



COURSE SYLLABUS «Management»

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

Lecturer of the course

Hanna Kharchenko, PhD in Economics, Associate Professor

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Course page on 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, role in society, and 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 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; the 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):

The 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 relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

General competencies (GC):

GC 4. Ability to learn and master modern knowledge.

GC 5. Definiteness and persistence in terms of tasks and responsibilities.

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

GC 10. Ability to communicate in a foreign language.

Program learning outcomes (PLO) of the educational programme:

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

PLO 9. Assess the risks of marketing activities, and establish the level of uncertainty of the marketing environment in making management decisions.

PLO 10. Explain information, ideas, problems, and alternative options for management decisions to specialists and non-specialists in the field of marketing, and representatives of various structural units of the market entity.

COURSE STRUCTURE

Topic	Hours (lectures / practical, seminar)	Learning outcomes	Tasks	Evaluation
Module 1. Organization management system				
Topic 1. The concept and essence of management	2/2	To 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.	20
Topic 2. History of management thought	2/2	To 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.	15
Topic 3. Fundamentals of the theory of managerial decision- making. Methods of Management decisions justification	4/4	To know the technology of management decisions.	Discussion issues. Problem solving and cases. Submission of practical work in e-learn.	20
Topic 4. Management efficiency	2/2	To 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.	15
Module test			Test	30
Module 2. Management process in the organization				
Topic 5. 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.	15
Topic 6. 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.	15

Topic 7. 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 8. Controlling as a function of management	4/2	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
Topic 9. Leadership and power	2/4	To 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.	10
Topic 10. Information and communication in management	2/2	Be able to form effective communications in the management process.	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

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits:</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 honesty 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>Attendance policy:</i>	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. Balanovska T. I., Kharchenko H. A., Artiukh T. O. Management: Textbook. Kyiv: NULES, 2021. 245 p.
2. Daniel Goleman Leadership: The Power of Emotional Intelligence. 2011. 78 p.
3. Coleman Patterson Management Briefs Management and Leadership Theory Made Simple. 2010.
4. Karam Pal Management Concepts and Organizational Behaviour. 2018. URL: <http://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf>
5. Principles of management. 2019. URL: <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf>
6. Peter F. Drucker The Effective Executive: The Definitive Guide to Getting the Right Things Done. Harper Business; Revised edition. 2006. 208 p.
7. James Burrow, Brad Kleindl, Kenneth Everard Business principles, and management. Thomson. 2008. 736 p.
8. Балановська Т.І., Гоголя О.П., Троян А.В. Менеджмент: навчальний посібник. Київ: ЦП «Компринт», 2017. 465 с.
9. Балановська Т.І., Гоголя О.П., Троян А.В. Основи менеджменту, маркетингу та підприємництва: навчальний посібник. Київ: ЦП «Компринт». 2018. 536 с.
10. Горьовий В. П., Гоголя О. П., Харченко Г. А. Менеджмент і адміністрування. Практикум: навчальний посібник для підготовки фахівців спеціальності «Менеджмент». Київ: ЦП «Компринт», 2018. 305 с.
11. Гоголя О.П., Харченко Г.А. Менеджмент діяльності підприємств на ринку товарів і послуг: навчальний посібник для підготовки фахівців спеціальності 073 «Менеджмент». Київ: «ЦП «Компринт», 2018. 410 с.
12. Гоголя О. П., Харченко Г. А., Новак О. В. Методичні вказівки до вивчення дисципліни «Менеджмент» для підготовки здобувачів першого (бакалаврського) рівня вищої освіти за спеціальністю 075 «Маркетинг», освітньо-професійної програми «Маркетинг». Київ: ЦП «Компринт», 2021. 152 с.
13. Скібіцька Л.І. Менеджмент: навчальний посібник. Київ. ЦУЛ. 2007. 416 с.
14. Харченко Г.А., Гоголя О.П., Харченко В.В. Теорія організації: Навч. посіб. Київ: «ЦП «Компринт», 2020. 453 с.