

SYLLABUS OF THE COURSE
Business organization in the field of services

Level of higher education: first (bachelor).

Speciality: 051 Economics, 075 Marketing, 076 Entrepreneurship, trade and exchange activities, 241 hotel and restaurant business, 242 Tourism

Discipline status – obligatory.

Lecturer: associate professor of Entrepreneurship and Business Department Nyshenko Olena Vasylivna.

1. Course annotation:

Semester: 4.

Module volume: total number of hours – 90, of them: lectures – 24 hours, practical – 24 hours, individual work – 42 hours; number of ECTS credits – 3.

The purpose of the course: – formation of higher education seekers of theoretical knowledge and practical skills in organizing and effective business in the field of services.

The results of discipline' studying:

to know: the essence of terms, concepts, categories, phenomena, relationships that arise in the process of organizing and managing services; the essence and characteristics of services as a commodity; classification and systematization of types of services; legislation and methods of state regulation in the field of services; the essence and main stages of the process of planning the activities of enterprises in the service sector; enterprise strategies at different stages of the service life cycle; the essence of the organizational process as a function of service management; characteristics of the main organizational structures of enterprises in the service sector; modern approaches to motivation and stimulation of service personnel; main types and stages of control of activities in the field of services; the essence and role of management decisions in the management of the enterprise; stages of the process of developing and making simple and complex management decisions; scientific approaches to the management decision-making process; methods of management decisions; the content and importance of communication processes in the field of service, in particular ways to resolve conflict situations; basics of leadership, forms of influence and authority in the management of a service enterprise;

be able: distinguish services by different classification criteria; systematize services by classes and give them a general description; calculate the amount of revenue, net profit, the level of profitability of the service company and the payback period of new projects; analyze and assess the state and prospects of the services market; use legislative acts and other normative documents to search for information on activities in the field of services; apply modern tools and methods of evaluation and analysis of basic types of services; to plan the activities of the service sector enterprise; develop and implement competitive strategies of the enterprise in the field of services; look for and implement ways to increase the profitability of the service company; to organize the work of the service enterprise; to develop an effective organizational structure of the service enterprise; choose and use appropriate methods, tools to justify decisions on the creation, operation of business structures; evaluate and increase the effectiveness of management decisions; use modern methods and styles of communication; effectively apply various forms of influence, authority and management styles according to the situation;

be able to demonstrate: entrepreneurial qualities (abstract thinking, creativity, determination, strategic vision); managerial qualities (leadership, planning and organization, focus on quality, persuasiveness); professional qualities (special knowledge, analysis and problem solving, oral and written communication); ability to analyze and synthesize; ability to identify and perform professional tasks to organize the activities of business structures;

to possess the skills in: search, processing and analysis of information from various sources;

to solve independently: problems that arise in the activities of service enterprises to create a favorable business environment and increase the efficiency of business structures.

Required training components (prerequisites, co-requisites, post-requisites): economic theory, microeconomics, macroeconomics, basics of entrepreneurship.

Course content: Topic 1. The economic essence and features of the service as a commodity. Topic 2. Classification and systematization of services. General characteristics of the main types of services. Topic 3. The market of services of Ukraine. Competition in the market of services of Ukraine. Topic 4. Organization of own business in the field of services. Topic 5. The process of preparation, adoption and implementation of management decisions. Topic 6. Models and methods of management decision making. Implementation of management decisions. Topic 7. Organization of communication processes in the field of service. Topic 8. The human factor: group dynamics and the basics of team building service company. Topic 9. An Authority and leadership in management. Topic 10. Conflict management in the group. Topic 11. The culture of the service enterprise. Topic 12. The effectiveness of service enterprise management.

Types of training lessons: lecture, practical lessons, consultation.

Forms of final control: exam

Tools for diagnosing studying success: individual tasks, namely: presentations and situational exercises, practical tasks, list of questions; sets of test tasks for current and final control.

Language of studying: Ukrainian.

2. Assessment:

Distribution of points received by students

Current assessment and individual work					Current control (test)	Current assessment and individual work							Module control (test)	Final control (exam)	Sum
T1	T2	T3	T4	T5		T6	T7	T8	T9	T10	T11	T12			
5	5	5	5	5	10	7	5	7	7	7	7	5	10	10	100

Distribution of points in discipline

Types of work assessed in points	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	Total
Speech at practical lesson	3	3	-	3	3	2	-	2	3	2	2	-	23
Presentation	-	-	5	-	-	5	-	-	-	-	-	5	15
Situational exercise	-	-	-	-	2	-	-	-	-	-	5	-	7
Practical task	2	2	-	2	-	-	5	5	4	5	-	-	25
Current/module control	10					10							20
Exam	10											10	
Total of the discipline													100

Exam assessment criteria: the exam is conducted in the form of testing and is evaluated from 0 to 10 points. The total number of test questions is 100.

Each correct answer is worth 0.1 points. The maximum score is 10 points.

Compliance with the scales for assessing the quality of learning material

Score on a national scale for exam, TP, CW / offset /	Score in points	Evaluation on the ECTS scale	Explanation
Perfectly/credited	90-100	A	Perfect (excellent performance with only a small number of mistakes)
Good/credited	82-89	B	Very good (above average with several mistakes)
	74-81	C	Good (in general correct execution with a number of significant mistakes)
Satisfactorily /	64-73	D	Satisfactorily (not bad, but with a significant number of mistakes)

credited	60-63	E	Enough (execution meets the minimum criteria)
Unsatisfactorily / not credited	35-59	FX	Unsatisfactorily (with the possibility of reassembly)
	0-34	F	Unsatisfactorily (with mandatory re-study of the discipline)

3. Course policy:

3.1. Mandatory observance of academic integrity by students, namely:

- independent execution of all types of work, tasks, forms of control provided by the work program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the law on copyright and related rights;
- providing reliable information about the results of their own educational activities, used research methods and sources of information.

3.2. To get a positive mark in the discipline it is necessary to obtain a minimum number of points per each type of work being evaluated.

3.3. In case of untimely performance of works the student agrees with the lecturer concerning terms of postponement the works submission, but not later than the date of the end of examination session.

3.4. Postponement of the deadline for submission of works:

- of valid reasons – is possible without reducing the maximum score for work, provided prior notice of the reason for the delay and the deadline for the transfer of the lecturer's work in person or through the head of the group;
- without valid reasons – is possible with a decrease in the maximum score for work and the grade for credit in the discipline can not be higher than "satisfactory".

3.5. When plagiarism is detected, the work is not evaluated and is returned to the student for revision. At repeated detection of plagiarism the lecturer can refuse the student in an estimation of the given work and issue a new task.

3.6. In case the student misses a lecture for valid reason he must study the material independently and can get advice from the lecturer.

3.7. Missed classes are subject to completion on the terms discussed with the lecturer.

3.8. An appeal against the assessment is possible with a subsequent resubmission no later than the last day of the examination session.