



**Syllabus of the course  
« STRATEGIES OF MANAGEMENT »**

<b>Specialty</b>	<i>073 Management</i>	
<b>Study programme</b>	<i>Management</i>	
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>Third (PhD)</i>	
<b>Course status</b>	<i>Compulsory</i>	
<b>Language</b>	<i>English</i>	
<b>Term</b>	<i>1 course, 2 semester</i>	
<b>ECTS credits</b>	<i>5</i>	
<b>Workload</b>	<i>Lectures – 20 hours.</i>	
	<i>Practical studies (seminars) – 20 hours.</i>	
	<i>Laboratory studies – 0 hours.</i>	
	<i>Independent training – 110 hours.</i>	
<b>Assessment system</b>	<i>Grading</i>	
<b>Department</b>	<i>Department of Management, Business and Administration</i> <i>room 210 of the main building</i> <i>phone: (057) 702 01 46 (add. 2-96)</i> <i>website: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a></i>	
<b>Teaching staff</b>	<i>Mazorenko Oksana Volodymyrivna, PhD (Economic Sciences), Associate Professor</i>	
<b>Contacts</b>	<i>Mazorenko O. V. <a href="mailto:oksana.mazorenko@hneu.net">oksana.mazorenko@hneu.net</a></i>	
<b>Course schedule</b>	<i>Lecture: <a href="#">according to the current schedule of classes</a></i> <i>Practice: <a href="#">according to the current schedule of classes</a></i>	
<b>Consultations</b>	<i>At the Department of Management, Business and Administration, off-line, due to timetable of consultations, individual, PNS chat</i>	
<b>Learning objectives and skills:</b>		
to form a systematic understanding of the concepts, methods and tools of strategic management, as well as the skills to make effective decisions in conditions of uncertainty and a competitive environment.		
<b>Structural and logical scheme of the course</b>		
<b>Prerequisites</b>	<b>Postrequisites</b>	
<i>Contemporary Management Theories</i>	<i>Organisational Behavior</i>	
<b>Content of the course</b>		
<b>Content module 1. Methodological foundations of strategic management.</b>		
<b>Topic 1. Management strategies: essence and features.</b>		
<b>Topic 2. Models of strategic management.</b>		
<b>Topic 3. Strategic planning in the system of strategic management of an enterprise.</b>		
<b>Topic 4. Strategic analysis of the enterprise's activities and the choice of strategic positions.</b>		
<b>Content module 2. Strategy development and its implementation.</b>		
<b>Topic 5. Strategy selection and strategic plan preparation.</b>		
<b>Topic 6. Competitive strategies.</b>		
<b>Topic 7. Development of functional strategies.</b>		
<b>Topic 8. Modern management strategies.</b>		
<b>Topic 9. Management of the strategic potential of an enterprise</b>		
<b>Teaching environment (software)</b>		
<i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>		



### **Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

The final grade for the academic discipline is calculated taking into account the points received for the current control, which is carried out during the semester during lectures, practical, seminar, laboratory classes and is estimated by the sum of the points scored, and the semester exam (maximum amount - 100 points; minimum amount that allows a student to successfully complete the study of the subject - 60 points).

Current control includes the following control measures: tasks on topics; tests; individual task.

*More detailed information on assessment and grading system is given in the technological card of the course.*

### **Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program*