



Харківський національний економічний університет імені Семена Кузнеця

Syllabus of the course «Strategies of Management»

Specialty	073 Management
Study Programme	Management
Study cycle (Bachelor, Master, PhD)	third (educational and scientific)
Course status	elective
Language	English
Term	1/2/3 semester
ECTS credits	5
Workload	Lectures – 20 hours Practical studies (seminars) – 20 hours Laboratory studies – 0 hours Self-study – 110 hours
Assessment system	Grading
Department	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), kaf_mb_hneu@ukr.net , kafmb2007@gmail.com
Teaching staff	Mazorenko O. V., PhD, Associate Professor of Management and Business department
Contacts	Mazorenko O.V.: oksana.mazorenko@hneu.net
Course schedule	Lectures: due to timetable Practicals: due to timetable
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, 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	
Course content	
Content module 1. Methodological bases of strategic management	
Theme 1. Management strategies: essence and features	
Theme 2. Strategic management models	
Theme 3. Strategic planning in the system of enterprise strategic management	
Theme 4. Strategic analysis of the enterprise and the choice of strategic positions	
Content module 2. Strategy development and its implementation	
Theme 5. Choosing the strategy and drawing up a strategic plan	
Theme 6. Competitive strategies	
Theme 7. Development of functional strategies	
Theme 8. Modern management strategies	
Theme 9. Management of the enterprise strategic potential	
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.	



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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 – 100 points; the minimum amount required is 60 points. Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

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.

Education seekers 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