



Syllabus of the course «Strategic Management»

Specialty	292 «International Economic Relations»
Study Programme	International Bysiness
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	third year fifth semester or third year sixth semester or fourth year seventh semester
ECTS credits	5
Workload	Lectures – 12 hours. Practical studies – 18 hours. Laboratory studies – 18 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	International Economic Relations Chair, room 36 of the 2nd educational building, phone: (057) 702 18 30 (add. 3-71), website: https://kafmev.hneu.edu.ua/
Teaching staff	Yarmosh Olena Vitaliyvna, PhD (Phys and Maths), associate professor
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Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of International Economic Relations, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

is to master the modern theoretical foundations of strategic management and practical skills of making strategic decisions in the process of managing the activities and development of enterprises in the international environment.

Structural and logical scheme of the course

Prerequisites	Postrequisites
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-	-

Course content

Content module 1. Strategic management as a subsystem of enterprise management

Topic 1. The essence of strategic management

Topic 2. Levels of strategic decisions and typology of enterprise strategies

Topic 3. Stages of strategic management and features of enterprise strategy formation

Topic 4. Strategic planning

Topic 5. Strategic analysis of the enterprise's external environment

Content module 2. Organisation of strategic management at the enterprise

Topic 6. Strategic potential of the enterprise and its competitive advantages formation

Topic 7. Types of strategic management

Topic 8. Portfolio strategies and management of the company's strategic position

Topic 9. Generation of strategies and conditions for their implementation

Topic 10. Strategic control in the process of strategic transformations at the enterprise



Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

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

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: practical tasks, individual creative task, colloquium, final test, final presentation.

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.

Educational 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.