



Syllabus of the educational course «Strategic management»

Specialty	<i>051 Economics</i>
Educational program	<i>Economics of enterprise</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>4</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20 hours.</i>
	<i>Practical studies (seminars) –20 hours.</i>
	<i>Laboratory studies – 0 hours.</i>
	<i>Independent training – 80 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<i>Department of Enterprise Economics and Business Organization, The second educational building, r. 40, +38 (057) 702-18-34, 3-42, http://www.kafepm.hneu.edu.ua</i>
Teacher (-s)	<i>Anastasiia Panchuk PhD, Associated Professor</i>
Teacher's contacts	<i>casadei911@gmail.com +38050474-59-92.</i>
Days of the classes	<i>According to scheldue</i>
Consultations	<i>Remote; individual</i>

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

Prerequisites for learning

Basic knowledge in Management and Economics

Content of the course

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

Course page on the Moodle

presentations, practical tasks

platform (personal training system)

<https://pns.hneu.edu.ua/course/view.php?id=7106>

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

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>)

Syllabus approved at the meeting of the Department of Economics of enterprise and business organization

Protocol № 19 from 15.06.2021