



COURSE SYLLABUS «SERVICE MANAGEMENT»

Academic degree - Bachelor
Specialty: 073 Management
Academic programme "Management"
Year of study 4, **semester** 8
Form of education: full-time, part-time
Number of ECTS credits: 6
The language of teaching: Ukrainian, English

Course lecturer

Viktoriia Sotnyk, PhD (Economics), Associate Professor of the Department of Management named after Prof. J. S. Zavadskyi

**Lecturer contact information
(e-mail)**

v.sotnyk@nubip.edu.ua

URL**Course page in eLearn**

DESCRIPTION OF THE DISCIPLINE

The purpose of the discipline is to formation of a complex of theoretical knowledge and practical skills in the process of service management in enterprises in order to achieve set goals. The tasks of the primary discipline include theoretical and practical preparation of industrial knowledge from the supply of service enterprises as a daily approach to management; understanding of capabilities and knowledge of the principles of operational systems and structures for managing service activities at various enterprises for a better task of organization and advancement competitiveness.

Program competencies

Integrative competency (IC): the ability to solve complex specialized tasks and practical problems characterized by complexity and uncertainty of conditions in the field of management or in the educational process, which involves the application of theories and methods of social and behavioral sciences..

General competences (GC):

GC 9. Ability to learn and master modern knowledge.

GC 11. Ability to adapt and act in a new situation.

Special (professional) competences (SC):

SC 3. Ability to determine the prospects for the development of the organization.

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

Program learning outcomes of the academic discipline:

PLO 5. Describe the content of the functional areas of the organization.

PLO 7. Demonstrate organizational projecting skills.

PLO 9. Demonstrate interaction, leadership, and teamwork skills.

PLO 16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, and be critical and self-critical.

COURSE STRUCTURE

| Topics | Hours (lectures/lab oratory, practical, seminar) | Learning outcomes | Tasks | Assessm ent |
|---|--|--|---|----------------|
| 8 semester | | | | |
| Module 1 | | | | |
| Topic 1. Theoretical aspects of service management | 4/6 | Understand the main aspects of service management in an organization. Know the essence, meaning, and basic functions of service management; classify and systematize services; see the place of service management at various enterprises; formulate a system and structure for managing service activities. Learn how to pick up your skills while managing business services. | Preparation of speeches and presentations before the seminar. Preparation of practical work, independent work in elearn. | 20 |
| Topic 2. State regulation of services | 4/6 | | | 20 |
| Topic 3. Service-management in the global management system | 4/6 | | | 30 |
| Test for module 1 | | | | 30 |
| Total for content module 1 | | | | 100 |
| Module 2 | | | | |
| Topic 4. Methods and tools of service management | 4/6 | Expand the market of services and its basic capabilities. Know the approaches to service and sales management at various stages: purchasing, delivery of products, operation of the product. Manage the logistics service business, conduct ongoing control of the service business, and use information technologies to create and distribute knowledge. | Preparation of speeches and presentations before the seminar. Preparation of a practical task, independent work in elearn. | 20 |
| Topic 5. Organization of service management in enterprise | 4/6 | | | 25 |
| Topic 6. Quality management of services | 4/6 | | | 25 |
| Test for module 2 | | | | 30 |
| Total for content module 2 | | | | 100 |
| Total for academic work | | | | 70 |
| Examination | | | | 30 |
| Total for the course | | | | 100 |

ASSESSMENT POLICY

| | |
|---|--|
| Policy regarding deadlines and resits: | 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). |
| Academic honesty policy: | 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. |
| Attendance policy: | 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 KNOWLEDGE OF STUDENT KNOWLEDGE

| Rating of higher education applicants, points | National grade for exam results |
|---|---------------------------------|
| 90-100 | excellent |
| 74-89 | good |
| 60-73 | satisfactorily |
| 0-59 | unsatisfactory |

RECOMMENDED SOURCES OF INFORMATION

1. Камушков О.С., Ткач В.О., Язіна В.А., Жилко О.В. Культура сервісу: дефініція поняття, основні структурні складові сервісу та аналіз його ролі в індустрії гостинності. *Актуальні проблеми інноваційної економіки*. 2021. № 2. С. 38-43. URL: http://nbuv.gov.ua/UJRN/apie_2021_2_9.

2. Кащана Н.Б., Нестеренко О.О. Формування інформаційно-аналітичного сервісу управління підприємством торгівлі. *Бізнес-навігатор*. 2022. Вип. 2. С. 126-131. URL: http://nbuv.gov.ua/UJRN/bnav_2022_2_21.

3. Ланде Д., Страшной Л., Дрямов О., Фегер А. Формування сценаріїв діяльності на базі сервісів генеративного штучного інтелекту. *Artificial Intelligence*. 2023. № 3. С. 94-103. URL: http://nbuv.gov.ua/UJRN/II_2023_3_10.

4. Нестеренко О.О., Кащана Н.Б. Модернізація системи інформаційно-аналітичного сервісу бізнес-адміністрування. *Бізнес-навігатор*. 2022. Вип. 3. С. 149-154. URL: http://nbuv.gov.ua/UJRN/bnav_2022_3_28.

5. Петренко Н.О., Коваленко Л.Г. Концептуальні положення сервісології та сервіс-управління. *Збірник наукових праць Уманського національного університету садівництва*. 2022. Вип. 100(2). С. 238-249. URL: [http://nbuv.gov.ua/UJRN/zhpumus_2022_100\(2\)_25](http://nbuv.gov.ua/UJRN/zhpumus_2022_100(2)_25).

6. Угоднікова О.І. Організація сервісної діяльності : конспект лекцій: Харків. нац. ун-т міськ. госп-ва ім. О.М. Бекетова. Харків : ХНУМГ ім. О. М. Бекетова. 2023. 90 с.

7. Шаров В.В. Сервісно-орієнтована бізнес-модель як чинник стратегічного управління підприємством. *Economic synergy*. 2023. Iss. 3. С. 8-24.