

Syllabus of the educational discipline

«Strategic Management»

| Specialty | 073 Management |
|------------------------------------|--|
| Educational program | 073.020 Management of innovation activity |
| 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 | Lectures – 24 hours. |
| and hours of study | Practical studies (seminars) – 36 hours. |
| | Laboratory stusies – 0 hours. |
| | Independent training – 90 hours. |
| Form of final assessment | Pass |
| Department | Management and Business Department, 703 (library block), |
| Teachar (g) | +38 057 702 01 46, <u>www.kmib-hneu.com</u> Mazorenko Oksana Volodymyrivna, PhD, Associate Professor |
| Teacher (-s) | ÷ |
| 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 |
| | astering theoretical knowledge of strategic management, tools, ise's strategies and practical skills to use the concept of strategic |

5) 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.

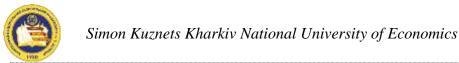
Theme 9. The organization of strategic management at an enterprise.

| Material and | technical support | (software) of | f the | discipline |
|--------------|-------------------|---------------|-------|------------|
| 7 D | | | D | |

Laptop, Power Point MS Office, Multimedia Projector

| Recommended literature | | | | |
|------------------------------------|--|--|--|--|
| | https://pns.hneu.edu.ua/course/view.php?id=606 | | | |
| | Homeworks; Tests, Additional learning materials. | | | |
| (personal training system) | recommendations), Seminars (List of questions), | | | |
| Course page on the Moodle platform | (presentations), Practical (methodical | | | |
| | Course description, Working plan, Syllabus, Lectures | | | |

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



Ansoff H. Strategic Management. – B.: Springer, 2007. – 251 p. Additional
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

| ECTS | Assessment on the national scale | | |
|--|---|---|--|
| Total score on a 100-point scaleDefision assessment scale | for exam, differentiated test, course project (work), practice, training | for pass | |
| Α | excellent | | |
| В | good | | |
| С | | pass | |
| D | satisfactory | | |
| Е | | | |
| FX | unsatisfactory | not pass | |
| F | | | |
| - | assessment scale A B C D E FX | assessment scale for exam, differentiated test, course project (work), practice, training A excellent B good C D satisfactory E FX unsatisfactory | |

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