



Syllabus of the course «Strategic Management»

Specialty	<i>073 Management</i>
Study programme	<i>Business Administration</i>
Level of education	<i>First (bachelor)</i>
Discipline status	<i>Compulsory</i>
Teaching language	<i>English</i>
Course / semester	<i>4 course, 7 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 18 hours. Practical studies (seminars) – 20 hours. Laboratory studies – 10 hours. Independent training – 102 hours.</i>
Form of final assessment	<i>Exam</i>
Department	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, www.kmib-hneu.com</i>
Teacher (-s)	<i>Mazorenko Oksana Volodymyrivna, PhD (Economic Sciences), Associate Professor Pererva Ivanna Mukolayivna, PhD (Economic Sciences), Associate Professor</i>
Teacher's contacts	<i>oksana.mazorenko@hneu.net imatsikanych@gmail.com</i>
Days of the classes	<i>According to the current schedule of classes</i>
Consultations	<i>According to the consultation schedule</i>
<p>The purpose of the course 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.</p>	
<p>Prerequisites for learning <i>Marketing, Management, Finance, Economy of an Enterprise</i></p>	
<p>Content of the course</p>	
<p>Content module 1. Conceptual foundations of strategic management. Topic 1. Strategic Management: nature and characteristics. Topic 2. The role of business vision and mission in the strategic management. Topic 3. The external environment analysis. Topic 4. The Internal environment analysis.</p>	
<p>Content module 2. Development of the strategy and its implementation. Topic 5. Strategy in action. Topic 6. The Competitive Strategy. Topic 7. Portfolio strategies and management of the strategic position of the enterprise. Topic 8. Generation of strategies and conditions for their implementation. Topic 9. The organization of strategic management at an enterprise.</p>	
<p>Material and technical support (software) of the course</p>	
<p><i>Laptop, Power Point, MS Office, Multimedia Projector</i></p>	
Course page on the Moodle platform (personal training system)	<i>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</i>



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 course.

Accumulation of rating points in the course

Types of training	Max points
Lectures	4,5
Practical studies (seminars)	7,5
Competence-oriented tasks	30
Express Tests	18
Exam	40
Max points	100

Course policies

The policy of the discipline is based on the principles of academic integrity and is determined by the system of requirements that the teacher imposes on the student when studying the discipline (rules of conduct in class, passes, mobile phone use, retransmission, etc.). Academic plagiarism policy.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Program of the course