

NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES
OF UKRAINE

Department of production and investment management



“APPROVED”

Dean of the Faculty
Ostapchuk A.D.


“ ” _____ 2022

“ENDORSED”

by the department's meeting of
production and investment management

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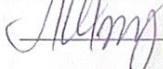
Head of the Department

 Dielini M.M.

«CONSIDERED»

Guarantor of the educational program
*“Management of investment activity and
international projects”*

Guarantor of the educational program

 L.V. Shynkaruk

Work program of the academic discipline
CREATIVE TECHNOLOGIES OF MANAGING SOCIAL PROJECTS

Specialty: 073 «Management»

Academic program: Management of investment activities and international projects

Faculty of agrarian management

Developer : Orekhivskyi VG, Ph.D,

Associate professor, department of production and investment management

Kyiv - 2022

1. Course description: Technologies of Management of Social Projects

Field of knowledge, specialty, educational program, educational degree		
Academic degree	Master	
Specialty	073 Management	
Academic program	Management of investment activities and international projects	
Characteristics of the discipline		
View	Required	
Total hours	50	
Number of ECTS credits	4	
Number of content modules	2	
Course project (work)	-	
Form of control	exam	
Indicators of academic discipline for full-time and part-time study		
	full-time study	part-time study
Year of preparation	2	
Semester	2	
Lectures	15	
Practical, seminar classes	30	
Laboratory classes	-	
Individual work	60	
Individual tasks	-	
Number of weekly classroom hours for full-time study	4 hours	

2. Purpose, tasks and competencies of the discipline

The purpose of the discipline: to provide students with fundamental and systematic knowledge about the peculiarities of social project management as key factors in streamlining modern social life.

Getting acquainted with the essence of social project technologies is a meaningful step of the educational project "project management". The thematic content of the discipline includes theoretical and methodological foundations of social projects, in particular, finding out ways and means of sociological analysis of various management phenomena and processes that unfold at different levels of social organization of public life. Creative tasks, individual and group work form learning skills in the paradigm of modern education.

The tasks of studying the discipline is theoretical and practical training of students on:

- 1) obtaining thorough knowledge of the objective laws of the functioning of the system of social projects, as well as skills of their practical use;
- 2) acquisition of professional skills to apply the methodological tools of the theory of social management for the analysis of organizational and managerial phenomena and processes in social organizations;
- 3) mastering the content of basic terms, concepts and categories of social management;
- 4) understanding the objective nature of the laws and patterns of social projects, the objective conditionality of its principles and functions;
- 5) mastering a set of methods, forms and mechanisms for managing social processes and phenomena at the micro and macro levels of modern society;
- 6) expanding the professional horizon of opportunities, nature and ways to measure the effectiveness of social management at different levels of organization of social life of society.

As a result of studying the discipline the student should **know**:

- Theoretical foundations of social projects, modern sociological research projects, sociological approach to the analysis of social events

Upon completion of the discipline the students should **be able to** :

- work with sociological data, read professional sociological publications and formulate ideas for social projects. Also, gain skills application of data collection and analysis methods; group work and public discussion; practical implementation of social projects in Ukraine and abroad.

Acquisition of competencies:

General competencies:

- Ability to think abstractly, search, process, analyze, synthesize and establish relationships between phenomena and processes
- Ability to use information and communication technologies to search, process, analyze information from various sources and make decisions.
- Ability to learn, master modern knowledge and apply it in practical situations.
- Ability to conduct research, evaluate and ensure the quality of work performed, make informed decisions and generate new ideas.
- Ability to adapt and act in a new situation, identify, set and solve problems
- Ability to organize and motivate people to move towards a common goal, work in a team, show initiative and entrepreneurship, act on ethical considerations
- Ability to communicate in a foreign language, work in an international context, use information and communication technologies

Special (professional, subject) competencies:

- Ability to organize the collection of necessary information, to analyze it for further development of the business plan
- Ability to effectively manage international projects
- Ability for self-development, lifelong learning and effective self-management in project management.
- Ability to carry out the formation of investment resources
- Ability to analyze modern investment activities and international business.
- Ability to make management decisions in the management of investment activities and international projects.
- Ability to manage real and financial investments.
- Ability to evaluate the effectiveness of programs and investment projects.
- Ability to find and attract various sources and tools for project financing.

3. Program and structure of the discipline for: Technologies of Management of Social Projects

Names of content modules and topics	Number of hours													
	weeks	total	Full-time					Part-time						
			including					total	including					
			L	P	lab	ind	s.r.		L	P	lab	ind	s.r.	
1	2	3	4	5	6	7	8	9	10	11	12	thirteen	14	
MODULE 1. FUNDAMENTALS OF SOCIAL PROJECT TECHNOLOGIES														
Topic 1. The subject of social projects			2	4										
Topic 2. Social systems and social laws			2	5										
Topic 3. Methods of social projecting			3	6										
Total, Module 1			7	15										
MODULE 2. PRACTICAL AND METHODOLOGY PRINCIPLES OF SOCIAL PROJECTS														
Topic 4. The system of values in social projects			3	4										
Topic 5. Social resources and motivation			2	5										
Topic 6. Information support of social projects			3	6										
Total, Module 2			8	15										
Total			15	30										
Course project (work) with _____ <i>(if available in the working curriculum)</i>			-	-	-		-		-	-	-			-
Exam		5												
Total, hours		50												

4. Topics of seminars

No s / n	Name topics	Number hours
1		
2		
...		

5. Topics of practical classes / Practice study topics

No s / n	Name topics	Number hours
1	Concepts and ideas to create a social enterprise	4
2	Practical value of social project	5
3	Marketing investigation of social projects	6
4	Analysis of target markets, evaluation of ideas and motivational component of social projects	4
5	Lean-up test of social project	5
6	Development of business-model for social project and presentation	6

6. Topics of laboratory classes

No s / n	Name topics	Number hours
1		
2		
...		

7. Test questions, sets of tests to determine the level of knowledge acquisition by students (example)

- 1) Define the concept of sustainable development of a society
- 2) Describe the prerequisites for the formation of social projects
- 3) Explain the relationship between social governance and social projecting

- 4) Define the subject of social management as a discipline
- 5) What general scientific methods being used by social management in the study of social processes in society?
- 6) What special methods are used in the study of social processes and events in a society?
- 7) What is the essence of cognitive, applied, explanatory and informational functions of social projects?
- 8) Provide classification of social investments
- 9) The concept of decentralization of resources as an element of social project
- 10) Describe the main types of social systems
- 11) What are the constituent elements to form a managerial relationship?
- 12) What role do the principles of social projecting play in the management of social relations?
- 13) Explain the goals and objectives of education reform in Ukraine or in the country of your origin
- 14) Provide your own definition of social guarantees
- 15) What are the principles of economic methods in social projects?
- 16) Which ways to influence the managed object are provided by social methods?
- 17) Explain the content of socio-psychological means of managerial influence used in social project
- 18) What are the forms of organizational and administrative methods of social design?
- 19) Discover the basic technologies of self-government of territorial communities
- 20) What are the mechanisms of social project?
- 21) Which scientific methods can be used in social projecting to achieve the goals of the organization?
- 22) Explain the content of the functions of social design
- 23) What is the structure of a social project?
- 24) How are organizational relationships being formed?
- 25) Describe the structure of social resources of society
- 26) Compare the main features of social resources with other types of resources of society
- 27) What are the reasons of a growing role of social resources in modern conditions?
- 28) Describe the essence of the basic concepts of motivation and motivation of employees
- 29) Identify ways to implement an effective system of motivation in Ukraine (or in your country)
- 30) Explain the role of social information in the management of society
- 31) Optimization of information flows in social projecting
- 32) Explain the role of social monitoring in the information support of the social project
- 33) Analysis of marketing environment of social organizations
- 34) Describe the sources of financial resources of social organizations

- 35) What is social engineering?
- 36) What is the essence of social technology?
- 37) Explain the content of the basic conditions for the technology improvement of social processes
- 38) What is the effectiveness of social technologies?
- 39) Define the basic rules of self-management and their content
- 40) Moral and ethical norms of the social manager in professional activities
- 41) Explain the essential qualities of a leader in a social organization
- 42) Give a detailed description of the main instruments of social policy
- 43) Discover the essence of social protection
- 44) What are the social tools to regulate employment?
- 45) Describe the main ways to improve health care in Ukraine (or country of your origin)
- 46) The role of the State on the example of combating the spread of coronavirus COVID-19 in Ukraine (or country of your origin)
- 47) Modernization of the education system: own proposals and forecasts (on the example of Ukraine or country of your origin)

8. Teaching methods

Combination of lectures and practical classes according to the schedule. Presentations and graphics for better learning materials. In particular, the use of materials from universities in the United States and Western Europe, obtained through teacher training programs (FEP-USDA 2014-2020, Erasmus+). Conducting business games and case studies. Providing information from own practical experience, analysis of current legislation of Ukraine on the regulation of social relations in society. Use of specialized online platforms for modeling social projects and developing scenarios for their practical application.

Practical and case studies. During the semester students conduct practical research according to the algorithm: search for ideas, creation, development and possible practical implementation of a social project with the commercial component. Preparation of a business plan and a final presentation for defense, as a result of practical research.

9. Forms of control

Criteria for assessing the implementation of educational tasks is one of the main ways to test the knowledge, skills and abilities of students. When evaluating tasks, the completeness and correctness of their performance should be taken as a basis. The following skills and abilities of students should be taken into account:

- differentiate, integrate and unify the acquired knowledge;
- to present the material logically and consistently;
- use additional literature.

There are two intermediate forms of monitoring student performance, after completing the topics of content modules 1 and 2. Final test (exam) at the end of the semester.

10. Distribution of points received by students

Assessment of student knowledge is on 100-point scale, to be translated into national system in accordance with Table 1 "Regulations on examinations and tests in NULES of Ukraine" (Order dd. 27.12.2019 № 1371)

Students ratio, points	National evaluation	
	Exams	offsets
90-100	Excellent	90-100
74-89	Good	74-89
60-73	Satisfactory	60-73
0-59	Non-satisfactory	0-59

To determine the rating of the student (listener) for mastering the discipline $R_{\text{дис}}$ (up to 100 points), the ratio obtained for attestation (up to 30 points) to be added to the rating of the student for educational work $R_{\text{НР}}$ (up to 70 points): $R_{\text{дис}} = R_{\text{НР}} + R_{\text{АТ}}$

Students who have successfully completed the discipline, fulfilling all the requirements of the working curriculum, are awarded ECTS credits for the discipline working curriculum. ECTS credits are recorded in the journal of rating assessment of student knowledge.

11. Methodical support

Educational and methodical complexes of studying disciplines (work programs, illustrative materials). Methodical instructions for studying the discipline, a course of lectures in the form of P.Point presentations.

12. Literature:

Basic:

1. Безпалько О. В. Соціальне проектування : навчальний посібник /– К. : Знання, 2010. – 127 с.
2. Бех В.П., Маліновський Ю.Л. Болонський процес: тенденції, проблеми, перспективи –К. : НПУ ім. М.П. Драгоманова, 2004. –221 с.
3. Борецька Н.П. Соціальний захист населення на сучасному етапі: стан і проблеми: моногр./Н.П. Борецька.–Донецьк: Янтра, 2002.–352 с

4. Галицький В.М. Поведінкові стратегії на ринку праці України/ В.М.Галицький, Ю.О.Привалов, Г.І. Чепурко; за ред. Ю. Саєнко. –К.: ПЦ "Фоліант", 2011. –227 с.
5. Ганслі Т. Соціальна політика та соціальне забезпечення за ринкової економіки / Т. Ганслі. –К. : Основи, 2006. –237 с.
6. Кредісов А.І. Менеджмент для керівників/ А.І.Кредісов, Є.Г.Панченко, В.А.Кредісов.–К.: Т-во «Знання»; КОО, 2009. –556 с
7. Лукашевич М.П. Менеджмент соціальної роботи: теорія і практика : навч. посіб. / М.П. Лукашевич, М.В. Туленков. –К. : Каравела, 2007. –296 с
8. Лукашевич Н.П. Самоменеджмент. Теорія и практика: учеб./ Н.П. Лукашевич.–К.: Ника-Центр, 2007. –344 с.
9. Лукашевич М.П. Інноваційні соціальні технології професійного самовизначення особистості: навч. посіб. / М.П. Лукашевич. –К. : ІПК ДСЗУ, 2005. –141 с.
10. Назарова Г.В., Гончарова С.Ю., Ю.В. Сотникова, Н.В. Аграмакова. Соціальна економіка : навчальний посібник / – Харків : ХНЕУ ім. С. Кузнеця, 2018. – 275 с.
- 11.Петренко Н.О. Управління проектами: навчальний посібник / Н. О. Петренко, Л. О. Кустіч, М. О. Гуменюк. – К. : ЦУЛ, 2017. – 244 с.
- 12.Руженський М.М. Соціальний менеджмент : навчальний посібник /М.М. Руженський. - К.: ІПК ДСЗУ, 2011. – 255 с.
- 13.Скуратівський В.А. Основи соціальної політики: навч. посіб. / В.А. Скуратівський, О.М. Палій. –К. : МАУП, 2002. –200 с.
- 14.Сурмін Ю.П. Соціологія управління : підруч. / Ю.П. Сурмін, І.П. Бедзюра. – К. : Освіта України, 2012. – 686 с.
- 15.Туленков М.В. Організаційна взаємодія в системах соціального управління (соціологічний аналіз): моногр./М.В. Туленков. –К.: ІПК ДСЗУ, 2015. –222 с.
- 16.Туленков Н.В. Введение в теорию и практику менеджмента: учебное пособие / Н.В.Туленков. - К.: МАУП, 2008. - 136 с.
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- 18.Шевчук П.І. Соціальна політика/П.І. Шевчук.–Львів: Світ, 2003. –400 с.
- 19.Яременко О.О. Соціальна політика: теоретико-методологічні основи дослідження процесів формування та ефективність реалізації : Монографія. Статті. Виступи. Інтерв'ю. –К. : Ін-т екон. та прогнозу НАН України ; УІСД ім. Олександра Яременка, 2006. –480 с.

Допоміжна:

1. Бурега В.В. Социально-адекватный менеджмент: В поисках новой парадигмы : монография / В. В. Бурега. – К.: Академия, 2001, - 272 с.
2. Гаркавенко С.С. Маркетинг: підруч. [для студ. екон. спеціал. вищ. навч. закладів] / С.С. Гаркавенко. –К. : Лібра, 2002. –708 с
3. Друкер П. Энциклопедия менеджмента. – М.: Вильямс, 2006.

4. Лукашевич М.П. Менеджмент соціальної роботи: теорія і практика: навч. посібник / М.П. Лукашевич, М.В.Туленков. - К.: Каравела, 2007. – 296 с.
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6. Сурмин Ю.П. Теория социальных технологий: учеб. пособие /Ю.П. Сурмин, М.В. Туленков. –К.: МАУП, 2009. –608 с.
7. Социальный менеджмент: учебник для вузов / под ред. С.Д. Ильенковой. - М.: ЮНИТИ, 1998. - 271 с.
8. Социология управления: учебник / под ред. В.И.Башмакова, В.Н.Князева, Р.В.Ленькова.-2-е изд.-М.: Юрайт, 2016.-360с.
9. Сурмин Ю.П. Теория социальных технологий: учеб. пособие / Ю.М. Сурмин, Н.В. Туленков. – К. : МАУП, 2004. – 608 с.
- 10.Тощенко Ж.Т. Социология управления: учебник и практикум / Ж.Т. Тощенко. - М.: Изд-во Юрайт, 2015. – 304 с.
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- 13.Туленков М.В. Соціологія управління / М.В. Туленков // Соціологія. Загальний курс: підручник / М.П. Лукашевич, М.В. Туленков. – К.: Каравела, 2011. – С. 247–261.
- 14.Туленков М.В. Теоретико-методологічні основи організаційної взаємодії в соціальному управлінні: Монографія. - Київ: Каравела, 2009. - 512 с.
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13.Інформаційні ресурси (за наявності):

1. Бібліотека соціологічного факультету Київського національного університету імені Тараса Шевченка <http://www.soc.univ.kiev.ua/>
2. Національна бібліотека України імені В.І. Вернадського <http://www.nbuv.gov.ua/>
3. Ресурсний центр з соціології, Харківський національний університет ім. В.Н.Каразіна <http://www.sociology.kharkov.ua/> (електронна бібліотека, тексти публікацій, корисні посилання)
4. Social business in Ukraine (projects and practical information): https://socialbusiness.in.ua/knowledge_base/khakatony-socialbusinessinua-2019-top-50-idey-dlia-stvorennia-sotsial-nykh-pidpriemstv/
5. Innovation Center “Promprilad”/ Practical experience for creating social projects: <https://promprylad.ua/ua/>

