



**Syllabus of the academic discipline**  
*«Strategic management»*

<b>Specialty</b>	<i>073 "Management"</i>
<b>Educational program</b>	<i>Logistics.</i>
<b>Educational level</b>	<i>First ( bachelor's )</i>
<b>Discipline status</b>	<i>mandatory</i>
<b>Language of teaching</b>	<i>English</i>
<b>Course / semester</b>	<i>4th year, 7th semester</i>
<b>Number of ECTS credits</b>	<i>5</i>
<b>Distribution by types of classes and hours of study</b>	<i>Lectures - 18 hours. Laboratory - 10 hours. Practical (seminar) - 20 hours. Independent training - 102 hours.</i>
<b>Form of final control</b>	<i>Exam</i>
<b>Department</b>	<i>Department of Management, Logistics and Innovation, Kharkiv , 9A Nauki Ave., main educational building, 2th floor, office 225, phone number:, +380577020265 ,<a href="https://www.hneu.edu.ua/kafedra-menedzhmentu-logistyky-ta-innovaciy/">https://www.hneu.edu.ua/kafedra-menedzhmentu-logistyky-ta-innovaciy/</a></i>
<b>Teachers</b>	<i>Iastremska Olena Mykolayivna , Doctor of Economics , Professor Herashchenko Inna Mykolayivna , Ph.D. , Associate Professor</i>
<b>Contacts of lecturer</b>	<i>iastremska_om@hneu.net</i>
<b>Class days</b>	<i>According to the current schedule</i>
<b>Consultations</b>	<i>According to the schedule</i>
<p style="text-align: center;"><b>The purpose of the discipline "Strategic Management" is to master by students competencies, that will provide enterprises with competitive advantages in the short and long term to ensure their functioning and development</b></p>	
<p style="text-align: center;"><b>Prerequisites for learning</b></p> <p><i>To study the discipline, students need basic knowledge of management theory, business economics, finance, management, planning and organization of the enterprise, which is sufficient for the perception of the categorical apparatus, understanding of tools and methods of strategic management .</i></p>	
<p style="text-align: center;"><b>The content of the discipline</b></p> <p>Theme 1. Conceptual foundations of the strategic management theory. Theme 2. Levels of strategic decisions and typology of enterprise strategies. Theme 3. Stages of strategic management and features of enterprise strategy formation. Theme 4. Strategic planning. Principles of strategic planning. Theme 5. Strategic analysis of the external enterprise environment. Theme 6. Strategic potential of the enterprise and the formation of its competitive advantages. Theme 7. Types of strategic management. Theme 8. Portfolio strategies and management of the enterprise strategic position. Theme 9. Generation of strategies and conditions of their implementation Theme 10. Strategic control in the process of enterprise strategic transformation.</p>	
<p style="text-align: center;"><b>Material and technical (software) of the discipline</b> ( <i>Excel , word</i> )</p>	
<b>Course page on the</b>	<i>Lectures, presentations, methodical recommendations for practical tasks and independent work are placed.</i>



**Moodle platform (personal training system)**

<https://pns.hneu.edu.ua/>

**Learning outcomes assessment system**

*The evaluation system in the seventh semester includes current control, which is carried out during the semester: during lectures, practical classes in this discipline, current tests, independent individual tasks, presentations, evaluated by the sum of points scored (maximum - 100 points, minimum amount that allows student to get credit - 60 points).*

**Distribution of points according to the types of study**

Type of studies	Maximal points
Lectures	18
Practical classes	9
Presentation (report)	5
Competence-oriented individual tasks for independent training	20
Current control works	8
Exam	40
<b>Total maximal points</b>	<b>100</b>

**Discipline policies**

*When studying this discipline, it is mandatory to adhere to the policy of academic integrity, that include consideration skipping of classes and perform tasks later than the deadline.*

*Academic Integrity Policy: A higher education student must adhere to academic integrity while studying. Violations of academic integrity are: academic plagiarism, self-plagiarism, fabrication, falsification, writing off, deception. For violation of academic integrity, students may be held subject to the following academic liability: re-assessment (test, credit); re-passing the relevant educational component of the educational program. Write-off during control (modular) works is forbidden (including with use of mobile devices). <https://www.hneu.edu.ua/akademichna-dobrochesnist/>*

*Policy on skipping classes: active work of the applicant during lectures and laboratory (seminar) classes is estimated at 0.5 points; absence from class makes it impossible for the applicant to receive the appropriate points; if there are 50% or more absences from lectures, the applicant may be admitted to the final control only after the presentation of a short synopsis of lecture material on missed topics.*

*Policy on the implementation of tasks later than the deadline: the implementation and defense of tasks in the discipline are in accordance with the schedule of the educational process in the discipline, which is presented in the work plan (technological map). Deviations from the schedule do not affect the evaluation results.*

***More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent work is given in the Work Program for the discipline.***