



## SYLLABUS OF AN ACADEMIC DISCIPLINE «HUMAN RESOURCES MANAGEMENT»

**Academic degree - Bachelor**  
**Specialty: 075 «Marketing**  
**Academic programme: «Marketing»**  
**Year of study: 4, semester: 8**  
**Form of study: full-time**  
**Number of ECTS credits: 4**  
**Language of instruction: English**

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### Lecturer of the discipline

**Krystyna Dramaretska**, PhD in Economics, Associate Professor, Associate Professor of the Department of Management named after Professor J. S. Zavadskyi

### Lecturer's contact information (e-mail)

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### URL of the e-learning course on the NULES e-learning portal

<https://elearn.nubip.edu.ua/course/view.php?id=3402>

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## ACADEMIC DISCIPLINE DESCRIPTION

The aim of the academic discipline is the formation of modern managerial thinking and a system of theoretical knowledge and practical skills in the implementation of personnel management in future specialists. Objectives of the educational discipline - theoretical and practical training of students of higher education on issues of personnel policy formation and the organization's personnel management system; application of modern approaches to determining the need for personnel, organization of recruitment and selection of employees for positions and formation of a successful team; evaluation and professional development of employees, targeted use of their potential.

### **Competences of the discipline:**

*Integrative competency (IC):* the ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

#### *General competences (GC):*

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 9. Skills in using information and communication technologies.

GC 11. Здатність працювати в команді.

#### *Special (professional) competences (SK):*

SK 3. The ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment

SK 9. The ability to use marketing tools in innovative activities.

SK 14. Ability to propose improvements to marketing functions.

### **Expected Learning Outcomes (ELO):**

ELO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

ELO 6. Determine the functional areas of the marketing activity of the market entity and their interrelationships in the management system, calculate the relevant indicators that characterize the effectiveness of such activity.

ELO 7. Use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools.

ELO 10. Explain information, ideas, problems and alternative options for making managerial decisions to specialists and non-specialists in the field of marketing, representatives of various structural divisions of the market entity.

### ACADEMIC DISCIPLINE STRUCTURE

Topic	Hours (lectures/lab oratory, practical, seminars)	Learning outcomes	Tasks	Assessment
<b>8 semester</b>				
<b>Module 1</b>				
<b>Topic 1.</b> Human resources management in organization management system.	2/2	To understand the place and importance of human resources in the organization management system. Know the basic concepts and categories of human resources; principles and methods of human resources; sources of human resources into the organization; methods of finding and attracting candidates for vacant positions. Be able to determine and substantiate the need for human resources; organize recruitment and selection of employees for positions; compile and analyze the resume of a candidate for a vacant position; interview candidates for vacant positions in the organization.	Preparation of reports, presentations for seminar classes. Performance of a practical task, independent work in elearn.	20
<b>Topic 2.</b> Planning for human resources in organizations.	2/4			20
<b>Topic 3.</b> Organization of selection and recruitment of human resources.	2/6			30
<b>Module test 1</b>				<b>30</b>
<b>Total for the module 1</b>				<b>100</b>
<b>Module 2</b>				
<b>Topic 4.</b> Formation of organizational staff.	2/4	To understand the importance of a positive social and psychological climate in the team and the need to form a successful team. Know the specifics of employee evaluation; the	Preparation of reports, presentations for seminar classes. Performance of a practical task, independent work in elearn.	20
<b>Topic 5.</b> Evaluation of human resources.	2/4			30

<b>Topic 6.</b> Management of human resources development.	<b>2/4</b>	essence of professional development of employees. To be able to make a significant contribution to the harmonization of human relations and the formation of a successful team; to evaluate the organization's personnel; draw up and implement a plan of measures for the professional development of the organization's personnel.	<b>20</b>
<b>Module test 2</b>			<b>30</b>
<b>Total for the module 2</b>			<b>100</b>
<b>Total for educational work</b>			<b>70</b>
<b>Exam</b>			<b>30</b>
<b>Total for the course</b>			<b>100</b>

#### **ASSESSMENT POLICY**

<b><i>Deadlines and exam retaking policy:</i></b>	Works that are submitted late without valid reasons will be assessed with a lower grade. Module tests may be retaken with the permission of the lecturer if there are valid reasons (e.g. a sick leave).
<b><i>Academic integrity policy:</i></b>	Copying (copying the text) during written tests and exams is prohibited. The use of mobile devices is allowed only with the permission of the teacher during online testing and preparation of practical tasks. Independent works in the form of abstracts, reports, presentations must have correct text links to the used information sources.
<b><i>Attendance policy:</i></b>	Attendance is compulsory. For good reasons (e.g. illness, international internship), training can take place individually (online by the faculty dean's consent).

#### **SCALE FOR ASSESSING STUDENTS 'KNOWLEDGE AND SKILLS**

<b>Student's rating, points</b>	<b>National grading of exams</b>
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	unsatisfactory

#### **RECOMMENDED SOURCES OF INFORMATION**

1. Балановська Т. І., Гоголя О. П., Драгнєва Н. І., Драмарецька К. П., Троян А. В. Управління персоналом: навчальний посібник. 2-ге вид. Київ: ЦП «КОМПРИНТ», 2018. 417 с.
2. Балановська Т. І., Михайліченко М. В., Троян А. В. Сучасні технології управління персоналом: навчальний посібник. Київ: ФОП Ямчинський О. В., 2020. 466 с.

3. Балановська Т. І., Михайліченко М. В., Троян А. В. Управління персоналом: навчальний посібник. Київ: ФОП Ямчинський О. В., 2022. 371 с.
4. Вакарюк Л. В., Гетьманцева Н. Д. Управління персоналом: навчально-методичний посібник. Чернівці: Чернівець. Нац. ун-т ім. Ю. Федьковича, 2021. 84 с.
5. Довгань Л. Є., Ведута Л. Л., Мохонько Г. А. Технології управління людськими ресурсами: навчальний посібник. Київ: КПІ ім. Ігоря Сікорського, 2018. 512 с.
6. Дяків О. П., Островерхов В. М. Управління персоналом: навчально-методичний посібник 2-е видання, переробл. і доповнено. Тернопіль: ТНЕУ, 2018. 288 с.
7. Кодекс законів про працю України: Закон України від 10.12.1971 р. № 322- VIII. URL: <http://zakon2.rada.gov.ua/laws/show/322-08>
8. Конспект лекцій з навчальної дисципліни «Управління персоналом»: навчальний посібник / Л. С. Борданова, В. Е. Мельничук, Н. В. Рощина Н. В. Семенченко. Київ: КПІ ім. Ігоря Сікорського, 2020. 103 с.
9. Менеджмент персоналу: навчальний посібник / Укл. О. В. Безпалько, А. Д. Бергер, Т. М. Березянюк, Ю. М. Гринюк, Д. Г. Грищенко, О. І. Драган, А. С. Зеніна-Біліченко, Л. М. Мазник, Л. І. Тертична, О. М. Соломка, О. А. Чигринець [За. заг. ред. О. І. Драган]. Київ: МПП «ЛИНО», 2022. 612 с.
10. Про професійний розвиток працівників: Закон України від 12.01.2012 р. № 4312-VI. URL: <https://zakon.rada.gov.ua/laws/show/4312-17>
11. Управління персоналом: підручник. 2-ге вид., перероб. і доп. / О. М. Шубалий, Н. Т. Рудь, А. І. Гордійчук, І. В. Шубала, М. І. Дзямучич, О. А. Хілуха, П. М. Косінський; за заг. ред. О. М. Шубалого. Луцьк: ЛНТУ, 2023. 414 с.
12. Balanovska T., Orekhivskyi V. HUMAN RESOURCES MANAGEMENT. Textbook. Kyiv: NPE Yamchynskiy O.V., 2020. 173 p.
13. Navrysh O., Dramaretska K. Leadership: textbook for students of higher education of the first (bachelor) level of specialty 073 «Management». Kyiv: TsP «Comprynt», 2022. 458 p.