Syllabus of the course
«Enterprises Development Strategizing»

Specialty	*D3 Management*
Study Programme	*Business Administration*
Study cycle (Bachelor, Master, PhD)	*the second (master's) level of higher education*
Course status	*elective*
Language	*English*
Term	*1 year of study 1 semester or 1 year of study 2 semester*
ECTS credits	*5*
Workload	*Lectures – 16 hours.* *Practical studies – 12 hours.* *Laboratory studies – 12 hours.* *Self-study – 110 hours.*
Assessment system	*Grading including Exam*
Department	*Department of Management, Business and Administration Department, 210 (main building), Web page:* *https://www.kmib.hneu.edu.ua*
Teaching staff	*Iastremska Olesia Oleksandrivna, PhD, Professor*
Contacts	*iastremska.o@gmail.com*
Course schedule	*Lectures: according to the schedule* *Practical studies: according to the schedule*
Consultations	*At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.*

Learning objectives and skills:
s to develop a system of knowledge about theoretical and methodological principles and approaches, as well as practical recommendations for strategizing the development of enterprises, taking into account current realities.

Structural and logical scheme of the course

Prerequisites	Postrequsites
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-	-

Course content
Content module 1. *Theoretical foundations of enterprise development strategizing*
Topic 1. Genesis of the concept and process of strategizing
Topic 2. Theoretical foundations of enterprise development in the context of strategizing
Topic 3. Sustainable and innovative development as its predominant types
Topic 4. Paradigm of enterprise development strategizing
Content module 2. *The influence of external and internal environment factors on enterprise development in the context of modern realities*
Topic 5. Scientific and methodological approach to enterprise development strategizing
Topic 6. Identification of the predominant components of digital transformation of the external environment for enterprise strategizing in wartime and post-war times
Topic 7. Use of social networks for enterprise development strategizing

Topic 8. Methodology for determining the impact of external and internal environmental factors on enterprise development strategizing

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: tasks by topics; current control works; presentations on topics; and writing essay.

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