

MANAGEMENT AND MARKETING IN WELDING PRODUCTION

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-36 01 06 "Equipment and technology of welding production"

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	4	5	4
Semester	8	9	8
Lectures, hours	36	6	8
Practical classes (seminars), hours	12	2	2
Pass/fail, semester	8	9	8
Contact hours	48	8	10
Independent study, hours	42	82	80
Total course duration in hours / credit units	90/3	90/3	90/3

1. Course outline: The concept of the management system; evolution of management; scientific substantiation of management; strategic planning in management; alternative approaches to the formation of the management structure; motivation of activity in management; control in the management system; communications in the management system; management decisions in the management process; leadership and management style; conflict and stress management; management efficiency and its indicators; modern concept of marketing; micro- and macroenvironment of the firm; consumer markets and purchasing behavior; enterprise markets; comprehensive market research; commodity policy of the enterprise; company's pricing policy; distribution policy; communication policy in the manufacturing sector; marketing management in an industrial enterprise; information support of marketing; foreign economic activity.

2. Course learning outcomes: upon completion of the course, students will be expected to **know:** organization management functions and their main content; the technique of individual and group work of the manager, including the technique of making managerial decisions; marketing management system; content, goals and objectives of marketing research; marketing environment of the enterprise; essence and principles of marketing; **be able to:** use basic concepts, principles and methods of management; design an organizational structure; apply methods of managing organizational processes in practice; evaluate the effectiveness of management; conduct market research and segmentation; use marketing in production activities; manage marketing activities; **possess:** own system and comparative analysis; have research skills; have an interdisciplinary approach to problem solving

3. Competencies: To know the methods of normalizing the accuracy of parameters, the basic principles of construction and systems of tolerances and fits, the basic standards of interchangeability standards, covering the systems of tolerances and fits for typical types of connections of machine parts and devices, the basics and organization of measuring technical control of parameters, the basics of product certification (SC-3).

4. Requirements and forms of midcourse evaluation and summative assessment

Intermediate certification: abstract, assessment of work in practical classes. Current certification: pass/fail.