



Syllabus of the educational discipline «Strategic Management»

Specialty	<i>073 Management</i>
Educational program	<i>Logistics</i>
Level of education	<i>the first (Bachelor) level of higher education</i>
Discipline status	<i>mandatory</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>Mazorenko O. V. oksana.mazorenko@hneu.net Pererva I. M. imatsikanych@gmail.com</i>
Days of the classes	<i>Lecture: due to timetable Practice: due to timetable</i>
Consultations	<i>At the Management and Business Department, off-line, due to timetable of consultations, individual</i>
<p>The purpose of the discipline 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 style="text-align: center;">Prerequisites for learning <i>Marketing, Management, Finance, Economy of an Enterprise</i></p>	
<p style="text-align: center;">Content of the educational discipline</p> <p><i>Content module 1. Conceptual foundations of strategic management.</i> 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. <i>Content module 2. Development of the strategy and its implementation.</i> 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.</p>	
<p style="text-align: center;">Material and technical support (software) of the discipline <i>Laptop, Power Point, MS Office, Multimedia Projector</i></p>	
Course page on the Moodle platform (personal training system)	https://pns.hneu.edu.ua/



Assessment system of learning outcomes

Current control takes place at lectures, laboratory studies and practical lessons (seminars), assessed by the total number of points gained during the semester (the maximal possible number is 60 points, the minimal required number is 35 points).

Current control consists of the types of study: competence-oriented tasks and express tests.

Final control takes place at the end of each semester in the form of an exam (the maximal possible number is 40 points; the minimal required number is 25 points).

More detailed information on the assessment and accumulation of points in the discipline is given in the work plan (technological card) of the discipline.

Policies of the academic discipline

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, and biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan)of the educational discipline

Syllabus approved at the meeting of Department «30» May 2022. Protocol №16.