

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



**SYLLABUS OF THE ACADEMIC DISCIPLINE  
«GENDER ASPECTS OF BUSINESS»**

Specialty: **D3 Management**  
Educational level: **first (bachelor's) level**  
Educational program: **Management**

### General information about the academic discipline

Name of the academic discipline	<b>Gender aspects of business</b>
Code and name of specialty	<b>D3 "Management"</b>
Level of higher education	first (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	<b>3 credits / 90 hours.</b> Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

### General information about the teacher. Contact information.

<b>Yankovska Viktoriia Anatoliivna</b>	
<b>Academic degree</b>	Candidate of Economic Sciences
<b>Academic title</b>	Associate Professor
<b>Position</b>	Associate Professor of the Department
<b>Disciplines taught by the NPP</b>	Business valuation, Securities market
<b>Areas of scientific research</b>	Financial management, logistics, investment management
<b>Links to identifier registries for scientists</b>	<a href="https://scholar.google.com/citations?user=WJiYLoAAAAJ&amp;hl=ua">https://scholar.google.com/citations?user=WJiYLoAAAAJ&amp;hl=ua</a> ORCID: <a href="https://orcid.org/0000-0003-2588-3156">https://orcid.org/0000-0003-2588-3156</a>
Teacher contact information:	
<b>Email:</b>	vika_yank2020@ukr.net
<b>Contact phone number</b>	0506883752
<b>Teacher's portfolio on the website of the department / institute / academy</b>	<a href="https://kh.maup.com.ua/кафедра-менеджменту/">https://kh.maup.com.ua/кафедра-менеджменту/</a>

**Course abstract.** The course is aimed at mastering approaches to understanding the system of gender relations in society, practical skills for modeling one's behavior in order to realize gender rights and opportunities, combating gender inequalities in business, behavioral stereotypes and their influence on making adequate management decisions.

**The subject of the academic discipline «Gender aspects of business»** is a set of socio-economic relations, management practices and corporate strategies based on the principles of gender equality, inclusiveness and non-discrimination in the business environment.

**The purpose of studying the discipline** is the formation of a system of knowledge about the nature of gender, understanding the main gender characteristics of the individual, the formation of general competencies in acquiring skills for resolving gender conflicts, taking into account ethical aspects in resolving gender issues in management activities, mastering practical tools for choosing forms and meth-

ods of working with personnel, using management concepts to ensure gender equality, identifying the impact of the business environment on gender relations.

**Objectives of the academic discipline:** studying the theoretical and legal foundations of gender equality in business, mastering methods for conducting gender audits and implementing inclusive policies in corporate governance, researching the impact of gender diversity on the financial performance of companies, developing skills to overcome career barriers and stereotypes, as well as mastering the principles of gender-sensitive marketing and ethical standards of business communication.

**Prerequisites of the academic discipline.** To successfully complete the course, you must have knowledge and practical skills in the disciplines "Fundamentals of Management", "Personnel Management", and "Self-Management".

**Postrequisites of the academic discipline.** The competencies acquired during the course are basic for further study of HR management, strategic marketing, and corporate social responsibility, as well as necessary for professional activities in the areas of human capital management, ethical branding, and building inclusive business models in accordance with international standards of sustainable development.

### Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/assessment methods
<b>CONTENT MODULE 1. THEORETICAL BASIS OF GENDER POLICY</b>		<p><b>Teaching methods:</b> 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).</p> <p><b>Assessment methods:</b> oral control (oral questioning, evaluation of participation in dis-</p>
Topic 1.	Introduction. The essence of the category of gender	
Topic 2.	The essence of gender theory	
Topic 3.	Gender policy in Ukraine.	
Topic 4.	World experience in implementing gender policy	
Topic 5.	Gender stereotypes. Gender discrimination.	
<b>CONTENT MODULE 2. GENDER MANAGEMENT AND CORPORATE REPUTATION</b>		
Topic 6.	Gender specificities of doing business.	
Topic 7.	Gender-responsive management	
Topic 8.	Features of gender communications	
Topic 9.	Gender conflicts	
Topic 10.	Company brand and reputation	

		<p>cussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); 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).</p>
Modular test		
Form of control: credit		

**Technical facilities 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		Total points
											Modular test	Credit**	
		Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*
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.

Assessment criteria for the module test in the academic discipline "Gender aspects of business".

When assessing 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.

Final semester assessment in the discipline "Gender aspects of business» is a mandatory form of assessing student learning outcomes. It is conducted within the timeframe specified by the curriculum and covers the scope of material specified by 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.

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

#### **Final assessment scale: national and ECTS**

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	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.**

For successful completion of the course "Gender aspects of business»:

- 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.

Course «Gender aspects of business» involves the assimilation and observance of the principles of ethics and academic integrity, in particular the orientation towards preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, 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.**

#### **Main literature:**

1. Gender management: a manual / edited by N. M. Gayvoronska. Kyiv: Logos Publishing House, 2021. 256 p.
2. Martsenyuk T. O. Gender for Everyone. A Challenge to Stereotypes. Kyiv: Osnovy, 2019. 256 p.
3. Kimmel M. Gender Society / trans. from English. S. Kurylenko. Kyiv: Sfera, 2020. 480 p.
4. Sandberg S. Lean In: Women, Work, and the Will to Lead. Knopf, 2013.
5. Eagly AH, Carli LL Through the Labyrinth: The Truth About How Women Become Leaders. Harvard Business Review Press, 2020. 336 p.

#### **Additional literature:**

1. Law of Ukraine "On Ensuring Equal Rights and Opportunities for Women and Men" dated 08.09.2005 No. 2866-IV (as amended).
2. Kotler F. Marketing 5.0. Technologies for Humanity. Kyiv: Fabula, 2022.
3. Oakley E. Gender and Business: A Critical Analysis of Leadership Strategies: Monograph. London: Routledge, 2021.
4. Code of Ethics of a Ukrainian Journalist.

#### **Electronic resources:**

1. UN Women - resources on Women's Empowerment Principles (WEPs). URL:<https://www.unwomen.org/>.
2. World Economic Forum (WEF): Global Gender Gap Report — annual reports on the global gender gap by country. URL:<https://www.weforum.org/reports/>.
3. European Institute for Gender Equality (EIGE) — gender analysis and statistics tools for EU countries. URL:<https://eige.europa.eu/>.
4. The platform "Gender in Details" is a popular science resource on gender issues in Ukraine. URL:<https://genderindetail.org.ua/>.
5. HBR (Harvard Business Review): Diversity and Inclusion — current articles and research on leadership and inclusion. URL:<https://hbr.org/topic/diversity>.