



## Syllabus of the course

### Strategic management

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| <b>Specialty</b>                                                                                                                                                                             | D3. Management                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Study Programme</b>                                                                                                                                                                       | Logistics                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Study cycle (Bachelor, Master, PhD)</b>                                                                                                                                                   | First (bachelor) level of higher education                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course status</b>                                                                                                                                                                         | mandatory                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Language</b>                                                                                                                                                                              | English                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Term</b>                                                                                                                                                                                  | 4 year, 7 semester                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>ECTS credits</b>                                                                                                                                                                          | 5                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Workload</b>                                                                                                                                                                              | Lectures –18 hours.<br>Practical studies –32 hours.<br>Laboratory studies – 0 hours.<br>Self-study – 100 hours.                                                                                                                                                                                                                                                                                                                    |
| <b>Assessment system</b>                                                                                                                                                                     | Grading including Exam                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Department</b>                                                                                                                                                                            | Management, logistics and innovation<br>Prospect Nauka, 9-A, Kharkiv, main building, room 225. Tel. 38(057)702-02-65 (add. 302)<br><a href="https://kafmli.hneu.edu.ua/">https://kafmli.hneu.edu.ua/</a><br>Department of Management and Business<br>61166, Kharkiv, Nauky avenue, 9-A,<br>Library building, 7th floor, room 703<br>Tel. +38 (097) 165 47 84 Web-site: <a href="https://kmib-hneu.com/">https://kmib-hneu.com/</a> |
| <b>Teaching staff</b>                                                                                                                                                                        | Iastremska O, Doctor of Economic Sciences, Professor<br>Kozlova I., PhD of Economics , Associate Professor<br>Vasilik S.K., PhD of Economics , Associate Professor<br>Mazorenko O. , PhD of Economics , Associate Professor                                                                                                                                                                                                        |
| <b>Contacts</b>                                                                                                                                                                              | <a href="mailto:iastremska_om@hneu.net">iastremska_om@hneu.net</a><br><a href="mailto:innes727@gmail.com">innes727@gmail.com</a><br><a href="mailto:vasylyks@gmail.com">vasylyks@gmail.com</a><br><a href="mailto:oksana.mazorenko@gmail.com">oksana.mazorenko@gmail.com</a>                                                                                                                                                       |
| <b>Course schedule</b>                                                                                                                                                                       | Lectures: according to the schedule<br>Practical studies: according to the schedule<br>Laboratory studies: according to the schedule                                                                                                                                                                                                                                                                                               |
| <b>Consultations</b>                                                                                                                                                                         | At the Department of Management, Logistics and Innovation , offline, according to the schedule, individual, PNS chat.<br>At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.                                                                                                                                                                                                   |
| <b>Learning objectives and skills:</b>                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 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. |                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Structural and logical scheme of studying an academic discipline</b>                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Prerequisites</b>                                                                                                                                                                         | <b>Post-requisites</b>                                                                                                                                                                                                                                                                                                                                                                                                             |
| Management                                                                                                                                                                                   | Comprehensive professional training                                                                                                                                                                                                                                                                                                                                                                                                |
| Planning and organization of enterprise activities                                                                                                                                           | Pre-diploma internship                                                                                                                                                                                                                                                                                                                                                                                                             |
| Marketing                                                                                                                                                                                    | Diploma thesis                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Course content</b>                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                    |



**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**

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.

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***