

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



**EUROPEAN SCHOOL
OF BUSINESS**



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Course Name				
		Fundamentals of management		
Lecturer (s)				
		Nataliia Pryimak, Acting Head of the Department of Management, Finance and Business Administration, PhD in Economics		
Lecturer's profile				
		https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#zzz-pr		
Consultations				
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offline consulting		Monday 2 p.m. – 4 p.m.		
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Discipline page				
		https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat		
Form of final control		test	def. test	exam
		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



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1 Brief discipline annotation

In the modern period of economic development, we can see a change in the production paradigm accompanied by the total globalization, informatization, etc., which leads to changes in forms and methods of business organization, in particular, in terms of ensuring its organizational and managerial support. In this difficult time, there is an urgent need to find efficient ways to improve the existing management system in marketing. In the process of its functioning, only specialists with a high level of knowledge, appropriate professional training and the proper level of qualification as marketing managers in the marketing sector can successfully solve regular and irregular situations and find adequate solutions.

Thus, management as a scientific system of organization and management becomes one of the most significant conditions of fruitful and efficient activities and acquires particular importance. The Fundamentals of management course contains the theoretical foundations for a set of knowledge and skills developing the profile of a management specialist.

2 Background for studying discipline

Subject matter of the Fundamentals of management discipline: general regularities, principles of formation, functioning and development of the organization management system, management relations.

3 Goal and objectives of the discipline

The goal of the discipline is to provide future specialists with modern management thinking and a system of specialized knowledge of management, understanding of the conceptual foundations of systemic organization management, as well as the ability to analyze the internal and external environment and make adequate managerial decisions.

Key objectives of the discipline are to introduce the following:

- theoretical foundations, basic concepts and categories of management;
- genesis of management and its establishment as a scientific discipline;
- laws, regularities and principles of management;
- a systemic approach as the key one in the theory of management;
- methods of management;
- functions of management;
- evaluation of management efficiency etc.

4 Learning outcomes

PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PLO 9. To assess risks of marketing activities, define the level of uncertainty of the marketing environment when making managerial decisions.

PLO 10. To explain information, ideas, problems and alternatives for managerial decision making to marketing specialists and non-specialists, representatives of different structural units of a market entity.

5 ECTS credits

3 ECTS credits / 90 academic hours

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i. w.		1	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Methodological basics of management												
1. Meaning, role and essence of administration and management	7	2	2	-	-	3	10	2	-	-	-	8
2. Laws, regularities and principles of management	4	1	-	-	-	3	8	-	-	-	-	8
3. Methodological principles of management	4	1	-	-	-	3	8	-	-	-	-	8
4. History of management	6	1	2	-	-	3	8	-	-	-	-	8
5. Modern management paradigm and features of its conceptual models	6	1	2	-	-	3	8	-	-	-	-	8
Total per content section 1	27	6	6	-	-	15	42	2	-	-	-	40
Content section 2. Functions and efficiency of management												
6. Functions and technology of management	5	2	-	-	-	3	5	2	-	-	-	3
7. Planning as a general function of management	7	2	2	-	-	3	5	-	-	-	-	5
8. Organizational activities as a function of management	7	2	2	-	-	3	7	2	-	-	-	5
9. Motivation as a general function of management	5	2	-	-	-	3	5	-	-	-	-	5
10. Control as a general function of management	7	2	2	-	-	3	7	-	2	-	-	5
11. Regulation and coordination in the management system	5	2	-	-	-	3	5	-	-	-	-	5
12. Information and communications in management.	7	2	2	-	-	3	3	-	-	-	-	3
13. Making and implementing managerial decisions	5	2	-	-	-	3	3	-	-	-	-	3
14. Leadership in management	7	2	2	-	-	3	3	-	-	-	-	3
15. Efficiency of management	8	2	2	-	-	4	5	-	-	-	-	5
Total per content section 2	63	20	12	-	-	31	48	4	2	-	-	42
Total hours	90	26	18	-	-	46	90	6	2	-	-	82



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7 List of obligatory tasks

1. Meaning, role and essence of administration and management.
2. Laws, regularities and principles of management.
3. Methodological principles of management.
4. History of management.
5. Modern management paradigm and features of its conceptual models.
6. Functions and technology of management.
7. Planning as a general function of management.
8. Organizational activities as a function of management.
9. Motivation as a general function of management.
10. Control as a general function of management
11. Regulation and coordination in the management system
12. Information and communications in management.
13. Making and implementing managerial decisions
14. Leadership in management
15. Efficiency of management

8 List of selective tasks

1. Meaning, role and essence of administration and management.
2. Laws, regularities and principles of management.
3. Methodological principles of management.
4. History of management.
5. Modern management paradigm and features of its conceptual models.
6. Functions and technology of management.
7. Planning as a general function of management.
8. Organizational activities as a function of management.
9. Motivation as a general function of management.
10. Control as a general function of management
11. Regulation and coordination in the management system
12. Information and communications in management.
13. Making and implementing managerial decisions
14. Leadership in management
15. Efficiency of management

9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	3rd semester	available	2nd year	Professional training



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10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, case studies, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>



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14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code:
<https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

PRIMARY (BASIC) LITERATURE:

1. Fundamentals of management: Lecture notes [Electronic resource]: study guide for students in the 073 Management specialty of the educational and professional program 'Management and Business Administration' / Igor Sikorsky Kyiv Polytechnic Institute; compiled by: T.V. Lazorenko, S.O. Perminova-Electronic text data (1 file: 560 KB). Kyiv: Igor Sikorsky Kyiv Polytechnic Institute. 2021. 166 p.
2. D.H. Kucherenko. Management course of lectures: / textbook / D.H. Kucherenko. – K.: Center for educational literature, 2020. – p.184.
3. V.A. Rudiev, S.O. Hutkevych. Management: textbook / V.A. Rudiev, S.O. Hutkevych. – K.: Center for educational literature, 2019. – p. 312.
4. M.P. Malska, S.V. Bilous. Management of organizations: theory and practice: textbook / M.P. Malska, S.V. Bilous, SBA-print, 2019. – p. 190.
5. Fundamentals of management. Theory and practice: Study guide / H.Y. Moshek, I.P. Mykolaichuk, Y.I. Palekha, Y.V. Pokanievych, A.S. Solomko, O.V. Kovalenko, N.V. Kovalenko, V.S. Tsipurinda, H.P. Syvanenko, O.I. Bielova; edited by Prof. Moshek H.Y. – Kyiv: Lira-K Publishing House, 2017. – 528 p.
6. Karlova O.A. Fundamentals of management and marketing: textbook / O.A. Karlova, S.I. Plotnytska, M.K. Hnatenko – Kharkiv: Madrid Printing house, 2016. – 228 p.

ADDITIONAL LITERATURE:

1. Osovskaya H.V. Management: textbook / H.V. Osovskaya, O.A. Osovskiy. – 4th edition, revised and supplemented. – K.: Kondor Publishing House, 2015. – 563 p.
2. Fedorenko V.H. / Management: textbook // V.H. Fedorenko – Alerta. – 2015. – 492 p.
1. Montana Patrick. Management. – Ed: sBusiness Review Series, 2015.

INFORMATION RESOURCES:

1. www.business.kiev.ua – Business Newspaper Internet portal;
2. <http://www.nauka-osvita.com.ua> – Economy. Problems of theory and practice
3. <http://www.management.com.ua> – Management. Methodology and Practice
4. <http://www.pro-invest.com> – Enterprise management;
5. www.investgazeta.net – Ukrainian Investment Newspaper website;
6. <http://www.webua.net.ua> – Risks in Decision Making website
7. Website of the IEU textbook e-library: <https://library.ieu.edu.ua/online>

16 Tips on successful study during the course

If you want to succeed in this discipline, you should be:

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!