

Syllabus of the educational component

MANAGEMENT AND LEADERSHIP

for 2nd year full-time and part-time higher education students (in 2023-2024 year of study)

of educational program «Management»

(Educational Program Name)

in speciality «073 Management»

(Code and Specialty Name)

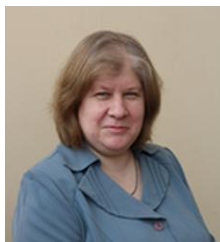
field of knowledge «07 Management and administration»

(Code and Knowledge Field Name)

training for First (bachelor's) level of higher education

(Higher Educational Level Name)

TEACHER



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1. Name of higher education institution and department: National University of Pharmacy, Department of Management and Quality Assurance in Pharmacy

2. Addresses of the department: Kharkiv, O. Nevskogo str., 18, Tel.: (+38057) 771-81-47

3. Website of the department: <http://quality.nuph.edu.ua>

4. Information about lecturer:

Derenska Yana Mykolayivna

PhD in Economics, associate professor of department of management and quality assurance in pharmacy of the National University of Pharmacy. Academic experience – more than 20 years, scientific-pedagogical experience – 20 years. She gives lectures: “Project Management” (masters); “Project analysis”; “Substantiation of business decisions and risk assessment”; “Economic analysis. Research interests: analysis of investment activity of pharmaceutical enterprises; project, program and project portfolio management; good practice of project management in the pharmaceutical industry.

5. Consultations: take place online according to the schedule.

6. Brief summary of the educational component: the Management and Leadership discipline is aimed to provide students with knowledge that will help them navigate information flows, provide the ability to justify and implement management decisions, provide basic knowledge of management process technology and its documentary support, knowledge of management psychology, business communication and the ability to organise management work. In the process of studying, students improve their English language skills and increase their professional vocabulary in a foreign language.

7. The purpose statement of studying the educational component: is to provide higher education students with knowledge that will help them to navigate information flows, provide the ability to prepare and implement management decisions, knowledge of management process technology, its documentary support, knowledge of management psychology, business relations, and the ability to organise managerial work.

8. Competences in accordance with the educational programme:

Soft- skills / General competences (CG):

CG 5. Ability to knowledge and understanding of the subject area and understanding of professional activities;

CG 7. Ability to communicate in a foreign language;

CG 8. Skills in the use of information and communication technologies.

Hard-skills / Professional (special) competences (PC):

PC 5. Ability to manage an organisation and its units through the implementation of management functions;

PC 9. Ability to work in a team and establish interpersonal interaction in solving professional problems;

PC 10. Ability to evaluate the work performed, ensure its quality and motivate the staff of the organisation;

PC 11. Ability to create and organise effective communications in the management process;

PC 15. Ability to develop and demonstrate leadership and behavioural skills.

9. The program learning outcomes: (PLO):

PLO 3. To demonstrate knowledge of theories, methods and functions of Management, Modern Concepts of Leadership.

PLO 9. To demonstrate the skills of interaction, leadership, teamwork.

PLO 16. To demonstrate the skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

PLO 17. To carry out research individually and/or in a group under the guidance of a leader.

10. Status of the educational component: Elective.

11. Prerequisites of the educational component: «English», «Theory and History of Management», «Social and Psychological Foundations of Management»

12. The volume of the educational component: 4 ECTS credits 120 hours are assigned to the study of the educational component: lectures – 32 hours, practical classes – 20 hours, individual work – 68 hours.

13. Organisation of training:

The format of teaching the educational component full-time (online).

Content of the educational component:

MODULE 1

CONTENT MODULE 1. Management and Leadership

Topic 1. The meaning and characteristics of the category «management»

The essence of management. Management as a science and art. Types of management. Management functions. Company as an object of management. Organization, company, institution: definition, essence. Classification of companies. Areas of activity of companies. Key success factors.

Topic 2. Environmental Analysis

Company as an object of management. Internal structure of the organization and classification of organizations. Structure and elements of the company's environment. Methods for finding information on a company's environment. Macro environment analysis and forecast. Description and methodology of PEST analysis. Profile of a company's micro environment. Porter's five forces analysis.

Topic 3. Management functions: planning and organization

Planning as a function of management. Basics of planning. Strategic planning. Operational and tactical planning. Business planning. Organization as a function of management. Phases of the organizational process. Concepts and types of organizational structure. Resource provision.

Topic 4. Management functions: motivation and control

The concept of control and its place in the management system. Types of control. The control process and its stages. Ensuring effective control. Coordination as a management function. Types of coordination. Coordination mechanism. Information support and its role in coordination and regulation. The essence of the concept of motivation. Motivational process. Types and importance of motivation.

Topic 5. The role and functions of the manager in the management system

Modern manager. Skills of a modern manager. Professional and personal characteristics of the manager. Emotional intelligence. Stress resistance. Self-management. Time management. Personnel management. Personnel as a control element. The essence of personnel management. Personnel management strategy and policy. Social and psychological aspects of personnel management. Staff development. The concept and nature of leadership. Personal qualities of a leader. Leadership styles. Modern concepts of leadership. Leader. Manager. Manager leader. Teambuilding: essence, history of formation, concepts. Tasks of teambuilding. The role of the leader in the teambuilding process. Basic components, principles and tools of teambuilding. Corporate culture and its connection with teambuilding.

Topic 6. Basics of management decisions

Management decision. Levels of management decision-making. Strategic decisions. Main types of decisions. The essence of management decisions principles of management decisions. The process of making management decisions. SWOT-analysis, benchmarking. Management of changes in the management system.

SEMESTER CREDIT

14. Types and forms of control:

Control of knowledge at each lesson: oral questioning, test tasks, solving situational (calculation) problems, cases etc.

Supervision of content modules: passing tests, written theoretical control.

Semester control form: semester credit.

Conditions for admission to the supervision of content module: to be admitted to the control of the content module 1, a minimum number of points on topics 1-6 is required.

Conditions for admission to semester supervision: current rating of more than 60 points, absence of missed practical classes, and fulfilment of all requirements provided for in the work programme of the educational component.

15. Evaluation system of the educational component:

The results of the semester supervision in the form of a semester credit are evaluated on a 100-point, non-differentiated scale ("passed", "failed") and on the ECTS scale. Current control for applicants for higher education for 1 practical lesson – 5-8 points; individual work – 5-8 points; final modular control – 10-20 points. Forms of control: oral examination, written theoretical and test control.

Points from the educational component are calculated according to this ratio:

Types of assessment	Maximum number of points
Content module 1: Management and Leadership. - assessment of topics (1-6) (work in classes 1-9): work in the classroom (oral questioning, test tasks, solving situational (calculation) problems, individual work); - control of content module 1 (passing test tasks, written theoretical control)	100 (100 %)

The individual work of applicants for higher education is evaluated during the control of knowledge at each lesson and during the content module supervision

16. Academic policies of the educational component:

Policy on academic integrity. It is based on the principles of academic integrity set out in the Regulation «On measures to prevent cases of academic plagiarism at NUPh» (<https://nuph.edu.ua/akademichna-dobrochesnist/>). Cheating in assessing the progress of a higher education student during control measures in practical (seminar) classes, control of content modules and semester exams is prohibited (including the use of mobile devices). Abstracts must have correct textual references to the literature used. Detection of signs of academic dishonesty in the written work of the student is the basis for its non-acceptance by the teacher.

Attendance policy. The applicant for higher education is obliged to attend classes (Regulation «On the organisation of the educational process of the NUPh») according to the schedule (<https://nuph.edu.ua/rozklad-zanyat/>), to adhere to ethical standards of behaviour.

Policy on deadlines, working off, rating improvement, and elimination of academic debt. Students make up for missed classes in accordance with the Regulations «Regulations on Making Up Missed Classes by Students and the Procedure for Eliminating Academic Differences in Curricula at NUPh» (https://nuph.edu.ua/wp-content/uploads/2018/09/pola2.2-10-182_polozhennja-pro-vidpracjuvannja-propushhenih-zanjat-ta-porjadok-likvidacii-akademichnoiriznici-1.pdf) in accordance with the schedule of making up missed classes established by the department. The improvement of the rating and the elimination of academic debt in the educational component is carried out by students in accordance with the procedure set out in the Regulations «On the Procedure for Assessing the Learning Outcomes of Higher Education Students at NUPh» (https://nuph.edu.ua/wp-content/uploads/2020/11/pol-a2.2.-32-031_polozhennja-pro-porjadok-ocinjuvannja-rezultativ-navchannja-zvo-u-nfau-red.05-2022.pdf). Higher education applicants are obliged to comply with all deadlines set by the department for completing types of written work on the educational component. Works that are submitted late without valid reasons are assessed at a lower grade - up to 20% of the maximum number of points for this type of work.

Policy on appealing the grade of the educational component (appeals). Applicants have the right to appeal (appeal) the grade of the educational component received during the control measures. The appeal is carried out in accordance with the Regulations on Appealing the Results of Semester Control of Knowledge of Higher Education Applicants at NUPh (https://nuph.edu.ua/wp-content/uploads/2016/12/pola2.2-38-050_polozhennja-pro-oskarzhennja-rezultativ-pidsumkovogo-kontrolju-znan-zdobuvachami-vishhoiosviti-u-nfau-red.01-2021.pdf).

Policy on recognition of learning outcomes obtained through non-formal and/or informal learning education by higher education seekers. Recognition of learning results obtained through non-formal and/or informal education by students of higher education is carried out in accordance with the POL "On the Procedure recognition of learning results obtained through non-formal and/or informal education by students of higher education at NFaU" (https://nuph.edu.ua/wp-content/uploads/2020/11/pol-a2.3-32-208_polozhennja-proporjadok-viznannja-rezultativ-navchannja-otrimanih-shljahom-neformalnoi-ta-informalnoi-osviti-red.02-2022.pdf). In order to evaluate the results of informal and/or informal training of a higher education applicant, the certification commission determines the scope and methods of demonstrating and measuring these training results, taking into account their content and possible specificity. Methods of demonstrating and measuring the applicant's non-formal and/or non-formal learning outcomes may differ from those used for learners within the relevant educational program, while ensuring the content validity of the assessment. The attestation commission makes a decision to recognize the results of the applicant's informal and/or informal education, if the results of the evaluation confirm the conformity of these results with the learning outcomes provided for in the relevant educational program.

17. Information and educational and methodical support of the educational component:

The main reading suggestions	<ol style="list-style-type: none"> 1. Shore, David A., Launching and Leading Change Initiatives in Health Care Organizations: Managing Successful Projects. San Francisco: Jossey-Bass, 2014. ISBN 978-1-118-09914-8 2. D.M. Mithani, Managerial Economics, 6th ed., Himalaya Publishing House, Mumbai, 2012. 3. Case, Fair, Oster., Principle of economics, 10th ed., Pearson Education
Supplementary reading suggestions for in-depth study of the educational component	<ol style="list-style-type: none"> 1. 1. M.S. Khanchi. Business Economics. The Directorate of Distance Education, Guru Jambheshwar University of Science and Technology, Hisar. URL: https://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf 2. The Business Plan Book. URL: https://www.sanlam.co.za/businessowners/business-tools/Documents/Business%20Plan%20Book.pdf 2. Brown T. Design thinking. Harvard Business Review. URL: https://hbr.org/2008/06/design-thinking. 3. Jomana G. Attia, Nariman G. Lotfi Impact the Future by Design. DMI Journal. 2021. Vol.16. P. 117-128. 4. Shaikh Saleem, Business Environment, 2th ed., Pearson Education 5. Russel, J.A.(2017). A brief guide to Business Classics, Robinson 6. Raworth, K. (2017). Doughnut Economics, Seven ways to think like a 21st Century Economist, Random House 7. Business model. URL: https://en.wikipedia.org/wiki/Business_model 8. How To: Business Model Canvas Explain. URL: https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a
Current electronic information resources (magazines, websites) for in-depth study of the educational component	<ol style="list-style-type: none"> 1. NPhaU Library: [Electronic resource] / National University of Pharmacy. URL: http://lib.nuph.edu.ua/?lng=ua 2. Harvard Business Review. URL: www.hbr.org 3. Business week. URL: www.resourcecenter.businessweek.com 4. Economist. URL: www.economistacademic.com
Moodle distance learning system	https://pharmel.kharkiv.edu/moodle/course/view.php?id=4784

18. Material and technical support and software of the educational component: computers for testing, ZOOM, Microsoft Office, Moodle distance learning system.