

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY

MANAGEMENT DEPARTMENT

“CONFIRMED”

Head of Department



Mykhailov A.N.

" 09 " 06 2020 year

CURRICULUM WORKING PROGRAM (SILABUS)

OK 4 Management and Marketing of Green Economy

Specialty: 206 Garden and Park Holding

Educational program: «Garden and Park Holding» (second level (master's) higher education)

Faculty: Agrotechnology and Nature Management

2020-2021 academic year

Curriculum of Management and Marketing of Green Economy worked out for specialty: 205 "Forest Economy".

Developers:

PhD in Economics, Senior Lecturer,
of Management Department Tkachenko V.V

Tkachenko V.V.
last name, initials


signature

The work program was approved at a meeting of the Department of Management.

Protocol from "09" 06.2020 year № 12

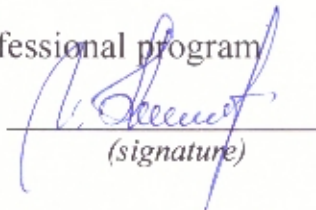
Head of the Department


(signature)

(Mykhailov A.N.)
(surname and initials)

Confirmed:

Guarantor of educational and professional program

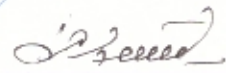

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(Melnyk T. Iv.)
(surname and initials)

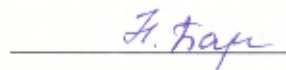
Dean of the Faculty of Agrotechnology and Nature Management
on which the discipline is taught

 (Kovalenko I.N.)

Dean of the Faculty of Economics and Management
to which the department belongs

 (Strochenko N.I.)

Methodist of the educational department

 (N. Baranik)

Registered in the electronic data base: 21.07 2020 year
date

1. Description of the course

Name of indicators	Branch of knowledge, direction of preparation, education and qualification level	Characteristic of discipline
		full-time education
The number of credits – 3,5	The branch of knowledge: 20 “Agrarian Sciences and Food”	Regulatory
	Specialty: 206 «Garden and Park Holding»	
Modules – 2		Year of preparation:
Semantic modules: 2		2020-2021
		Course
		2
		Semester
The total number of hours - 105		3
		Lectures
		12 h.
		Practical, seminar
		24 h.
		Independent work
		69 h
		Kind of control:
		Exam
Weekly hours for full- time students: classroom -2,0 independent work of the student -4,5	Educational degree: master	

Note.

Ratio of the number of classroom hours with independent and individual work is:
for the day form of education - 34/66 (36/69)

2. Objectives of the course

The purpose - formation of system of basic knowledge on management and marketing, ways, mechanisms and tools of system management of the enterprise in green economy; acquisition of skills of analysis of internal and external environment, making adequate management decisions, formation of skills in the organization of management and marketing activities in modern green enterprises, the implementation of effective marketing communications.

Tasks - mastering the theoretical and organizational foundations of management, understanding the essence of the organization and the relationship of its internal elements and the external environment, the concept of management methods, the content of processes and management technologies; formation of students' understanding of theoretical and methodological foundations of marketing; a systematic approach to the management and marketing activities of green enterprises; basic methods of marketing research; development of a marketing complex; organization and control of marketing activities; strategic planning and development of marketing programs.

As a result of studying the discipline the student must:

- **know:** types of management; the evolution of managerial thought; classification of management functions; features of realization of management functions by modern heads; categories of managers, requirements for a modern manager, leadership theory, ways of exercising power, leadership styles; marketing as a concept of internal corporate governance and a holistic system of entrepreneurial activity; classification of management decisions, the content of the process and methods of their adoption, features of communication processes in the organization; methods of marketing research; modern marketing strategies for product and pricing policies of companies; modern distribution channels; marketing policy of communications of goods on the market; methods of developing a marketing complex.

- **be able to:** identify the main stages of development of management as a science; identify the advantages and disadvantages of different types of management structures; design organizational structures of the enterprise and management structures; analyze the marketing environment of enterprises and organizations; to segment the markets and perform positioning of enterprises and organizations in the market; to carry out the analysis of marketing policy of the enterprise, to define technology of development and acceptance of administrative decisions, to define their efficiency; establish communication links in the organization, adhering to ethical norms and rules; to establish business contacts; to conduct market research; to solve issues of marketing activities of the enterprise related to product planning, pricing, promotion, sales; develop a marketing complex; pricing policy; methods of distribution of goods on the market.

3. The program of the course

(The program is being tested, protocol of management department №12 from 09.06.2020 year)

Module 1. Theoretical Basis of Management

Content module 1. Theoretical and Methodological Basis of Management

Topic 1. Theoretical Foundations of Management. The essence of the categories of management. System of relations in the organization. Research Methods.

Manager in organization.

Theoretical Foundations of Management

Management as an Art. The philosophy of Japanese Management. Principles of Management

Topic 2. Basic Management Function. Nature and content of planning as a management function. Essence of the organization in management. The concept of motivating. The concept of controlling and its role.

Planning and Organizing as a Basic Management Functions.

Motivation and Controlling as a Basic Management Functions

Systematic main types of management. Exercise Overview. What is Strategic Planning?

Topic 3. Management Groups in the Organization. Groups and Teams in Organizations. Stages of Group and Team Development. Characteristics of Groups and Teams

Self- motivation in managing.

Management and Leadership.

Management groups in the organization. Information management. Delegation of Authority. The concept of social responsibility.

Module 2. Theoretical Basis of Marketing

Content module 2. Theoretical and Methodological Basis of Marketing

Topic 4. Place marketing in agribusiness management. Marketing in the management of agricultural enterprises: concept, content, value. Basic concepts and background of Marketing. Functions and objectives of Marketing. Influence of marketing on enterprise activity. Development of strategic and tactical goals.

Agricultural markets and institutions.

New Product Development. Product mix. Product branding.

Topic 5. The marketing process. Definition of term «marketing activities». Concepts of marketing. Marketing service company. Marketing environment. The process of marketing management.

Consumer behavior. Market segmentation. Pricing strategies

Types of distribution systems.

Topic 6. The marketing information and marketing research. The concept and goals of marketing research. Types of conducting marketing research. Organizational forms of market research. Marketing information: the content, principles of formation and use information. Marketing information system. Marketing information: practical aspect.

Marketing Communications. Sales promotion. Personal selling. Public relations. Choice of communication mix and media.

4. Structure of the course

Titles the semantic modules and topics	Volume of hours					
	full-time education					
	Total	including				
L		P	Lab	Ind	I.W.	
1	2	3	4	5	6	7
Module 1. Theoretical basis of management						
<i>Content module 1. Theoretical basis of management</i>						
Topic 1. Theoretical and Methodological Basis of Management	14	2	4			8
Topic 2. Basic Management Function.	14	2	4			8
Topic 3. Management Groups in the Organization.	14	2	4			8
Total for semantic module 1	42	6	12			24
Module 2. Theoretical Basis of Marketing						
<i>Content module 2. Theoretical and Methodological Basis of Marketing</i>						
Topic 4. Place marketing in agribusiness management.	13	2	4			7
Topic 5. The marketing process.	14	2	4			8
Topic 6. The marketing information and marketing research.	16	2	4			10
Total for semantic module 2	43	6	12			25
Individual tasks	20				20	
Total hours for course	105	12	24		20	49

5. Topics and plan of lectures

№	Topic name	Volume of hours
1.	Topic 1. Theoretical Foundations of Management. 1. Essence of categories of management. 2. System of relations in the organization. 3. Research Methods.	2
2.	Topic 2. Basic Management Function 1. Nature and content of planning as a management function. 2. Essence of the organization in management. 3. The concept of motivating. 4. The concept of controlling and its role.	2

3.	Topic 3. Management groups in the organization. 1. Groups and Teams in Organizations. 2. Stages of Group and Team Development. 3. Characteristics of Groups and Teams	2
	Topic 4. Place marketing in agribusiness management. 1. Marketing in the management of agricultural enterprises: concept, content, value. 2. Basic concepts and background of Marketing. 3. Functions and objectives of Marketing.	2
	Topic 5. The marketing process. 1. Definition of term «marketing activities». 2. Concepts of marketing. 3. Marketing service company. 4. Marketing environment.	2
	Topic 6. The marketing information and marketing research. 1. The concept and goals of marketing research. 2. Types of conducting marketing research. 3. Organizational forms of market research. 4. Marketing information: the content, principles of formation and use information. 5. Marketing information system.	2
	Total	12

6. Topics of Practical Lessons

№	Topic name	Volume of hours
1.	Theoretical and Methodological Basis of Management	4
2.	Basic Management Function	4
3.	Management groups in the organization.	4
4.	Influence of marketing on enterprise activity. Development of strategic and tactical goals	4
5.	The process of marketing management	4
6.	Marketing information: practical aspect	4
7.	Total	24

7. Independent work

№	Topic name	Volume of hours
1.	Theoretical and Methodological Basis of Management	8
2.	Basic Management Function	8
3.	Management groups in the organization.	8
4.	Place marketing in agribusiness management.	7

5	The marketing process.	8
6	The marketing information and marketing research.	10
	TOTAL	49

8. Teaching Methods

1. Methods of learning by source of knowledge:

1.1. Verbal: story, explanation, conversation (heuristic and reproductive), lecture, instruction, work with a book (reading, translation, writing, drawing up a plan, reviewing, taking notes, making tables, graphs, reference notes, etc.).

1.2. **Visual**: demonstration, illustration, observation.

1.3. **Practical**: laboratory method, practical work, exercise, production-practical methods.

2. Teaching methods by the nature of the logic of cognition:

2.1. Analytical (*essence: the breakdown of the whole into parts in order to study their essential features*).

2.2. Deductive method (*essence: the study of objects or phenomena from general to individual*).

2.3. Translational method (*essence: these are conclusions from the general to the general, from partial to partial, from singular to singular*).

3. Teaching methods for the nature and level of independent mental activity of students:

3.1. Problem (problem-information)

3.2. Partial search (heuristic)

3.3. **Explanatory and demonstrative**

4. **Active teaching methods**: use of technical teaching aids, brainstorming, business and role-playing games, use of problem situations, self-assessment of knowledge, use of training and control tests, use of reference notes of lectures.

5. **Interactive learning technologies**: use of multimedia technologies, spreadsheets, quizizz, kahoot, padlet, student cooperation (cooperation).

9. Control methods

1. Rating control according to the 100-point scale of ECTS assessment

2. Carrying out intermediate control during the semester (intermediate certification).

3. Polycriteria assessment of current work of students:

- the level of knowledge demonstrated in practical classes;
- activity during the discussion of issues raised in class;
- express control during classroom classes;
- independent study of the topic as a whole or individual issues;
- test results;
- written tasks during tests.

10. Distribution of points received by students

Current testing and independent work							Total for module & I.W.	ATTESTATION	Exem	Total
M 1 0-20 p.			M 2 0-20 p.			Individual work				
T1	T2	T3	T4	T5	T6		15	55 (40+15)	15	30
5	7	8	6	7	7	15				

Grading scale: national and ECTS

Total points for all the educational activities	Mark ECTS	Ukrainian mark	
		For the exam, course project (work) practices	For the test
90 – 100	A	Excellent	Passed
82-89	B	Good	
75-81	C	Satisfactory	
69-74	D		
60-68	E	Bad	No passed
35-59	FX		Repeated study of the course
1-34	F		

11. Suggested Reading

Basic

1. [Mathias Weske](#): Business Process Management: Concepts, Languages, Architectures 2nd ed., Springer-Verlag Berlin Heidelberg 2012, XV, 403 p.
2. Gemmy Allen and Warren Plunkett/ Management (Meeting and Exceeding Customer Expectations), Wessex Inc., 11th Edition, 2016,- 702 p.
3. [James Sagner](#). Management and Organizational Behavior: The Fast Track Series Paperback – 2018, 294 p.
4. [Keith Ord](#), [Robert Fildes](#), [Nikos Kourentzes](#). Principles of Business Forecasting-2nd ed., Wessex, inc., 2017, 588 p.
5. Aaker, D.A. (2015). Strategic Market Management. Seventh edition. John Wiley & Sons, Inc.
6. Cohen, William A.. (2015). The Marketing Plan. Fourth Edition. John Wiley & Sons, Inc.

7. Kotler, P. and Keller, K. L. (2006). Marketing Management. Twelfth edition. Prentice Hall, Englewood Cliffs, N.J.

12. Information Resources

1. State Commission on Securities and Stock Market [Electronic resource]. –The mode of access: <http://www.ssmc.gov.ua>.
2. State Committee of Statistics [Electronic resource]. –The mode of access: <http://www.ukrstat.gov.ua>.
3. The Cabinet of Ministers of Ukraine [Electronic resource]. –The mode of access: <http://www.kmu.gov.ua>.
4. The Ministry of Economy [Electronic resource]. –The mode of access: <http://www.me.gov.ua>.
5. The Ministry of Finance [Electronic resource]. –The mode of access: <http://www.minfin.gov.ua>.
6. The National Bank of Ukraine [Electronic resource]. –The mode of access: <http://www.bank.gov.ua>.
7. World Bank [Electronic resource]. –The mode of access: <http://www.worldbank.org.ru>.
8. <http://www.management.com.ua>
9. <http://www.twirpx.com>
10. <http://www.nbu.gov.ua>

APPENDIX 1

Learning outcomes by educational component and their connection with program learning results

OK learning results: after studying the educational component (discipline) the student will be able to:	Program learning outcomes to be achieved by the OK (indicate the number according to the numbering given in the OP)							
	PLR 2.	PLR 6.	PLR 8.	PLR 9.				
DLR 1. Know the basics of management, its types and features in the green economy.	+	+						
DLR 2. Know the classification of management functions and features of their implementation by modern leaders in the green economy.	+	+						
DLR 3. Знати класифікацію управлінських рішень, зміст процесу та методи їх прийняття в зеленому господарстві.	+		+					
DLR 4. Know the classification of management decisions, the content of the process and methods of their adoption in the green economy.	+		+	+				
DLR 5. Have an idea of the features of market research, pricing, promotion, marketing of products (goods, works, services) in the green economy.	+	+	+	+				