



COURSE SYLLABUS "Operational Management"

Degree of higher education - Bachelor

Specialization **073 Management**

Educational programme

Academic year 3, semester 6

Form of study Full-time (full-time, part-time)

Number of ECTS credits 4

Language of instruction English (українська, англійська, німецька)

Lecturer
Contact information of the
lecturer (e-mail)
Course page on eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=3815>

COURSE DESCRIPTION

(up to 1000 printed characters)

The educational component "**Operational Management**" is compulsory.

As a result of studying the educational component, applicants for higher education will master competencies.

Competencies of the educational programme:

Integrative competency (IC): The ability to solve complex specialized tasks and practical problems in the management of organizations or in the learning process, which involves the application of certain theories and methods of the relevant science and is characterized by the complexity and uncertainty of conditions.

General competencies (GC):

GC 3 Ability to abstract thinking, analysis, synthesis;

GC 4 Ability to apply knowledge in practical situations

GC 5 Knowledge and understanding of the subject area and understanding of professional activity.

GC 9 Ability to learn and master modern knowledge

GC 10 Ability to conduct research at an appropriate level.

GC 14 Ability to work in an international context.

GC 15 The ability to act on the basis of ethical considerations (motives).

Professional (special) competencies (SC):

SC 1 The ability to define and describe the characteristics of the organization

SC 2 The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment.

SC 3 The ability to determine the prospects for the organization's development.

SC 4 The ability to determine the functional areas of the organization and the connections between them.

SC 5 The ability to manage the organization and its divisions through the implementation of management functions

SC6 The ability to act socially responsibly and consciously

SC7 Ability to choose and use modern management tools

SC 9 Ability to work in a team and establish interpersonal interaction when solving professional tasks.

SC 12 Ability to analyze and structure organizational problems, form reasonable solutions

SC 14 Understand the principles of psychology and use them in professional activities

SC 15 Ability to form and demonstrate leadership qualities and behavioral skills.

SC 16 Ability to identify and analyze new market opportunities
opportunities, including an international business environment, formulate new ideas, develop projects
and organize business process management

Program learning outcomes (PLO):

PLO 3 Demonstrate knowledge of theories, methods and functions of management, modern concepts
of leadership.

PLO7 Demonstrate organizational projecting skills

PLO 8 Apply management methods to ensure the effectiveness of the organization

PLO 12 Assess the legal, social and economic consequences of the organization's functioning

PLO17 Conduct research individually and/or in a group under the guidance of a leader

PLO 18 Demonstrate the ability to identify prospects for the development of the enterprise, develop
projects, organize management of business processes based on analysis market opportunities and
international business environment

COURSE STRUCTURE

Topic	Hours (lectures/ practical classes)	Learning outcomes	Tasks	Assessment
Semester 6				
CONTENT MODULE 1 OPERATIONAL SYSTEM OF THE ORGANIZATION AND OPERATIONAL MANAGEMENT				
Topic 1. Operational management as a kind of functional management	2/2	To know the essence of the concept of operational management	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
Topic 2. Operational strategy	2/2	To determine the operational strategy	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
Topic 3. Operational system of the organization: structural and process characteristics	2/2	To define the operational system of the organization: structural and process characteristics	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
Topic 4. Production process	4/4	To analyze production process	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
Topic 5. Organization of basic production. Types of production	4/4	To understand the process of Organization of basic production.	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
CONTENT MODULE 2 CURRENT OPERATIONAL MANAGEMENT SYSTEMS				
Topic 6. Production strategy and competitiveness of the enterprise	4/4	To form the production strategy	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
Topic 7. Planning and design of the operational process at the enterprise	4/4	To carry out planning of the operational process	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 4 grades
Topic 8. Management of material resources	2/2	To manage material resources	Execution and delivery of practical, independent works in elearn	PW – 2 grades IW – 2 grades

Topic 9. Product quality management	2/2	To provide product quality management at the enterprise	Execution and delivery of practical, independent works in elearn	PW – 2 grades IW – 2 grades
Topic 10. Operational performance management	4/4	To provide operational performance management	Execution and delivery of practical, independent works in elearn	PW – 4 grades IW – 2 grades
Total for the term				70
Exam				30
Total for the course				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons)
<i>Academic honesty policy</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used
<i>Attendance policy</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited

RECOMMENDED SOURCES OF INFORMATION

Basic

1. Alekseieva K.A., Vlasenko T.O. Educational and methodology guide to the educational practice «Operational management» for students of specialty 073 «Management», Academic Degree «Bachelor». Kyiv: NULES of Ukraine. Electronic edition. 2022. 110 p. URL: https://nubip.edu.ua/sites/default/files/u317/2022_npm_om_navchalna_praktika_angl.pdf

5. Shynkaruk L., Alekseieva K., Vlasenko T. **Operational management**. NULES of Ukraine. 2021. 244 p. URL: https://nubip.edu.ua/sites/default/files/u317/2021_nmp_om_shin_alek_vlas.pdf

6. Operational management. ЕHK на освітній платформі Elearn. URL: <https://elearn.nubip.edu.ua/course/view.php?id=3815>

Additional:

1. Project management: study guide for students of the specialty 073 “Management”. Shynkaruk L.V., Dielini M.M., Alekseieva K.A., Artiukh T.O., Sukhanova A.V.. Kyiv: NULES Ukraine, 2023. 318 p.

2. Шинкарук Л.В., Деліні М.М., Суханова А.В., Алексеєва К.А. Управління бізнес-проєктами: навчальний посібник зі спеціальності 073 "Менеджмент". Київ: НУБіП, 2021. 325 с. URL: https://nubip.edu.ua/sites/default/files/u317/2021_posibnik_ubp.pdf

Internet resources

1. Бізнес-ідеї: проєкти для бізнес-покнсультантів. URL: <https://mind.ua/publications/20203443-biznes-ideyi-proekti-dlya-biznes-konsultantiv>
2. Топ-200 найперспективніших та кращих бізнес-ідей у 2020 році з урахуванням карантину та коронавірусу. URL : <https://neoseo.com.ua/uk/top-101-samyh-perspektivnyh-biznes-idey-v-2018-godu>.
3. Постановка цілей по SMART. URL : <https://goal-life.com/uk/smart-cil>
4. Розробка бізнес-плану за міжнародними стандартами. URL : <https://pro-consulting.ua/ua/services/sostavlenie-biznes-plana-po-standartam-unido>
5. З чого почати бізнес – вибір організаційно-правової форми. URL: <https://www.olans.com.ua/z-chogo-pochati-biznes>
6. Вибір системи оподаткування. URL: <http://firstconsulting.com.ua/resources/putivnyk-pidpriemtsia/124-ukrainian/putivnyk-pidpriemtsia/biznes-z-nulia/261-vybir-systemy-opodatkuvannia>
7. Як і для чого пишуть виробничий план проєкту. URL: <http://monetary-flow.com/yak-dlya-tchogo-pishuty-virobnitchiy-plan-proektu/>.
8. Як написати маркетинговий план для бізнес-плану. URL: <http://monetary-flow.com/yak-napisati-marketingoviy-plan/>
9. Основи маркетингової стратегії. URL: <https://leosvit.com/art/osnovy-marketyngovoyi-strategiyi>
10. Розробка маркетингової стратегії. URL: <https://koloro.ua/ua/razrabotka-marketingovoj-strategii.html>.
11. Вибір цільового ринку. URL: <http://marketing-helping.com/konspekti-lekcz/21-konspekt-lekczj-qosnovi-marketinguq/391-vibr-czlovogo-rinku.html>
12. SWOT-аналіз. URL : <https://lanet.click/swot-analiz/>