



COURSE SYLLABUS «Management»

Degree of higher education - Bachelor
Specialty 075 Marketing
Educational-professional program "Marketing"
Year of study 2, semester 3
Full-time education
Number of ECTS credits - 4
The language of teaching - English

Course lecturer

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Course page in eLearn

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

COURSE DESCRIPTION

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 course provides the formation of a number of professional competencies:

- PC3. Ability to abstract thinking, analysis and synthesis.
- PC4. Ability to learn and master modern knowledge.
- PC6. Ability to conduct marketing research in various marketing areas.
- PC11. Ability to work in a team.
- PC14. Ability to act socially responsibly and consciously.

As a result of studying the course the student will acquire certain program results:

- PR4. Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools.
- PR5. Identify and analyze the key characteristics of marketing systems at different levels, as well as the behavior of their subjects.
- PR9. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment in making management decisions.
- PR11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.
- PR14. Perform functional responsibilities in the group, offer sound marketing solutions.

COURSE STRUCTURE

| Topic | Hours (lectures / practical, seminar) | Learning outcomes | Tasks | Evaluation |
|---|--|--|--|------------|
| Module 1 Theoretical foundations of management | | | | |
| Topic 1. Organization as an object of management | 4/4 | Be able to analyze the features and characteristics of domestic organizations, internal and external environments of the organization; to identify the | Discussion issues. Problem solving and cases. Submission of practical work in e-learn. | 15 |

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| | | stakeholders of the organization | | |
| Topic 2. Fundamentals of management | 2/2 | To know the conceptual apparatus of management, levels of management, patterns of the manager's behavior | Discussion issues. Problem solving and cases. Submission of practical work in e-learn. | 10 |
| Topic 3. History of management thought | 2/2 | Be able to analyze the main stages of formation and development of management theory and practice | Discussion issues. Problem solving and cases. Submission of practical work in e-learn. | 10 |
| Topic 4. Decision making and conflict management | 4/4 | To know the technology of management decisions. Be able to analyze the causes and stages of conflict. Be able to manage conflicts. | Discussion issues. Problem solving and cases. Submission of practical work in e-learn. | 20 |
| Topic 5. Leadership and power | 2/2 | Know and understand 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. | 15 |
| Module test | | | Test | 30 |
| Module 2. Management functions | | | | |
| Topic 6. Planning as a function of management | 4/4 | 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 |
| Topic 7. Organizing as a function of management | 4/4 | 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 |
| Topic 8. Motivation as a function of management | 4/4 | 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 |
| Topic 9. Controlling as a function of management | 2/2 | To understand the nature and need of control in the organization; have the basic tools of control in various | Discussion issues. Problem solving and cases. Submission of | 10 |

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| | | organizations | practical work in e-learn. | |
| Topic 10. Management efficiency | 2/2 | 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 |
| Module test | | | Test | 30 |
| Total for the semester | | | | 70 |
| Exam | | | | 30 |
| Total for the course | | | | 100 |

EVALUATION POLICY

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|--|--|
| <i>Deadline and recompilation policy:</i> | 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). |
| <i>Academic Integrity Policy:</i> | 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%. |
| <i>Visiting policy:</i> | Attendance is mandatory. For objective reasons (for example, illness, international internship) teaching can take place individually |

STUDENT EVALUATION SCALE

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