



Syllabus of the course
«Technology of managing the business development»

Specialty	<i>D3 Management</i>
Study programme	<i>Business administration</i>
Study cycle (Bachelor, Master, PhD)	<i>second (master)</i>
Course status	<i>Compulsory</i>
Language	<i>English</i>
Term	<i>1st academic year, 2nd Semester</i>
ECTS credits	<i>4</i>
Workload	<i>Lectures – 20 hours. Practical (seminars) – 20 hours. Independent training – 80 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Myronova Olga Mykolayivna, PhD, Associate Professor Podolska Olga V., PhD, Associate Professor</i>
Contacts	<i>Myronova O.M.: olga.myronova@hneu.net Podolska O.V.</i>
Course schedule	<i>Lectures: due to timetable Practicals: due to timetable</i>
Consultations	<i>At the Department of Management, Business and Administration, off-line; due to timetable of consultations, personal</i>

The purpose of the discipline: is to present the necessary theoretical foundations, methodological approaches and practical knowledge of the principles, techniques and methods of construction and subsequent operation of management systems providing development of companies and organizations

Structural and logical scheme of the course

Prerequisites	Postrequisites
Management of organizations	<i>Complex training</i>
Risk-management	<i>Diploma thesis</i>
	Technology of analysis and planning in business

Content of the academic discipline

Theme 1. Managing the business development in the transformational economy (the basic notions, ideas and concepts)

Theme 2. The business development methodology

Theme 3. The business development tools

Theme 4. Management principles of business development

Theme 5. The systems of indicators of managing the business development

Theme 6. The modern technologies of managing the business development

Material and technical (software) for discipline support

Multimedia Projector, Zoom, PNS

Assessment system

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



The final grade for the academic discipline is calculated taking into account the points received for the current control, which is carried out during the semester during lectures, practical, seminar, laboratory classes and is estimated by the sum of the points scored, and the semester exam (maximum amount - 100 points; minimum amount that allows a student to successfully complete the study of the subject - 60 points).

Current control includes the following control measures: tasks on topics; tests; individual task.

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