

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
менеджменту, логістики та інновацій
Протокол №2 від 31.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

ВСТУП ДО ФАХУ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

07 "Управління та адміністрування"
073 "Менеджмент"
перший (бакалаврський)
"Логістика"

Статус дисципліни
Мова викладання, навчання та оцінювання

обов'язкова
англійська

Розробник:
к.е.н., доцент

Тетяна КОЛОДІЗЄВА

Завідувач кафедри
менеджменту, логістики та
інновацій

Олена ЯСТРЕМСЬКА

Гарант програми

Тетяна КОЛОДІЗЄВА

Харків
2023

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

APPROVED

at the meeting of the department
management, logistics and innovation
Protocol № 2 of 31.08. 2023.

AGREED

Vice-rector for educational and methodical work

 Karina NEMASHKALO



INTRODUCTION TO THE PROFESSION

Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

07 "Management and administration"
073 "Management"
first (bachelor)
"Logistics"

Course status
Language

mandatory
English

Developer:
PhD (Economics),
Associate Professor



Tetiana KOLODIZIEVA

Head of
Management, Logistics and Innovation
Department



Olena IASTREMSKA

Head of Study Programme



Tetiana KOLODIZIEVA

Kharkiv
2023

INTRODUCTION

In modern economic conditions, the requirements for the compliance of the level of training of specialists in institutions of higher education with the requirements of employers, as well as for ensuring the competitiveness of graduates on the labor market, are increasing. Considerable attention is paid to the issue of defining the set of business knowledge, skills and qualities and personal traits of logistics managers, as the knowledge gained will allow more clearly formulating professional requirements for them. As a result, the activities of logistics managers will more fully meet the tasks of the enterprise, as well as contribute to its development, achieving optimal goals and minimizing costs.

The purpose of the course is to acquaint students with the features of the future profession, its content and tasks of logistics activities, features of the organization of training management specialists, formation of modern theoretical knowledge and practical skills for using principles and techniques of logistics in the general system of the company management.

The objectives of the course are:

acquainting educational seekers with the main provisions on the organization of higher education in Ukraine and its features at S. Kuznets KhNEU;

determining the place and role of a specialist in the management of organizations and administration;

acquainting educational seekers with the content of the training plan for specialists, its structure, sequence and interrelationship between disciplines;

acquisition of primary concepts about logistics activities at the enterprise, about the organizational structure of enterprises, logistics units, functional duties, etc.

The object of the course is the process of formation of higher education seekers of the first (bachelor's) level of understanding of the logistics manager's field of activity.

Subject of the course is a system of knowledge and skills in the field management logistic processes, capable of managing flow processes.

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

Table 1

Learning outcomes and competences formed by the course

Learning outcomes	Competences that must be mastered by a student of higher education
LO 1	GC 5
LO 2	GC 2
LO 3	GC 4, GC 5

where, GC 2. The ability to preserve and multiply moral, cultural, scientific values and multiply 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, use different types and forms of motor activity for active recreation and leading a healthy lifestyle.

GC 4. Ability apply knowledge in practical situations

GC 5. Knowledge and understanding objective areas and understanding professional activities .

LO 1. To know one's rights and responsibilities as a member of society, to be aware values civil society, rule of law, rights and freedoms of man and citizen in Ukraine .

LO 2. Save moral, cultural, scientific values and multiply achievement society, use different types and forms motor activities for leading a healthy lifestyle .

LO 3. Demonstrate knowledge theories, methods and functions of management, modern concepts leadership .

COURSE CONTENT

Topic 1. State the standard of higher education in Ukraine and the organization of education at S. Kuznets KhNEU.

1.1. The system of higher education in Ukraine and prospects for its development .

Entry to The single European educational space. The Bologna process as a means of integration and democratization of higher education in European countries . Grading of higher education , brief description of educational and qualification levels of preparation specialists: "Bachelor", "Master". System state standards of higher education .

1.2. Industry standard of the direction "Management" EP "Logistics.

1.3. The place of S. Kuznets KhNEU in the system of higher education and the system of personnel training by higher educational institutions for the economy of Ukraine.

General information about S. Kuznets KhNEU. The charter of S. Kuznets KhNEU, Rules of internal labor schedule of the S. Kuznets KhNEU.

The main structural subdivisions of S. Kuznets KhNEU.

Topic 2. Methodological and scientific base of logistics. Functional areas of logistics.

2.1. Basics of the modern concept of logistics.

Conceptual basis of logistics integration. Integration of internal and external material flows. Basic characteristics of the concept of logistics.

System approach as a methodological base of logistics.

2.2. The role of logistics in the market economy.

Logistics as a field of competence that connects the company with its consumers and suppliers and contributes to increasing competitiveness.

Topic 3. Modern trends in the development of logistics in Ukraine and abroad.

3.1. The role of the manager in the system management enterprises.

The manager as an organizer of specific types of activities in the organization. Work manager of the lower, middle and higher levels, management of the organization. Types of enterprises, types of organizations in the market of goods and services. The role of the manager in choosing a strategy and developing business management tactics.

3.2. Development, adoption and implementation of management decisions.

Problems of improving management functions: planning, organizing, motivating, controlling and coordinating the organization's activities.

3.3. The current state of development of logistics services at the city, region, Ukraine levels.

Characteristics of enterprises providing logistics services in the region.

The list of practical and laboratory studies in the course is given in table. 2

Table 2

The list of practical and laboratory studies

Name of the topic and / or task	Content
Topic 1.	Laboratory study on the topic "University information system"
Topic 1.	Laboratory study on the topic "Personal educational systems of the university"
Topic 1.	Practical study on the topic "List and content of competencies of a graduate of specialty 073 "Management" EP "Logistics";
Topic 1.	Practical study on the topic "The normative content of the training of higher education applicants, formulated in terms of the results of studies in the specialty 073 "Management" EP "Logistics"
Topic 2.	Practical study-discussion on the topic "Professional competence of modern logistics manager"
Topic 2.	The subject of the practical study "Education structure programs preparation _ bachelors in specialty 073 "Management " EP "Logistics"
Topic 2.	Topic of the practical study "The most famous logistics companies in the world"
Topic 3.	The subject of the practical study "Requirements for a logistics manager in the modern labor market"
Topic 3.	The subject of the practical study "Modern market of logistics services in Ukraine"

Topic 3.	The subject of the practical study "Problems and prospects of development of logistics in Ukraine"
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The list of self-studies in the course is given in the table. 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-3	Study of lecture material, legislative and regulatory acts
Topic 1-3	Preparation for practical and laboratory works
Topic 2-3	Essay writing
Topic 2-3	Presentation preparation
Topic 1-3	Preparation for control works

The number of hours of lectures, practical, laboratory studies, and hours of self-studies 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 (Topic 1-3).

Visual (demonstration (Topic 1-3)).

Practical (Topic 1-3) and laboratory works (Topic 1), essay (Topic 1-3).

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 lecture, practical classes and is aimed at checking the level of readiness of a higher education applicant to perform a specific job and is evaluated by the sum of points scored:

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

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

Semester control is carried out in the form of grading.

The maximum number of points that a student of higher education can receive during the exam is 40 points. The minimum amount for which the exam is considered

passed is 25 points.

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: practical and laboratory tasks (40 points), written colloquium (40 points), essay (20 points).

Semester control: Grading.

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

RECOMMENDED LITERATURE

Main

1. Актуальні питання забезпечення якості освіти в університеті: прикладні дослідження за 2019/20 навчальний рік [Електронний ресурс] : наукове видання / В. С. Пономаренко, Г. А. Полякова, Ю. С. Григор'єва [та ін.]; за заг. ред. В. С. Пономаренка; Харківський національний економічний університет ім. С. Кузнеця. — Електрон. текстові дан. (10,1 МБ) — Харків : ХНЕУ ім. С. Кузнеця, 2022. — 138 с. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/27760>

2. Логістика : навч. посіб. для студентів галузі знань 0306 «Менеджмент і адміністрування» всіх форм навчання / К. В. Мельникова, Т. О. Колодізева, О. В. Авраменко та ін. / під заг. ред. О. М. Ястремської. — Х. : ХНЕУ ім. С. Кузнеця, 2015. — 307 с. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/12240>

Additional

3. Колодізева Т. О. Перспективи впровадження блокчейн-технології в транспортну логістику та управління ланцюгами поставок. Бізнес Інформ. 2023. №6. С. 184–190. [Electronic resource]. - Access mode: <http://repository.hneu.edu.ua/handle/123456789/30071>

4. Kolodizieva T. Assessment of logistics service quality based on the application of fuzzy methods modeling / T. Kolodizieva , E. Zhelezniakova , K. Melnykova et al. // Problems and Perspectives in Management. – 2022. – No. 20 (3). - P. 552-576. [Electronic resource]. - Access mode: <http://repository.hneu.edu.ua/handle/123456789/28191>

Informational resources

5. ULA Ukrainian Logistics Alliance. [Electronic resource]. – Access mode: <http://ula-online.org/ua/>

6. ELA, the European Logistics Association [Electronic resource]. – Access mode: <http://www.elalog.eu/>

7. Site PNS S. Kuznets KhNUE, discipline “INTRODUCTION TO THE PROFESSION EP“LOGISTICS”) [Electronic resource]. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=10080>