

**EDUCATION ESTABLISHMENT
“BELARUSIAN STATE ECONOMIC UNIVERSITY”**

Affirm
Rector of an educational establishment
“Belarusian State
Economic University”


_____ V. Yu. Shutilin

«30» 06 2020 г.

Регистрационный № УД 4609-20 /уч.

BUSINESS MANAGEMENT

**The curriculum of higher education institutions
in academic discipline
for specialty 1-26 80 03 «Business Administration»**

2020

Compiled on the basis of the curriculum in the specialty 1- 26 80 03 "Business Administration" reg. No. 5 MGR - 19 dated 03.25.19

COMPILER:

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RECOMMENDED FOR APPROVAL

Department of Economics and Management of the Educational Establishment «Belarusian State Economic University»
(Protocol No. 11 dated March 12, 2020)

Scientific and methodological council of the Educational Establishment «Belarusian State Economic University»
(Protocol No. 6 dated "17" 06 2020)

EXPLANATORY NOTE

The discipline of «Business Management» is the discipline of the component of the institution of higher education of the curriculum for students of the second stage of higher education majoring in «Business Administration». Its relevance is due to the need for professional construction of management processes in the organization, taking into account modern changes and requirements for the competitiveness and survival of organizations. The study of the discipline «Business Management» involves the adoption of managerial decisions based on the assessment of the external and internal environment of the organization, modern trends in the business environment.

Given the growth of competition, a change in technological patterns, these trends acquire an individual character for a particular organization and require not only constant updating of theoretical knowledge, but also the formation of managerial competencies in the field of business management.

The study of the discipline «Business Management» will allow students to form theoretical knowledge, basic competencies and applied skills in the field of formation and management of business processes in the organization, the construction of optimal structures corresponding to a specific market industry and organization's strategy.

The object of the discipline «Business Management» are modern tools of business and management at the operational and strategic levels.

The purpose of studying this academic discipline is to form theoretical principles and general methodological principles in the field of business management among undergraduates. Particular attention is paid to the analysis of the external environment, the impact of globalization processes on business, information management, knowledge management, innovative management.

Objectives of the discipline (application of qualification requirements):

- Obtaining knowledge on the theory and methodology of business management;
- Analysis of current trends and prospects for business development;
- Analysis of the effectiveness of business management in the conditions of socio - economic development and competitive conditions of the country, industry, world market.

As a result of mastering the discipline, the student **must know:**

- The main categories of business management;
- The basics of environmental assessment in order to form effective business processes;
- The main tools of information management and knowledge management;
- The main approaches to innovation management in the organization;

Be able to:

- form a marketing strategy;
- analyze the effectiveness of the processes and functions of marketing in the organization;

- apply theoretical knowledge to manage marketing in the organization;

Master:

- analytical marketing tools;

- the construction of marketing processes in the organization;

- the formation of marketing functions for a particular organization.

As a result of studying the discipline, the student must:

To form the ability to assess the economic and social conditions for carrying out business activities, to identify new market opportunities and to form new business models.

To know: the basic methods for assessing the economic and social conditions for carrying out business activities, to know the methods for searching for new market opportunities, to know the mechanisms for the formation of new business models.

To be able to: assess the economic and social conditions for entrepreneurial activities, identify new market opportunities and create new business models.

Master: skills in assessing the economic and social conditions of doing business, skills in identifying new market opportunities and the formation of new business models.

To be able to find and evaluate new market opportunities and formulate a business idea.

To know: the process of searching for new market opportunities, methods for assessing market opportunities, the rules for formulating a business idea using marketing tools.

To be able to: find and evaluate new market opportunities using marketing tools and formulate a business idea.

Master: skills to assess new market opportunities and formulate a business idea using marketing tools.

The methodology of teaching a discipline involves the use of active teaching methods, in particular, conducting independent research in accordance with the topics of the program, preparing an essay, solving cases.

The presentation of the material of the discipline involves a combination of two blocks:

1. The theoretical block. It is aimed at the formation of theoretical knowledge in the field of business management, modern management structures, knowledge and information management.

2. Practical unit. It is aimed at the formation of practical competencies in the field of business management.

The work program is based on the continuity and deepening of knowledge gained in the discipline "Management" or "Fundamentals of Management" at the first stage of higher education.

This discipline is based on intersubject communication with the disciplines «Management and organizational behavior», «Strategic management».

In accordance with the curriculum of the specialty 1-26 80 03 «Business Administration», the curriculum is designed for 72 hours, of which the classroom -

36 hours, including 18 full-time lectures (18 hours of MIW) in full-time higher education form, 18 hours - practical training (18 hours MIW). The current certification form is an exam.

CONTENT OF EDUCATIONAL MATERIAL

TOPIC 1. Nowadays management environment

The main definitions of business management. System Approach to Management: Definition, Features and Evaluation

The organizational (internal and external)/business environment. A SWOT analysis, a PEST analysis. Characterization Nowadays management environment. Challenges Nowadays management

Stakeholders and the changing social contract.

TOPIC 2. The need of new organizational paradigms

Market evolution and production philosophies.

Information and communication technologies

Types of Organizational Structure. Virtual and Network organizations.

Globalization. Globalization in Business. Globalization: advantages and disadvantages.

How the global recession of 2007 onwards had impact different countries and different economics. What historically mean crises for the global economic system? What advantages and disadvantages give crises for economic systems and business

TOPIC 3. Information management

Definition of Information Management. Difference between Information Management and Data Management. Principles of Information Management

Information Management Strategies. Marketing information system today.

Information management challenges. What makes information valuable?

Information Security

Information Economics

TOPIC 4. Knowledge management

The concept of knowledge management

Different between IM and KM

Knowledge typologies

Knowledge Management System. Knowledge Management Systems In 2020

TOPIC 5. Innovation Management

Definition of innovation. Characterization of innovation.

National and international environment of innovation.

Definition of innovation management
The key aspects of innovation management
Innovation matrix. Other Types of Innovation
The lifecycle of an innovation
Common Processes for Innovation Management
Key challenges and Key success factors in innovation management
Risk in innovation management

EDUCATIONAL AND METHODOLOGICAL MAP OF EDUCATIONAL DISCIPLINE
«Business Management»
for full-time studies of the II level of higher education

Section number Topics	Section number. Topics	Number of class hours						Other	Form of control of knowledge
		Lectures	Practical lessons	Seminar lessons	Laboratory lessons	Number of hours MIW			
						Lectures	PL		
1	2	3	4	5	6	7	8	9	10
1.	Nowadays management environment	4	2	-	-	2	2	Pr [1, 5], Suppl [6]	Practical tasks
2.	The need of new organizational paradigms	4	4	-	-	4	4	Pr [1, 3], Suppl [7]	Practical tasks
3.	Information management	4	4	-	-	4	4	Pr [2], Suppl [6, 7]	Practical tasks
4.	Knowledge management	2	4	-	-	4	4	Pr [5], Suppl [7]	Practical tasks
5.	Innovation Management	4	4	-	-	4	4	Pr [1], Suppl [7, 8, 9, 10]	Practical tasks
	TOTAL:	18	18	-	-	18	18	-	Exam

INFORMATION AND METHODOLOGICAL PART

LITERATURE

Primary

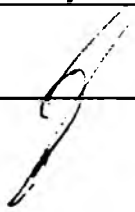
1. David, F.R. Strategic Management: concepts and cases / Fred R. David. – Prentice Hall, 2011. – 685 p.
2. What Management Is By Joan Magretta (Free Press, 2002), [Electronic resource]
https://www.academia.edu/8327880/What_Management_Is_How_It_Works_and_Why_It_s_Everyone_s_Business
3. Business Model Generation By Alexander Osterwalder and Yves Pigneur (self published in 2009), [Electronic resource] - [http://alvarestech.com/temp/PDP2011/pdf/Business%20Model%20Generation%20\(1\).pdf](http://alvarestech.com/temp/PDP2011/pdf/Business%20Model%20Generation%20(1).pdf)
4. The Knowing-Doing Gap: How Smart Companies Turn Knowledge Into Action By Jeffrey Pfeffer and Robert Sutton (Harvard Business School Press, 1999)
5. Hitt, M.A. Strategic Management: concepts and cases / Michael A. Hitt, R. Duane Ireland, Robert E. Hoskinsson. – South-Western Cengage Learning, 2009. – 843 p.

Supplementary

6. Principles of Management by University of Minnesota is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License, except where otherwise noted. [Electronic resource] - <https://open.lib.umn.edu/principlesmanagement/front-matter/publisher-information/>
7. Business Management – A Contemporary Approach: supplement for IMM Students. [Electronic resource] - https://imm-gsm.s3.amazonaws.com/docs/General/Supplement_17-11-10.pdf
8. Innovation Management – The Complete Guide
<https://www.viima.com/blog/innovation-management>
9. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton M. Christensen
10. Information Systems Today: Managing the Digital World, Global Edition

ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
1. Финансовый менеджмент	БУАиА в ОНХ	нет	Протокол № 11 от 12.03.2020



Additions and changes to the curriculum for the studied discipline
For the __ / ____ academic year

№№	Additions and changes	Base

The curriculum was revised and approved at a meeting of the Department of Economics and Management (protocol № _____ от _____ 20__ г.)

Head of the Department of Economics and Management

Candidate of Economic Sciences,
Associate Professor _____ N.A. Haustovich.

Affirmed
Dean of the faculty «Graduate School of Management and Business»
Candidate of Economic Sciences,
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