PJSC "Higher Education Institution "INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"



SYLLABUS OF THE ACADEMIC DISCIPLINE
«Business training on professional success»

Specialty: **D3 Management**

Educational level: **first (bachelor's) level**

Educational program: **Management**

Kherson Institute of MAUP 2025

General information about the academic discipline

Name of the academic discipline	**Business training on professional success**
Code and name of specialty	**D3 "Management"**
Level of higher education	First (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	**3 credits / 90 hours.** Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of studying the discipline	semester
Language of instruction	Ukrainian
Type of final control	**test**
Discipline page on the website	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026

General information about the teacher. Contact information.

Academic degree	
Academic title	
Position	
Disciplines taught by the NPP	
Areas of scientific research	
Links to identifier registries for scientists	
Teacher contact information:	
Email:	
Contact phone number	
Teacher's portfolio on the website of the department / institute / academy	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija nedzhment-2026

Course abstract. The course "Business Training for Professional Success" is aimed at developing practical skills for professional self-realization and increasing personal effectiveness in the modern business environment. The discipline combines elements of business education, training technologies and coaching approaches focused on the formation of a competitive specialist.

The course covers issues of setting professional goals, time management, self-presentation, leadership, teamwork, managerial decision-making, soft skills development, and emotional intelligence. Significant attention is paid to practicing skills through practical cases, role-playing games, business simulations, and group discussions.

The course contributes to the formation of the ability to adapt in conditions of change, responsibility for one's own professional development, and effective behavior in real work situations, which is an important component of the professional success of future specialists.

The subject of the academic discipline "Business training on professional success" are the processes of forming and developing a person's professional success, in particular, a set of methods, tools and training technologies for increasing personal effectiveness, leadership potential, communication and management skills in the context of future professional activity.

The purpose of the academic discipline: Formation of a holistic concept of the processes of organizing, preparing and conducting business trainings as an element of effective management; disclosure of the technology of preparing, organizing and conducting business trainings in their unity and interdependence; determination of the main components of the technology of business training of teamwork; provision of skills in organizing and conducting specific business trainings of teamwork.

Objectives of the academic discipline:

-to form in students an understanding of the essence of professional success and the factors of its achievement;

- develop self-management skills, setting professional goals and planning career development;
- to develop the ability to effectively present oneself and behave in a professional environment;
- develop leadership qualities, teamwork and interpersonal skills;
- improve communication skills, emotional intelligence and the ability to constructively solve problem situations;
- teach how to apply training methods and tools for developing soft skills;
- to form a readiness to make responsible decisions and adapt to changes in professional activities;
- to promote the development of motivation for continuous professional self-improvement.

Prerequisites of the academic discipline. The theoretical and methodological basis for studying the discipline is "Introduction to the Specialty", "Management", "Ethics and Business Culture".

Postrequisites of the academic discipline. The learning outcomes obtained during the study of the discipline "Business Training for Professional Success" are used for further mastering academic disciplines focused on professional and managerial development, in particular: management and leadership; personnel management; business communications; strategic management; entrepreneurship and innovation; management psychology; professional ethics and corporate culture.

The acquired competencies are also applied during industrial and pre-graduate internships, coursework and qualification work, as well as in the further professional activities of graduates.

The academic discipline ensures the formation of general and special competencies by students and the acquisition of learning outcomes defined by the educational and professional program "Management", namely:

IC. 3ability to solve complex specialized tasks and practical problems, characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

General competencies	GC 8. Skills in using information and communication technologies.
Special competencies	SK 7. Ability to select and use modern management tools. SK 9. Ability to work in a team and establish interpersonal interaction when solving professional tasks.

	SK 10. Ability to evaluate work performed, ensure its quality and motivate the organization's personnel. SK 11. Ability to create and organize effective communications in the management process. SK 18. Ability to maintain a high level of organizational culture and a reliable reputation of the organization in the market environment
Learning outcomes	PH 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. PH 4. Demonstrate skills in identifying problems and justifying management decisions. PH 8. Apply management methods to ensure the effectiveness of the organization's activities. PH 9. Demonstrate interaction, leadership, and teamwork skills. PH 10. Have the skills to justify effective tools for motivating the organization's personnel. PH 11. Demonstrate skills in situation analysis and communication in various areas of the organization's activities.

Content of the academic discipline (full-time education)

No.	Topic name	Number of hours, of which:			
		Lectures	**Seminar/ Practical classes**	**Independent work**	**Teaching methods/assessment methods**
CONTENT MODULE 1.					**Teaching methods:**verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling). **Evaluation methods:**oral control (oral survey, assessment of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays);
Topic 1.	Basics of organizing business training	2	2	5	
Topic 2.	Basics of working with a group during business training	2	2	5	
Topic 3.	Educational and communication tools for business training	2	2	6	
Topic 4.	Information perception channels	2		6	
Topic 5.	The impact of a business coach on the audience	2	2	6	
Topic 6.	Process diagram of motivation of business training participants	2		6	
CONTENT MODULE 2.					
Topic 7.	Basic methodology for conducting business training	2	2	6	
Topic 8.	Methodology for conducting specific thematic business trainings	2	2	5	
Topic 9.	Peculiarities of team management when conducting business training in an organization	2		6	
Topic 10.	Post-training support	2	2	5	

					test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).
Modular test					
Total:		**20**	**14**	**56**	
Form of control: credit					

Technical equipment and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.
- **Forms of student participation in the educational process, which are subject to current control:**
- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);

- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.

Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		
											Modular test	**Credit****	**Total points**
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessing criteria for the modular test in the academic discipline "Business Training for Professional Success":

When assessment a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;
"B" - 16-17 points;
"C" - 14-15 points;
"D" - 12-13 points.
"E" - 10-11 points;
"FX" - less than 10 points.

The final semester assessment in the discipline "Business Training for Professional Success" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	**ECT8 assessment**	**National scale assessment**

		for exam, course project (work), practice	for credit
90 – 100	A	perfectly	Enrolled
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactorily	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the course "Business Training for Professional Success", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Business Training for Professional Success" involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotes, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Mainliterature:

1. Raphael Amit, Christoph Zott. Business Model Innovation Strategy. Transformational Concepts
and Tools for Entrepreneurial Leaders. Wiley, 2020. 368p.
2. Vinnikova I.I. Features of using SMM tools in marketing activities
Ukrainian enterprises. Economic Bulletin of NTUU "KPI". 2019, No. 14, pp. 270-285.
3. Voss K., Rez T. Never compromise. Techniques for effective negotiations. Kyiv.:
Our format. 2019, 263 p.
4. Dykan V.L., Zubenko V.O., Makovoz O.V., Tokmakova I.V., Shramenko O.V. Strategic
Management: textbook. Kyiv: "Center for Educational Literature", 2019. 272 p.
5. Ilkiv N.V. Theory and practice of business trainings: Methodological guidelines and plans of practical
classes in humanities subjects for third-year students. Lviv: Ivan Franko Lviv National University, 2022. 32 p.
6. Creole Fleming. Speak easily and naturally. How to become a pleasant conversationalist.
Kyiv: Family Leisure Club. 2020. 240 p.

7. Cusumano M. Strategies of Geniuses. Five Most Important Lessons from Bill Gates, Andy Grove

and Steve Jobs. [trans. from English by S. Novikova]. 4th ed. Kharkiv: Family Leisure Club, 2020. 256 p.

8. Larry King, Bill Gilbert. How to Talk to Anyone, Anytime, Anywhere. Secrets

successful communication. Kyiv: Monolit-Bizz. 2023. 204 p.

9. Psychology of business and management: textbook/ N.I. Zhigaylo, M. O. Kokhan,

N.M. Danylevich; edited by Prof. N.I. Zhygaylo. – Lviv: Ivan Franko National University of Lviv, 2019, 308 p.

10. Rokocha V., Odahaylo B., Terekhov V. Business strategies of European companies: a teaching manual.

K: University "Institute of Economics and Law "KROK", 2024. 310 p.

Auxiliary

1. Adamska Z. M. Socio-psychological training as a facilitative environment for

development of facilitative abilities of a future psychologist. Philosophical and psychological aspects of leadership in business, education and the state: collection of abstracts of the IV International Scientific and Practical Conference, March 15, 2019. Lviv: SPOLOM, 2019. pp. 17–21.

2. Antokhov A.A., Klevchik L.L., Luste O.O. Socio-psychological factors of effectiveness

Organizational Management Systems. Economic Space. 2022, No. 180. Pp. 134–138.

http://www.prostir.pdaba.dp.ua/index.php/journal/article/view/1125/1084

3. Voronkevych O. M., Chopyk S. V. Psychological training as a means of developing communicative competence.

students' competence. Development of professional skills of the teacher in the conditions of the new

socio-cultural reality: collection of materials of the II International Scientific and Practical Conference: in 2 parts (Ternopil, Ukraine, April 11–12, 2024). Ternopil, 2024. Part 1. Pp. 103–106.

4. Galushka Z.I., Luste O.O. Strategies for successful business: theory and practice. Chernivtsi: Chernivtsi National University,

2021, 260 p. https://archer.chnu.edu.ua/handle/123456789/1482

5. Kifjak V.I., Luste O.O. Emotional intelligence as a tool for managing business teams in

under conditions of fluctuations. Science and Technology Today. 2023, No. 1(15). Pp. 47-61.

http://perspectives.pp.ua/index.php/nts/article/view/3509/3529

6. Luste O.O. Formation of the competitiveness in the organization's management. Proceedings

of the XIV International Scientific and Practical Conference. Prague, Czech Republic. 2022. pp. 65-71 https://isg-konf.com/modern-stages-of-scientific-research-development/

7. Luste O.O. Institutional principles of effective business strategy formation Economy and Society. 2022, No. 45. https://economyandsociety.in.ua/index.php/journal/article/view/1998/1926

8. Luste O.O. Psychological determinants of the implementation of innovative approaches to the management of socio-economic systems / Economic and managerial potential

economics: monograph / ed. by Z.I. Galushki. Chernivtsi: Chernivtsi National University named after Yu. Fedkovych, 2020. 408 p. (pp. 186-206). https://archer.chnu.edu.ua/xmlui/handle/123456789/3100

9. Luste O.O., Gruntkovsky V.Yu. Entrepreneurship culture as a factor of strategic socio-economic changes. Scientific notes of the V.I. Vernadsky Tavrichesky National University. Series: Economics and Management. 2022, Volume 33 (72), No. 2. P. 1-8.

http://econ.vernadskyjournals.in.ua/journals/2022/33_72_2/3.pd