

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ
СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО
на засіданні кафедри
менеджменту та бізнесу
Протокол № 1 від 25.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



ВСТУП ДО ФАХУ
робоча програма навчальної дисципліни (РПНД)

Галузь знань **07 Управління та адміністрування**
Спеціальність **073 Менеджмент**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Бізнес-адміністрування**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Розробники програми:
д.е.н., професор



Тетяна ЛЕПЕЙКО

к.е.н., доцент



Ольга МИРОНОВА

Завідувач кафедри
менеджменту та бізнесу



Тетяна ЛЕПЕЙКО

Гарант програми



Ольга МИРОНОВА

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED

Vice-rector for educational and methodical
work


Karina NEMASHKALO



INTRODUCTION TO THE PROFESSION

Program of the course

Field of knowledge **07 Management and administration**
Specialty **073 Management**
Study cycle **first (bachelor)**
Study programme **Business administration**

Course status **mandatory**
Language **English**

Developers:
Doctor in Economics
Professor




Tetyana LEPEYKO

PhD (Economics),
Associate Professor

Olga MYRONOVA

Head of Management and
Business Department




Tetyana LEPEYKO

Head of Study
Programme

Olga MYRONOVA

Kharkiv
2023

INTRODUCTION

Today's business conditions require new abilities from managers – to solve complex specialized tasks and practical problems characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social, behavioral, managerial sciences.

The course "Introduction to the profession" is a mandatory course for training specialists of the first (bachelor's) study cycle of specialty 073 "Management", study programme "Business Administration".

The purpose of the course "Introduction to the profession" is to provide students with an idea of their chosen profession, a system of knowledge about the essence and content of the study programme "Business Administration".

The tasks of the course "Introduction to the profession" are:

formation students' modern thinking and a complex of special knowledge in the field of management and business administration, a clear idea of the chosen specialty;

familiarization with the features of the future profession, its content and tasks;

highlighting the characteristic features, main components, principles and methods of training management specialists;

formation of basic professional management skills;

defining the essence of key concepts and terms used in the management, the appointment of methods, models, systems, mechanisms, technologies used in the management, the foundations of the organization of higher education in the context of the Bologna process;

familiarization with theoretical knowledge and practical skills in the application of organizational and methodical methods of studying different courses;

mastering practical skills in using the library fund, study plans, schedules of the educational process, schedule of classes, performance of self-study, preparation for the final assessment of knowledge, etc. The object of the course is the process of entrepreneurial activity management in order to understand the basics of functioning of enterprises of various forms of ownership in the IT industry.

The object of the course is the process of learning and obtaining learning outcomes under the study programme "Business Administration" at S. Kuznets KHNUE.

The subject of the course is the set of theoretical and practical recommendations on the technology of mastering the chosen specialty by students at S. Kuznets KHNUE, as well as the specifics of the student's educational activities and future professional activity of a specialist in management and business administration.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO1	GC5
LO2	GC2
LO3	GC4, GC5

where GC2. Ability to preserve and enhance moral, cultural, scientific values and increase the achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, to use various types and forms of physical activity for active recreation and healthy lifestyle;

GC4. Ability to apply knowledge in practical situations;

GC5. Knowledge and understanding of the subject area and understanding of professional activities;

LO1. Know own rights and responsibilities as a member of society, understand the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine;

LO2. Preserve moral, cultural, scientific values and multiply the achievements of society, use various types and forms of physical activity to lead a healthy lifestyle;

LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

COURSE CONTENT

Content module 1. Fundamentals of the educational process in higher education.

Topic 1. University education in the context of creating a single European educational space

1.1. The composition of the education system and the structure of education in Ukraine. The degree of higher education, a brief description of the educational levels of the specialist training: first (bachelor's), second (master's), third (educational and scientific). Qualification levels: bachelor, master. Types of educational institutions of Ukraine.

1.2. Socio-economic development of the state in the conditions of European integration. The history of establishing cooperation between Ukraine and the EU.

Topic 2. University education in an international context

2.1. International activities and academic mobility. Adaptation of Ukrainian legislation to EU legislation as an important tool for creating a new legal system and civil society in Ukraine. Development of scientific-technical, economic, social, intellectual, innovative-technological and cultural partnership in the EU.

2.2. Entry of education and science of Ukraine into the European information and educational field. The main tasks and principles of the creation of the European Higher Education Area. Provisions on the procedure for realizing the

right to academic mobility of participants in the educational process at S. Kuznets KHNUE.

Topic 3. Legal and organizational foundations of the organization of higher education in Ukraine

3.1. The essence of the European credit transfer and accumulation system (ECTS) in the system of higher education. Comparative analysis of the ECTS system implementation in various higher education institutions in Ukraine and abroad.

3.2. Prerequisites for Ukraine's higher education to enter the Bologna process. Adaptation of legislation, structural changes in education. Main documents and characteristic features of ECTS. Basic elements of the system.

Topic 4. Organization of students' research activity.

4.1. The purpose and tasks of research activity at higher education institutions. Priority areas of development of scientific activity in Ukraine.

4.2 Scientific unit of education. The possibility of writing scientific articles and participating in scientific conferences. Scientific groups.

Topic 5. Academic integrity as a basis for quality of higher education.

5.1. The essence of academic integrity. Code of academic integrity of the Simon Kuznets Kharkiv National University of Economics. Principles of academic integrity in the university environment. Observance of academic integrity by students. Manifestations of academic dishonesty.

5.2. Measures to create an environment of academic integrity. Examples of dishonesty. Consequences of academic dishonesty.

Content module 2. Organization of the educational process of Study Programme "Business Administration"

Topic 6. Acquaintance with the curriculum of Study Programme "Business Administration".

6.1. Study Programme "Business Administration". Structural and logical scheme of the Study Programme "Business Administration". The concept of mandatory and elective educational courses. Types of current and final control. Work plan (technological card) of the course.

6.2. Organization of the educational process. Regulations on the organization of the educational process at S. Kuznets KHNUE. The procedure for evaluating the results of students learning according to the accumulative system at S. Kuznets KHNUE.

Topic 7. The role and composition of the graduation department.

7.1. Graduation department. The role of the graduation department in the educational process. The composition of the graduation department.

7.2. Communications in the educational process. Tutors of academic groups. Student – Department – Dean office relations.

Topic 8. The role and features of communication with tutors of academic groups.

8.1. Communication with tutors of academic groups. Goals of meetings with tutors. Code of professional ethics and organizational culture of employees and students of the S. Kuznets KHNUE. Personal qualities and ethics of the manager.

8.2. Organizational culture at S. Kuznets KHNUE. Men's wardrobe. Women's wardrobe. How to live in a hostel. Rules of living in a hostel. How to adapt to new conditions.

Content module 3. Basics of business administration

Topic 9. Basic concepts and principles of modern business management.

9.1. Modern trends in the economy development. Principles of the "new" economy. Modern trends. Transformation of economic and management processes.

9.2. Transformational processes in the economy. Transformation of economic and management processes. Management under the war conditions and in the post-war period.

Topic 10. A new paradigm of management.

10.1. Peculiarities of business management based on modern trends in the economy. Management in the information economy. Peculiarities of organizations' management in the conditions of the knowledge economy. Behavioral aspects of management.

10.2. Peculiarities of business management under martial law. Challenges and opportunities.

Content module 4. Information support of the educational process in higher education

Topic 11. University information system. Personal educational system of the university.

11.1. Distance learning technologies. Regulations on the organization of the educational process with the use of distance learning technologies at S. Kuznets KHNUE.

11.2. S. Kuznets KHNUE Personal learning systems. Regulations on Personal learning systems. PNS support service. New features of PNS – links to online meetings in Zoom for each discipline. Ability to view lecture recordings in cloud storage.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) / laboratory studies

Name of the topic and/or task	Content
Topic 1 Task 1	Comparison of the system of higher education in Ukraine and in other countries of the world. Comparative characteristics of educational institutions
Topic 2 Task 2	Acquaintance with the existing programs of academic mobility in S. Kuznets KHNUE. Application procedure for participation in academic mobility
Topic 3 Task 3	The essence of the ECTS system and its comparison with the national system of Ukraine. The essence of the credit rating system at S. Kuznets KHNUE
Topic 4 Task 4	Sign up for scientific groups. Types of students' scientific activities
Topic 5 Task 5	Checking texts for plagiarism. Analysis of plagiarism check reports
Topic 6 Task 6	The concept of basic and optional educational courses. Work plan (technological card) of the academic course
Topic 7 Task 7	Goals of meetings with tutors
Topic 8 Task 8	Rules of conduct at the university, hostels and organizations
Topics 9 and 10 Task 9	Practical (seminar) study on the topic "Business administration - the way to success"
Topic 11 Tasks 10 та 11	Laboratory studies on the topic "Work in PNS"

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topics 1-11	Search, selection and review of literature on a given topic
Topics 2, 7, 8	Presentation preparing
Topics 1-11	Preparation for practical and laboratory classes
Topic 10	Performing a creative task
Topic 9	Essay writing

The number of hours of lectures, practical (seminar), laboratory studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture–discussion (Topic 1–11); activity in small groups (Topics 1–9).

Presentations (Topics 2, 7, 8).

Visual (demonstration (Topic 1–11)).

Practical (practical activities (Topic 1–10), group activities (Topics 4, 8), laboratory studies (Topic 11).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: presentation (maximum score – 20 points (two presentations during the semester, total maximum number of points – 40 points)); essay (maximum score – 20 points); creative task (maximum score – 40 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Наказ МОН від 29.10.2018 № 1165 «Про затвердження стандарту вищої освіти за спеціальністю 073 «Менеджмент» для першого (бакалаврського) рівня вищої освіти». - Режим доступу: <https://mon.gov.ua/ua/npa/pro-zatverdzhennya-standartu-vishoyi-osviti-za-specialnistyu-073-menedzhment-dlya-pershogo-bakalavrskogo-rivnya-vishoyi-osviti>.

2. Державні стандарти освіти і національне освітнє законодавство [Текст] : навч. посіб. / Г. В. Лаврик, Г.В. Терела, Т.О. Харченко [та ін.]; за ред.

Г.В. Лаврик. – Київ : Центр учбової літератури, 2017. – 208 с.

3. Менеджмент: навчально-практичний посібник для самостійного вивчення дисципліни у схемах, таблицях, тестах та завданнях / М. В. Афанасьєв, І. Я. Іпполітова, В. В. Ушкальов, І. Г. Муренець; за заг. ред. В. В. Ушкальова. – Харків : ХНЕУ ім. С. Кузнеця, 2021. – 392 с. - Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/26540>

4. Самоменеджмент: навч. посіб. / С. К. Василик, О. В. Майстренко, К. Р. Немашкало [та ін.] ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (1,29 МБ). - Харків : ХНЕУ ім. С. Кузнеця, 2020. - 149 с. : іл. - Загол. з титул. екрану. - Бібліогр.: с. 136-144. - Режим доступу:: <http://www.repository.hneu.edu.ua/handle/123456789/26376>

Додаткова

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6. Pochuieva O. Modern european requirements for educational programs in higher educational institutions of Ukraine / Olha Pochuieva //Theoretical and practical aspects of the development of modern science: the experience of countries of Europe and prospects for Ukraine: monograph / edited by authors. – 2nd ed. – Riga, Latvia : “Baltija Publishing”, 2018. – Р. 71-94. URL: <http://www.repository.hneu.edu.ua/handle/123456789/21774>

7. Kanash O. Influence of State Policy on the State of Higher Education System in Ukraine / O. Kanash, V. Parsyak, O. Zhukova, and other // Journal of Higher Education Theory and Practice. – 2022.– Vol. 22(6). – Р. 74-85.URL: <http://www.repository.hneu.edu.ua/handle/123456789/29225>

8. Rayevnyeva O. The use of digital technologies in the educational process / O. Rayevnyeva, O. Brovko, S. Zhylin // Modern problems of science, education and society : Proceedings of the 1st International scientific and practical conference. SPC “Sci-conf.com.ua”. - Kyiv, 2023. - Pp. 773-780. URL: <http://www.repository.hneu.edu.ua/handle/123456789/29606> .

Інформаційні ресурси

9. Положення про Персональні навчальні системи [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2020/12/Polozhennya-pro-PNS.pdf>.

10. Кодекс професійної етики та організаційної культури працівників і студентів Харківського національного економічного університету ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2018/11/Kodeks-profesiynoyi-etyky.pdf> (hneu.edu.ua)

11. Положення про організацію освітнього процесу у ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2020/12/Polozhennya-pro-organizatsiyu-osvitnogo-protsesu-u->

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12. Порядок оцінювання результатів навчання здобувачів вищої освіти за накопичувальною бально-рейтинговою системою в ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2023/06/Poryadok-otsinyuvannya-rezultativ-navchannya-studentiv.pdf>.

13. Кодекс академічної доброчесності Харківського національного економічного університету ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2019/11/Kodeks-akademichnoyi-dobrochesnosti.pdf>.

14. Положення про порядок реалізації права на академічну мобільність учасників освітнього процесу у Харківському національному економічному університеті імені Семена Кузнеця [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2018/11/Polozhennya-pro-poryadok-realizatsiyi-prava-na-akademichnu-mobilnist-uchasnykiv-osvitnoho-protsesu-u-HNEU.pdf>