

MANAGEMENT

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-25 01 07 – Enterprise Economy and Management

	STUDY MODE
	full-time
Year	2, 3
Semester	3, 4, 5
Lectures, hours	106
Practical classes (seminars), hours	86
Laboratory classes, hours	52
Аудиторная контрольная работа (семестр, часы)	-
Course paper, semester	5
Pass/fail, semester	4
Exam, semester	3, 5
Contact hours	244
Independent study, hours	272
Total course duration in hours / credit units	516/13

1. Course outline: Management as a science and practice of management. Evolution of management theory. Management functions. Communication, influence and decision-making processes. Organization and management. Designing an organizational structure. Management of processes related to personality. Business and organizational culture. Fundamentals of strategic management. The role, objects and principles of operational management. Methods and techniques for managing operational resources. Fundamentals of production organization. Operational strategies. Designing business processes. Process and operation management. Management information support. Improving business processes. Management efficiency.

2. Course learning outcomes: upon completion of the course, students will be expected to **know:** the main categories of management, the relationship between them; organizational processes: communication, managerial decision-making, change and conflict management, business processes; organizational management structures, the order and methods of their design; the content of management relations in economic systems; the content of the main functions of management and organizational processes; management methods; fundamentals of strategic and operational management; basic methods of managing operational resources of the organization; systems and methods of improving business processes; fundamentals of the formation of ethical behavior and management of organizational culture; fundamentals of conflict management and resistance to transformation; techniques of individual and group work of a manager; tools for managerial decision-making; models and methods for evaluating the effectiveness of organization management; **be able to:** to form the goals of the organization and its structural units; to determine the composition of management and organization functions; to apply management methods depending on the specifics of management objects and management situations; to use basic concepts, principles and management methods in practice; to design and improve organizational management structures; to make management decisions in various areas of the organization; to organize management processes; to choose a strategy; to organize the management of the organization's resources and apply organizational process management techniques in practice; to form ethical behavior and organizational culture; to use the technique of individual and group work of the manager; to evaluate the economic efficiency of management; **possess:** management tools for setting management goals, coordinating them, forming organizational management structures, designing organizational processes, including making and choosing management decisions, evaluating management effectiveness; basic methods and methods of managing the resources of the organization; methods of analysis and methods of organizing strategic management; methods of planning and organizing the activities of the organization and its divisions; methods of motivation and control of personnel activities; methods and systems of organization of improving the activities of the organization; methods for assessing the productivity and effectiveness of the results of activities and management.

3. Competencies: be able to work in a team (SPC-6), analyze the market situation and forecast demand using mathematical and software tools (PC-1), develop a marketing strategy (market identification and segmentation, selection of target segments, positioning and development of a marketing mix) (PC-2), develop a rational organizational structure for the management of an organization (enterprise) (PC-4), possess modern management decision-making techniques (PC-5), conduct web analytics, analyze the interests and behavior of the target audience of the resource and manage the flow of site visitors (traffic) and its effectiveness (conversion) (PC-10), be able to make informed decisions in the face of business uncertainty (PC-23).

4. Requirements and forms of midcourse evaluation and summative assessment

Intermediate certification: protection of individual assignments, control works, intermediate control of academic performance. Current certification: pass/fail, exam