



## Syllabus of the academic discipline «Strategic management»

<b>Speciality</b>	<i>D3 Management</i>
<b>Education program</b>	<i>Business administration: Organisational Transformations</i>
<b>Educational qualification</b>	<i>Second (master)</i>
<b>Type of the discipline</b>	<i>Compulsory</i>
<b>Language of teaching</b>	<i>English</i>
<b>Academic year / Semester</b>	<i>1<sup>st</sup> academic year, 1 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of classes and hours of study</b>	<i>Lectures – 18 hours. Practical (seminars) – 12 hours. Laboratory – 10 hours. Independent training – 110 hours.</i>
<b>Final assessment</b>	<i>Exam</i>
<b>Department</b>	<i>Management and Business department, room 703 (library block), Web page: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a></i>
<b>Lecturer (s)</b>	<i>Mazorenko Oksana Volodymyrivna, PhD, Associate Professor</i>
<b>Contacts of lecturer (s)</b>	<i>Mazorenko O. V.: <a href="mailto:oksana.mazorenko@hneu.net">oksana.mazorenko@hneu.net</a></i>
<b>Study days</b>	<i>Mazorenko O. V.: <a href="#">due to timetable</a></i>
<b>Consultations</b>	<i>At the Management and Business department, off-line; due to timetable of consultations, personal, PNS chat</i>

**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 enterpris.

### Structural and logical scheme of studying an academic discipline

<b>Prerequisites for learning</b>	<b>Postrequisites for learning</b>
Economy of enterprises	Leadership in uncertain environment
Management	Business Process Management
Marketing	

### Content of the academic discipline

**Content module 1. Introduction to strategic management**

**Topic 1. Basic Concepts in Strategic Management**

**Topic 2. Environmental Scanning and Industry Analysis**

**Topic 3. Internal Scanning: Organizational Analysis**

**Content module 2. Strategy development and its implementation**

**Topic 4. Strategy Formulation and Choice**

**Topic 5. Balanced Scorecard**

**Topic 6. Types of strategies**

**Topic 7. Strategy Implementation: Organizing for Action**

**Topic 8. Strategy evaluation and control**

### Material and technical (software) for discipline support

*Multimedia Projector, S. Kuznets KhNUE Personal Learning Systems, ZOOM*



### **Learning forms and methods**

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.

The current control, which is carried out during the semester during practical (seminar) classes and independent work, is assessed by the sum of points scored. The goal is to check the level of preparedness of a student to perform a specific tasks.

The final control includes the semester control, which is carried out in the form of an exam.

The maximum possible number of points for the current and final control during the semester – 100, and the minimum possible number of points – 60.

Current control includes the following control measures: competence-oriented tasks and express tests.

*More detailed information on the system of evaluation and accumulation of points for the academic discipline is provided in the Working plan for the academic 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 on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline.*