



Syllabus Course Program



OP 2.1 Time-management

Specialty

075 - Marketing

Institute

Institute of Economics, Management and International Business

Educational program

Marketing

Department

Marketing (201)

Level of education

Master's level

Course type

Selective

Semester

2

Language of instruction

English, Ukrainian

Lecturers and course developers

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing of NTU "KhPI"

Work experience - 16 years. Author of more than 100 scientific and educational and methodological works. Leading lecturer in the disciplines: "Advertising business", "Marketing and branding of the hotel and restaurant business", "Tourism marketing", "Advertising management"..

[More about the lecturer on the department's website](#)

General information

Summary

The discipline is aimed at forming in higher education students the ability to effectively use their own and working time; instilling in him the skills of self-control and self-management; development of students' skills in goal setting, prioritization, delegation of authority, control and assessment of personal performance indicators; formation of the ability to rationally use resources, independent, creative work.

Course objectives and goals

The purpose of the educational discipline is to form a system of special knowledge in higher education students on time management issues through effective goal setting, planning and organization of activities, self-control and self-motivation to increase personal and team effectiveness.

Format of classes

Lectures, practical classes, consultations. Final control - exam.

Competencies

ZK3. The ability to evaluate and ensure the quality of the work performed.

ZK4. Ability to adapt and act in a new situation.

SK4. The ability to apply a creative approach to work by profession.

SK6. The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network

Learning outcomes

P6. To be able to increase the effectiveness of the marketing activity of the market entity at different levels of management, to develop and manage projects in the field of marketing.

P12. Carry out diagnostics and strategic and operational management of marketing for the development and implementation of marketing strategies, projects and programs.

P13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.

Student workload

The total volume of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, practical classes – 32 hours, independent work – 86 hours..

Course prerequisites

To successfully pass the course, you need to have a general understanding of the basics of management, project management, teamwork, knowledge and practical skills in the following disciplines: Relationship Marketing, Strategic Marketing; Communications and negotiations.

Features of the course, teaching and learning methods, and technologies

Lecture: Use of multimedia tools and supporting notes for the lecture.

Practical classes: solving typical tasks, analyzing specific examples (cases), listening to reports on issues that are submitted for independent study.

Current control: conducting tests for 15-20 minutes to assess students' understanding of the presented material, oral survey.

Protection of the calculation task: protection of work using presentation materials and multimedia tools.

Program of the course

Topics of the lectures

Topic 1. The essence and role of time management in modern business conditions

Subject, object, goal and task of time management. Principles and methods of time management.

Topic 2. Manager's time and principles of its effective use

Time as an economic category. Attributes, properties and types of time. Individual time fund and its structure. The law of time as a strategic resource

Topic 3. Analysis of time consumption in the time management system

Timing of time: essence, tasks. Inventory and analysis of time use. Methods of personal and working time inventory. Categories of time consumption. Analysis of time costs. Time management.

Topic 4. Obstacles in time management.

Express analysis of time consumption. Time log. Organizer as a TM tool. Mind maps of obstacles. Types of obstacles to achieving goals. "Absorbers" and "interrupters" of time.

Topic 5. Goal setting in the time management system

Definition of the concepts of "goal" and "goal setting". Classification of goals. System of goals: long-term, medium-term and current goals. Basic aspects of goal setting. Finding and formulating goals. Goal setting and the process of goal achievement. Mistakes in goal setting

Topic 6. Planning of working hours.

Planning principles: Pareto proportion (20/80), L. Seivert's rule (60/20/20), ABC priority planning method (15/20/65).. Peculiarities of using time planning methods.

Topic 7. Setting priorities when making management decisions

Priority criteria. Priority of current tasks. Prioritize long-term goals. Method of priority planning. Selection of time planning tools.

Topic 8. Implementation of plans and organization of activities.



Organizational principles of the agenda. Natural daily rhythm (schedule of working capacity). The essence of the concept of "result". Results management system.

Topic 9. Personal career planning and the role of time management in this process.

General notions about career. The essence and meaning of success. System concept of man. Adaptively - a developing concept. Efficiency and career planning.

Topic 10. Self-management, self-motivation

Key areas of life. Basic values of the individual. The "goal-value" matrix. Concept of self-motivation, causes of demotivation. Setting goals: from general to specific.

Topic 11. Control and self-control.

Function and tasks of control. Control of processes and results. Making decisions based on deviations. Self-monitoring of the activity process and results. Control of the day. Stages of control

Topic 12. Corporate time management: philosophy and technology.

The essence of corporate time management. Building a corporate time management system. Corporate time management, as a set of time management technologies "embedded" in the enterprise management system. Time management as a tool for building the entire management system.

Topic 13. Delegation of authority and time management

The essence and content of the concept of delegation of powers. Delegable and Non-Delegable Powers. Peculiarities of delegation. Advantages and disadvantages of delegation. Substitution rules. Reasons for resistance to delegation of authority and ways to overcome them.

Topic 14. Increasing the efficiency of time use.

Time wasters, procrastination and inability to say no. "Favorite" and "unfavorite" work. Arrangement of contacts with subordinates. Management of the flow of visitors, the technique of their reception

Topic 15. Time management as a tool of organizational development.

Time management of organizations. Organizational changes and development of the organization. Organizational change management. Perception of organizational changes and factors of resistance to them. Criteria and indicators of management efficiency.

Topic 16. Computerization and automation of time management..

Time management using Outlook. Analysis of time consumption in Excel. "Mobile office", pocket computer, voice recorder. Work with e-mail. Evernote.

Topics of the workshops

Topic 1. Time management in modern society

Stages of development of time management. The concept and modern trends of time management.

Topic 2. Basic principles of time management in management

Concept of time perspective. Internal concepts of time. Time management strategies. Time management system. Basic approaches to time management. Human competence in time. Techniques for implementing a schedule with simple planning.

Topic 3. Time cost analysis methods

Analysis of time costs using maps and Gantt charts. Daily timekeeping card. Timekeeping. ABC timing.

Topic 4. Analysis of time obstacles

Analysis of daily time constraints. Use the current map and current chart to change the way you manage time.

Topic 5. Target identification technologies

"Tree of objectives". Ray diagrams. Graph of life goals. Number and degree of importance of goals. Priority and deadline for achieving goals. Logical subordination and harmony of goals. Rationality and degree of awareness of the result of the goal-setting process. Detailing and constructiveness of goals. Personal life goals. SMART goal-setting technology (according to D. Doorden). Project goal setting system. Goal setting algorithm.

Topic 6. Planning in time management

Day planning algorithm. Plan system. Simple planning method. "Day-week" planning technique. Planning tasks with a complex structure. "Kairos" planning technique. Planning boards. Diary. "Strategic card".

Topic 7. Methods of priority planning

The "six tasks" method. D. Eisenhower's method. The time accounting system of A.A. Lyubishcheva B. Franklin's time management system. Alpa's method of drawing up plans.

Topic 8. Organization of daily activities.

Management based on biorhythm Individual style. Drawing up a framework plan for the day.



Topic 9. Business career management. Work with personnel reserve. leadership

Increasing communicative competence. Comparative characteristics of business and interpersonal communication. Principles of effective business communication. Interpersonal communication system. Formalization of information and information flows. Personal information management system. Development of leadership skills and qualities. Principles of leadership. Strategic leadership algorithm.

Topic 10. Basic values of the individual

SWOT analysis of personality. Resource analysis of "meta-resources". Analysis of the "meta-task". Situational analysis.

Topic 11. Evaluation of one's own efficiency

The "Five Fingers" method. Ways of assessing one's own efficiency. Use of control charts. Control rules and errors. Construction of analytics: methods of evaluating one's own effectiveness. Indicators reflecting time consumption. Quality indicators of work organization. Accounting of results. Application of analytics.

Topic 12. Time management in the organization

Corporate standards of time management. Time management in working with small matters. Time management and delegation. Time management during remote work. Effective organization of meetings.

Topic 13. Time management and delegation

Communicative competence and strategic leadership algorithm. Working and non-working hours. Organization of personal and team work.

Topic 14. Increasing the efficiency of time use

Typical mistakes in using time and how to solve them. The main types and principles of professional and qualification distribution and cooperation of managerial labor.

Topic 15. Organizational change management.

Criteria and indicators of management efficiency.

Topic 16. Modern technologies of time planning

Flexible and rigid planning in MS Outlook. Prioritization. Setting up a custom view. Auto formatting rules. Convenient grouping of tasks. Planning according to the "Day - Week" method. Overview of deadlines for tasks. Control over assigned tasks. Corporate time management in MS Outlook.

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

The course involves the implementation of an individual calculation task, which includes the consideration of two theoretical questions on the subject of the course and the solution of a practical situational exercise regarding time planning, justification of decision-making, the ability to set priorities, delegate and transfer responsibility, establish ecological interaction in the team. The result of the development is drawn up in a written report.

Course materials and recommended reading

1. Campbell G. Time Management: The 8 Laws of Time Management. N.Y.: CreateSpace Independent Publishing Platform, 2017. 68 p.
2. Davis R. Time Management: How to Find the Time and Motivation to be Productive and Get Things Done. N.Y.: CreateSpace Independent Publishing Platform, 2017. 66 p.
3. Godefroy Ch. The Complete Time Management System. N.Y.: Positive Club, 2016. 282 p.
4. Rubio-Andrés M., Gutiérrez-Broncano S., Varona-Castillo L. Self-managing teams in Small and Medium Enterprises (SME). In Information Resources Management Association, Human performance technology: Concepts, methodologies, tools, and applications. 2019. pp. 1453–1475.
5. Gopi S. Time Management: Step by Step Skill. Development Guide to Increase Productivity, Focus and End Procrastination. Nashville (Indiana): Unlimited, 2016. 58 p.



Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of assessment results in the form of an exam (40%) and current assessment (60%).

Exam: written task (2 questions from theories + problem solving) and an oral report.

Current assessment: 2 online tests and calculation task (20% each).

Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Approval

Approved by

Date, signature
28.08.2023



Head of the department
Diana RAIKO

Date, signature
28.08.2023



Guarantor of the educational program
Oleksandra KOSENKO

