



SYLLABUS OF THE DISCIPLINE " STRATEGIC MANAGEMENT OF AN INDUSTRIAL ENTERPRISE "

	Educational Programme	Level of higher education	Field of study; specialty	Discipline status
	«Management»	second (master's degree)	07 "Management and administration" 073 "Management"	Selective component (variable)
Information about the teacher		Year of study and term	Scope of the discipline, final control	Language of instruction
PhD in Economics, associate professor O. V. Pavlova, pavlovaolga154@gmail.com		2 nd year, 3 rd term	4 credits (120 hours), Lectures: full-time – 36 hours (part-time – 8 hours), Practical classes: full-time – 36 hours (part-time – 4 hours), Independent work: full-time – 48 hours (part-time – 108 hours), exam	Ukrainian

Purpose and objectives of the discipline	Content of the discipline
<p>The purpose of the discipline is to master the modern theoretical foundations of strategic management and practical skills in making strategic decisions in the process of managing the activities and development of an industrial enterprise.</p> <p>The main objectives of studying the discipline are:</p> <ul style="list-style-type: none"> - to carry out a critical analysis of modern concepts of strategic management of the enterprise; - to reveal approaches to the analysis of the environment of an industrial enterprise, methods of determining its competitiveness; - to determine the methodological principles of formulating the goals of an industrial enterprise; - to characterize the models and methods of developing a system of strategies in the form of a "strategic set", taking into account the chosen policy of doing business within the framework of an effective system of strategic decision-making; - to substantiate the basic requirements for building a system of strategic management of a modern industrial enterprise. 	<p>Topic 1: Introduction to strategic management of an industrial enterprise</p> <p>Topic 2. The process of strategic management of an industrial enterprise: essence and components</p> <p>Topic 3. The environment of the organization and its strategic analysis</p> <p>Topic 4. Formation of strategic goals of the enterprise</p> <p>Topic 5. System of enterprise strategies</p> <p>Topic 6. Methods and tools of portfolio analysis</p>

Integral and general competencies	Special (professional) competencies	Programme learning outcomes
<p>IC The ability to solve complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations under uncertain conditions and requirements.</p> <p>GC 6 Ability to generate new ideas (creativity);</p> <p>GC 7 Ability to abstract thinking, analysis and synthesis</p>	<p>SC 1 Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards;</p> <p>SC 2 Ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans;</p> <p>SC 4 Ability to effectively use and develop the organization's resources;</p> <p>SC 9 Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation;</p> <p>SC 11 The ability to develop and implement appropriate strategies and plans for the development of an industrial enterprise in the conditions of transformations of the business environment</p> <p>SC 12 The ability to make effective management decisions and ensure their implementation using innovative tools (methods) of industrial enterprise management</p>	<p>PLO 1 Critically consider, select and use the necessary scientific, methodical and analytical tools for management in unpredictable conditions;</p> <p>PLO 2 Identify problems in the organization and justify the methods of solving them;</p> <p>PLO 5 Plan the activities of the organization in strategic and tactical sections;</p> <p>PLO 6 Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility;</p> <p>PLO 13 Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (unit).</p> <p>PLO 14 To coordinate the activities of industrial enterprise divisions on the basis of effective organization of business processes.</p> <p>PLO 15 Ability to think strategically and initiate management at an industrial enterprise</p>

Evaluation of learning outcomes	Learning methods																																																																															
<p>The results of the final (term) control in the form of an exam are evaluated on a 100-point scale (60 points - the maximum number of points for the ongoing control, 40 points - the maximum number of points for the exam) and are translated into a national 5-point grading system ("excellent", "good", "satisfactory", "unsatisfactory with the possibility of retaking" and "unsatisfactory with mandatory re-study of the discipline") and the corresponding ECTS grades ("A", "B", "C", "D", "E", "FX", "F").</p> <p style="text-align: center;">For students of full-time education</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="8">Ongoing assessment and independent work</th> <th rowspan="2">Exam (in the form of testing)</th> <th rowspan="2">Total</th> </tr> <tr> <th colspan="4">Content module 1</th> <th colspan="4">Content module 2</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">←</td><td style="text-align: center;">←</td><td style="text-align: center;">←</td><td style="text-align: center;">MTW1</td> <td style="text-align: center;">←</td><td style="text-align: center;">←</td><td style="text-align: center;">←</td><td style="text-align: center;">MTW2</td> <td></td><td></td> </tr> <tr> <td style="text-align: center;">5</td><td style="text-align: center;">5</td><td style="text-align: center;">5</td><td style="text-align: center;">15</td> <td style="text-align: center;">5</td><td style="text-align: center;">5</td><td style="text-align: center;">5</td><td style="text-align: center;">15</td> <td style="text-align: center;">40</td><td style="text-align: center;">100</td> </tr> <tr> <td colspan="3" style="text-align: center;">30</td> <td></td> <td colspan="3" style="text-align: center;">30</td> <td></td> <td style="text-align: center;">40</td><td style="text-align: center;">100</td> </tr> </tbody> </table> <p>T1, T2... T6 – Content module topics. MTW- intermediate module test work</p> <p style="text-align: center;">For students of part-time education</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Research paper</th> <th>Exam (in the form of testing)</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">60</td> <td style="text-align: center;">40</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>	Ongoing assessment and independent work								Exam (in the form of testing)	Total	Content module 1				Content module 2				←	←	←	MTW1	←	←	←	MTW2			5	5	5	15	5	5	5	15	40	100	30				30				40	100	Research paper	Exam (in the form of testing)	Total	60	40	100	<p>Lectures, presentations, seminars (practical) classes, individual project tasks, solving problem-oriented tasks (cases), tests, brainstorming and other forms of group work, participation in discussions and debates, presentations of the results of completed project tasks and research, independent work, work with notes, scientific and educational literature, information and Internet resources</p> <p style="text-align: center;">Scale of evaluation of the final (term) control: national and ECTS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Total points for all types of learning activities</th> <th rowspan="2">ECTS grades</th> <th>Evaluation according to the national scale</th> </tr> <tr> <th>For exam</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">90-100</td> <td style="text-align: center;">A</td> <td style="text-align: center;">excellent</td> </tr> <tr> <td style="text-align: center;">82-89</td> <td style="text-align: center;">B</td> <td style="text-align: center;">good</td> </tr> <tr> <td style="text-align: center;">74-81</td> <td style="text-align: center;">C</td> <td style="text-align: center;">satisfactory</td> </tr> <tr> <td style="text-align: center;">64-73</td> <td style="text-align: center;">D</td> <td style="text-align: center;">satisfactory</td> </tr> <tr> <td style="text-align: center;">60-63</td> <td style="text-align: center;">E</td> <td style="text-align: center;">satisfactory</td> </tr> <tr> <td style="text-align: center;">35-59</td> <td style="text-align: center;">FX</td> <td style="text-align: center;">unsatisfactory with the possibility of retaking</td> </tr> <tr> <td style="text-align: center;">1-34</td> <td style="text-align: center;">F</td> <td style="text-align: center;">unsatisfactory with mandatory re-study of the discipline</td> </tr> </tbody> </table>	Total points for all types of learning activities	ECTS grades	Evaluation according to the national scale	For exam	90-100	A	excellent	82-89	B	good	74-81	C	satisfactory	64-73	D	satisfactory	60-63	E	satisfactory	35-59	FX	unsatisfactory with the possibility of retaking	1-34	F	unsatisfactory with mandatory re-study of the discipline
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Suggested reading list (basic)
<ol style="list-style-type: none"> 1. Ігнат'єва І. А. Стратегічний менеджмент : підруч. 2-ге вид., стереот. Київ : Каравела, 2019. 480 с. 2. Сумець О. М. Стратегічний менеджмент : підруч. МВС України, Харків. нац. ун-т внутр. справ, Кременч. льот. коледж. Харків : ХНУВС, 2021. 208 с. ISBN 978-966-610-241-9. 3. Буднік М., Курилова Н., Невертій Г. Стратегічне управління. Київ : Кондор. 2019. 292 с. 4. Довгань Л. С., Каракай Ю. В., Артеменко Л. П. Стратегічне управління. Київ : Центр навчальної літератури, 2019. 440 с.