

Університет КАФЕДРА МАРКЕТИНГУ ТА ПОВЕДІНКОВОЇ ЕКОНОМІКИ

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Консультації	

Course contents	 Controllership and Controlling Objectives of management control Management control structures Strategic management control Strategic management control responsibilities Strategic planning Strategic management control Operational management control Operational management control responsibilities Operational planning Operational management control Structure of the management control system
General Competencies (GC):	As a result of studying the subject, degree seeking applicant acquires the following competencies (general and professional): 3. Ability to abstract thinking, analysis, synthesis. 5. Knowledge and understanding of the subject area and understanding of professional activity. 10. Ability to conduct research at the appropriate level.
Professional Competencies (PC)	 2.Ability to analyze the results of the organization, to compare them with the factors of external and internal environment. 4. Ability to identify functional areas of the organization and the relationships between them. 5. Ability to manage the organization and its departments through the implementation of management functions. 7. Ability to choose and use modern management tools. 8. Ability to plan the activity of organization and manage time. 10. Ability to evaluate the work performed, ensure their quality and motivate the staff of the organization. 12. Ability to analyze and structure the problems of the organization, to form justified decisions.



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Program learning outcomes	 Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. Demonstrate skills to identify problems and justify managerial decisions. Demonstrate skills of search, collection and analysis of information, calculation of indicators to justify managerial decisions Apply management methods to ensure the effectiveness of the organization activity. Demonstrate skills of interaction, leadership, teamwork. Possess the skills of substantiation of effective tools to motivate the organization's staff.
	 Upon completion of this course, students are able to: use management control as a company's central decision-making and planning tool differentiate between strategic and operational management control responsibilities apply key management control instruments with a view to achieving objectives implement a structured planning process analyse key value drivers, and integrate individual performance indicators and systems of indicators in the management control system with a view to achieving objectives
Teaching concept	It involves monitoring, analysis and evaluation processes to direct company's course in the right direction. The concept of strategic controlling was created in order to develop strategic planning capabilities, proper management tasks assignment, control of the process of their implementation and monitoring of results.



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Assessment description	Final Written exam, questions (100%): External factors that are prerequisite for SC Advantages & disadvantages of SC Creation of Environment Profile Formulation of mission and objectives in SC Creation of SPACE-ANALYSIS Creation of ACTIVITY PROFILE & POLARITY PROFILE
	Current editions of the following:
Recommended literature	Management Accounting for Decision Makers, Peter Atrill, EddieMcLaney, Pearson, latest edition Final Written exam, questions (100%): External factors that are prerequisite for SC Advantages & disadvantages of SC Creation of Environment Profile Formulation of mission and objectives in SC Creation of SPACE-ANALYSIS Creation of ACTIVITY PROFILE & POLARITY PROFILE