



## COURSE SYLLABUS «Management of Human Resources»

**Degree of higher education - Bachelor**

**Specialization: 075 «Marketing»**

**Educational programme «Marketing»**

**Academic year: 4, semester: 7**

**Form of study: full-time**

**Number of ECTS credits: 3**

**Language of instruction: English**

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**Lecturer of the course**

**Natalia Drahnieva, PhD in Economics, Associate Professor**

**Contact information of the lecturer (e-mail)**

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**Course page on eLearn**

**<https://elearn.nubip.edu.ua/course/view.php?id=953>**

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### COURSE DESCRIPTION

*(up to 1000 printed characters)*

The course "Management of Human Resources" refers to a series of disciplines that form a profile future specialist, equipping him with the basics of theory and practice of human management resources. The aim of the course is to form a set of theoretical knowledge in future specialists and practical skills in the formation and implementation of personnel policy in modern organizations, rational selection of employees for positions and the formation of effective labor collective, evaluation and development of employees, as well as purposeful use of their potential. The task of studying the discipline is to get students knowledge of personnel policy and personnel management system of the organization; management of social development of the workforce; application of modern approaches to determining the need for staff, organization of recruitment and selection of employees for positions and formation of a successful team; evaluation and professional development of employees, as well as purposeful use of their potential.

#### **Competencies of the educational programme:**

*Integrative competency (IC):* 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 appropriate theories and methods and is characterized by complexity and uncertainty of conditions.

*General competencies (GC):*

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and perseverance in relation to the tasks tasks and assumed responsibilities.

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

GC 9. Skills of using information and communication technologies.

*Professional (special) competencies (PC):*

PC 3. Ability to use theoretical provisions marketing for interpretation and forecasting of phenomena and processes in the marketing environment.

PC 9. Ability to use marketing tools in innovative activity.

PC 14. Ability to suggest feature improvements marketing activity.

#### **Program learning outcomes (PLO) of the educational programme:**

PLO 5. Identify and analyze key characteristics marketing systems of different levels, as well as features behavior of their subjects.

PLO 6. Determine the functional areas of marketing activities of the market entity and their interrelationships in the system management, to calculate the relevant indicators, which characterize the effectiveness of such activities.

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

PLO 9. Assess the risks of marketing activities activities, set the level of uncertainty marketing environment when adopting managerial ones solutions

## COURSE STRUCTURE

Topic	Hours (lectures / practical, seminar)	Learning outcomes	Tasks	Evaluation
<b>7 Semester</b>				
<b>Module 1</b>				
<b>Topic 1.</b> Personnel management in the management system of organizations	1/2	Understand the place and importance of personnel management in the management system of organizations. Know the basic concepts and categories of personnel management; principles and methods of personnel management; sources of recruitment to the organization and choose from them the most economical expedient; methods of finding and attracting candidates for vacant positions; features of activity and functions of personnel services; Be able to formulate personnel policy and strategy personnel management of the organization; carry out human resources planning of the organization; organize the recruitment and selection of employees for positions; compile and analyze resumes a candidate for a vacant position; to conduct an interview with candidates for vacant positions in the organization.	Preparation of reports, abstracts, presentations for the seminar. Execution of a practical task, independent work in elearn.	10
<b>Topic 2.</b> Management of Human Resources as a social system	1/2			10
<b>Topic 3.</b> Personnel policy and strategy of personnel management of the organization	1/2			10
<b>Topic 4.</b> Personnel planning in organizations	2/3			10
<b>Topic 5.</b> Organization of recruitment and selection of personnel	1/5			15
<b>Topic 6.</b> Organization activities and functions of personnel services	1/2			15
<b>Module test №1</b>			Test №1 (elearn)	30
<b>Total for the module №1</b>				100
<b>Topic 7.</b> Formation the team of the organization	1/2	Understand the meaning positive social psychological climate team and need formation of successful commands. Know the technology development of organizational technical and methodological providing personnel evaluation; features	Preparation reports essays, presentations to seminar occupation. Implementation practical task,	10
<b>Topic 8.</b> Cohesion and social development of the team	1/2			10

<b>Topic 9.</b> Personnel evaluation in the organization	2/2	conducting certification employees; essence professional development and methods of professional employee training; features of the process planning and development career and work with personnel reserve. Be able to do the best contribution to harmonization human relations and formation of a successful team; carry out personnel evaluation of the organizations; compose and implement an action plan on staff development organizations; determine management efficiency staff.	independent work in elearn.	10
<b>Topic 10.</b> Management of development and movement of personnel in the organization	1/2			10
<b>Topic 11.</b> Management of personnel release process	1/2			10
<b>Topic 12.</b> Social partnership in the organization	1/2			10
<b>Topic 13.</b> Effectiveness of personnel management	1/2			10
<b>Module test №2</b>			Test №2 (elearn)	30
<b>Total for the module №2</b>				100
<b>Exam</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>

### ASSESSMENT POLICY

<b><i>Policy regarding deadlines and resits:</i></b>	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).
<b><i>Academic honesty policy:</i></b>	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.
<b><i>Attendance policy:</i></b>	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 STUDENT KNOWLEDGE

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

## RECOMMENDED SOURCES OF INFORMATION

1. John Maxwell The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You. 2017. 338 p.
2. Daniel Goleman Leadership: The Power of Emotional Intelligence. 2011. 78 p.
3. Balanovska T., Orekhivskiy V. Human Resources Management : Textbook. Kyiv : Komprint, 2020. 175 p.
4. 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.
5. Балановська Т.І., Михайліченко М.В., Троян А.В. Сучасні технології управління персоналом: навчальний посібник. Київ: ФОП Ямчинський О.В., 2020. 466 с.
6. Балановська Т.І., Гоголя О.П., Троян А.В. Словник-довідник з управління персоналом. Київ: ЦП «Компринт», 2017. 516 с.