Syllabus
Course Program

INTRODUCTION TO SPECIALTY. INTRODUCTORY PRACTICE

Specialty
D3 – Management

Institute
Institute of Education and Science in Economics, Management and International Business

Specialization
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Department
Management (204)

Educational program
Business administration
International business

Course type
Special (professional), Mandatory

Level of education
First (bachelor's level)

Form of study
Full-time, part-time, distance learning

Semester
1

Language of instruction
English

Lecturers and course developers



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Doctor of Economics, Professor, Professor of the Department of Management

Author and co-author of over 350 scientific and methodological publications, including 14 textbooks and teaching aids, 7 monographs, and more than 250 scientific publications. Leading lecturer in the disciplines of "Scientific Research Methodology," "Strategic Change Management," "Social Responsibility and Business Ethics," and others. More about the lecturer on the department's website https://web.kpi.kharkov.ua/mto/about/staff/kopteva-2/

General information

Summary

The course is aimed at students getting a general idea of the higher education system and at studying the basic roles and requirements for managers related to their professional activities, leadership and communication. The emphasis is on critical thinking, teamwork and effective communication.

Course objectives and goals

To form a general idea of the higher education system in Ukraine and the world; to reveal the subject area of management and its functions, to enhance students' capacity for critical thinking, teamwork and communication.
Course objectives

to familiarize students with the basic principles of higher education in Ukraine and its characteristics in higher education institutions, to provide concise information about the Bologna Process; to define the place and role of a management specialist in an enterprise (organization, institution); to familiarize students with the field of future professional activity and the necessary practical skills and abilities.

Format of classes

Workshops, consultations, self-study. Final control in the form of a differentiated grading.

Competencies

GC04. The ability to apply knowledge in practical situations.
GC05. Knowledge and understanding of the subject area and understanding of the professional activity.
GC09. The ability to learn and to master modern knowledge.
GC11. The ability to adapt to a new situation and take an action.
GC12. The ability to generate new ideas (creativity).
GC15. The ability to act on the basis of ethical considerations (motives).

Learning outcomes

LO 03. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
LO 05. To describe the content of the functional areas of an organization
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

Student workload

The total volume of the course is 90 hours (3 ECTS credits): Workshops - 32 hours, self-study - 58 hours.

Course prerequisites

The course is initial and it requires knowledge at the level of secondary education.

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

Presentations, discussions, workshops, case-based learning, individual and teamwork, research work, essay-writing. Study materials are available to students through OneDrive, Microsoft Teams.

Program of the course

Academic classes

Lectures

No lectures

Workshops

Topics for workshops/seminars	Hours	Weighting coefficients *a*
Topic 1. Higher education in the context of the Bologna process. University education: current requirements and challenges Bologna Process. European Credit Transfer System. World University Rankings. National Qualifications Framework. Levels and Degrees of Higher Education in Ukraine.	2	1,0
Topic 2. Managerial roles and jobs. Business game "Design a system". Online testing "Who are managers?". Survey. Writing a critical essay "In management, it is not success that is	4	1,0

important, but the significance of what you do." Discussions based on the films "The Founder", "Moneyball"		
Topic 3. Emerging jobs in management. Familiarization with the materials of the foresight "Professions of the Future in Management". Business game "Design a System". Survey. Testing. Analytical skills and decision-making in management. Teamwork "Ishikawa Diagram".	8	1,0
Topic 4. Key trends in modern management. Challenges for modern management. Globalization. Development of ICT. Management models.	4	1,0
Topic 5. Transformational leadership: key traits of a modern manager. Managerial roles and leadership (teamwork and discussions based on the movie "Steve Jobs"). Ability to think abstractly, analyze and synthesize. Discussion. Teamwork.	4	1,0
Topic 6. Communication in management. Writing a critical essay "Transparent communications as a key factor for success in management". Survey. Observation. Ability to abstract thinking, analysis and synthesis. Ability to communicate.	2	1,0
Topic 7. Corporate social responsibility as a key direction of modern management. CSR as a key factor in gaining competitive advantage. Responsible business is the key to solving many challenges. Key principles of CSR. CSR in strategic management theories. Questionnaire. Discussion. Teamwork.	4	1,0
Topic 8. Oral report of the individual project "The Manager Who Inspires Me." Oral report of the individual project "The Manager Who Inspires Me". Essay writing. Presentation of individual tasks	4	1,0
Total hours	**32**	$\sum_{i=1}^{n} a_i$

Laboratory classes

no laboratory classes.

Control works

Topics for control works	Weighting coefficients *b*
Final online test	1,0
Total	$\sum_{i=1}^{m} b_i$

Self-study

Work on theoretical materials

Topics for self-study	Hours
Topic 1. Higher education in the context of the Bologna Process. Bologna Declaration. Prospects for the development of the Bologna Process.	6
Topic 2. Managerial roles and jobs. Studying the material of future managerial roles and positions in Quizlet.	6
Topic 3. Emerging jobs in management. Career of the future. Top 10 popular management professions.	6
Topic 4. Key trends in modern management. New approaches to management. Culture of cooperation. Development of leadership potential. Digitalization and digital transformation.	10
Topic 5. Transformational leadership: key traits of a modern manager. Transformation of the role and qualities of a modern leader Key features of a modern transformational manager.	10
Topic 6. Communication in management. Ways to improve the effectiveness of communications in management.	8
Topic 7. Corporate social responsibility as a key direction of modern management. Directions of transformation of business social responsibility.	12
Total hours	**58**

Topics for individual assignments

Topics for individual assignments	
Preparing a report and presenting an essay "My dream job". Imagine and describe your dream job using the template: 1 My job is ... 2 I work for a company (or for myself) 3 My main functions 4 I am surrounded by people who perform 5 An indicator of the effectiveness of my work is 6 I need the following for this job Hard skills ("hard skills") Soft skills (universal skills or "soft skills") 7 What I like most about my job is...	
Total hours	**16**

Non-formal education

There is no possibility to re-enroll individual topics or courses by: completing professional courses or trainings, online education, professional internships, within the discipline.

Literature, training materials, and information resources

Main literature

1. Закон України «Про вищу освіту» від 01.07.2014 №1556-VII // Режим доступу: https://zakon.rada.gov.ua/laws/show/1556-18#Text
2. Drucker P. F. Management. – Zondervan, 2008.
3. Krasnokutska N. Introduction to Specialty (Management): lecture slides. – Kharkiv, 2018. – 68 p. – URL: http://repository.kpi.kharkov.ua/ handle/KhPI-Press/34883.
4. Management / M. H. Mescon; .M. Albert, F. Khedouri. – 1988.
5. Краснокутська Н.С. [та ін.] Менеджмент: навч. посібник – Харків: Друкарня «Мадрид», 2019
6. Стандарт вищої освіти для першого (бакалаврського) рівня зі спеціальності 073 "Менеджмент».
7. Менеджмент для магістрів [Електронний ресурс] : навч. посібник / О. В. Прохоренко, Г. М. Коптєва, П. В. Брінь [та ін.]. ; Нац. техн. ун-т "Харків. політехн. ін-т". – Електрон. текст. дані. – Харків : НТУ "ХПІ", 2025. – 382 с.

Additional materials

1. Коптєва Г.М., Шелест О.Л. Лідерські практики у формуванні цифрової організаційної культури підприємств: концептуальна модель та оцінювання лідерського впливу. Review of transport economics and management. № 15 (31). 2026. С.295-303. https://doi.org/10.15802/rtem2026/362225
2. Коптєва Г.М., Шелест О.Л. Управління продуктивністю крос-культурних команд у цифровому середовищі: роль HR-платформ. Development Service Industry Management. 2026. №2. С. 128-136. https://doi.org/10.31891/dsim-2026-14(16)
3. Коптєва Г.М. ESG-стратегія як інструмент трансформації бізнес-моделі та формування організаційної відповідальності підприємства. Економічний журнал Одеського політехнічного університету. 2026. №1(35). С. 29-36. https://economics.net.ua/ejopu/2026/No1/29.pdf. DOI: https://doi.org/10.15276/EJ.01.2026.4

Information resources

1. World university ranking Shanghai Jiao Tong University. – URL: http://www.arwu.org/.
2. European Student Bologna Surveys. URL: https://media.ehea.info/file/ESU/32/8/Bologna-With-Student-Eyes_2015_565328.pdf
3. Giiles S. The Most Important Leadership Competencies, According to Leaders Around the World. – URL: https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world

Grading system

The final grade for the educational component is determined by the lecturer and is based on topics, types of activities, etc., in accordance with the syllabus. It is an integrated assessment of the results of all types of student learning activities. The final grade should reflect all the grades for the different parts of the educational process, taking into account their weighting coefficients *k*:

Continuous assessment (during workshops, seminars, laboratory classes) k_1	Control works (if any), k_2	Individual assignment (if any), k_3	Final assessment (for courses with exams), k_4
0,4	0,3	0,2	0,1

The sum of the coefficients must be equal to one: $k_1 + k_2 + k_3 + k_4 = 1$. The weighting coefficients for the final assessment are decided by the course developer.
The final grade is calculated using the following formula:

$$G = C \cdot k_1 + K \cdot k_2 + I \cdot k_3 + E \cdot k_4$$

where: C – weighted average score for the continuous assessment
I – individual assignment grade
K – weighted average score for the continuous assessment
E – final assessment (exam) grade

$$C = \frac{C_1 \cdot a_1 + C_2 \cdot a_2 + \ldots + C_n \cdot a_n}{\sum_{i=1}^{n} a_i}$$

де: a_i - weighting coefficient for each workshop (seminar) or laboratory class.

$$K = \frac{K_1 \cdot b_1 + K_2 \cdot b_2 + \ldots + K_m \cdot b_m}{\sum_{i=1}^{m} b_i}$$

де: b_i - weighting coefficient for each control work.

The assessments for each component (C, K, I, etc.) are based on a 100-point scale in line with the provisions of the "Criteria and System for Assessing Knowledge and Skills, and Rating of Higher Education Students" of the National Technical University "Kharkiv Polytechnic Institute."

The final grade is finalized as the calculated value of *G*, rounded up to the nearest integer.

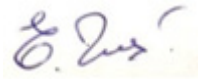
Grading scale

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

Students 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.
Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/

Approval

Approved by	31.08.2026		Head of the department Nataliia SHMATKO
	31.08.2026		Guarantor of the educational program Olena PROKHORENKO
	31.08.2026		Guarantor of the educational program Olena Chaikova