



Syllabus of the academic discipline "Strategic management"

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| Specialty | 073 "Management" |
| Study Programme | Logistics |
| Study cycle (Bachelor, Master, PhD) | First (bachelor) level of higher education |
| Course status | mandatory |
| Language | English |
| Term | Fourth year, seventh semester |
| ECTS credits | 5 |
| Workload | Lectures –18 hours. Practical studies –20 hours. Laboratory studies – 10 hours. Self-study – 102 hours. |
| Assessment system | Grading including Exam |
| Department | Management, logistics and innovation Prospect Nauka, 9-A, Kharkiv, main building, room 225. Tel. 38(057)702-02-65 (add. 302) https://kafmli.hneu.edu.ua/ Department of Management and Business 61166, Kharkiv, Nauky avenue, 9-A, Library building, 7th floor, room 703 Tel. +38 (097) 165 47 84 Web-site: https://kmib-hneu.com/ |
| Teaching staff | Iastremska O, Doctor of Economic Sciences, Professor Gerashchenko I. , PhD of Economics , Associate Professor Kozlova I., PhD of Economics , Associate Professor Vasilik S.K., PhD of Economics , Associate Professor Mazorenko O. , PhD of Economics , Associate Professor |
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| Course schedule | Lectures: according to the schedule Practical studies: according to the schedule Laboratory studies: according to the schedule |
| Consultations | At the Department of Management, Logistics and Innovation , offline, according to the schedule, individual, PNS chat. At the Department of Management and Business, offline, according to the schedule, individual, PNS chat. |

Learning objectives and skills:

is to master competencies in strategic management and practical skills in making managerial decisions in the process of strategic management of the enterprise's activities and development.

Structural and logical scheme of studying an academic discipline

| Prerequisites | Post-requisites |
|--|-------------------------------------|
| Management | Comprehensive professional training |
| Planning and organization of enterprise activities | Pre-diploma internship |
| Marketing | Diploma thesis |



Course content

Content module 1. *Basic concepts of strategic management*

Topic 1. **Conceptual foundations of strategic management theory.**

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

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

Content module 2. *Main functions and stages of strategic management.*

Topic 4. **Strategic planning .**

Topic 5. **Strategic analysis of the enterprise external environment.**

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

Topic 7. **Types of strategic management.**

Topic 8. **Portfolio strategies and management of enterprise strategic position.**

Topic 9. **Strategy generation 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, software: MS Excel

Assessment system

The university uses a 100-point cumulative assessment system for evaluating the learning outcomes of higher education students.

Current control is carried out during lectures, practical and laboratory classes to check the level of preparedness of the student for specific tasks and is evaluated by the total number of points, which should range from 35 to 60 points for admission to the exam. The semester control form is an exam, which is graded from 25 to 40 points: the maximum score for the discipline as a whole is 100 points; the minimum score is 60 points.

The final grade for the course is determined by summing up the points for current and semester control in the form of an exam.

The following control measures are used during the teaching of the course.

Current control: competency-oriented individual tasks, presentation, four written test.

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.

Education seekers 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