



Syllabus of the educational discipline «STRATEGIC MANAGEMENT»

Specialty	<i>076 Entrepreneurship, trade and exchange activities</i>
Educational program	<i>076 Entrepreneurship, trade and exchange activities</i>
Level of education	<i>master</i>
Discipline status	<i>Base</i>
Teaching language	<i>English</i>
Course / semester	<i>1 course, 1 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 10 hours.</i>
	<i>Practical studies (seminars) – 30 hours.</i>
	<i>Laboratory studies – 0 hours.</i>
	<i>Independent training – 0 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<i>Department of Enterprise Economics and Management, The second educational building, r. 40, +38 (057) 702-18-34, 3-42, http://www.kafepm.hneu.edu.ua</i>
Teacher (-s)	<i>Strokovych Hanna Professor, Doctor of Economics, Associated Professor</i>
Teacher's contacts	<i>annastrokovych@gmail.com +38068614-87-09.</i>
Days of the classes	<i>Tuesday</i>
Consultations	<i>Tuesday 3.30 p.m., remote; individual</i>

The purpose of the discipline is mastering modern theoretical foundations strategic management and practical skills of strategic decision-making in the process of managing the development of the enterprise in a market environment

Prerequisites for learning

Economics

Content of the educational discipline

Content module 1. Strategy: Leading, Evaluating, Managing

Theme 1. Mastering Strategy: Art and Science

Theme 2. Leading Strategically

Theme 3. Evaluating the External Environment

Theme 4. Managing Firm Resources

Content module 2. Selecting and ensuring implementation of the strategy

Theme 5. Selecting Business-Level Strategies

Theme 6. Supporting the Business-Level Strategy: Competitive and Cooperative Moves

Theme 7. Competing in International Markets

Theme 8. Selecting Corporate-Level Strategies

Theme 9. Executing Strategy through Organizational Design

Theme 10. Leading an Ethical Organization: Corporate Governance, Corporate Ethics, and Social Responsibility

Material and technical support (software) of the discipline

Microsoft Office

Course page on the Moodle platform (personal training system) *presentations, practical tasks
<https://pns.hneu.edu.ua/course/view.php?id=7106>*

Recommended literature

Main

1. Ketchen, D., Short, J. (2011): Mastering Strategic Management, Paperback, December, Centre for OpenEducation, USA.

Additional

2. Markoff, J. 1996, May 14. Apple unveils strategic plan of small steps. New York Times. Retrieved from <http://www.nytimes.com/1996/05/14/business/apple-unveils-strategic-plan-of-small-steps.html>.
Mintzberg, H. 1987. The strategy concept I: Five Ps for strategy. California Management Review, 30(1), 11–



24.

3. Porter, M. E. 1996, November–December. What is strategy? Harvard Business Review, 61–79. Reuters. 2011, March 1.

4. Philadelphia area pizza owner used mice vs. competition—police. Retrieved from news.yahoo.com/s/nm/20110301/od_uk_nm/oukoe_uk_crime_pizza.

5. Donahoe, J. A. 2011, March 10. Forbes: Fred Smith's fortune grows to \$.21B. Memphis Business Journal. Retrieved from <http://www.bizjournals.com/memphis/news/2011/03/10/forbes-fred-smiths-fortune-growsto.html>.

6. Mintzberg, H., & Waters, J. A. 1985. Of strategies, deliberate and emergent. Strategic Management Journal, 6, 257–272. Wells, K. 2002.

Assessment system of learning outcomes

90–100 The student shows special creativity, can independently acquire know-ledge, finds and processes the information without the help of the teacher, is able to use the acquired knowledge and skills for decision-making in unusual situations, convincingly argues answers, reveals his/her own talents and inclinations

82–89 The student is fluent in the material studied, applying it in practice, solves exercises and problems in standard situations freely, independently corrects errors, the number of which is insignificant

74–81 The student is able to compare, summarize, organize information under the guidance of the teacher, independently apply it in practice, monitor his/her own activities, correct errors, among which some are significant, choose arguments to confirm the opinion

64–73 The student reproduces much of the theoretical material, has knowledge and understanding of the key provisions, with the help of the teacher can analyze the course material, correct errors, many of which are significant

60–63 The student knows the material of the academic discipline at a level higher than the initial, reproduces a significant part of it at the reproductive level

Accumulation of rating points in the discipline (example)

Types of training	Max points
Topic 1-10: survey (for each topic)	2
Topic 1-10: practical task (for each topic)	4
Colloquium	20
Essay	20
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

Policy of academic integrity – cheating is prohibited.

Absenteeism policy – for absence from class and failure to complete the task in the future, the student receives 0 points, and if the task is completed, the maximum possible score is reduced by 20%, Policy to perform tasks later than the deadline – the maximum possible score is reduced by 20%.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<https://pns.hneu.edu.ua/course/view.php?id=7106#section-0>)