



SYLLABUS OF AN ACADEMIC DISCIPLINE «Management»

Academic degree - Bachelor
Speciality: 075 Msrketing
Academic programme: «Marketing»
Year of study: 2, semester: 3
Form of study: full-time
Number of ECTS credits: 5
Language of instruction: English

Lecturer of the discipline
Lecturer's contact
information (e-mail)
URL of the e-learning
course on the NULES e-
learning portal

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<https://elearn.nubip.edu.ua/course/view.php?id=2160>

ACADEMIC DISCIPLINE DESCRIPTION

(up to 1000 printed characters)

The course «Management» creates an overview and understanding of traditional management, its philosophy and role in society, knowledge of models for analysis and control of the management function in a company or other organization. The course covers basic concepts, often illustrated by examples from established, large companies. The task of studying the discipline is the theoretical training of students on the following issues: the essence of the basic concepts and categories of management; principles and functions of management; systems of management methods; content of processes and management technologies; basics of planning, organization, motivation, and control of activities; making managerial decisions; information support of the management process; leadership and leadership; management efficiency.

Competencies of the educational programme:

Integrative competency (IC): Ability to solve complex problems in the field of management or in the learning process, involving research and innovation.

General competencies (GC):

GC 3. Ability to work independently and in a team taking into account the requirements of professional discipline, planning and time management.

GC 4. Ability to work autonomously.

Expected Learning Outcomes (ELO):

ELO17. To be able to work both independently and in a team, to show leadership qualities and responsibility in work, to adhere to ethical principles, to respect individual and cultural diversity.

ELO20. Perform professional functions taking into account the requirements of social responsibility, labor discipline, be able to plan and manage time.

ACADEMIC DISCIPLINE STRUCTURE

Topic	Hours (lectures / practical, seminar)	Learning outcomes	Tasks	Assessment
1 Semester				

Module 1 Theoretical foundations of management				
Topic 1. Organization as an object of management	4/4	Be able to analyze the features and characteristics of domestic organizations, internal and external environments of the organization; to identify the stakeholders of the organization	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	15
Topic 2. Fundamentals of management	4/4	To know the concept of management, levels of management, patterns of the manager's behavior	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	15
Topic 3. Decision making and conflict management	4/4	To know the technology of management decisions. Be able to analyze the causes and stages of conflict. Be able to manage conflicts.	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	20
Topic 4. Leadership and power	4/4	Know and understand the essence of leadership; be able to describe the main leadership styles	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	10
Module test №1			Test №1 (elearn)	30
Total for the module №1				100
Topic 5. Planning as a function of management	4/4	To understand the content of planning in management; know the main stages and mechanisms of planning in the organization; be able to conduct a SWOT-analysis of the enterprise and compile BCG matrix	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	20

Topic 6. Organizing as a function of management	2/2	To understand the content of organizational activities and its stages. Be able to form an effective organizational management structure for a particular enterprise	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	20
Topic 7. Motivation as a function of management	4/4	To understand the essence of motivation as a function of management; know the basic motivational theories; be able to form the motivational policy of the organization.	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	10
Topic 8. Controlling as a function of management	2/2	To understand the nature and need of control in the organization; have the basic tools of control in various organizations	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	10
Topic 9. Management efficiency	2/2	Know the essence of management efficiency; understand the features of evaluating different types of efficiency; be able to calculate management performance indicators	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	10
Total for 1st semester				70
Total for the module №2				100
Examination				30
Total for the course				100

ASSESSMENT POLICY

<i>Deadlines and exam retaking policy:</i>	Practical works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules
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	takes place with the permission of the lecturer if there are good reasons (for example, hospital).
Academic Integrity policy:	Cheating during tests and examinations are forbidden (including using mobile phones and tablets). All written works are checked for plagiarism and are allowed to be defended with correct text borrowings not more than 20%.
Attendance policy	Attendance is mandatory. For objective reasons (for example, illness, international internship) teaching can take place individually

SCALE FOR ASSESSING STUDENTS 'KNOWLEDGE AND SKILLS

Student's rating, points	National grading of exams and credits
	Exam
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	unsatisfactorily

RECOMMENDED SOURCES OF INFORMATION

1. John Maxwell The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You. 2022. 338 p.
2. Балановська Т. І., Гогуля О. П., Кубіцький С. О., Михайліченко М. В., Троян А. В. Управління організацією: навчальний посібник. Київ: ФОП Ямчинський О.В., 2021. 464 с.
3. Основи підприємницької діяльності: підручник / за редакцією д.е.н., проф. В. М. Марченко. Київ : КПІ ім. Ігоря Сікорського. Вид-во «Політехніка», 2022. 515 с.
4. Principles of management. 2019. URL: <https://d3bxy9euw4e147.cloudfront.net/oscms-prod-cms/media/documents/PrinciplesofManagement-OP.pdf>
5. Karam Pal Management Concepts and Organizational Behaviour. URL: <http://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf>
6. Coleman Patterson Management Briefs Management and Leadership Theory Made Simple. 2010.
7. Peter F. Drucker The Effective Executive: The Definitive Guide to Getting the Right Things Done. Harper Business; Revised edition. 2006. 208 p.
8. Dorling Kindersley Essential Manager: Leadership. 2015.
9. James Burrow, Brad Kleindl, Kenneth Everard Business principles and management. Thomson. 2018. 736 p.
10. John Maxwell The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You. 2007. 338 p.
11. Балановська Т.І., Михайліченко М.В., Троян А.В. Сучасні технології управління персоналом: навчальний посібник. Київ: ФОП Ямчинський О.В., 2020. 466 с.
12. Скібіцька Л. І. Тайм – менеджмент. Київ. Кондор, 2019. 528 с.
13. A Study of Business Process Reengineering by Kevin Lam. URL: http://www.doc.ic.ac.uk/~nd/surprise_95/journal/vol2/tmkl/article2.html

14. An Introductory Guide by Peter Carter URL: <http://www.teamtechnology.co.uk/business-process-reengineering.html>.
15. Gilbreth L.M. The psychology of management. The Macmillan Company. 1921. URL: <https://www.gutenberg.org/files/16256/16256-h/16256-h.htm>.
16. Peter F. Drucker The Effective Executive: The Definitive Guide to Getting the Right Things Done. Harper Business; Revised edition. 2016. 208 p.
17. Dorling Kindersley Essential Manager: Leadership. 2015.
18. James Burrow, Brad Kleindl, Kenneth Everard Business principles and management. Thomson. 2018. 736 p.