



Syllabus of the course «Strategic Management»

Specialty	<i>D3 Management</i>
Study Programme	<i>Business Administration</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Mandatory</i>
Language	<i>English</i>
Term	<i>fourth year, seventh semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 18 hours. Practical studies (seminars) – 20 hours. Laboratory studies – 10 hours. Self-study – 102 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of Management, Business and Administration, room 210 of the main building website: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Mazorenko Oksana Volodymyrivna, Cand. Sc. (Economic), Associate Professor</i>
Contacts	<i>Mazorenko O. V. oksana.mazorenko@hneu.net</i>
Course schedule	<i>Lecture: according to the current schedule of classes Laboratory studies: according to the current schedule of classes</i>
Consultations	<i>At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.</i>

The purpose of the course 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.

Structural and logical scheme of the course

Prerequisites	Postrequisites
Management	Coursework: Strategic management
Marketing	Comprehensive training
Fundamentals of leadership and organizational dynamics	Pre-diploma internship
Technologies of decision making in business	Thesis
Business performance evaluation	

Course content

Content module 1. *Conceptual foundations of strategic management.*

Topic 1. The Nature of Strategic Management.

Topic 2. The role of business vision and mission in strategic management.

Topic 3. The external environment analysis.

Topic 4. The Internal environment analysis.

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

Topic 5. Strategy in action.

Topic 6. The Competitive Strategy.

Topic 7. Portfolio analysis and management of the strategic position of the enterprise.



Topic 8. Strategy review, evaluation, and control.

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, practical and laboratory 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: express tests; competence-oriented tasks on topics.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the course 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 Program of the course.