



## Syllabus of the educational discipline «Strategic Management»

<b>Specialty</b>	073 Management
<b>Educational program</b>	073.020 Management of innovation activity
<b>Level of education</b>	first (bachelor)
<b>Discipline status</b>	Base
<b>Teaching language</b>	English
<b>Course / semester</b>	4 course, 7 semester
<b>Number of credits ECTS</b>	5
<b>Distribution by types of trainings and hours of study</b>	Lectures – 24 hours. Practical studies (seminars) – 36 hours. Laboratory studies – 0 hours. Independent training – 90 hours.
<b>Form of final assessment</b>	Pass
<b>Department</b>	Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a>
<b>Teacher (-s)</b>	Mazorenko Oksana Volodymyrivna, PhD, Associate Professor
<b>Teacher's contacts</b>	oksana.mazorenko@hneu.net
<b>Days of the classes</b>	Lecture – Monday; Practical studies – Monday/Thursday
<b>Consultations</b>	Monday 4 <sup>th</sup> 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
<b>Max points</b>	<b>100</b>

**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