



COURSE SYLLABUS

«Strategic Management»

Degree of higher education - Bachelor
Specialty 073 Management
Educational-professional program "Management"
Year of study 4, semester 7
Full-time education
Number of ECTS credits - 4
The language of teaching - English

Course lecturer

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COURSE DESCRIPTION

The aim of the course “Strategic management” is to form in future specialists of the management of modern managerial thinking, a system of theoretical knowledge and practical skills in the field of strategic management, mastering the ability to take adequate requirements for external environment strategic decisions, use the tools of strategic management in the process of managing the activities and development of enterprises in the market.

The study of the discipline will give students the opportunity to gain theoretical knowledge about the essence of the basic concepts of strategic management, learn to use approaches to the analysis of the enterprise environment, methods of evaluation and forecasting

future state; learn to formulate a mission, goal, build a "goal tree", make and implement strategic decisions; use models and methods of strategy development in the form of a "strategic set" taking into account the chosen policy of doing business and the potential of the enterprise; understand the process of strategic planning to ensure its continuity; master the skills of linking management strategy and tactics.

The course provides the formation of a number of general competencies:

GC3. Ability to abstract thinking, analysis, synthesis.

GC5. Knowledge and understanding of the subject area and understanding of the professional activities.

GC8. Skills in the use of information and communication technologies.

GC11. Ability to adapt and act in a new situation.

GC12. Ability to generate new ideas (creativity).

special (professional) competencies (PC):

PC 2. The ability to analyze the results of the organization, compare them with factors influencing the external and internal environment.

PC 3. The ability to determine the prospects for the development of the organization.

PC 4. Ability to identify functional areas of the organization and the relationships between them.

PC 7. Ability to choose and use modern tools management.

PC 8. Ability to plan the activities of the organization and manage time.

COURSE STRUCTURE

Topic	Hours (lectures / practical, seminar)	Learning outcomes	Tasks	Evaluation
Module 1. Methodological aspects of strategic management				

Topic 1. Conceptual foundations of strategic management theory	2/2	To know the basic concepts and essence of strategic management; strategic management process	Discussion based on the studied lecture material, elaboration of recommended information sources. Performance of an individual task: preparation of a report, abstract, presentation. Performance of research tasks in mini groups. Performance of the practical tasks (situational exercise or calculation task), independent work on elearn.	10
Topic 2. Stages of strategic management and features of formation of the enterprise strategy	4/4	To be able to determine the prerequisites for making strategic decisions in the management process. To know the levels of strategic decisions. To be able to highlight the characteristics of strategies enterprises. To know the typology of strategies by levels of strategic decisions		10
Topic 3. Strategic analysis. The external assessment	2/2	To know the essence and objects of strategic analysis; methods and models for strategic diagnostics of the enterprise environment. To be able to analyze the results of different areas of activity of the organization.		15
Topic 4. The internal assessment	2/2	To be able to diagnose the business environment, types of strategies, management profile, organizational climate, mechanisms management, etc.		15
Topic 5. Levels of strategic decisions and typology of enterprise strategies	2/2	To be able to determine the prerequisites for making strategic decisions in the management process. To know the levels of strategic decisions. To be able to highlight the characteristics of enterprise strategies. To know the typology of strategies by levels of strategic decisions.		10
Topic 6. Management of the strategic position of the enterprise	2/2	To understand the essence of the concept of "enterprise portfolio" and the purpose of its development. To know the concepts and characteristics of the strategic position of the enterprise and strategic areas of management; key success factors of strategic management areas. To be able to conduct strategic market segmentation, determine		10

		real and potential market capacity. To know the purpose and main stages of portfolio analysis. Be able to use methods portfolio analysis		
Module test			Test	30
Module 2. The system of enterprise strategies				
Topic 7. The system of enterprise strategies. Corporate strategies	4/4	To know the factors that influence the definition of the overall strategy enterprise development; the sequence of formation of enterprise strategies according to A. Thompson. To have the skills of forming general competitive strategies according to M. Porter. To know the main features and risks of implementing these strategies	Discussion based on the studied lecture material, elaboration of recommended information sources. Performance of an individual task: preparation of a report, abstract, presentation. Performance of research tasks in mini groups. Performance of the practical tasks (situational exercise or calculation task), independent work on elearn.	20
Topic 8. Business level strategies	4/4	To know the essence of product strategies, criteria for their selection, market and production characteristics. To be able to distinguish between types of product strategies. To understand the essence of strategic segmentation. To be able to establish the optimal ratio between short-term effect and long-term profitability		20
Topic 9. Strategy formulation: functional strategies and Strategic Choice	4/4	To know the essence of resource strategies. To understand the basic structure and relationship of enterprise resources. To be able evaluate the resource provision of the enterprise, determine the need for resources to implement the formed strategic recruitment		15
Topic 10. Strategy implementation	4/4	To understand the concept of "strategic potential of the enterprise", know the elements and factors influencing its formation and development. To be able to use individual methods and determine indicators to assess the strategic potential of the enterprise. To know the essence and main characteristics of the competitive advantages of the enterprise.		15
Module test			Test	30
Total for the semester				70

Exam	30		30
Total for the course			100

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	Practical works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
<i>Academic Integrity Policy:</i>	Cheating during tests and examinations are forbidden (including using mobile phones and tablets). All written works are checked for plagiarism and are allowed to be defended with correct text borrowings not more than 20%.
<i>Visiting policy:</i>	Attendance is mandatory. For objective reasons (for example, illness, international internship) learning can take place individually

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	Evaluation results on national exams, tests
	Exam
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	unsatisfactorily