

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF
UKRAINE**

Department of Management named after Professor J. S. Zavadskyi

APPROVED
Faculty of Agrarian Management

“05” June 2025

**CURRICULUM OF ACADEMIC DISCIPLINE
“MANAGEMENT”**

Area of knowledge D Business, Administration and Law

Specialty D5 Marketing

Academic programme Marketing

Faculty of Agrarian Management

Developed by: Associate Professor of the Department of Management named after
Professor J. S. Zavadskyi PhD in Economics, Associate Professor
Timchenko Olga

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Description of the discipline «Management»

Discipline “Management” is a compulsory component of the educational and professional programme “Marketing” for the preparation of applicants for the first (bachelor's) level of higher education in the speciality “Marketing”, which lays down universal knowledge and skills in managing an organisation, team, process, etc., forms future specialists (managers) modern managerial thinking and a system of specialised knowledge in the field of management. The discipline is devoted to the study of theoretical and practical aspects of the essence and components of the management process, levels, areas of management, laws and patterns of organisational formation, principles, functions and methods of management, basics of planning, organisation, motivation and control of activities, technologies of management decision-making, concepts and approaches to determining management efficiency, management and leadership styles, information support of the management process.

Area of knowledge, specialty, academic programme, academic degree		
Academic degree	bachelor's	
Area of knowledge	D Business, Administration and Law	
Specialty	D5 Marketing	
Academic programme	Marketing	
Characteristics of the discipline		
Type	normative	
Total number of hours	150	
Number of ECTS credits	5	
Number of modules	2	
Course project (work) (if any)	-	
Form of assessment	exam / credit	
Indicators of the discipline for full-time and part-time forms of university study		
	University study	
	full-time	part-time
Year of study	2	
Term	3	
Lectures	30 hours	
Practical classes and seminars	30 hours	
Laboratory classes	-	
Self-study	90 hours	
Number of hours per week for full-time students	4 hours	

1. Aim, competences and expected learning outcomes of the discipline

Aim is to form in future specialists (managers) modern managerial thinking and a system of specialised knowledge in the field of management, understanding of the conceptual foundations of system management of organisations; acquisition of skills to analyse the internal and external environment, make adequate management decisions.

Competences acquired:

Integral competence (IC): the ability to solve complex specialised tasks and practical problems characterised by complexity and uncertainty of conditions in the field of management or in the learning process, which involves the application of theories and methods of social and behavioural sciences.

General competence (GC):

GC 3. Ability to abstract thinking, analysis, synthesis.

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

GC 7. Ability to apply knowledge in practical situations.

GC 8. Ability to conduct research at the appropriate level.

GC 9. Skills of using information and communication technologies.

GC 10. Ability to communicate in a foreign language.

Special (professional) competence (SC):

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

SC 4. The ability to conduct marketing activities based on an understanding of the essence and content of the theory of marketing and functional relationships between its components.

SC 5. Ability to correctly apply methods, techniques and marketing tools.

SC 6. Ability to conduct marketing research in various areas of marketing activity.

SC 7. Ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

SC 13. Ability to plan and conduct effective marketing activities of a market entity in a cross-functional context.

SC 14. Ability to offer improvements regarding the functions of marketing activities.

Expected learning outcomes (ELO):

ELO 2. Analyze and predict market phenomena and processes based on application of fundamental principles, theoretical knowledge and applied skills implementation of marketing activities.

ELO 3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.

ELO 19. Demonstrate marketing development skills enterprise policy, apply modern methods, concepts and tools of marketing commodity policy, pricing, sales, communications, consumer behavior research, the formation of a target audience in order to determine the prospects for the development of market entities.

2. Programme and structure of the discipline

Modules and topics	Number of hours								
	full-time					part-time			
	weeks	total	including			total	including		
			l	p	ind.		l	p	ind.
Module 1. <i>Management system of the organisation</i>									
Topic 1. Introduction to management. Organisation as an object of management	1		4	4	42				
Topic 2. The concept and essence of management	2		4	4					
Topic 3. Development of management science. Laws, regularities and principles of management	3-4		4	4					
Topic 4. Functions and methods of management	4		4	4					
Total for module 1		75	16	16	42				
Module 2. <i>Management process in the organisation</i>									
Topic 5. Planning in the organisation	5-6		4	4	48				
Topic 6. Organizing as a function of management	7-8		2	2					
Topic 7. Motivation in management	9		4	4					
Topic 8. Group management, management and leadership	10		2	2					
Topic 9. Conflicts and stress as objects of management	11		2	2					
Total for module 2		75	14	14	48				
Total hours		150	30	30	90				

3. Topics of lectures

No.	Topic	Hours
1	Topic 1. Introduction to management. Organisation as an object of management	4
2	Topic 2. The concept and essence of management	4
3	Topic 3. Development of management science. Laws, regularities and principles of management	4
4	Topic 4. Functions and methods of management	4
5	Topic 5. Planning in the organisation	4
6	Topic 6. Organizing as a function of management	2
7	Topic 7. Motivation in management	4
8	Topic 8. Controlling as a management function	2
9	Topic 9. Group management, management and leadership	2
	Total	30

4. Topic of laboratory (practical, seminars) classes

No.	Topic	Hours
1	Practical lesson 1. Introduction to management. Organisation as an object of management	2
2	Seminar lesson 1. The concept and essence of management	1
3	Practical lesson 2. Development of management science. Laws, regularities and principles of management	2
4	Practical lesson 3. Functions and methods of management	2
5	Seminar lesson 2. Fundamentals of management decision-making theory	1
6	Practical lesson 4. Fundamentals of management decision-making theory	2
7	Practical lesson 5. Information and communication in management	2
8	Seminar lesson 3. Planning in the organisation	1
9	Practical lesson 6. Planning in the organisation	2
10	Seminar lesson 4. Organizing as a function of management	1
11	Practical lesson 7. Organizing as a function of management	2
12	Seminar lesson 5. Motivation in management	1
13	Practical lesson 8. Motivation in management	2
14	Seminar lesson 6. Controlling as a management function	2
15	Practical lesson 9. Controlling as a management function	2
16	Seminar lesson 7. Group management, management and leadership	1
17	Practical lesson 10. Group management, management and leadership	2
18	Seminar lesson 8. Conflicts and stress as objects of management	1
21	Seminar lesson 9. Managing organisational change	1
	Total	30

5. Topics of self-study

No.	Topic	Hours
1	Independent work 1	42
2	Independent work 2	48
	Total	90

6. Methods of assessing expected learning outcomes:

- oral or written survey;
- interview;
- test;
- defending practical works.

7. Teaching methods:

- problem-based method;
- practice oriented studying method;
- case method;
- project education method;
- flipped classroom, mixed education method;
- research based method;
- learning discussions and debates method;
- team work, brainstorm method
- gamification studying method.

8. Results assessment.

The student's knowledge is assessed by means of a 100-point scale converted into the national grades according to the "Exam and Credit Regulations at NULES of Ukraine" in force

8.1. Distribution of points by types of educational activities

Educational activity	Results	Assessment
Module 1. <i>Management system of the organisation</i>		
Practical lesson 1. Introduction to management. Organisation as an object of management	ELO 6, 10, 19 To know the basic concepts and categories of management, levels of management; the main stages of formation and development of management theory and practice; laws and regularities of management; to know the principles and objectives of management and be able to implement them; to demonstrate skills in identifying the object and subject of management; to know the general and special functions of management; management methods; the essence of management decisions, basic theories and approaches to management decision-making, decision-making concepts; basic models, approaches, technologies, methods, as well as conditions for making management decisions; types and sources of information;	10
Seminar lesson 1. The concept and essence of management		5
Practical lesson 2. Development of management science. Laws, patterns and principles of management		10
Practical lesson 3. Functions and methods of management		10
Seminar lesson 2. Fundamentals of management decision-making theory		5
Practical lesson 4. Fundamentals of management decision-making theory		10
Practical lesson 5. Information and communication in management		10
Independent work 1		10

	forms and types of communication, stages and components of the communication process. To understand the essence of the management process, the place and role of management functions and methods in it; the content and importance of management science in the system of socio-economic knowledge, the interdependence of science and practice; the general model of the management system, the difference between the concepts of “management”, “business”, “entrepreneurship”, “art of management”; the essence of scientific and classical theories (schools), as well as modern approaches to management; the mechanism of action of the system of methods on the managed system; the essence of the concept of communication in management; the system of information support for management. To be able to describe the organisation, identify factors of influence of the external and internal environment; identify stakeholders of the organisation; identify the main problems and directions of development of management in Ukraine, functional areas of the organisation; manage the organisation and its units through the implementation of management functions, apply management methods; divide the management process into stages; choose technology and methods of making management decisions; systematise and analyse the totality of information coming from different sources; to form and organise effective communications in the management process; identify obstacles and barriers in organisational communications, use ways to prevent and eliminate them	
Module control work 1		30
Total for module 1		100
Module 2. <i>Management process in the organisation</i>		
Seminar lesson 3. Planning in the organisation	ELO 6, 19 To know the features of planning, principles and components of the planning process, planning methods; types of plans according to their classification features; the essence of the components of organisational design; types and characteristics of organisational structures; basic motivational theories (content and process); methods of staff incentives; types of control, principles and methods of management control, features of the management control process. To understand the essence of the planning function in management, features of strategic and operational planning; the essence of the	5
Practical lesson 6. Planning in the organisation		10
Seminar lesson 4. Organizing as a function of management		5
Practical lesson 7. Organizing as a function of management		10
Seminar lesson 5. Motivation in management		5
Practical lesson 8. Motivation in management		10
Seminar lesson 6. Controlling as a management function		5
Practical lesson 9. Controlling as a		10

management function	functions of organisation, motivation and control. Be able to collect the necessary information, formulate a mission, define goals, develop plans for the organisation's activities/work. To have skills in organisational design, to be able to form an effective organisational structure for a particular enterprise; to have skills in the distribution of powers; to be able to assess the effectiveness of the application of motivation theories in the practical activities of enterprises, to have skills in analysing the structure of employees' motives, justifying the means of motivational influence. To be able to apply effective tools for motivating the staff of the organisation, to have the skills to formulate control technology; to develop regulatory and coordinating actions of the manager. Be able to apply management control tools	10
Independent work 2		
Module control work 2		30
Total for module 2		100
Class work	$(M1 + M2 + M3)/3 \cdot 0,7 \leq 70$	
Exam/credit	30	
Total for year	$(\text{Class work} + \text{exam}) \leq 100$	

8.2. Scale for assessing student's knowledge

Student's rating, points	National grading (exam/credits)
90-100	excellent
74-89	good
60-73	satisfactory
0-59	unsatisfactory

8.3. Assessment policy

Deadlines and exam retaking rules	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)
Academic integrity rules	Cheating during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct references to the literature used. Independent works in the form of reports, presentations must have correct textual references to the information sources used
Attendance rules	Attendance is compulsory. For good reasons (e.g. illness, international internship), training can take place individually (online by the faculty dean's and the course lecturer's consent)

9. Teaching and learning aids:

1. E-learning course of the discipline "Management" (on the educational portal of NUBiP of Ukraine eLearn - <https://elearn.nubip.edu.ua/course/view.php?id=2160>).

2. Менеджмент: навчальний посібник / Балановська Т. І., Гоголю О. П., Троян А. В., Сотник В. В. Вид. 2-ге, переробл. і доп. Київ: ЦП «КОМПРИНТ», 2024. 606 с.
3. Гоголю О. П., Харченко Г. А. Практикум з менеджменту: навчальний посібник для здобувачів першого (бакалаврського) рівня вищої освіти спеціальностей 073 «Менеджмент» та 075 «Маркетинг». Київ: ЦП «Компринт», 2022. 428 с.
4. Балановська Т. І., Гоголю О. П., Восколупов В. В. Методичні вказівки до написання курсових робіт з дисципліни «Менеджмент» для здобувачів першого (бакалаврського) рівня вищої освіти за спеціальністю 073 «Менеджмент», освітньо-професійної програми «Менеджмент». Київ, 2025. 51 с.

10. Рекомендовані джерела інформації

1. Балановська Т. І., Гоголю О. П., Кубіцький С. О., Михайліченко М. В., Троян А. В. Управління організацією: навчальний посібник. Київ: ФОП Ямчинський О. В., 2021. 464 с.
2. Балановська Т. І., Гоголю О. П., Троян А. В. Основи менеджменту, маркетингу та підприємництва: навчальний посібник. К. ЦП «Компринт». 2018. 536 с.
3. Білорус Т. В. Практикум з менеджменту: навчальний посібник. Київ: Київський національний університет імені Тараса Шевченка, 2020. 185 с.
4. Гоголю О. П., Харченко Г. А. Менеджмент діяльності підприємств на ринку товарів і послуг: навчальний посібник для підготовки фахівців спеціальності 073 «Менеджмент». Київ: «ЦП «Компринт», 2018. 410 с.
5. Лазоренко Т. В., Пермінова С. О. Основи менеджменту: конспект лекцій. Київ: КПІ ім. Ігоря Сікорського, 2021. 166 с.
6. Гоголю О. П., Харченко Г. А., Балановська Т. І. Методичні вказівки до вивчення дисципліни «Менеджмент» для підготовки здобувачів першого (бакалаврського) рівня вищої освіти за спеціальністю 073 «Менеджмент», освітньо-професійної програми «Менеджмент». Київ. ЦП «КОМПРИНТ», 2021. 150 с.
7. Менеджмент: підручник / С. Ю. Бірюченко, К. О. Бужимська, І. В. Бурачек та ін.; під заг. ред. Т. П. Остапчук. Житомир: Вид-во «Рута», 2021. 856 с.
8. Страпчук С. І., Миколенко О. П., Попова І. А., Пустова В. В. Менеджмент: навчальний посібник для здобувачів вищої освіти. Львів: Видавництво «Новий Світ - 2000», 2020. 356 с.
9. Харченко Г. А., Гоголю О. П., Харченко В. В. Теорія організацій: навчальний посібник для здобувачів першого (бакалаврського) рівня вищої освіти спеціальностей 073 «Менеджмент». Київ: ЦП «КОМПРИНТ», 2023. 456 с.
10. Шкільняк М. М., Овсянюк-Бердадіна О. Ф., Крисько Ж. Л., Демків І. О. Менеджмент: навчальний посібник. Тернопіль: ЗУНУ, 2022. 258 с.
11. Управління бізнесом: навчальний посібник / Т. І. Балановська, А. В. Троян, О. М. Гавриш, В. В. Восколупов. Вид. 2-ге, переробл. і доп. Київ: ЦП «КОМПРИНТ», 2024. 303 с. URL: <http://dspace.nubip.edu.ua/handle/123456789/9825>

