

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
DMYTRO MOTORNYI TAVRIA STATE AGROTECHNOLOGICAL  
UNIVERSITY**



**REGUALTIONS  
about ViDEL educational laboratory  
department of marketing**

Position of the ViDEL is developed in the framework of ERASMUS+ CBHE project  
“Digitalization of economy as an element of sustainable development of Ukraine and Tajikistan”  
/ DigEco 618270-EPP-1-2020-1-LT-EPPKA2-CBHE-JP

Melitopol, 2021

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*Regulations on the ViDEL laboratory of the Department of Marketing / V.M. Kyurchev, O.P. Lomeiko, D.G. Legeza, T.V. Kulish. Ya.S. Sokil. – Melitopol: TDATU, 2021.*

The Regulation on the ViDEL laboratory of the Department of Marketing was developed in accordance with the Regulation on the Organization of the Educational Process (approved by the order of the rector of TDATU dated 01.12.2020 under No. 223-OD) and the Regulation on the certification of TDATU laboratories (approved by the order of the rector of TDATU dated July 2, 2016 under No. 92 -OD).

The purpose of the Regulations is to regulate the main functions of the ViDEL training laboratory as part of the implementation of the Erasmus+ project Digitization of the economy as an element of sustainable development of Ukraine and Tajikistan DigEco. The Regulation sets out the general provisions of the laboratory's work, the main tasks, functions of the laboratory, management, rights and responsibilities, support resources, interaction with universities and other structural units, performance of activities

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**CONSIDERED AND APPROVED**

Educational and methodological council of TDATU  
Protocol No. 8 dated 05/21/2021

**APPROVED**

Academic Council of TDATU protocol No. 8 dated  
05/24/2021

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## 1. TERMS

1.1. The regulation defines the main tasks, functions, structure and organization of activities of the ViDEL educational laboratory, the mechanism of its functioning, as well as the principles of relations with other laboratories of the DigEco consortium.

1.2. The Virtual Inclusive Digital economic laboratory ViDEL (virtual inclusive digital economy laboratory) is a structural educational unit of the Department of Marketing of the Faculty of Economics and Business of the Dmytro Motornyi Tavria State Agrotechnological University (TSATU), which is created to organize and conduct practical-oriented educational activities within the framework of the Erasmus+ project. Digitization of the economy as an element of sustainable development of Ukraine and Tajikistan (DigEco).

1.3. ViDEL Learning Lab provides real-time online meetings for teachers and students to communicate and interact.

1.4. The ViDEL laboratory envisages the creation of a Virtual Platform Learning Project (VPLP) virtual environment in order to implement the components of inclusive education (PIE). The virtual platform of educational projects of TDATU is part of the general platform of the consortium, which was created for carrying out educational and scientific projects by a group of students studying at universities participating in the DigEco project. The platform provides an opportunity for remote communication of students from various partner universities of Ukraine and Tajikistan, involvement in the use of digital resources for group work, dissemination of educational presentations and digital courses, development of joint projects, their presentation at various competitions, and formation of a professional environment of young specialists in the field of digital economic.

1.5. The ViDEL laboratory is created under the condition of planning laboratory and practical classes, individual and scientific work of students in the disciplines included in the DigEco project in accordance with the curricula and syllabuses.

1.6. The ViDEL laboratory is created, reorganized and liquidated by the relevant orders of the rector based on the decision of the Academic Council of the university on the proposal of the head of the marketing department based on the decision of the meeting of the marketing department.

1.7. In its activity, the ViDEL laboratory is guided by the normative and legal acts of Ukraine in the field of education and science, the University Charter, orders of the rector, decisions of the academic councils of the university and the Faculty of Economics and Business, the Scientific and Methodological Council of the University and protocol decisions of the department, Regulations on the department, system documentation quality management of the university and these

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Regulations.

1.8. The standard regulation on the ViDEL laboratory is considered at the meetings of the marketing department, approved by the academic council of the university and put into effect by the order of the rector of the university. Amendments to the Regulations are made in the same manner. Changes to the Regulations on the educational laboratory are made in accordance with the procedure established by the university.

1.9. The content of the work of the ViDEL laboratory is determined by the DigEco project implementation strategy, the development plans of TDATU and the department of marketing.

1.10. The activities of the ViDEL laboratory are carried out in accordance with the approved schedule of training sessions, final and module controls, exams, consultation schedules, methodical and scientific seminars, trainings, as well as annual plans approved by the head of the department.

1.11. The annual work plan of the ViDEL laboratory is drawn up by the head of the laboratory and approved by the head of the department before the beginning of the academic year after consideration at the department's meeting. The planned tasks of the educational laboratory are included in the department's plan for the academic year.

1.12. At the end of each semester, the head of the ViDEL laboratory reports on the activity of the laboratory to the project coordinator and the quality monitoring group for the reporting period, as well as proposals for the activity of the ViDEL training laboratory for the next period.

1.13. The monitoring of the results of the ViDEL laboratory in order to organize the educational process is carried out by the head and representative of the DigEco quality monitoring group in accordance with the work plans of the department and the DigEco Implementation Strategy.

1.14. Audit work in the ViDEL training laboratory is carried out according to the approved schedule using VPLP with PIE components.

1.15. The documentation of the educational laboratory consists of:

- methodical recommendations for the implementation of practical work, independent work of students, methodology for the implementation of individual projects;
- methodologies for the introduction of inclusive education, developed as part of the DigEco project;
- job instructions for laboratory employees and involved NPPs of other departments in accordance with the staff list;
- instructions on labor protection and fire safety for laboratory workers, collectors, and other persons involved in work in the laboratory;

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- logs of registration of briefings on labor protection and fire safety;
- passports of laboratory premises and workplaces.

1.16. All material assets of the ViDEL laboratory, including equipment and software, furniture, auxiliary means and materials are accounted for in the inventory description by the laboratory assistant of the marketing department.

1.17. Accounting and write-off of morally and physically obsolete equipment is carried out in accordance with the procedure established by the university.

1.18. Before the beginning of the academic year, DigEco's quality monitoring group conducts an inspection of educational laboratories to determine the state of readiness for classes. At the end of each year, the quality monitoring group conducts a survey of applicants and other interested stakeholders regarding the quality of work implementation.

1.19. The head of the ViDEL training laboratory acquaints employees with regulatory documents on the protection of personal data of employees, applicants and other involved persons who have become known in connection with the performance of professional, official or labor duties in any way of personal data.

## **2. MAIN TASKS**

2.1. The ViDEL training laboratory was created with the aim of providing high-quality training for holders of Master's degrees, Doctor of Philosophy (PhD) majors in "Finance, Banking and Insurance", "Accounting and Audit", "Marketing", "Management", "Entrepreneurship, Trade and Exchange Activity". , "Food Industry".

2.2. The main tasks of the ViDEL laboratory are:

2.2.1. Conducting laboratory and practical work using modern digital technologies with elements of PIE for students of specialties involved in the implementation of the DogEco project.

2.2.2. Conducting trainings and online training of teachers in order to update their knowledge and skills in the field of digital economy.

2.2.3. Activation of interaction and communication between teachers and students of partner universities through trainings, pilot training, joint scientific projects and startups with PIE elements.

2.2.4. Conducting guest lectures by professors of partner universities of the European Union and employers involved in the project as key stakeholders.

2.2.5. Real-time viewing of financial market trends through the demonstration of the Bloomberg online platform and digital analytics based on the use of HubSpot and Ahrefs.

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2.2.6. Communication with leading Ukrainian and international specialists in real time based on screen demonstration and the use of virtual technologies that meet the requirements of inclusive education.

2.2.7. Carrying out operational tasks of the DigEco project, holding meetings and periodic reporting.

### 3. FUNCTIONS

3.1. To perform the main tasks, the ViDEL laboratory performs the following functions:

3.1.1. In accordance with the DigEco Implementation Strategy and the Quality Monitoring Plan, the following functions are implemented by the ViDEL laboratory in the preparation of the Master's and PhD candidates:

- organization of educational activities of the educational laboratory on the basis of academic integrity;
- organization of individual work of applicants for the purpose of developing creative and analytical abilities of applicants;
- ensuring the use of modern digital equipment and the latest software for teachers and students;
- participation in the processes of ensuring the quality of higher education and educational activities in accordance with the Statute of TDATU;
- involvement of applicants in scientific activities within the framework of dual practical training based on the enterprises of the involved stakeholders;

3.1.2. In accordance with the DigEco Implementation Strategy and the Quality Monitoring Plan, the following functions are performed during trainings and online training of teachers:

- development of a training plan for teachers participating in the project and dissemination of their experience among teachers of TDATU;
- organization of online trainings and participation in trainings at partner universities of the European Union;
- assessment of the quality of training and monitoring of training results based on a focus-game survey, round tables;
- preparation or updating by teachers of methodological support of courses based on learning outcomes;
- organizing and attending open classes within the DigEco project;
- creation of digital versions and video courses in accordance with the curricula of educational programs.

3.1.3. In accordance with the DigEco Implementation Strategy and the Quality Monitoring Plan, the following functions are performed during the

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activation of interaction and communication between teachers and students of partner universities:

- creation and organization of the DigEco online course library;
- conducting pilot training with PIE elements among students of specialties involved in the implementation of the DigEco project;
- promoting the creation of mixed groups of applicants from different universities for the purpose of creating group projects;
- organization of communication with employers in order to determine actual requests regarding the practical use of knowledge from the digital economy;
- development of compatible scientific projects within the scope of work of partner universities;
- presentation of joint projects at all-Ukrainian scientific forums, international startup competitions and conferences.

3.1.4. In accordance with the DigEco Implementation Strategy and the Plan for Monitoring the Quality of Conducting Guest Lectures by Teachers of European Union Partner Universities and Employers, the following functions are performed:

- organization of live guest lectures with the invitation of leading specialists and international teachers;
- creation of an online library of international lectures and its distribution among students of the following years of study;
- creation of a favorable environment for the interaction of applicants and employers in the format of "question-answer", business games, interviews and discussion club;
- use of equipment and software during guest lectures and other events with teachers and employers;
- conducting an online survey of the quality of conducting guest lectures and meetings.

3.1.5. In accordance with the DigEco Implementation Strategy and the Quality Monitoring Plan, the following functions are performed:

- collecting analysis results and forming a BigData database regarding trends in the financial markets of major corporations;
- collecting the results of the analysis and forming a BigData database regarding the analytics of the marketing performance of companies;
- use of modern software for collecting, processing and analyzing big data;
- presentation and discussion of data during the online format in real time.

3.1.6. In accordance with the DigEco Implementation Strategy and the Quality Monitoring Plan, communication with leading Ukrainian and international specialists in real time implements the following functions:

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- creation of a virtual online environment for events;
- organization and support of round tables, conferences, seminars, trainings, meetings and reports in online format;
- creation of a cloud folder for internal document management of the ViDEL educational laboratory;
- creation of communication in social channels (Telegram, Viber, WhatsApp) for the purpose of communication with universities, partners and stakeholders involved in the implementation of the project.

3.1.7. In accordance with the DigEco Implementation Strategy and the Quality Monitoring Plan, the following functions are implemented:

- participation of DigEco teachers and working group in meetings, meetings, survey monitoring discussions and calendar reports;
- performing the current tasks of the coordinator from the university, the head of the department within the main tasks and functions of the educational laboratory.

#### **4. LEADERSHIP**

4.1. The ViDEL laboratory is managed by the head of the laboratory, who is a representative of the DigEco working group.

4.2. The head of the ViDEL laboratory performs official activities on the basis of the approved DigEco Implementation Strategy and Quality Monitoring Plan.

4.3. The laboratory technician of the ViDEL laboratory reports to the head of the laboratory and acts on the basis of the approved job description.

4.4. The head of the ViDEL laboratory is personally responsible for: organization, planning of activities, the effectiveness of the tasks assigned to the educational laboratory and the results of activity monitoring; adaptation of the work of the laboratory, organization of the activity of the educational laboratory on issues of the quality management system.

4.5. Management of the activities of the ViDEL laboratory is carried out in accordance with the provisions of the job instructions of employees by determining actions aimed at ensuring the effectiveness and efficiency of the functioning of the educational laboratory.

#### **5. RIGHTS AND LIABILITY**

5.1. The responsibility of the head of the laboratory and the laboratory's assistant is determined by the current legislation, the rules of the university's

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internal procedures and their job instructions.

5.2. The head of the laboratory bears personal responsibility for the educational laboratory as a whole, for the level of organization of educational, methodological, organizational work and work with applicants, for creating a healthy, creative atmosphere in the laboratory team, improving the qualifications of laboratory employees, observing staffing and financial discipline, internal rules of procedure, occupational health and safety, fire safety, for the preservation, efficient and rational use of the equipment, property and premises assigned to the educational laboratory.

5.3. The responsibility of each teacher is determined individually depending on the responsibilities assigned to him to perform tasks and functions of the laboratory in the quality management system and work plan of the educational laboratory.

5.4. During the semester, teachers involved in the work of the educational laboratory provide operational information about their activities to the head of the educational laboratory. The head of the laboratory summarizes and provides information to the project coordinator from the university.

5.5. Employees of the educational laboratory have the right to demand from the relevant services of the university to ensure the necessary conditions for conducting the educational process and other processes in which the educational laboratory is involved.

5.6. The head of the ViDEL laboratory has the right to:

- participate in the work of all departments and the department's management body, where issues of the educational laboratory's activities are discussed and resolved;
- to approve work plans of the educational laboratory, etc.;
- monitor the timeliness and quality of training in accordance with the DigEco Implementation Strategy;
- to initiate a plan of activities and a schedule of pilot training, practical and laboratory classes before the project coordinator and the head of the department.

## **6. RESOURCE PROVISION**

6.1. The ViDEL laboratory is part of the Department of Marketing.

6.2. The structure, quantitative and qualitative composition of the ViDEL laboratory depend on the volume and nature of the training load, which are determined by the training plans of the recruiters and the DigEco Implementation Strategy.

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6.3. The teaching laboratory of ViDEL includes teaching and support staff of the Department of Marketing.

6.4. Qualification requirements, duties, rights and responsibilities of employees are regulated by job instructions.

6.5. The premises (educational and lecture hall) and equipment for organizing and ensuring the educational process are attached to the educational laboratory.

6.6. The property and premises assigned to the ViDEL laboratory are part of the property of the university; they cannot be withdrawn or transferred to other departments without the approval of the rector.

6.7. Laboratory premises should have natural and artificial lighting, be bright, warm and dry, which meets the requirements for the organization of an inclusive environment. Equipment, tools, wall paint color are selected in accordance with ergonomic requirements using signal colors and safety laws.

6.8. As part of the DigEco Implementation Plan and Strategy, the ViDEL laboratory is equipped with workstations, chairs, shelves for storing digital information, visual personal computers, a laptop, a projector, an EdPro interactive panel, microphones, headphones, a Braille printer, a Braille keyboard, and a WiFi zone. Personal computers are equipped with free or client access to the software: Microsoft Office, RapidMiner, HubSpot, Ahrefs, SerpStat, Cognos Analytics, Nielsen Answers, Piazza, Picktochart, Canva.

6.9. The premises of the ViDEL laboratory must have:

- corners on labor protection and fire safety;
- first aid kits with a set of medicines for providing first aid;
- primary means of fire extinguishing in accordance with the Fire Safety Rules.

6.10. It is prohibited to use the premises of the educational laboratory, its equipment and educational and methodological support for purposes not provided for by the DigEco implementation strategy.

## **7. INTERACTION WITH OTHER UNIVERSITIES AND STRUCTURAL UNITS**

7.1. In the process of performing its functions, the ViDEL laboratory interacts with the structural divisions of the university and the DigEco consortium:

- with the ViDEL laboratories of partner universities - on issues of coordinating the holding of joint educational and scientific events for the calendar year;
- with faculties, departments - on matters of planning and implementation of

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the educational process, formation of the class schedule and involvement of teachers in the educational process;

- with the educational department, the educational and methodical department - on issues of planning, conducting and monitoring the educational process; educational and methodological support of the educational process on the educational portal of TDATU;
- with the accounting department, the tender commission and the financial and economic department - on issues of holding tenders for the purchase of equipment/. Hardware and software;
- with the center of information technologies and systems - on matters of organization of technical support and monitoring of the software of the educational laboratory;
- with the research part on the involvement of teachers in national and international programs (projects), organization of international conferences and seminars;
- educational and scientific center for compliance with the principles of education quality and academic integrity
- with the scientific and technical library - on issues of forming a library of courses in digital format;
- with other structural divisions of the university that participate in the implementation of the main tasks of the ViDEL educational laboratory.

7.2. The order of cooperation of the ViDEL laboratory with third-party organizations is determined by the training plans of higher education applicants, cooperation agreements, etc., as well as the nature and scope of scientific work.

## **8. PERFORMANCE OF THE ACTIVITY**

8.1. The effectiveness of the ViDEL laboratory is determined by the results of monitoring by the DigEco quality group.

8.2. Performance indicators are determined by the project coordinator from the university based on the DigEco Implementation Strategy at the beginning of the reporting period.

8.3. During the reporting period, the performance indicators (effectiveness) of the educational laboratory are monitored and analyzed.

8.4. Conclusions regarding the functioning of the educational laboratory are made public at meetings of the working group and the DigEco consortium.

8.5. Corrective and preventive actions are taken when inconsistencies in the implementation of processes are detected, or in the event of a threat of non-fulfillment of planned performance indicators.

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8.6. The quantitative assessment of effectiveness is calculated as the percentage of completion of planned tasks, taking into account the quality and terms of their completion.

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