



Syllabus of the course «Strategic Management»

Specialty	073 «Management»
Study Programme	Creative industries management
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 18 hours. Practical studies – 20 hours. Laboratory studies – 10 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua
Teaching staff	Ivanna Mykolayivna Pererva, PhD in Economics, Associate Professor, Oksana Volodymyrivna Mazorenko, PhD in Economics, Associate Professor
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Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

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
-	-
-	-

Course content

Module 1. Conceptual foundations of strategic management.

Topic 1. Strategic Management: nature and characteristics.

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

Topic 3. The external environment analysis.

Topic 4. The Internal environment analysis.

Module 2. Development of the strategy and its implementation.

Topic 5. Strategy in action.

Topic 6. The Competitive Strategy.



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

Topic 8. Generation of strategies and conditions for their implementation.

Topic 9. The organization of strategic management at an enterprise

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: competence-oriented tasks and express tests.

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.