



## COURSE SYLLABUS «Management»

**Degree of higher education - Bachelor**  
**Specialization: 072 Finance, Banking and Insurance**  
**Educational programme: «Corporate Finance»**  
**Academic year: 3, semester: 6**  
**Form of study: full-time**  
**Number of ECTS credits: 4**  
**Language of instruction: English**

**Lecturer of the course**  
**Contact information of the lecturer (e-mail)**  
**Course page on eLearn**

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

### COURSE 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 specialized tasks and practical problems in the field of finance, banking and insurance in the course of professional activity or in the process training, which involves the use of certain methods and provisions of financial science and is characterized uncertainty of conditions and the need to take into account the complex requirements for professional and educational activities.

*General competencies (GC):*

GC 2. Ability to apply knowledge in practical situations

GC 5. Skills of using information and communication technologies.

GC 8. Ability to search, process and analyze information from various sources.

*Professional (special) competencies (PC):*

PC 6. The ability to use modern information and software for receiving and processing data in in the field of finance, banking and insurance.

PC 11. The ability to maintain an appropriate level of knowledge and constantly improve their professional training.

PC 12. Ability to form and make professional decisions in the field of corporate finance of business entities agrarian sector of the economy.

*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>1 Semester</b>				
<b>Module 1 Theoretical foundations of management</b>				
<b>Topic 1.</b> Organization as an object of management	2/4	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
<b>Topic 2.</b> Fundamentals of management	2/4	To know the conc apparatus management, leve management, patterns of the manager's behavior	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	15
<b>Topic 3.</b> Deci- sion making and conflict management	2/4	To know the tech- nology of manage- ment decisions. Be able to analyze the causes and stages of conflict. Be able to manage con- flicts.	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	20
<b>Topic 4.</b> Leadership and power	2/4	Know and under- stand 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
<b>Module test №1</b>			Test №1 (elearn)	30
<b>Total for the module №1</b>				100

<b>Topic 5.</b> Planning as a function of management	2/4	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
<b>Topic 6.</b> 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
<b>Topic 7.</b> Motivation as a function of management	1/4	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
<b>Topic 8.</b> Controlling as a function of management	1/2	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
<b>Topic 9.</b> Management efficiency	1/2	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
<b>Module test №2</b>			Test №2 (elearn)	30
<b>Total for the semester</b>				<b>70</b>

<b>Total for the module №2</b>			<b>100</b>
<b>Exam</b>			<b>30</b>
<b>Total for the course</b>			<b>100</b>

### **EVALUATION POLICY**

<b><i>Deadline and recompilation policy:</i></b>	Practical works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
<b><i>Academic Integrity Policy:</i></b>	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%.
<b><i>Visiting policy:</i></b>	Attendance is mandatory. For objective reasons (for example, illness, international internship) teaching can take place individually

### **STUDENT EVALUATION SCALE**

<b>Rating of the applicant of higher education, points</b>	<b>Evaluation results on national exams, tests</b>
	<b>Exam</b>
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	unsatisfactorily

### **RECOMMENDED SOURCES OF INFORMATION**

1. Daniel Goleman Leadership: The Power of Emotional Intelligence. 2011. 78 p.
2. John Maxwell The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You. 2017. 338 p.
3. Peter F. Drucker The Effective Executive: The Definitive Guide to Getting the Right Things Done. Harper Business; Revised edition. 2006. 208 p.
4. Dorling Kindersley Essential Manager: Leadership. 2015.
5. James Burrow, Brad Kleindl, Kenneth Everard Business principles and management. Thomson. 2018. 736 p.