



Syllabus of the educational discipline «Strategic Management»

Specialty	073 Management
Educational program	073.040 Business Administration
Level of education	First (bachelor)
Discipline status	Base
Teaching language	English
Course / semester	4 course, 7 semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 24 hours. Practical studies (seminars) – 36 hours. Laboratory studies – 0 hours. Independent training – 90 hours.
Form of final assessment	Pass
Department	Management and Business Department, 703 (library block), +38 057 702 01 46, www.kmib-hneu.com
Teacher (-s)	Mazorenko Oksana Volodymyrivna, PhD, Associate Professor
Teacher's contacts	oksana.mazorenko@hneu.net
Days of the classes	Lecture – Monday; Practical studies – Monday/Thursday
Consultations	Monday 4 th classes: 703 (library block) – offline; in Zoom - online; both individual and in group

The purpose of the discipline is mastering theoretical knowledge of strategic management, tools, methodology for developing enterprise's strategies and practical skills to use the concept of strategic management at an enterprise.

Prerequisites for learning

Marketing, Management, Finance, Economy of an Enterprise

Content of the educational discipline

Content module 1. Conceptual foundations of strategic management.

Theme 1. Strategic Management: nature and characteristics.

Theme 2. The role of business vision and mission in the strategic management.

Theme 3. The external environment analysis.

Theme 4. The Internal environment analysis.

Content module 2. Development of the strategy and its implementation.

Theme 5. Strategy in action.

Theme 6. The Competitive Strategy.

Theme 7. Portfolio strategies and management of the strategic position of the enterprise.

Theme 8. Generation of strategies and conditions for their implementation.

Theme 9. The organization of strategic management at an enterprise.

Material and technical support (software) of the discipline

Laptop, Power Point MS Office, Multimedia Projector

Course page on the Moodle platform (personal training system)

Course description, Working plan, Syllabus, Lectures (presentations), Practical (methodical recommendations), Seminars (List of questions), Homeworks; Tests, Additional learning materials.
<https://pns.hneu.edu.ua/course/view.php?id=606>

Recommended literature

1. Тищенко О.М. Стратегічне управління: підручник / О.М. Тищенко, Т.М. Хміль, С.К. Василик, О.В. Ревенко. – Х. : ІНЖЕК, 2009. – 278 с.



2. Ansoff H. *Strategic Management*. – B.: Springer, 2007. – 251 p. **Additional**
3. Thompson A.A. *Strategic Management. Concepts and Cases* / A.A. Thompson, A.J. Strickland. – NJ: McGraw-Hill, 2008. – 924 p. **Additional**

Assessment system of learning outcomes

The total score of the discipline consists of class attendance, current control, final control (the maximum amount is 100 points, the minimum amount that taking as a pass of discipline – 60 points).

More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline

Types of training	Max points
Lectures	7,5
Practical studies (seminars)	7,5
Competence-oriented tasks	27
Express Tests	18
Final Written Test	40
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,

Absenteeism policy.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline <http://repository.hneu.edu.ua/handle/123456789/22965>.

Syllabus approved at the meeting of the Department Protocol № 2 from 27.08.2020