

COURSE SYLLABUS **Strategic Management**

Degree of higher education – first (bachelor)

Specialty – 051 Economics, 071 Accounting and Taxation, 072 Finance, Banking and Insurance, 073 Management, 075 Marketing

Educational programs: Economics, International Economics, Management, Accounting and Taxation, Finance, Banking and Insurance, Marketing.

Course status – compulsory

Instructor(s) of the Department of Management and Public Administration: Head of the Department of Management and Public Administration Kasych Alla

1. Course description:

Semester(s): 5.

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

Course objectives is to master the competencies of strategic management, as well as practical skills of strategic decision-making in the process of managing the activities and development of systems and organizations, taking into account modern conditions.

Learning outcomes of the course:

know: the basic concepts of the category of strategic management; evolution of approaches to the formation and implementation of strategies in the process of strategic management of enterprises; content of processes and technologies of strategic management; essence and classification of enterprise strategies; stages of the strategic planning process.

be able to: form strategic goals, generate strategic alternatives, determine the strategic position of the enterprise, determine current issues of strategic change management in the enterprise; to assess the internal and external environment, to determine strategic goals, to develop strategies, to form a strategic plan, to evaluate existing strategies, to control the process of implementation of strategic decisions;

able to demonstrate: skills of strategy development for various enterprises, conducting strategic analysis of companies in conditions of intensified competition;

solve independently: substantiate general and functional strategies, apply effective methods of strategic analysis, form a strategic portfolio, generate strategies.

Required educational components (prerequisites, co-requisites, post-requisites): macro-microeconomics, management, business economics.

Course content: 1. Conceptual bases of the theory of strategic management. 2. Types of strategic management. 3. Levels of strategic decisions and typology of enterprise strategies. 4. Stages of strategic management and features of enterprise strategy formation. 5. Strategic planning. 6. Strategic analysis of the external environment of the enterprise. 7. Strategic potential of the enterprise and the formation of its competitive advantages. 8. The system of enterprise strategies and the choice of strategic alternatives. 9. Strategic recruitment and portfolio strategies and management of the strategic position of the enterprise. 10. Generation of strategies and conditions of their implementation. 11. Strategic control in the process of strategic transformation in the enterprise.

Forms of final control: exam (semester 5).

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

Language of instruction: Ukrainian, English.

2. Assessment:

Distribution of points received by applicants for higher education

Ongoing assessment and independent work						Presentations	Ongoing assessment and independent work					MC	Exam	Total
T1	T2	T3	T4	T5	T6		T7	T8	T9	T10	T11			
5	10	10	5	5	5	10	10	5	5	5	5	10	10	100

Distribution of points in the course

Evaluation	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	Total
Speech at a practical lesson		5	5				5					15
Individual tasks (creative works, exercises, situational tasks)	5	5	5	5	5	5	5	5	5	5	5	55
Presentations, essays	10						10					20
Ongoing control (by topics)	10											10
Total in the course												100

Exam evaluation criteria:

Written exam – 10 points, including: testing – 3 points, full answer to a theoretical question – 3 points, solving a practical situation – 4 points.

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:

3.1 Mandatory observance of academic integrity by higher education students, namely:

- independent performance of all activities, tasks, forms of control provided by the working program of this course;
- references to the sources of information if ideas, developments, statements, information are used;
- 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. Recognition of learning outcomes obtained in non-formal education, if they correspond to the program learning outcomes, in the amount of 10 points, is allowed. Applicant for higher education applies with a statement, which is accompanied by documents, confirming the results of studies

(diplomas, certificates, educational programs, etc.). In case of enrollment of a separate content module / modules of the discipline, the applicant is released from performing of the relevant tasks, receiving the maximum score for them in accordance with the rating system of evaluation of this discipline.

3.3. Obtaining a minimum grade in the discipline is possible in case that the practical / laboratory works are performed in full and all types of control on each topic are completed.

3.4. In case of late performance of works (without good reasons) the assessment for the relevant type of works

is reduced by one point for each overdue academic week, but not more than the maximum number of points for this work.

3.5. Postponement of delivery/retaking:

- for good reasons (sick leave, academic mobility, etc.) is possible without reducing the maximum score for works in case of prior notice of the reason for the delay (confirmed by the relevant document (certificate)) and deadline for postponement the delivery of work to the instructor personally or through the head of the group;

- without good reasons the work is evaluated with a decrease in the maximum score and the grade in the discipline can not be higher than "satisfactory".

3.6. In case of detection of manifestations of academic dishonesty, plagiarism, the student is obliged to perform the task again in compliance with the established requirements and with a decrease in the maximum score.

3.7. Missed classes are subject to practice individually or by a group of students on the application and on terms, agreed with the teacher.

3.8. Assessment appeal is made on the application of the applicant by forming a commission of three persons from the lecturers of the department and the mandatory presence of the head of the department, which accepts and evaluates the work of the applicant, a grade for which the applicant appeals.