

COURSE SYLLABUS

STRATEGIC MANAGEMENT OF INNOVATIVE DEVELOPMENT

Degree of higher education second (master)

Specialty 073 Management

Educational program Innovation management

Course status – compulsory.

Course instructor – Head of the Department of Management and Public Administration

Kasych Alla

1. Course description

Semester(s): 2.

Scope: total number of hours – 90 including: lectures – 24 hours, laboratory/ practical/ seminar – 24 hours, independent work – 42 hours; number of ECTS credits – 3.

Course objectives: The purpose of the course is to master the competencies of strategic management and practical skills of strategic decision-making in managing the activities and development of the enterprise, taking into account current conditions.

Learning outcomes of the course:

know: the essence, stages of development, the main elements and stages of the process of strategic management, its features in modern conditions; essential characteristics of innovation processes; methodical approach to strategic diagnostics of the enterprise environment and the potential of its innovative development; methods of generating strategic alternatives at the business and corporate levels; main types of innovation strategies of the enterprise; methods of reviewing strategic alternatives and factors influencing the final choice of the most attractive innovation strategy; the procedure for carrying out major strategic changes in the organization;

able to: choose a sound methodology for developing a strategy following the level of instability of the environment and the characteristics of a particular organization; identify opportunities and threats to the macro- and meso-environment, as well as the strengths and weaknesses of the organization and assess them; choose the strategic orientation of the organization based on the results of SWOT-analysis; to conduct portfolio analysis and creatively comprehend its results; substantiate the directions of innovative development of the enterprise; to organize the implementation and control over the implementation of the innovation strategy;

have: theoretical knowledge on the formation and development and practical skills in the application of laws and principles in the real activities of organizations, be able to analyze the innovative activities of organizations and use its results to prepare management decisions.

Required educational components (prerequisites, co-requisites, post-requisites): quality management, strategic management, decision theory, project management, competition policy.

Course content: 1. Economic development in the conditions of an innovative model of economy. 2. Strategic management of innovative development of the enterprise: essence, main stages, and priorities. 3. Strategic diagnostics of the external environment of the enterprise. 4. Strategic analysis of the innovative potential of the enterprise 5. The system of balanced scores is a tool to assess and implement the enterprise's innovative development strategy. 6. Generation of alternatives, selection, and evaluation of the process of innovative development of the enterprise. 7. Activation of the transition of the enterprise to an innovative way of development.

Forms of final control: exam (semester 2).

Tools for diagnosing learning success: individual tasks, namely: presentations, essays, calculation works, exercises, tasks, tests, etc., questions for current/thematic/final control.

Language of instruction: Ukrainian, English.

2. Assessment

Distribution of points received by applicants for higher education Exam

Ongoing assessment and independent work								MC	Exam	Total
T1	T2	T3	T4	T5	<i>Presentations</i>	T6	T7			
8	14	10	7	11	15	9	4	12	10****	100

Distribution of points in the course

Activities evaluated in points	T1	T2	T3	T4	T5	T6	T7	Total
Speech at the seminar/execution and/or presentation of laboratory work, etc.	6	7	7	7	7	7	4	45
Graphic works	-	4	-	-	4	2	-	10
Presentations/essays/exercises, etc.	-	-	15			-	-	15
Ongoing control (<i>by topics</i>)	2	3	3	-				8
Modular control				12				12
Exam	10							10
Total in the course								100

Exam evaluation criteria

Compliance with the scales for assessing the quality of learning material

Score on the national scale	Points	Assessment on the ECTS scale	Definition
excellent / passed	90-100	A	Excellent (outstanding performance without errors)
good / passed	82-89	B	Very good (above the average standard but with minor errors)
	74-81	C	Good (generally sound work with some errors)
satisfactory / passed	64-73	D	Satisfactory (fair but with significant shortcomings)
	60-63	E	Fair (performance meets the minimum criteria)
unsatisfactory / failed	35-59	FX	Fail (some more work required before the credit can be awarded)
	0-34	F	Fail (considerable further work is required)

3. Course policy: mandatory observance of academic integrity by students, namely:

- independent performance of all types of work, tasks, forms of control provided by the work program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the legislation on copyright and related rights;
- providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.

3.2. Attendance (online or offline) of practical classes and performance of all types of activities provided for in the work program is mandatory.

3.3. Obtaining a minimum grade in the discipline (60 points) is possible subject to practical work, situational exercises, calculation work and presentations in full and passing the boundary and modular control.

3.4. In case of detection of academic dishonesty, plagiarism, the student is obliged to perform the task again in compliance with the established requirements.

3.5. In case of late performance of works (without good reasons) the assessment for the relevant type of work is reduced by one point for each overdue school week.

3.6. Postponement of the deadline for submission of works / transfer is possible for valid reasons (hospital, academic mobility), which is confirmed by the relevant document (certificate).