

MANAGEMENT AND MARKETING IN WELDING

(cours title)

COURSE SYLLABUS ABSTRACT

Specialty 7-06-0714-02 Innovative technologies in mechanical engineering **Profiling Welding technologies**

Advanced higher education

	STYDY MODE	
	full-time	part-time
Year	2	2
Semester	3	4
Lectures, hours	34	8
Practical classes, hours	34	8
Exam, semester	3	4
Contact hours	68	16
Independent study, hours	132	184
Total course duration in hour/credit units	200/6	

1. Course outline

The purpose of teaching the discipline is to form knowledge among future specialists in the production sectors about the organization of production and marketing of products in market conditions, to form a methodological approach to the formulation and solution of complex extraordinary production problems and to foster a creative approach of future specialists to management.

2. Course learning outcomes

As a result of mastering the academic discipline, the student must 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;
- the marketing environment of the enterprise;
- the essence and principles of marketing.

be able to:

- use basic concepts, principles and management methods;
- design the organizational structure;
- apply organizational process management techniques in practice;
- evaluate the effectiveness of management;
- conduct market research and segmentation;
- use marketing in production activities;
- manage marketing activities.

to possess a skill:

- possess a systematic and comparative analysis;
- possess research skills;
- possess an interdisciplinary approach to problem solving

3. Competencies

– Know the normative and technical documentation on certification and certification procedures in welding production. Have an idea of the methods for training specialists in welding production in the system of current norms and regulations of the Republic of Belarus and foreign countries.

4. Requirements and forms of midcourse evaluation and summative assessment

To assess the quality of students' assimilation of educational material, including acquired competencies, ongoing certification is carried out during training sessions based on the results of completing and defending practical work, as well as writing a test. Interim certification of students is carried out based on the results of the current certification and includes an exam.

Current certification is carried out in the form of defense of practical work in oral form and control work in written form (test tasks). Interim certification is carried out in the form of an oral and written exam.