



**Syllabus of the course**  
« Contemporary Management Tools»

<b>Specialty</b>	073 Management
<b>Study Programme</b>	Creative Industries Management
<b>Study cycle (Bachelor, Master, PhD)</b>	the first (Bachelor) level of higher education
<b>Course status</b>	elective
<b>Language</b>	English
<b>Term</b>	3 course 5 semester, 3 course 6 semester, 4 course 7 semester
<b>ECTS credits</b>	5
<b>Workload</b>	Lectures – 24 hours. Practical studies – 24 hours. Self-study – 102 hours.
<b>Assessment system</b>	Grading including Exam
<b>Department</b>	Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a>
<b>Teaching staff</b>	Kanova Oleksandra Andriivna, PhD in Economics, Associate professor
<b>Contacts</b>	Oleksandra.kanova@hneu.net
<b>Course schedule</b>	Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a>
<b>Consultations</b>	At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.

**Learning objectives and skills:**

*formation of students of the system of fundamental knowledge on conflictology, mastery of practical skills of conflict resolution at different levels and combating the effects of stress as a negative consequence of conflict situations*

**Structural and logical scheme of the course**

Prerequisites	Postrequisites

**Course content**

**Content module 1.** Search for business model, problem-solving tools.

**Topic 1.** Business ecosystem.

**Topic 2.** Design Thinking.

**Topic 3.** Contemporary business models.

**Topic Business Model Canvas.**

**Content module 2.** Business model validation management tools.

**Topic 5.** Team management tools.

**Topic 6.** Minimum viable product.

**Topic 7.** Management tools for the market evaluation and marketing.



**Topic 8. Basics of investment and finance in business.**

**Teaching environment (software)**

*Multimedia projector, S. Kuznets PNS, Corporate Zoom system*

**Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

*More detailed information on assessment and grading system is given in the technological card of the course.*

**Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program*