

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL OF BUSINESS

Management

Management EP (2022 admission)

Digital Marketing EP, Management EP (2023 admission)

2024



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1	Course and educational program
	Management Management EP (2022 admission) Digital Marketing EP, Management EP (2023 admission)
2	Course description
	The Management course is the theoretical foundation of the set of knowledge and skills forming the profile of a management specialist. In the current conditions, management as a scientific system of organization and management of production becomes one of the most significant conditions of fruitful and efficient activities and acquires particular importance.
3	Prerequisites for studying
	The Management course requires systemic and comprehensive knowledge of related courses. In particular, the material is related to the course of the following general and professional disciplines: Philosophy, Ethics and Aesthetics, Economic Theory, Organizational Theory, Sociology and Psychology, Labor Economics and Social and Labor Relations, Economic Analysis, Marketing and Advertising, etc.
4	Number of credits/hours
	6 ECTS credits / 180 academic hours (specialty: 073 Management, 2022 and 2023 admission)
5	Learning format
	Blended learning
6	Classroom location
	https://dist.ieu.edu.ua/course/view.php?id=644
7	Lecturer's full name
	Nataliia Pryimak , PhD in Economics, Head of the Department of Management, Finance and Business Administration Olha Kuzmenko , PhD in Economics, Associate Professor the Department of Management, Finance and Business Administration
8	Department
	Department of Management, Finance and Business Administration:





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9 Office location

42V Akademika Hlushkova Ave., Kyiv, room 511

10 Consulting

N.V. Pryimak: Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail

O.V. Kuzmenko: Every Monday from 4 p.m. to 5 p.m. by appointment via corporate e-mail

11 Lecturer's e-mail address

olhakuzmenko@ieu.edu.ua

nataliyapryimak@ieu.edu.ua

12 Course objectives

To provide future managers 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.

13 Role of the academic discipline in achieving program learning outcomes

Specialty: 073 Management (2022 and 2023 admission)

PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.

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 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 7. To determine organization design skills.

PLO 8. To apply management methods for ensuring efficient organization operations.

PLO 9. To show interaction, leadership and teamwork skills.

PLO 10. To have skills in grounding efficient tools for motivating organization personnel.

PLO 12. To assess legal, social and economic consequences of organization functioning.

PLO 18. To identify ecological and economic and legal consequences of enterprise functioning in the context of social steady development.

Specialty: 075 Marketing (2023 admission)

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.

PLO 13. To be responsible for operating results, show entrepreneurial and managerial initiative skills.

PLO 14. To perform functional responsibilities in a team, suggest sound marketing solutions.



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14 Learning outcomes

After learning the discipline, students should know:

- the essence of basic concepts and categories of management;
- principles and functions of management;
- basics of planning, organization, motivation, control and regulation;
- management and leadership;
- management styles.

be able to:

- define the mission and goals;
- build an organizational structure depending on the type of organization of the enterprise activities;
- find out cause-and-effect relationships at the organization/

15 Course content

- Topic 1. Meaning, role and essence of administration and management
- Topic 2. Laws, regularities and principles of management
- Topic 3. Methodological principles of management
- Topic 4. History of management
- Topic 5. Modern management paradigm and features of its conceptual models
- Topic 6. Functions and technology of management
- Topic 7. Planning as a general function of management
- Topic 8. Organizational activities as a function of management
- Topic 9. Motivation as a general function of management
- Topic 10. Control as a general function of management
- Topic 11. Regulation and coordination in the management system
- Topic 12. Management methods
- Topic 13. Information and communications in management.
- Topic 14. Making and implementing managerial decisions
- Topic 15. Leadership in management.
- Topic 16. Efficiency of management

16 Books and materials

1. Management: Study Guide / S.I. Strapchuk, O.P. Mykolenko, I.A. Popova, V.V. Pustova. – Lviv: New World – 2000 Publishing House, 2024. 356 p.
2. 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.
3. Management: Textbook / S.Y. Biriuchenko, K.O. Buzhymyska, I.V. Burachek, et al.; edited by T.P. Ostapchuk. – Zhytomyr: Zhytomyr Polytechnic State University. – Zhytomyr: Ruta Publishing, 2021. – 856 p.
4. D.H. Kucherenko. Management course of lectures: / textbook / D.H. Kucherenko. – K.: Center for educational literature, 2020. – p.184.
5. V.A. Rudiev, S.O. Hutkevych. Management: textbook / V.A. Rudiev, S.O. Hutkevych. – K.: Center for educational literature, 2019. – p. 312.



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17 Technical requirements for the course

To work on the Marketing of Services 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.

18 Learning process

The Commodity Market Infrastructure 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.



19 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	4 th semester	available	2 nd year (2023 admission)	Professional training
1 semester	5 th semester	available	3 rd year (2022 admission)	Professional training

20 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

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	
74-81	C		
66-73	D	satisfactory	
60-65	E		
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:





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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).

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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.

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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.

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Lecturer's response time

Via corporate e-mail, within 24 hours.

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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.

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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.

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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.



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Support services

E-schedule
Library
Supervisor
Repository
Dean's Office

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Course schedule

Lecture topic	Practical classes/seminars
Topic 1. Meaning, role and essence of administration and management	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i>
Topic 2. Laws, regularities and principles of management	<ol style="list-style-type: none"> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
Topic 3. Methodological principles of management	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i>
Topic 4. History of management	<ol style="list-style-type: none"> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
Topic 5. Modern management paradigm and features of its conceptual models	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i>
Topic 6. Functions and technology of management	<ol style="list-style-type: none"> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
Topic 7. Planning as a general function of management	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i>
Topic 8. Organizational activities as a function of management	<ol style="list-style-type: none"> 4. <i>Checking questions submitted for independent study</i> 5. <i>Test work</i>
Topic 9. Motivation as a general function of management	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Homework tasks</i> 3. <i>Checking questions submitted for independent study</i>
Topic 10. Control as a general function of management	<ol style="list-style-type: none"> 4. <i>Tests</i>
Topic 11. Regulation and coordination in the management system	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i>
Topic 12. Management methods	<ol style="list-style-type: none"> 4. <i>Checking questions submitted for independent study</i> 5. <i>Presentation of reports</i>



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Course schedule

Topic 13. Information and communications in management.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Presentation of reports
Topic 14. Making and implementing managerial decisions	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Presentation of reports
Topic 15. Leadership in management.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Presentation of reports6. Tests
Topic 16. Efficiency of management	

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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!