



Харківський національний економічний університет імені Семена Кузнеця

## Syllabus of the educational discipline

«Management strategies»

<b>Specialty</b>	Management
<b>Educational program</b>	Management
<b>Educational qualification</b>	third (educational and scientific)
<b>Type of the discipline</b>	Selective
<b>Teaching language</b>	English
<b>Course / semester</b>	1 <sup>st</sup> academic year, 1 <sup>st</sup> semester
<b>Number of credits ECTS</b>	5
<b>Distribution by types of trainings and hours of study</b>	Lectures – 20 hours Practical studies (seminars) – 20 hours Laboratory studies – 0 hours Independent training – 110 hours
<b>Final assessment</b>	Pass
<b>Department</b>	Management and business department S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, тел. +38 (057) 702-01-46 (2-96), <a href="mailto:kaf_mb_hneu@ukr.net">kaf_mb_hneu@ukr.net</a> , <a href="mailto:kafmb2007@gmail.com">kafmb2007@gmail.com</a>
<b>Teacher (-s)</b>	Mazorenko O. V., PhD, Associate Professor of Management and Business department
<b>Contacts of lecturer (s)</b>	Mazorenko O.V.: <a href="mailto:oksana.mazorenko@hneu.net">oksana.mazorenko@hneu.net</a>
<b>Study days</b>	Lectures: <a href="#">due to timetable</a> Practicals: <a href="#">due to timetable</a>
<b>Consultations</b>	At the Management and Business department, off-line; due to timetable of consultations, personal
<b>The purpose of the discipline</b>	
is mastering theoretical knowledge of strategic management, tools, methods of choosing strategies for the development of the organization and the acquisition of practical skills and abilities to use the concept of strategic management at an enterprise	
<b>Prerequisites for learning</b>	
Modern theories of organization; Marketing	
<b>Content of the educational discipline</b>	
<b>Content module 1. Methodological bases of strategic management</b>	
<b>Theme 1.</b> Management strategies: essence and features	
<b>Theme 2.</b> Strategic management models	
<b>Theme 3.</b> Strategic planning in the system of enterprise strategic management	
<b>Theme 4.</b> Strategic analysis of the enterprise and the choice of strategic positions	
<b>Content module 2. Strategy development and its implementation</b>	
<b>Theme 5.</b> Choosing the strategy and drawing up a strategic plan	
<b>Theme 6.</b> Competitive strategies	
<b>Theme 7.</b> Development of functional strategies	
<b>Theme 8.</b> Modern management strategies	
<b>Theme 9.</b> Management of the enterprise strategic potential	
<b>Material and technical (software) for discipline support</b>	
Multimedia Projector	
<b>Course page on the Moodle platform (personal training system)</b>	<b>Course page on the Moodle platform (personal training system)</b>



### **The system of the study results assessment**

Control measures include: current control is carried out during lectures and practical lessons and is estimated by the sum of the points scored (maximum - 82 points); modular control - a modular tests after studying the material from the logically completed part of the discipline - content module (maximum amount - 18 points); final control is carried out in the form of a pass as the sum of the points scored in the discipline (maximum - 100 points), is defined as the sum of points for the applicants' progress in the current control, including written test (maximum amount - 18 points) and defense of individual scientific research task (maximum amount - 40 points). The applicant is certified by the results of his work during the semester.

*More detailed information on assessment is given in the technological card of the discipline.*

### **Discipline policies**

*The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, and biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work*

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<https://pns.hneu.edu.ua/course/view.php?id=5630> ).*

Syllabus approved at the meeting of Department «17» February 2023. Protocol №10