

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



ВСТУП ДО ФАХУ

робоча програма навчальної дисципліни

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**

Завідувач кафедри
менеджменту та бізнесу



Тетяна ЛЕПЕЙКО

Харків
2022

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



INTRODUCTION TO THE PROFESSION

syllabus of the academic discipline

Field of knowledge **07 “Management and administration”**
Speciality **073 “Management”**
Education level **first (bachelor)**
Educational program **“Business Administration”**

Discipline status **Compulsory**
Language of teaching, studying and assessment **English**

Head of Management and
Business Department

Tetyana LEPEYKO

Kharkiv
2022

APPROVED

at the meeting of the Management and Business Department
Protocol № 1 of August 29, 2022.

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**Sheet of renewal and re-approval
syllabus of the academic discipline**

Academic year	Date of the department meeting – developer of the syllabus	Protocol number	Sign of the Head of the department

Abstract of the educational discipline

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 and behavioral sciences

The educational discipline "Introduction to the profession" is a compulsory educational discipline and is studied in accordance with the curriculum for training specialists of the first (bachelor's) educational level of specialty 073 "Management", educational program "Business Administration" for all forms of education.

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

The tasks of the discipline "Introduction to the profession" study are the need to form students of 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 of organizations, the appointment of methods, models, systems, mechanisms, technologies used in the management of organizations, 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 individual disciplines; practical skills in using the library fund, study plans, schedules of the educational process, schedule of classes, performance of independent work, preparation for the final assessment of knowledge, etc. The subject of the discipline "Introduction to the profession" study is a 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 ones professional activity of a specialist in management and business administration.

Characteristics of educational discipline

Course	1
Semester	1
Number of credits ECTS	3
Form of final control	Pass

Structural and logical scheme of studying the discipline:

Prerequisites	Postrequisites
Theory of organization	Business ethics
	Management
	Management-2

Competences and learning outcomes in the discipline

Competences	Learning outcomes
GC 5. Knowledge and understanding of the subject area and understanding of professional activity	LO 1. To know one's rights and responsibilities as a member of society, to be aware of the values of civil society, the rule of law, the rights and freedoms of a person and a citizen in Ukraine
	LO 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership

The program of the educational discipline

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

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's, master's. Types of educational institutions of Ukraine. 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

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. 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 KHNU.

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

The essence of the European credit transfer and accumulation system (ECTS) in the system of higher education. 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 research work of students

The purpose and tasks of research work at ZVO. Priority areas of development of scientific activity in Ukraine. Scientific component of education. The possibility of writing scientific articles and participating in scientific conferences. Scientific circles.

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

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 of higher education. Manifestations of academic dishonesty. Measures to create an environment of academic integrity. Examples of dishonesty. Consequences of academic dishonesty.

Content module 2. *Organization of the educational process for EP "Business Administration"*

Topic 6. Acquaintance with the curriculum of EP "Business Administration"

Structure and content of the curriculum of the "Business Administration" educational program. Structural and logical scheme of the educational program "Business Administration". The concept of basic and optional educational components. Types of current and final control. Work plan (technological map) of the academic discipline. Regulations on the organization of the educational

process at S. Kuznets KHNUE. The procedure for evaluating the results of higher education applicants according to the accumulative point-rating system at S. Kuznets KHNUE.

Topic 7. The role and composition of the graduating department

The role of the graduation department in the educational process. The composition of the graduation department. Curators of academic groups. Student-department-dean's office relations.

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

Goals of meetings with curators. Code of professional ethics and organizational culture of employees and students of the S. Kuznets KHNUE. Personal qualities and ethics of the manager. Men's wardrobe. Women's wardrobe. How to live in a dormitory. Rules of living in a dormitory. How to adapt to new conditions.

Content module 3. *Basics of business administration*

Topic 9. Basic concepts and principles of modern business management

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

Topic 10. A new paradigm of management

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.

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

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

Regulations on the organization of the educational process with the use of distance learning technologies at S. Kuznets KHNUE. Regulations on Personal training 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 laboratory classes, as well as questions and tasks for independent work for topics is given in the table «Rating-plan of the educational discipline».

Teaching and instruction methods

The main method of teaching the discipline is an explanatory-illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. In the process of teaching the academic discipline "Introduction to the profession" for the implementation of the defined competencies of the educational program and the activation of the educational process in lecture/practical/laboratory classes the teaching methods are used: mini-lectures (Topic 1, 2), group work (Topic 9, 10), case technologies (Topic 9, 10), business games (Topic 10), situational tasks (Topic 3, 4, 5, 6, 7, 11).

During lectures. practical and laboratory classes, the following teaching methods are used: explanatory and illustrative, reproductive, problem-based teaching, partially research-based, research teaching methods.

Assessment system of learning outcomes

Simon Kuznets KhNUE is using a 100-point accumulation system.

Assessment is carried out on the following types of control:

current control – is carried out during the semester during the lectures, practical and laboratory classes and estimated by the amount of points scored (maximum score – 100 points, minimum score that allows the student to get credit – 60 points);

final/semester control – is conducted in the form of a credit in accordance with the schedule of the educational process.

The credit is set as the total number of points scored based on the results of the current control.

Current control includes assessment of students' knowledge during lectures, practical and

laboratory classes and performance of presentation, essays, creative task is carried out according to the following criteria:

essay – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material when performing in the audience, the ability to justify their position (maximum score – 20 points (one essay during the semester, total maximum number of points – 20));

presentation – the ability to generalize information and draw conclusions; ability to plan and evaluate certain problematic issues; logic, structuring and validity of conclusions on a specific problem; literacy of the material (maximum score – 20 points (two presentations during the semester, the total maximum number of points – 40));

creative task – the ability to generalize information and draw conclusions; ability to conduct critical and independent assessment of certain problematic issues; the ability to explain alternative views and the presence of their own point of view, position on a particular issue; logic, structuring and validity of conclusions on a specific problem; literacy of material submission (maximum score – 40 points (one creative task during the semester, the total maximum number of points – 40)).

Independent training includes:

- 1) studying the theoretical material from the previous lecture before each subsequent lecture session;
- 2) collection, generalization, processing of information necessary for active work in practical classes.

The final control of students' knowledge and competencies in the academic discipline (in the form of a credit) is an evaluation of the student's understanding of the program material as a whole, the relationships between individual sections, the ability to use the accumulated knowledge, the ability to formulate one's attitude to the problems of the academic discipline. It covers the program of the discipline and provides for determining the degree of mastery of competencies by students, diagnosis of the level of their theoretical training.

Procedure for current assessment of students' knowledge.

Assessment of students' knowledge during practical and laboratory classes is carried out according to the following criteria:

- understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; familiarization with the recommended literature, as well as modern literature on the issues under consideration; the ability to combine theory with practice when considering production situations in the process of performing individual tasks and tasks presented for consideration in the audience;

- summarize information and draw conclusions; the ability to explain alternative views and the presence of one's own point of view, position on a certain problematic issue; application of analytical approaches; quality and clarity of argumentation; logic, structuring and reasonableness of conclusions from a specific problem; independence of work; literacy of the presentation of the material; use of comparison methods, generalizations of concepts and phenomena; design work.

The general criteria for evaluating the independent training of students are: depth and strength of knowledge, level of thinking, ability to systematize knowledge on individual topics, ability to draw reasonable conclusions, mastery of the categorical apparatus, skills and methods of performing practical tasks, ability to find the necessary information, systematize and process it, self-realization in practical and laboratory classes.

A student should be considered certified if the sum of the points obtained on the basis of the results of the final / semester test of success is equal to or exceeds 60.

The total score in points for the semester is: *«60 or more points are passed»*, *«59 and less points are failed»*, and entered in the «Statement of learning achievement» of the academic discipline.

Forms of assessment and distribution of points are given in the table «Rating-plan of the educational discipline».

Rating-plan of the educational discipline

Topic	Forms and types of education	Forms of evaluation	Max points
1	2	3	4
Content module 1. <i>Fundamentals of the educational process in higher education</i>			
Topic 1	<i>Classroom work</i>		
	Lecture 1 on the questions: 1 The composition of the education system and the structure of education in Ukraine 2 Grading of higher education 3 Qualification levels of higher education 4 Types of educational institutions	Active work	
	Practical class 1 Comparison of the system of higher education in Ukraine and in other countries of the world Comparative characteristics of educational institutions	Practical task performance	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
Topic 2	<i>Classroom work</i>		
	Lecture 2 on the questions: 1 International activity and academic mobility 2 Adaptation of Ukrainian legislation to EU legislation 3 Provisions on the procedure for realizing the right to academic mobility of participants in the educational process at S Kuznets KHNUE	Active work	
	Practical class 2 Familiarization with the existing programs of academic mobility at S Kuznets KHNUE Application procedure for participation in academic mobility	Presentation	20
	<i>Individual work</i>		
	Studying the lecture material, preparing for a practical lesson, preparing a presentation on the topic: "CV, cover letter, recommendation letter"		
Topic 3	<i>Classroom work</i>		
	Lecture 3 on the questions: 1 The essence of the European credit transfer and accumulation system (ECTC) in the system of higher education 2 Basic elements of the ECTS system	Active work	
	Practical class 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	Practical task performance	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		

1	2	3	4
	<i>Classroom work</i>		
Topic 4	Lecture 4 on the questions: 1 the purpose and tasks of research work at high school 2 priority areas of development of scientific activity in Ukraine 3 scientific component of education 4 code of academic integrity of the S. Kuznets Kharkiv National University of Economics 5 principles of academic integrity in the university environment 6 observance of academic integrity by students of higher education	Active work	
Topic 5	Practical class 4 enrollment in scientific circles types of scientific work of students Practical class 5 checking texts for plagiarism analysis of plagiarism check reports	Practical task performance	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
Content module 2. Organization of the educational process under the ep "business administration"			
	<i>Classroom work</i>		
Topic 6	Lecture 5 on the questions: 1 structure and content of the curriculum of the "business administration" educational program 2 structural and logical scheme of the educational program "business administration" 3 provisions on the organization of the educational process at the S. Kuznets KhNU 4 the procedure for evaluating the results of higher education applicants according to the accumulative point-rating system at S. Kuznets KhNU	Active work	
	Practical class 6 the concept of basic and optional educational components work plan (technological map) of the academic discipline	Practical task performance	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
	<i>Classroom work</i>		
Topic 7	Lecture 6 on the questions: 1 Role of the graduation department in the educational process 2 Curators of academic groups 3 Code of professional ethics and organizational culture of employees and students of S. Kuznets Kharkiv National University of Economics	Active work	
Topic 8	Practical class 7 Goals of meetings with curators	Practical task performance	
	Practical class 8 Rules of conduct at the university, dormitories and organizations	Presentation	20
	<i>Individual work</i>		
	Studying the lecture material, preparing for a practical lesson preparing a presentation "Rules of behavior of the future manager"		

Content module 3. Basis of the business administration			
Classroom work			
Topic 9	Lecture 7 on the questions: 1 Modern transformations of management processes 2 Peculiarities of business management taking into account modern trends in the economy	Active work	
Topic 10	Practical class 9 Business administration - the way to success	Essay	20
Individual work			
	Studying the lecture material, preparing for a practical lesson, preparing an essay on the topic "Why did I choose the educational program "Business Administration"?", preparing the creative task "I am a manager"	Creative task	40
Content module 4. Information provision of the educational process in higher education			
Classroom work			
Topic 11	Lecture 8 on the questions: 1 Regulations on the organization of the educational process with the use of distance learning technologies at S Kuznets KHNUE 2 Regulations on Personal educational systems	Active work	
	Laboratory classes 1 and 2 Work in PNS	Laboratory task performance	
Individual work			
	Study of lecture material, preparation for laboratory classes		

Recommended books and resources

Main

1 Наказ МОН від 29102018 No 1165 «Про затвердження стандарту вищої освіти за спеціальністю 073 «Менеджмент» для першого (бакалаврського) рівня вищої освіти» [Електронний ресурс] – Режим доступу: <https://mongovua.ua/npa/pro-zatverdzhennya-standartu-vishoyi-osviti-za-specialnistyu-073-menedzhment-dlya-pershogo-bakalavrskogo-rivnya-vishoyi-osviti>

2 Education System in Ukraine [Electronic resource] – Access mode: <https://emergencymongovua/educationalsystem/>

Additional

3 Principles of Management / Contributing Authors // Open Textbook Library [Electronic resource] – Access mode: <https://openumnedu/opentextbooks/textbooks/principles-of-management-2019>

4 Robbins, S P, DeCenzo, D A, & Coulter, M K Fundamentals of management: Essential concepts and applications / S P Robbins, D A DeCenzo, & M K Coulter; 10th ed - N-Y: Pearson, 2017 [Electronic resource] – Access mode: <https://fliphtml5com/pyiue/ilaa/basic>

5 A handbook of management theories and models for office environments and services / Edited by Vitalija Danivska and Rianne Appel-Meulenbroek - L, N-Y: Routledge, 2022 - 254 p [Electronic resource] - Access mode: <https://libraryopenorg/bitstream/handle/2050012657/50198/9781000434156pdf;jsessionid=CE42076FBC5714A87078DEA0735E46D6?sequence=1>

Information resources

- 6 Introduction to the profession [Electronic resource] // S Kuznets PES website – Режим доступу: <https://pnshneueduua/course/view.php?id=8675>
- 7 Положення про Персональні навчальні системи [Електронний ресурс] – Режим доступу: [Polozhennya-pro-PNSpdf \(hneueduua\)](#)
- 8 Кодекс професійної етики та організаційної культури працівників і студентів Харківського національного економічного університету ім С Кузнеця [Електронний ресурс] – Режим доступу: [Kodeks-profesiynoyi-etykpdf \(hneueduua\)](#)
- 9 Положення про організацію освітнього процесу у ХНЕУ ім С Кузнеця [Електронний ресурс] – Режим доступу: <https://wwwhneueduua/wp-content/uploads/2020/12/Polozhennya-pro-organizatsiyu-osvitnogo-protsesu-u-HNEUpdf>
- 10 Порядок оцінювання результатів навчання здобувачів вищої освіти за накопичувальною бально-рейтинговою системою в ХНЕУ ім С Кузнеця [Електронний ресурс] – Режим доступу: <https://wwwhneueduua/wp-content/uploads/2021/09/Poryadok-otsinyuvannya-rezultativ-navchannya-studentivpdf>
- 11 Кодекс академічної доброчесності Харківського національного економічного університету ім С Кузнеця [Електронний ресурс] – Режим доступу: [Кодекс академічної доброчесності Харківського національного економічного університету імені Семена Кузнеця - Харківський національний економічний університет імені Семена Кузнеця \(ХНЕУ ім С Кузнеця\) \(hneueduua\)](#)
- 12 Положення про порядок реалізації права на академічну мобільність учасників освітнього процесу у Харківському національному економічному університеті імені Семена Кузнеця [Електронний ресурс] – Режим доступу: <https://wwwhneueduua/wp-content/uploads/2018/11/Polozhennya-pro-poryadok-realizatsiyi-prava-na-akademichnu-mobilnist-uchasnykiv-osvitnoho-protsesu-u-HNEUpdf>