IEU
INTERNATIONAL EUROPEAN UNIVERSITY

SYLLABUS

INTERNATIONAL EUROPEAN UNIVERSITY

BUSINESS ARS EST

IEU
INTERNATIONAL EUROPEAN UNIVERSITY

EUROPEAN SCHOOL OF BUSINESS

Organization of Management Operations **2024**

SYLLABUS

Course and educational program	Organization of Management Operations Management EP Digital Marketing EP
Course description	The discipline is aimed at providing future managers/marketing experts with the ability to organize personal work and work of their subordinates, as well as to properly accumulate the main management documents.
Prerequisites for studying	The course is designed to develop the necessary competencies in future specialists for creating high-quality organizational and informational conditions for management activities.
Number of credits/hours	4 ECTS credits / 120 academic hours
Learning format	Blended learning
Classroom location	https://dist.ieu.edu.ua/course/view.php?id=659
Lecturer's full name	**Vladyslav Pavlov,** Doctor of Economics, Associate Professor, Professor at the Department of Management, Finance and Business Administration
Department	Department of Management, Finance and Business Administration:
Office location	42V Akademika Hlushkova Ave., Kyiv, room 511
Consulting	Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	v.pavlov@ieu.edu.ua
Course objectives	The key goal of the Organization of Management Operations discipline is to provide students with the necessary competencies for organizational and informational support of management activities.
Role of the academic discipline in achieving	***Specialty: 073 Management*** PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.

program learning outcomes	PLO 4. To show skills in defining problems and grounding managerial decisions. PLO 5. To describe the content of functional areas of organization operations. PLO 7. To determine organization design skills. PLO 8. To apply management methods for ensuring efficient organization operations. PLO 13. To talk in state and foreign languages both orally and in written form. PLO 20. To show skills in applying information, communication and innovative technologies. *Specialty: 075 Marketing* PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities. PLO 4. To collect and analyze necessary information, calculate economic and marketing indicators, substantiate managerial decisions based on the use of appropriate analytical and methodical tools. PLO 13. To be responsible for operating results, show entrepreneurial and managerial initiative skills. PLO 16. To meet the requirements for a modern marketing specialist, increase the level of personal professional training.
Learning outcomes	- To implement mechanisms for the efficient implementation of the organization's corporate policy; - To address key psychological issues in the management process and establish interaction among its components; - To identify various types and causes of conflicts within teams and find ways to resolve them; - To provide rational and critical assessment of ethical relations within work teams.
Course content	**Topic 1.** Evolution of management thought. **Topic 2.** Organizational structures of management and principles of their formation. **Topic 3.** Basics of the process approach in management. **Topic 4.** Communication policy of the organization. **Topic 5.** Management decisions and management methods. **Topic 6.** The process of decision-making and implementation of managerial decisions. **Topic 7.** Information as a part of management activities. **Topic 8.** Legal and regulatory framework for public information relations. **Topic 9.** Information support as a component of management activities. **Topic 10.** Development of e-governance: international experience and national practice.

Books and materials	1. Aspects of Management Activities. Part I. / Compiled by N. Murashko. – K.: General Pedagogy Editorial Office, 2019 – 128 p. 2. I.O. Hordieieva. Assessment of Organizational Management Adaptability Using Hierarchical Analysis Based on Efficiency and Timeliness Criteria for Decision-Making. Effective Economy. 2021. No. 7. URL: http://www.economy.nayka.com.ua/pdf/7_2021/90.pdf. 3. O.V. Kozyrieva, K.S. Svitlychna, O.Y. Shut, T.A. Koliada. Foundations of Management Decision-Making: Study Guide / O.V. Kozyrieva. – Kh.: I. S. Ivanchnenko Publishing House, 2021. – 186 p. 4. O.V. Kozyrieva, D.R. Zoidze. Techniques of Administrative Activity: Study Guide. – Kh.: Ivanchnenko Publishing House, 2021. – 197 p. 5. L.I. Skibitska, O.M. Skibitskyi. Time Management: Study Guide. – K: Condor, 2019.
Technical requirements for the course	To work on the Organization of Management Operations course, you need regular access to a computer (or phone) and the Internet. In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them. You can use distance platforms only using corporate e-mail. If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.
Learning process	The Organization of Management Operations course consists of lectures and practical classes. Lectures use the following training methods: *lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.* Practical classes use the following training methods: *questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.*
Discipline features	

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective

	1 semester	2nd semester	available	1st year	Professional training

Assessment policy	You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.

Activities during the semester	Maximum amount of points during the semester
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15
Reports with presentation (3 pcs.)	10
Tests (4 pcs.)	10
Modular test work (2 pcs.)	15
Individual research task (admission to the exam)	10
Total	**60**

Grading scale	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 exam (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. The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	pass
74-81	C	good	pass
66-73	D	satisfactory	pass
60-65	E	satisfactory	pass

30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:

How to find out your grade	To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle distance learning platforms. You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 511).
Course 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, 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. 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:**
	All participants in the educational process rely on the academic integrity principles. **QR Code:**
Late task performance, correction of grades, making up missed classes	Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class. If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0. If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks. Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course. **QR Code:**
Lecturer's response time	Via corporate e-mail, within 24 hours.

Efficient communication	Efficient communication is a two-way street!!! Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.
Policy of publication and distribution of course materials	Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer. Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys. Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.
Expected student workload and engagement	During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week). If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail. The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.
Support services	E-schedule Library Supervisor Repository Dean's Office

Course schedule

Lecture topic	Practical classes
Topic 1. Evolution of management thought.	1. *Oral questioning*
Topic 2. Organizational structures of management and principles of their formation.	2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*
Topic 3. Basics of the process approach in management.	1. *Oral questioning* 2. *Solving practical tasks* 3. *Homework tasks*

		4. *Checking questions submitted for independent study* 5. *Tests*	
	Topic 4. Communication policy of the organization.	1. *Oral questioning* 2. *Solving practical tasks* 3. *Homework tasks* 4. *Discussion* 5. *Tests*	
	Topic 5. Management decisions and management methods.	1. *Oral questioning* 2. *Solving practical tasks* 3. *Homework tasks* 4. *Situational tasks* 5. *Tests*	
	Topic 6. The process of decision-making and implementation of managerial decisions.	1. *Oral questioning* 2. *Solving practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Test work*	
	Topic 7. Information as a part of management activities.	1. *Oral questioning* 2. *Solving practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Presentation of reports*	
	Topic 8. Legal and regulatory framework for public information relations.	1. *Oral questioning* 2. *Solving practical and situational tasks* 3. *Homework tasks* 4. *Discussion* 5. *Tests*	
	Topic 9. Information support as a component of management activities.	1. *Oral questioning* 2. *Solving practical and situational tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Tests*	
	Topic 10. Development of e-governance: international experience and national practice.	1. *Oral questioning* 2. *Solving practical and situational tasks* 3. *Homework tasks* 4. *Discussion* 5. *Tests*	

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! |