies (signature)

CONTRIBUTED

by the Department of Cultural and Museum Studies
Protocol No. 8 dated June 25, 2019
Head of the Department _____ (signature) professor Volodymyr Vytkalov

AGREED

by the Academic Council of the Artistic-Pedagogical Faculty
Protocol No. 6 dated June 27, 2019
Chairman of the Academic Council of APF RSHU
_____ (signature) as. professor Nataliia Dziubyshyna

APPROVED

by the Academic Council of Rivne State University of Humanities
Protocol No. 7 dated August 29, 2019
Head of the Academic Council of RSHU
_____ (signature) professor Ruslan Postolovskyi

ENTRY INTO FORCE AND ENACTS

Order № 166-01-01 dated August 30, 2019

©RSHU, 2017

PREFACE

Educational professional program of the first (bachelor's) level of the field of knowledge 02 Culture and Art in specialty 028 Socio-Cultural Event Management is developed as a temporary document until the entry into force the Standard of Higher Education at the appropriate level of higher education by a project team of Rivne State University of Humanities consisting of:

Project team leader (Guarantor of the educational program):

Nataliia Kuchyna – Ph. D. in Social Communication, Associate Professor of the Department of Cultural and Museum Studies at Rivne State University of Humanities

Project team members:

Volodymyr Vytkalov - Ph. D. in Pedagogy, Professor of the Department of Cultural and Museum Studies at Rivne State University of Humanities

Serhii Vytkalov – Ph. D. in History of Arts, Associate Professor, Associate Professor of the Department of Cultural and Museum Studies at Rivne State University of Humanities

Liudmyla Kaznacheieva – Ph. D. in Historical Sciences, Associate Professor, Associate Professor of the Department of Cultural and Museum Studies at Rivne State University of Humanities

External stakeholders reviews:

1. **Iryna Petrova**, D. Sc. in Cultural Studies, Professor, Head of the Department of Cultural and Leisure Activities of Kyiv National University of Culture and Arts (review attached).
2. **Ruslan Aleksiiuk**, Head of LLC “Trim. Production”(review attached).
3. **Olha Stelmakh**, Director of the Municipal Institution "City Palace of Culture" of Rivne Regional Council (review attached).

This program can not be reproduced, replicated and distributed in whole or in part without the permission of Rivne State University of Humanities.

1. Profile of the educational professional program in specialty 028 "Socio-Cultural Event Management"

1 - General information	
The full name of the higher educational institution and structural unit	Rivne State University of Humanities; Department of Cultural and Museum Studies
The Higher Education Degree and title of qualification in the language of the original	Bachelor Bachelor in Socio-Cultural Event Management
The official title of the educational program	Educational professional program "Socio-Cultural Event Management"
The type of diploma and the volume of the educational program	Bachelor's degree. Unitary, 240 ECTS credits/ 4 years
The availability of accreditation	-
The cycle/level	NQF (National Qualification Framework) of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Prerequisites	Complete secondary education
The language(s) of education and training	Ukrainian
The duration of the educational program	for the period of study
The web-address of the permanent description of the educational program	http://www.rshu.edu.rv.ua
2 – The purpose of the educational program	
The purpose of the educational program is to train highly qualified and competitive specialists who are able to solve complex specialized and practical problems in the field of socio-cultural activities using the theory and methods of socio-cultural event management.	
3 – Characteristics of the educational program	
The subject area (field of knowledge, specialty)	Field of knowledge – 02 Culture and Arts Specialty: 028 Socio-Cultural Event Management **The object of study** is a complex of sciences of humanitarian, cultural and social, managerial, financial-economic and personal orientation, focused on competence training in the field of socio-cultural activities. **Aims of training:** training of highly qualified, competitive specialists who are able to solve complex specialized and practical problems in the field of socio-cultural activities using the theory and methods of socio-cultural event management, characterized by complexity and uncertainty of conditions. **The theoretical content of the subject area covers the concepts:** - features of the organization of management activities in the socio-cultural sphere; - principles, mechanisms of formation and provision of socio-cultural services for the population;

	- development and implementation of socio-cultural projects; - formation of internal and external socio-cultural strategies; - essence, basic concepts and terms, principles and prerequisites for the development of socio-cultural event management. **Methods, techniques, technologies**. - methods and techniques in the field of management; - principles and technologies of management, marketing, management in socio-cultural services; - methods of information and diagnostic activities, implementation and modernization of socio-cultural projects; - implementation of the main tasks and priorities of international socio-cultural strategies. **Tools and equipment:** - audio and video equipment; mobile and multimedia devices, Internet; information and communication equipment**.**
The orientation of the educational program	Educational and professional
The main focus of the educational program and specialization	General education in the field of knowledge 02 Culture and Art in specialty 028 "Socio-Cultural Event Management" Key words Socio-Cultural Event Management, marketing of socio-cultural activities, event design, public relations, advertising, international cultural cooperation, cultural and leisure project.
The peculiarities of the educational program	The peculiarity of the program is the training specialists of socio-cultural event management and the acquisition of practical skills in creating and implementing projects of cultural and creative industries in an active professional environment.
4 –Graduates suitability for employment and further training	
The suitability for employment	According to the current version of the National Classifier of Ukraine: Classification of professions (DK 003:2010), a graduate may be employed in positions with the following professional job titles: 3414 Leisure specialist 3474.81 Organizer of cultural and leisure activities 3476 Organizer in the field of culture and art - Organizer of theatrical folk festivals and ceremonies
Further training	Opportunity to continue studying at the second (master's) level of higher education
5 – Teaching and evaluation	
Teaching and studying	Teaching and learning are carried out in the form of: lectures, practical classes, laboratory work, independent work; consultations, practices, preparation of term papers.
Evaluation	Exams, credits, defense of the report on practice, defense of term papers, certification.
6 – Program competences	
Integral competence	The ability to solve complex specialized tasks and practical problems in the field of culture and art, in the socio-cultural sphere, in the field of education and science or in the learning process, which involves the application of theories and methods of culture and art management and is characterized by complexity and uncertainty.

General competences (GC)	1. The ability to apply the acquired knowledge in practical situations. 2. The ability to carry out rational planning and time management. 3. Knowledge and understanding the essence of the subject area and professional activity. 4. The ability to communicate orally and in writing in a foreign language. 5. Skills of using modern information and communication technologies. 6. Skills of using different methods of information search and applying methods of its processing and analysis. 7. The ability to generate non-standard new ideas (creativity). 8. The ability to identify problems in time and find optimal ways to solve them. 9. Interpersonal skills. 10. The ability to motivate people and move towards a common goal. 11. The ability to work in an international context. 12. The ability to develop and manage projects. 13. The ability to demonstrate initiative and to develop entrepreneurial skills. 14. The ability to act consciously and with social responsibility. 15. The ability to communicate fluent in the Ukrainian language, to know the necessary terminology within the professional activities. 16. The ability to evaluate and maintain the quality of work. 17. The ability to preserve the values of a democratic society, the desire to be its active member. 18. Knowledge and understanding the genesis of the development of the subject area and its place in the general system of knowledge and in the development of society, application of various ways of informative leisure and maintaining a healthy lifestyle.
Professional competences of the specialty (PC)	1. The ability to comprehend analytically the specifics and interaction of socio-cultural and economic processes. 2. The ability to consider economic, legal, political, sociological and other factors that influence the formation of culture and art market. 3. The ability to plan, manage, delegate and control the implementation of certain tasks and decisions. 4. The ability to create socio-cultural projects and implement them. 5. The ability to find, use, explain and comprehend information in the field of socio-cultural event management. 6. The ability to create and implement modern forms of intercultural interaction. 7. The ability to apply modern methods of information processing in the field of socio-cultural event management. 8. The ability to communicate effectively and resolve conflicts in accordance with professional ethics. 9. The ability to organize work with various participants in socio-cultural development. 10. The ability to create event services and implement innovative ideas in the socio-cultural sphere. 11. The ability to identify and use effectively professional tools for creating and managing event projects. 12. The ability to determine strategic priorities and analyze the

	features of local, regional, national, global event strategies. 13. The ability to analyze problems and find technologies for solving them. 14. The ability to act socially, responsibly and consciously. 15. Carry out business planning in socio-cultural activities.
7 – Program learning outcomes	
	1. To know basic concepts and terms in the field of socio-cultural event management. 2. To accumulate and systematize information. 3. To organize professional activity and conduct it in the legislative field. 4. To describe the features of using leadership principles in the field of socio-cultural event management. 5. To distinguish and identify new non-standard solutions to meet the socio-cultural needs of the population. 6. To understand and apply the principles of economic theory and international business in culture and art to develop project activities in the socio-cultural sphere. 7. To speak Ukrainian and foreign languages using appropriate special terminology in the subject area. 8. To determine the socio-cultural potential of different subjects in cultural life. 9. To determine the state of the modern socio-cultural sphere. 10. To study and practice the best achievements in the socio-cultural sphere. 11. Produce and reproduce creative ideas in socio-cultural activities. 12. Be able to identify and justify professional tasks. 13. To know innovative methods and technologies in making and implementing management project decisions. 14. To describe the results of management decisions. 15. To be able to establish a constructive dialogue with all participants in professional activities. 16. To be able to apply the latest technologies in human resource management. 17. To form organizational bases of cultural policy, to develop and make suggestions in order to improve the legislation in the field of sociocultural activity. 18. To be able to express independent opinions and demonstrate self-criticism in discussion. 19. To be able to apply the theoretical foundations and practical skills in management, marketing, finance and logistics for the implementation of socio-cultural services.
8 – Resource support for the implementation of the program	
Personnel support	Conducting lectures on academic disciplines of the relevant specialty by research and teaching staff, who have scientific degree and / or academic title, and work at the main place of work, is more than 50% of the number of hours determined by the curriculum; who have a doctorate or academic title of professor - more than 10%.
Material and technical support	Material and technical support meets the licensing requirements for the provision of higher education services and is sufficient to ensure the quality of the educational process.
Information, teaching and	Information, teaching and methodological support of the

methodological support	educational program for training specialists in the specialty 028 Socio-Cultural Event Management meets the licensing requirements, has up-to-date and meaningful content and based on modern information and communication technologies.
9 — Academic mobility Regulated by the Resolution of the Cabinet of Ministers of Ukraine № 579 "On approval of the Regulations on the procedure for exercising the right to academic mobility," dated August 12, 2015	
National Credit Mobility	On the basis of bilateral agreements between Rivne State University of Humanities, higher education institutions and scientific institutions of Ukraine.
International Credit Mobility	On the basis of bilateral agreements between Rivne State University of Humanities and foreign higher education institutions.
Teaching foreign applicants for higher education	Possible

2. The list of the components of the educational professional program (EPP) and the logic consequence

2.1. The list of EPP components

Code of discipline	Components of EPP (disciplines, term projects (papers), practices, qualification (bachelor's) thesis)	Number of credits	Assessment form
1	2	3	4
Mondatory components			
MC 01	History of Ukraine	3	exam
MC 02	Ukrainian language for specific purposes	3	exam
MC 03	Philosophy	3	exam
MC 04	History of World Civilizations	3	credit
MC 05	Art history	6	exam, credit
MC 06	Information and communication technologies	3	credit
MC 07	Foreign language for specific purposes	6	exam
Cycle of professional training			
MC 08	Introduction to specialty	3	exam
MC 09	Management and administration	9	exam
MC 10	Economic theory	6	credit, exam
MC 11	International business in culture and art	3	credit
MC 12	Basics of marketing	6	credit, exam
MC 13	Logistics	3	exam
MC 14	Socio-cultural event management and marketing	15	credit, exam, term paper
MC 15	Socio-cultural event finance and economics	12	credit
MC 16	Socio-cultural event legal support	8	exam, credit
MC 17	Modern Ukrainian and foreign culture	7	credit, term paper
MC 18	Socio-cultural event PR and advertising	9	credit, exam
MC 19	Ukrainian culture	9	credit, exam
MC 20	Business communication training	6	credit
MC 21	Socio-cultural activities	12	credit, exam
MC 22	Copywriting	6	credit
MC 23	Cultural and leisure projects directing	9	credit
MC 24	Modern regional cultural practice	6	credit
MC 25	Life safety and occupational health	3	exam, credit
MC 26	Educational (management) practice	3	credit (differentiated)
MC 27	Production (socio-cultural) practice	6	credit (differentiated)
MC 28	Production (undergraduate) practice	9	credit (differentiated)
MC 29	Preparation for certification	3	qualification (bachelor's) thesis defense or certification exam
Total amount of mandatory components:		**180**	
Selective components			

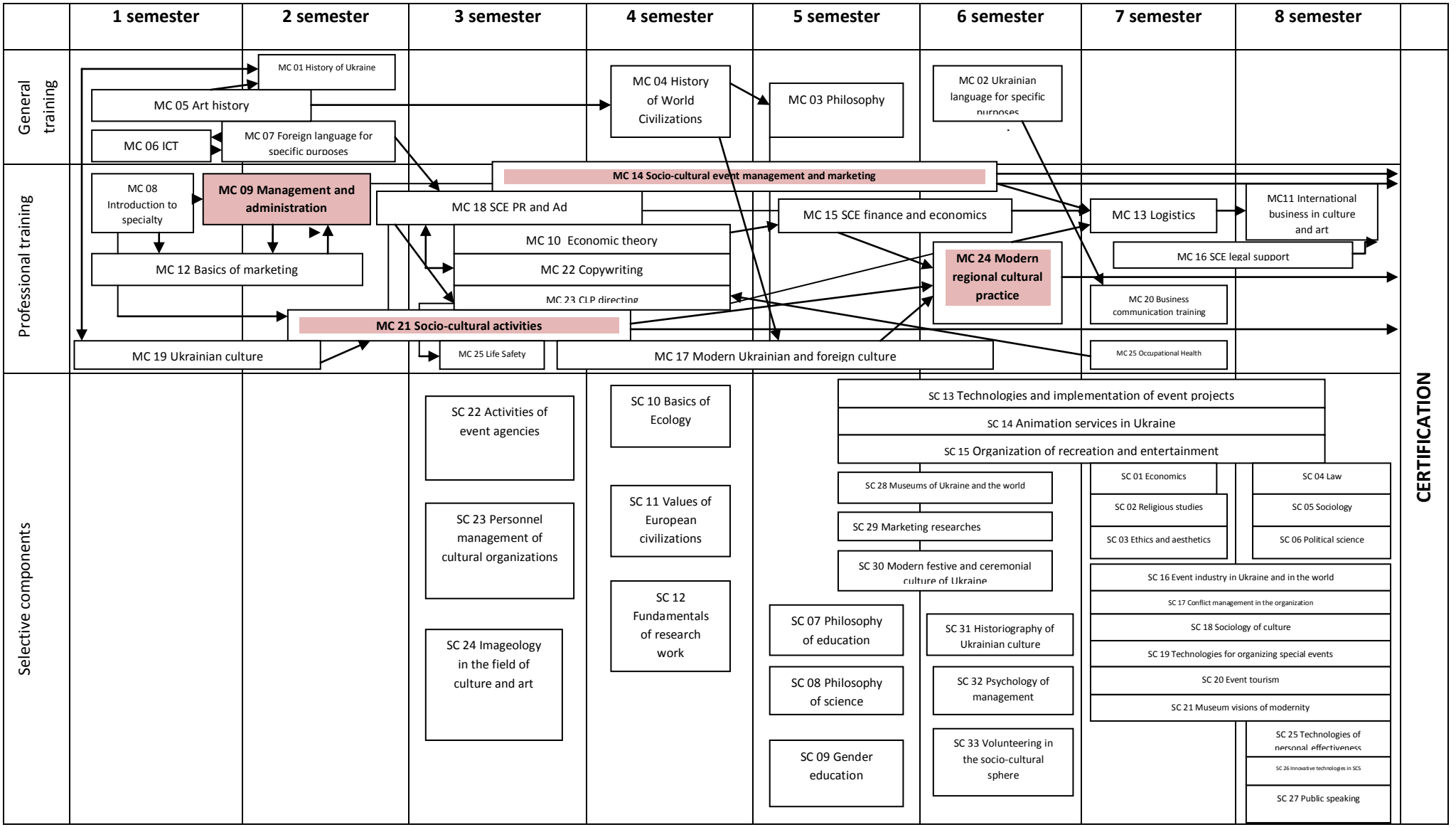
SC 01	Economics	3	credit
SC 02	Religious studies		
SC 03	Ethics and aesthetics		
SC 04	Law	3	credit
SC 05	Sociology		
SC 06	Political science		
SC 07	Philosophy of education	3	credit
SC 08	Philosophy of science		
SC 09	Gender education		
SC 10	Basics of Ecology	3	credit
SC 11	Values of European civilizations		
SC 12	Fundamentals of research work		
SC 13	Technologies and implementation of event projects	10	exam, credit, term paper
SC 14	Animation services in Ukraine		
SC 15	Organization of recreation and entertainment		
SC 16	Event industry in Ukraine and in the world	8	credit, exam
SC 17	Conflict management in the organization		
SC 18	Sociology of culture		
SC 19	Technologies for organizing special events	9	exam
SC 20	Event tourism		
SC 21	Museum visions of modernity		
SC 22	Activities of event agencies	6	exam
SC 23	Personnel management of cultural organizations		
SC 24	Imageology in the field of culture and art		
SC 25	Technologies of personal effectiveness	6	exam
SC 26	Innovative technologies in the socio-cultural sphere		
SC 27	Public speaking		
SC 28	Museums of Ukraine and the world	6	exam
SC 29	Marketing researches		
SC 30	Modern festive and ceremonial culture of Ukraine		
SC 31	Historiography of Ukrainian culture	3	exam
SC 32	Psychology of management		
SC 33	Volunteering in the socio-cultural sphere		
Total amount of selective components:		**60**	
GENERAL AMOUNT OF THE EPP		**240**	
Certification			
	Title of discipline	**Form of certification**	
1.	Management and administration Socio-cultural event management and marketing Socio-cultural activities Modern regional cultural practice	certification exam	
	or	public qualification (bachelor's) thesis defense	

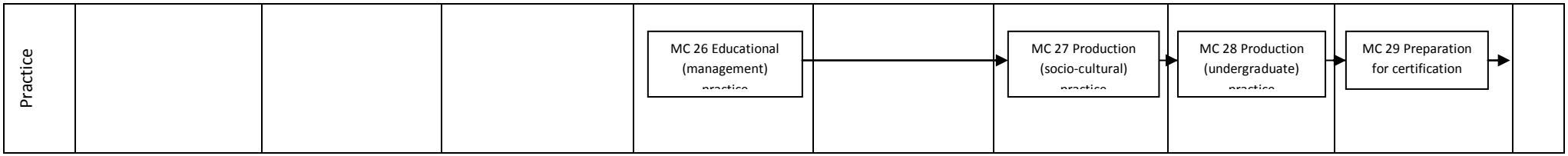
2.2. Structural and logic scheme of EPP

Distribution of academic disciplines by cycles and semesters of study

The normative term is 4 years

Structure and logic diagram of EPP




Practice
MC 26 Educational (management) practice
MC 27 Production (socio-cultural) practice
MC 28 Production (undergraduate) practice
MC 29 Preparation for certification

3. Form of certification of higher education applicants

Certification of graduates of the educational professional program in specialty 028 “Socio-Cultural Event Management” is conducted in the form of certification exam in the specialty or public defense of the qualification (bachelor's) thesis and ends with the issuance of the standardized certificate of awarding a bachelor degree with the qualification: Bachelor of Socio-Cultural Event Management.

The certification should be open and public.

The following disciplines are taken for the certification exam in the specialty: “Management and Administration,” “Socio-cultural event management and marketing,” “Socio-Cultural Activities,” “Modern Regional Cultural Practice.”

The certification exam in the specialty involves the performance of a set of qualification tasks: theoretical questions, practical situational and complex tasks.

The forms of the certification exam in the specialty can be: written and oral.

Qualification (bachelor's) thesis involves the analysis and theoretical development (modeling and research of processes and objects) of current issues, problems in the relevant field of knowledge. The list of themes of qualification (bachelor's) thesis in specialty is determined by the graduating department at the beginning of the academic year. The subject matter of the qualification (bachelor's) thesis should be directly related to the general object of the relevant educational level of specialist’s activity. The list of themes of qualification (bachelor's) thesis is approved by the order of the rector before the beginning of production (undergraduate) practice. Students have the right to propose for consideration their own theme of qualification (bachelor's) thesis.

Qualification (bachelor's) thesis assignments should reflect all production functions and typical tasks of the specialist's activity and must be brought to the student in a timely manner (before the beginning of production (undergraduate) practice).

The heads of qualification (bachelor's) thesis can be professors, associate professors, senior lecturers of the graduating department, as well as leading experts in the field of education.

The certification of bachelor's degree applicants is carried out by the Examination Commission, which may include representatives of employers and their associations in accordance with the provisions of the Examination Commission approved by the Academic Council of Rivne State University of Humanities.

4. Matrix of correspondence between program competences and educational program components
The normative term is 4 years

	GC01	GC02	GC03	GC04	GC05	GC06	GC07	GC08	GC09	GC10	GC11	GC12	GC13	GC14	GC15	GC16	GC17	GC18	PC01	PC02	PC03	PC04	PC05	PC06	PC07	PC08	PC09	PC10	PC11	PC12	PC13	PC14	PC15
MC01																	●		●														
MC02															●					●													
MC03																	●			●													
MC04											●			●					●														
MC05																	●		●														
MC06					●																				●								
MC07				●							●													●									
MC08			●			●																	●										
MC09	●	●	●					●	●	●											●					●					●		
MC10													●							●													●
MC11											●									●				●									●
MC12													●																●				●
MC13																●											●						
MC14	●		●										●			●					●		●				●		●	●	●		●
MC15													●																●				●
MC16														●																		●	
MC17																	●	●	●														
MC18							●	●	●	●												●				●	●	●					
MC19																	●	●	●														
MC20								●	●	●					●											●							
MC21			●									●						●				●		●						●		●	
MC22						●	●								●								●		●								
MC23	●	●					●					●									●	●						●	●				
MC24																	●	●						●						●			
MC25								●						●																	●		
MC26			●																				●										
MC27	●						●		●					●		●					●						●	●			●	●	
MC28						●						●				●						●						●					
MC29						●						●			●	●									●					●			
SC01													●																				●
SC02									●															●									
SC03									●																	●							
SC04											●									●													
SC05														●					●														
SC06														●						●													

SC07						•														•												
SC08						•														•												
SC09																		•							•							
SC10																			•												•	
SC11																		•													•	
SC12						•																				•						
SC13	•		•				•										•						•						•	•		
SC14																	•											•				
SC15																			•									•				
SC16			•								•																			•		
SC17								•																		•					•	
SC18																		•		•												
SC19	•		•				•					•											•									
SC20			•																											•		
SC21											•																			•		
SC22			•										•									•		•								•
SC23		•						•		•												•										
SC24															•													•				
SC25		•																									•					
SC26					•																										•	
SC27															•													•				
SC28											•																			•		
SC29			•			•																				•						
SC30																		•						•								
SC31						•																				•						
SC32										•																	•					
SC33														•																	•	

● – competence that is acquired;

MC_j – number of mondatory component of the educational professional program;

SC_j – number of selective component of the educational professional program;

GC_j – number of the competence in the list of general competences of the program profile;

PC_j – number of the competence in the list of profession competences of the program profile.

5. Matrix of providing program learning outcomes with relevant educational program components
The normative term is 4 years

	PO-1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO -8	PO -9	PO -10	PO -11	PO -12	PO -13	PO -14	PO -15	PO -16	PO -17	PO -18	PO -19
MC01		●																	
MC02							●												
MC03		●																	
MC04		●						●									●		
MC05		●								●									
MC06			●																
MC07							●												
MC08	●																		
MC09	●			●								●	●	●		●			●
MC10						●													●
MC11						●													
MC12	●				●														●
MC13																			●
MC14	●			●	●							●	●	●					●
MC15																			●
MC16			●														●		
MC17									●	●									
MC18											●				●			●	
MC19										●									
MC20															●			●	
MC21								●	●	●									
MC22		●					●				●								
MC23											●								
MC24								●	●	●									
MC25			●																
MC26								●	●										
MC27				●	●	●						●	●	●	●	●			
MC28										●		●					●	●	
MC29									●	●							●	●	
SC01						●													●
SC02																	●		
SC03															●				
SC04			●														●		
SC05								●											
SC06																	●		

SC07		•																	
SC08																	•		
SC09																	•		
SC10																	•		
SC11															•				
SC12																		•	
SC13			•	•		•					•								
SC14																			•
SC15																			•
SC16										•									
SC17															•	•			
SC18									•										
SC19						•					•								
SC20																			•
SC21					•														
SC22				•										•					
SC23				•								•	•	•	•	•			
SC24																		•	
SC25												•							
SC26											•	•							
SC27							•											•	
SC28										•									
SC29	•																		
SC30											•								
SC31		•																	
SC32				•	•							•	•	•	•	•			
SC33																	•		

● – program learning outcome;
MC_j – number of mondatory component of the educational professional program;
SC_j – number of selective component of the educational professional program;
PO_j –number of the program learning outcomes of the program profile.

6. System of internal assurance of higher education quality

Rivne State University of Humanities operates a system of assurance of educational activity and higher education quality (system of internal quality assurance), which provides the implementation of the following procedures and measures:

1) defining the principles and procedures for quality assurance in higher education;

2) monitoring and periodic review of educational programs;

3) the annual evaluation of higher education applicants, scientific and pedagogical staff of the higher education institution and the regular publication of the results of such evaluations on the official website of the higher education institution, on information stands and in any other way;

4) providing advanced training for pedagogical, scientific and scientific-pedagogical staff;

5) providing the availability of the necessary resources for organizing the educational process, including the independent work of higher education applicants on each educational program;

6) ensuring the availability of information systems for effective management of the educational process;

7) ensuring publicity of information on educational programs, degrees of higher education and qualification;

8) ensuring an effective system of preventing and detecting academic plagiarism in the scientific works of higher education institutions employees and applicants;

9) other procedures and measures.

The higher education institution's system of quality assuarance in education activity and higher education (system of internal quality assurance) on the submission of Rivne State University of Humanities can be evaluated by the National Higher Education Quality Agency or its accredited independent Higher Education Quality evaluation and assurance agencies for its responsibility to the requirements of the system of quality assurance in higher education which is approved by the National Higher Education Quality Agency and the international standard and guidelines for quality assurance in higher education

Guarantor of the
educational program,
project team leader — Professor Volodymyr Vytkalov