

MANAGEMENT AND MARKETING OF CAR SERVICE COMPANIES

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-37 01 07 – Auto Servise

	STUDY MODE	
	full-time	part-time (shortened program)
Year	4	4
Semester	8	8
Lectures, hours	28	6
Practical classes (seminars), hours	20	4
Pass/fail, semester	8	8
In-class test (semester, hours)	-	8 (2 часа)
Contact hours	48	12
Independent study, hours	60	96
Total course duration in hours / credit units	108/3	108/3

1. Course outline: The concept of the management system. Strategic planning in management. Management decisions in the process of management Modern concept of marketing Goods and product policy in marketing Communication policy in car service Quality management. Car service efficiency.

2. Course learning outcomes: upon completion of the course, students will be expected to **know:** methods of analyzing the state and needs of the transport services market, the organizational structure of management at the enterprise, the technique of managerial decision-making, the functions and methods of team management; **be able to:** to organize the work of a manager in a car service, to determine the need for operational and repair materials, the economic efficiency of the management of innovations and technical solutions, to make management, production and reporting documentation, business plans; **possess:** the main activities of the manager in the conditions of a car service, logistics systems of the enterprise.

3. Competencies: master the basics of industrial relations and the basic principles of car service management (SC-10).

4. Requirements and forms of midcourse evaluation and summative assessment

Intermediate certification: theoretical questions, evaluation of work in practical classes. Current certification: pass/fail.