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. 7 dated August 29, 2019)

Educational professional program enacts since

September 01, 2019

Rector _____/professor Ruslan Postolovskyi

(Order No.166-01-01 dated August 30, 2019)

Rivne 2019

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 Historical Sciences, 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

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PREFACE

Educational professional program “Socio-Cultural Event Management” is a normative document that regulates the normative, competence, qualification, organizational, educational and methodological requirements for the training of applicants for higher education “Bachelor” degree in the field of knowledge 02 “Culture and Arts” in specialty 028 “Socio-Cultural Event Management.”

The educational professional program is based on the competence, student-centered and problem-oriented approaches to the training of applicants for higher education “Bachelor” degree in the field of knowledge 02 “Culture and Arts” in specialty 028 “Socio-Cultural Event Management.”

The educational professional program is developed in accordance with the Standard of Higher Education at the appropriate level of higher education by the 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 – D. Sc. in Cultural Studies, 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 of the Department of Event Management and Leisure Industry at Kyiv National University of Culture and Arts (review attached).

2. Ruslan Aleksiiuk – Head of LLC “Trim. Production”; Event Agency “Holiday in Home” (review attached).

3. Olha Stelmakh – Director of the Municipal Institution "City Palace of Culture" of Rivne Regional Council (review attached).

4. Oksana Koziarchuk - Deputy Head of the Department of Finance in the Socio-Cultural Sphere and Social Protection of the Population in the Budget Department of Finance in Rivne Regional State Administration.

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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/ 3 years and 10 months
The availability of accreditation	-
The cycle/level	NQF (National Qualification Framework) of Ukraine – level 7, FQ-EHEA – first cycle, EQF-LLL – level 6
Prerequisites	A person has the right to obtain a bachelor's degree on the basis of complete general secondary education. On the basis of the degree of "junior bachelor" ("junior specialist") a higher education institution has the right to recognize and re-credit no more than 120 ECTS credits received within the previous educational program of junior bachelor (junior specialist).
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)	**Objects:** processes (systems) of organization and socio-cultural activity management in its organized forms and functional direction; organizations, enterprises, institutions of socio-cultural services; international cultural cooperation. **Aims of training:** training of specialists who are able to solve complex specialized tasks and practical problems in the socio-cultural sphere, in the field of education and science, creative economy and cultural practices, which involves the application of theories and methods of socio-cultural event management and characterized by complexity and uncertainty of conditions. **The theoretical content of the subject area:** concepts, laws, patterns, principles, historical prerequisites for the development of socio-cultural event management; functions, methods, technologies of socio-cultural event management organization; principles and mechanisms of socio-cultural citizens' needs provision.

	Methods, techniques, technologies: methods and techniques in organization and management; principles and technologies in strategic planning, management, marketing, socio-cultural services management; technologies in information-analytical and innovative activity, development, realization and estimation of socio-cultural projects efficiency; mechanisms for implementing the main tasks and priorities of international socio-cultural practices and strategies, business incubators. **Tools and equipment:** audio and video equipment; software; Internet; information and communication equipment; information systems and software products used in management.
The orientation of the educational program	Educational and professional
The main focus of the educational program	General education in the field of knowledge 02 Culture and Arts in specialty 028 "Socio-Cultural Event Management" Key words: socio-cultural event management, socio-cultural event marketing, 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 National Classifier of Ukraine "Classification of professions" DK 003:2010: 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	A person who has received higher education of the first (Bachelor's) level has the right to continue studying at the second (master's) level. The right to acquire additional qualifications in the system of postgraduate education.
5 – Teaching and evaluation	
Teaching and learning	Teaching and learning are carried out in the form of: lectures, (including multimedia and interactive lectures), practical classes, laboratory work, independent work; individual lessons, consultations, conducting educational and production practices, preparation of qualification (bachelor's) work. The general style of education is problem-oriented, defined as personality-oriented pedagogical interaction of subjects of study in the higher education institution, the purpose and effectiveness of which is the formation of professional competence of applicant for higher education and consolidation of program learning outcomes.
Evaluation	Testing, questioning, discussions, presentations of socio-cultural projects, written essays, oral and written exams, credits, defense of the report on practice, defense of the qualification (bachelor's) thesis, certification.
6 – Program competences	
Integral competence	The ability to solve complex specialized tasks and practical problems in the socio-cultural sphere, in the field of education and science, creative economy and cultural practices, which involves the application of theories and methods in culture and arts

	management and characterized by complexity and uncertainty of conditions.
General competences (GC)	GC1. The ability to apply knowledge in practical situations. GC2. The ability of planning and time management. GC3. Knowledge and understanding the subject area and professional activity. GC4. The ability to communicate in the state language both orally and in writing. GC5. Skills of using information and communication technologies. GC6. The ability to search, process and analyze information from different sources. GC7. The ability to generate new ideas (creativity). GC8. The ability to identify, set and solve problems. GC9. The ability to work in a team. GC10. The ability to motivate people and move towards a common goal. GC11. The ability to work in an international context. GC12. The ability to develop and manage projects. GC13. The ability to demonstrate initiative and entrepreneurship. GC14. The ability to evaluate and maintain the quality of work performed. GC15. The ability to act socially, responsibly and consciously. GC16. The ability to communicate in a foreign language. GC17. The ability to exercise the rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC18. The ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of subject area development, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies, use different types and forms of physical activity for active recreation and healthy lifestyle.
Special (professional) competences (PC)	PC19. The ability to understand critically the relationship between cultural, social and economic processes. PC20. The ability to analyze economic, ecological, legal, political, sociological, artistic and technological aspects of the cultural market formation. PC21. The ability to identify strategic priorities and analyze the features of local, regional, national and global strategies of socio-cultural development. PC22. The ability to use adequate professional tools for the development and operational management of socio-cultural projects. PC23. The ability to analyze and structure organizational and managerial problems and find constructive solutions. PC24. The ability to plan, manage and control the implementation of tasks and decisions. PC25. Carry out the distribution of powers and responsibilities on the basis of their delegation. PC26. The ability to act socially and responsibly. PC27. The ability to adhere to the norms of professional ethics in the process of solving social, cultural and economic issues.

	PC 28. The ability to communicate effectively and resolve conflicts in professional activities. PC29. The ability to identify, use, interpret and critically analyze information sources in the field of socio-cultural event management. PC30. The ability to develop and implement modern forms of socio-cultural partnership. PC31. The ability to develop socio-cultural projects and ensure their operational implementation. PC32. The ability to organize work with various stakeholders of socio-cultural activities. PC33.The ability to use modern methods of information processing for the organization and management of socio-cultural processes. PC34. The ability to create socio-cultural services.
7 – Program learning outcomes (PO)	
	PO1. To define basic professional concepts and use the terminology of socio-cultural event manager. PO2. To collect and organize information. PO3. To organize professional time. PO4. To carry out practical activities in accordance with current legislation. PO5. To evaluate the specifics of the application of management principles in socio-cultural activity. PO6. To classify and find innovative solutions to create, implement and meet the socio-cultural human needs. PO7. To carry out design work. PO8. To determine the socio-cultural potential of different stakeholders of cultural life. PO9. To assess the current socio-cultural situation. PO10. To study, generalize and adapt the best experience of socio-cultural development. PO11. To identify, generate and implement creative ideas in professional activities. PO12. To formulate and argue professional tasks. PO13. To justify management decisions. PO14. To assess the consequences of organizational and managerial decisions. PO15. To be able to establish a dialogue with various professional actors and groups. PO16. To know how to apply modern human resource management technologies. PO17. To form professional networks, advocacy and lobby the interests of the project / sector (industry). PO18.To demonstrate independence of judgment and self-criticism in the discussion process. PO19. To know the tools of socio-cultural event financial and economic support.
8 – Resource support for the implementation of the program	
Personnel support	Researchers and pedagogical workers, that carry out the educational process, have more than two years of experience in research and teaching and the level of scientific and professional activity, which is evidenced by the implementation of at least four types and results listed in paragraph 30 of the Personnel Requirements of the Licensing Conditions for Education.

Material and technical support	Material and technical support meets the licensing requirements for the provision of higher education services in the field of higher education and is sufficient to ensure the quality of the educational process.
Information, teaching and methodological support	Information, teaching and methodological support of the educational professional program "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, scientific institutions and institutions of culture and arts of Ukraine.
International Credit Mobility	On the basis of bilateral agreements between Rivne State University of Humanities and foreign 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
The normative term is 3 years and 10 months

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	Basics of marketing	6	exam, credit
MC 11	Ukrainian culture	10	exam, credit
MC 12	Socio-cultural event PR and advertising	9	exam, credit
MC 13	Socio-cultural activities	11	exam, credit, term paper
MC 14	Design in the socio-cultural sphere	6	exam
MC 15	Copywriting	6	credit
MC 16	Cultural and leisure projects directing	9	exam, credit
MC 17	Entrepreneurship in the socio-cultural sphere	3	credit
MC 18	Fundamentals of research work	3	exam
MC 19	Socio-cultural event management and marketing	13	exam, credit, term paper
MC 20	Socio-cultural event finance and economics	8	exam, credit
MC 21	Special events management	8	exam, credit
MC 22	Modern regional cultural practice	7	exam, credit, term paper
MC 23	Socio-cultural event legal support	3	exam
MC 24	Business communication training	6	exam
MC 25	Life safety and occupational health	3	exam, credit
MC 26	Educational (introductory) practice	6	credit (differentiated)
MC 27	Production (organizational) practice	9	credit (differentiated)
MC 28	Production (undergraduate) practice	9	credit (differentiated)
MC 29	Preparation of qualification (bachelor's) thesis	6	qualification (bachelor's) thesis defense

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	Economic theory	3	credit
SC 08	Philosophy of education		
SC 09	Philosophy of science		
SC 10	Basics of ecology	3	credit
SC 11	Values of European civilizations		
SC 12	Modern Ukrainian and foreign culture		
SC 13	Activities of event agencies	8	exam
SC 14	Animation services in Ukraine		
SC 15	Organization of recreation and entertainment		
SC 16	Historiography of Ukrainian culture	3	credit
SC 17	Imageology in the field of culture and art		
SC 18	Fundraising in culture		
SC 19	Public speaking	3	credit
SC 20	Personnel management of cultural organizations		
SC 21	Time management		
SC 22	Museums of Ukraine and in the world	3	credit
SC 23	Modern festive and ceremonial culture of Ukraine		
SC 24	Tangible and intangible cultural heritage of Ukraine		
SC 25	Animation of historical and cultural objects	3	credit
SC 26	Leadership and team management		
SC 27	Sociology of culture		
SC 28	Event industry in Ukraine and in the world	6	exam
SC 29	Event tourism		
SC 30	Tourist animation management		
SC 31	International business in culture and art	6	credit
SC 32	Organization of the manager's work		
SC 33	Designing leisure styles		
SC 34	Innovative technologies in the socio-cultural sphere	4	credit
SC 35	Technologies and implementation of event projects		
SC 36	Modern foreign leisure industry		
SC 37	Animator skills	3	credit
SC 38	Conflict management in organization		
SC 39	Urbanism		
SC 40	Volunteering in the socio-cultural sphere	3	credit
SC 41	Logistics		
SC 42	The concept of sustainable development		
SC 43	Technologies of personal effectiveness	3	exam
SC 44	Museum visions of modernity		
SC 45	Modern practices of inclusion in the socio-cultural sphere		
SC 46	Psychology of management	3	credit
SC 47	Marketing researches		
SC 48	Advertising in the field of art management		

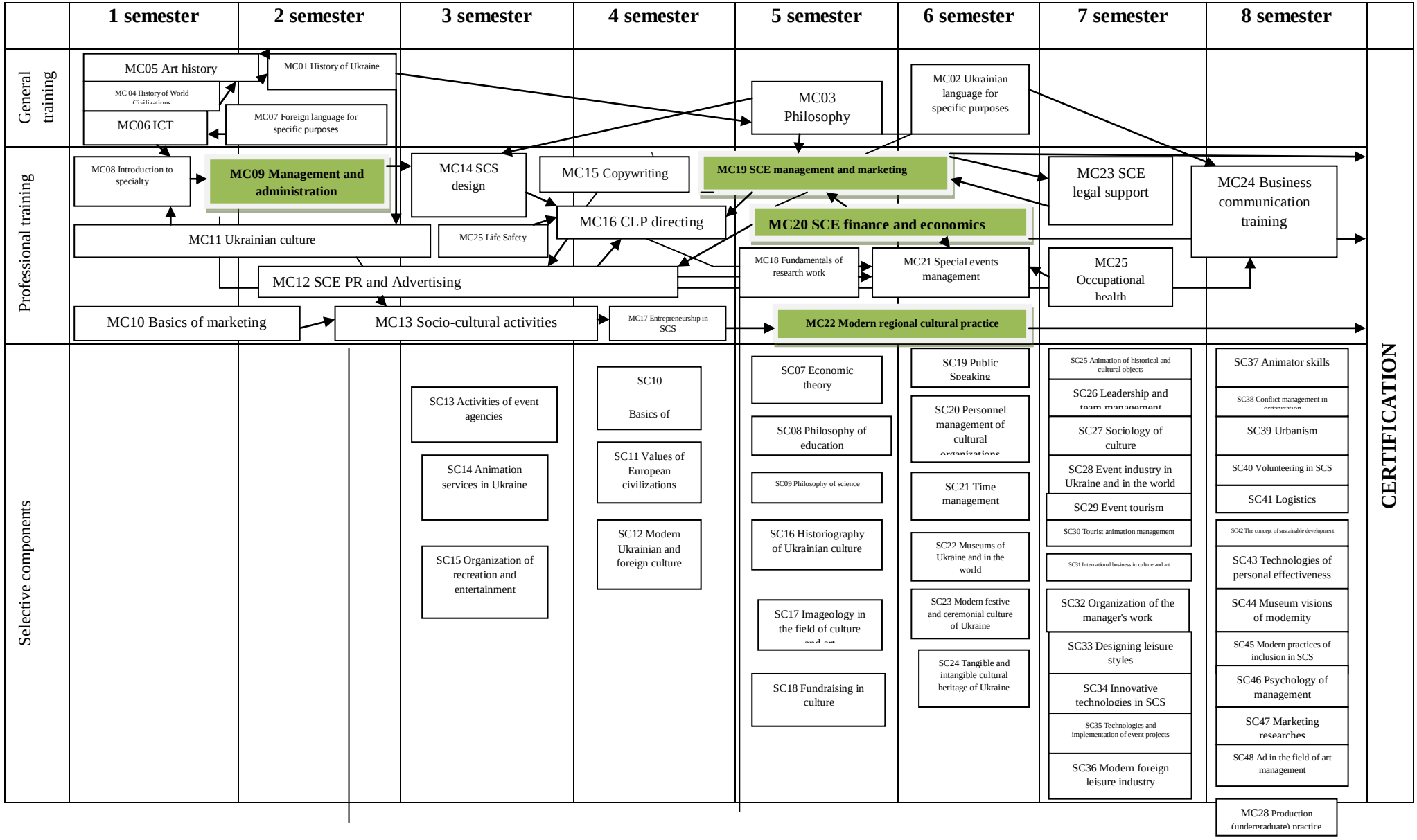
Total amount of selective components:		**60**	
GENERAL AMOUNT OF THE EPP		**240**	
Certification			
	Title of discipline	**Form of certification**	
1.	Management and administration Socio-cultural event management and marketing Socio-cultural event finance and economics Modern regional cultural practice	certification exam	
	or	public qualification (bachelor's) thesis defense	

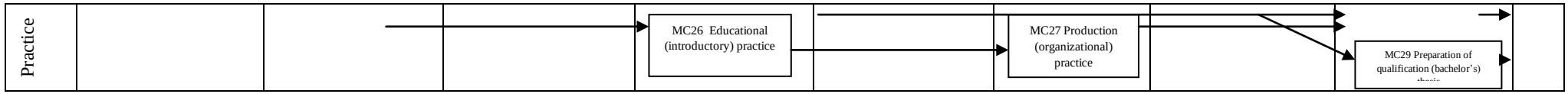
2.2.Structural and logic scheme of EPP

Distribution of academic disciplines by cycles and semesters of study

The normative term is 3 years and 10 months

Structure and logic diagram of EPP. The normative term is 3 years and 10 months




Practice
MC26 Educational (introductory) practice
MC27 Production (organizational) practice
MC29 Preparation of qualification (bachelor's)

3. Form of certification of higher education applicants

Form of certification of higher education applicants	Certification is conducted in the form: public defense of the qualification (bachelor's) thesis; or certification exam.
Requirements for qualification (bachelor's) thesis	Qualification (bachelor's) thesis should contain a solution of a complex specialized task or practical problem in the socio-cultural sphere, in the field of education and science, creative economy and cultural practices, which involves the use of theories and methods of cultural management and is characterized by complexity and uncertainty of conditions. There should not be academic plagiarism, falsification or fabrication in the qualification (bachelor's) thesis. Qualification work must be published for defense on the official website of the higher education institution or its subdivision, or in the depository of the higher education institution.
Requirements for certification exam.	The certification examination should provide verification of learning outcomes achievements, integral, general and professional competencies defined by the standard and the educational program.

4. Matrix of correspondence between program competences and educational program components
The normative term is 3 years and 10 months

	GC01	GC02	GC03	GC04	GC05	GC06	GC07	GC08	GC09	GC10	GC11	GC12	GC13	GC14	GC15	GC16	GC17	GC18	PC19	PC20	PC21	PC22	PC23	PC24	PC25	PC26	PC27	PC28	PC29	PC30	PC31	PC32	PC33	PC34
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● – 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 3 years and 10 months

	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
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● – 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 the observance of academic integrity by employees of higher education institutions and applicants for higher education, in particular the creation and operation of an effective system for the prevention and detection of academic plagiarism;

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

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