



**Syllabus of the course
«Strategic Management»**

Specialty	<i>073 Management</i>
Study programme	<i>Creative Industries Management</i>
Study cycle (Bachelor, Master, PhD)	<i>First (bachelor)</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>3 course 5 semester, 3 course 6 semester, 4 course 7 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 24 hours. Practical studies (seminars) – 12 hours. Laboratory studies – 12 hours. Independent training – 102 hours.</i>
Assessment system	<i>Grading with Exam</i>
Department	<i>Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Mazorenko Oksana Volodymyrivna, PhD (Economic Sciences), Associate Professor</i>
Contacts	<i>Mazorenko O. V. oksana.mazorenko@hneu.net</i>
Course schedule	<i>Lecture: according to the current schedule of classes Practice: according to the current schedule of classes</i>
Consultations	<i>At the Department of Management, Business and Administration, off-line, due to timetable of consultations, individual, PNS chat</i>

Learning objectives and skills:

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.

Structural and logical scheme of the course

Prerequisites	Postrequisites

Content of the educational discipline

Content module 1. Conceptual foundations of strategic management.

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.

Content module 2. Development of the strategy and its implementation.

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.

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: assignments on a particular topic; testing; presentations, and essay writing.

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.

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