

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Kharkov National Agrarian University named after V.V. Dokuchaev

Department of Management and administration



"Approve"
First Vice-Rector
R. SHELUDKO

08 2020

Work program of the discipline
«STRATEGIC ENTERPRISE MANAGEMENT»

Branch of knowledge: **05 «The Social and behavioral sciences»**

Specialty: **051 «Economy»**

Educational program: **«Economy»**

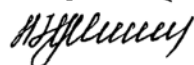
Specialization: -

Faculty: **of Management and Economics**

Kharkov – 2020

The program of studying the discipline «Business administration» is made according to the educational-professional program «Master» for the Branch of knowledge: **05 «The Social and behavioral science»**, specialty **051 «Economy»**.

26. 08 2020 year 10 p.



Developer of the program: **Shyian Nataliia Ivanovna**, Cand.Econ.Sci.,
Assistant Professor of the Department of Management and Administration

The work program is approved at a meeting of the Department of
Management and Administration

26. 08 2020 year № 1

Head of the Department of Management
and administration, Doctor Econ. Sciences,
professor

" 26 " 08 2020 year



A.I. Gutorov

Considered and recommended for use by the Methodological Commission
of the Faculty of Management and Economics

26. 08, 2020 year № 2.

Head of the educational-methodical
commission of the faculty of Management and Economics,
candidate of economic sciences,
associate professor



Filimonov Yu.L.

1. Description of the discipline

Indicator	Branch of knowledge, Specialty	Characteristics of the discipline		
		daytime study form	home study form	
credits - 6	Branch of knowledge: 05 «The Social and behavioral science»	definitely		
modules - 2	Specialty: 051 «Economy»	Year of preparation:		
Content modules –		2		
The total number of hours is 180		Semester		
		3		
		Lecture		
From these, weekly hours for daytime study forms: classroom-8 for independent work of the student	educational degree «Magistr»	24 h	-	
		Practical, seminars		
		24 h	-	
		laboratory		
		-	-	
		independent work		
		132	-	
		Individual tasks: -		
		Type of control: exam		

2. The purpose and tasks of the discipline

The purpose of the discipline are: the acquisition of knowledge about the essence of strategic management, practical skills in using methods of strategic analysis, development of strategies for companies, the ability to use the tools of strategic management in the development of management decisions.

The task of studying the discipline are:

- knowledge of methodology and methods of strategic management;
- obtaining practical skills of analysis, evaluation of the company;
- formation of skills of modeling of a situation;
- mastering the methods of strategy development at various levels of management of organizations (enterprises);
- study of foreign experience of strategic management;
- identification of problem situations at the enterprises, an estimation of possible variants of elimination of problems.

Competence

Integral competence - the ability to solve complex specialized problems and practical problems in the field of economic management of the enterprise with the use of modern methods of research of economic objects in conditions of uncertainty.

General competencies:

1. Ability to substantiate management decisions and ensure their competence.

2. Ability to creative professional activity.

3. Ability to communicate.

4. Ability to work in a team.

5. Ability to work efficiently.

6. Ability to manage projects.

Special (professional) competencies:

1. Control over the use of resources.

2. Control of the results of the enterprise.

3. Monitoring the state of the enterprise and its position in the market.

4. Analysis of resources, processes and results of the enterprise.

5. Preparation of forecasts of changes in the external environment of the enterprise.

6. Development of general and functional strategies of the enterprise.

7. Substantiation of enterprise development projects.

8. Improving the system of forecasting and planning of the enterprise.

9. Improving the system of forecasting and planning of the enterprise.

The result of studying the discipline:

1. The ability to identify problems in the development of the enterprise in order to increase its competitiveness.

2. Ability to carry out economic management at the enterprise.

3. Ability to evaluate and justify the application of new technologies in the field of enterprise management.

4. Ability to make management decisions in conditions of uncertainty.

Interdisciplinary connections:

Discipline and its sections preceding the study of the discipline:

1. Economic management of the enterprise

2. Project management

3. Management of enterprise competitiveness

3. Program of the discipline

Topic 1. Strategic management: essence and features

Strategic management system: concept, elements and their characteristics. The evolution of strategic management. Types of strategic management. Elements of the strategic management system. Stages of the strategic management process.

Topic 2. Strategies of the organization

The concept of organizational strategy. Classification of organizational strategies: by hierarchy in the management system; by functional criterion; by stages of the business life cycle; on the competitive position in the market; level of globalization. The mission of the organization, its significance. The goals of the organization, their types.

Topic 3. Strategic planning in the organization: goals, principles, models

Fundamentals of strategy development: approaches, principles, determining factors. Purpose and principles of strategic planning. Strategic planning models. Development of corporate (general strategy). Development of business strategy. Development of functional and operational strategies. BCG model. GE / McKinsey model. ADL / LC matrix.

Topic 4. Approaches to measuring business performance

Indicators Valanced Center - BCC. Indicators of Accessibility Score - ACC.

Topic 5. Organizational and financial support of strategic management

Characteristics of organizational support of strategic management. The relationship between strategy and structure. Characteristics of strategic organizational management structures.

Topic 6. Strategy implementation management

The task of management in the process of implementing the strategy. Changes at the stage of strategy implementation. Implementation of strategic changes in the organization. Monitoring the implementation of the strategy.

4. Structure of the discipline

	hours											
	daytime study form						home study form					
	Of all	including					Of all	including				
		l	π/s	lab	ind	Ind.t		l	π/s	lab	ind	Ind.t
Topic 1. Strategic management: essence and features	30	4	4	-	-	22		-	-	-	-	-

Topic 2. Strategies of	30	4	4	-	-	22		-	-	-	-	-
Topic 3. Strategic planning in the organization: goals, principles, models	30	4	4	-	-	22		-	-	-	-	-
Topic 4. Approaches to measuring business performance	30	4	4	-	-	22		-	-	-	-	-
Topic 5. Organizational and financial support of strategic management	30	4	4	-	-	22		-	-	-	-	-
Topic 6. Strategy implementation management	30	4	4	-	-	22		-	-	-	-	-
<i>Of all</i>	180	24	24	-	-	132	-	-	-	-	-	-

5. Topics of seminar's lessons

Topics	hours	
	daytime study form	home study form
Topic 1. Strategic management: essence and features	2	-
Topic 2. Strategies of the organization	2	-
Topic 3. Strategic planning in the organization: goals, principles, models	2	-
Topic 4. Approaches to measuring business performance	2	-
Topic 5. Organizational and financial support of strategic management	2	-
Topic 6. Strategy implementation management	2	-
Of all	12	-

6. Topics of practical's lessons

Topics	hours	
	daytime study form	daytime study form
Topic 1. Strategic management: essence and features	2	-
Topic 2. Strategies of the organization	2	-
Topic 3. Strategic planning in the organization: goals,	2	-

principles, models		
Topic 4. Approaches to measuring business performance	2	-
Topic 5. Organizational and financial support of strategic management	2	-
Topic 6. Strategy implementation management	2	-
<i>Of all</i>	12	-

7.Topics of laboratorie`s lessons

Topics	hours	
	daytime study form	daytime study form
-	-	-
<i>Of all</i>	-	-

8. Independent works

№	Topics	hours	
		daytime study form	home study form
1	Topic 1. Strategic management: essence and features	22	-
2	Topic 2. Strategies of the organization	22	-
3	Topic 3. Strategic planning in the organization: goals, principles, models	22	-
4	Topic 4. Approaches to measuring business performance	22	-
5	Topic 5. Organizational and financial support of strategic management	22	-
6	Topic 6. Strategy implementation management	22	-
	<i>Of all</i>	132	-

9.Individual works

Individual Themes:

1. Stages of the strategic management process, their characteristics
2. Components of Strategic Management Process, their characteristics
1. Components of a Strategy Statement: Strategic Intent, Mission Statement, Vision, Goals and Objectives
2. Boston Consulting Group (BCG) Matrix, its characteristics

3. SWOT Analysis, its characteristics
3. SWOT Analysis of Starbucks
4. SWOT Analysis of Blackberry
5. SWOT Analysis of Microsoft
6. Strategic Management to the Millennial Generation
7. PESTLE Analysis, its characteristics (Political, Economic, Socio-Cultural, Technological, Legal, Environmental)
8. PESTLE Analysis of Starbucks (Political, Economic, Socio-Cultural, Technological, Legal, Environmental)
9. SWOT Analysis of Unilever (Political, Economic, Socio-Cultural, Technological, Legal, Environmental)

10. Studying methods

A *lecture* is an oral presentation intended to present information or teach people about a particular subject, for example by a university or college teacher. Lectures are used to convey critical information, history, theories, and equations.

A *seminar* is a form of academic instruction, either at an academic institution. It has the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to participate. This is often accomplished through an ongoing Socratic dialogue with a seminar leader or instructor, or through a more formal presentation of research. It is essentially a place where assigned readings are discussed, questions can be raised and debates can be conducted.

Practice or *practise* is the act of rehearsing a behavior over and over, or engaging in an activity again and again, for the purpose of improving or mastering it, as in the phrase "practise makes perfect". It is a method of learning and of acquiring experience.

11. Control methods

Current control of student learning is carried out during the semester during lectures, practical classes, seminars. The student gets points for his work.

Modular control of student learning is carried out based on the current control. This is an integrated assessment of student learning outcomes by the Content module.

A *final examination*, an annual exam, a "final interview" or a course of study or training.

12. Distribution of points that students receive

Current score and individual work						Final control (exam)	Of all
T.1	T.2	T.3	T.4	T.5	T.6		
10	10	10	10	10	10	40	100

Scale: national and ECTS

Total score for all types of educational activities	ECTS	National scale score		
		for the exam		
90-100	A	Excellent		
82-89	B	In Good		
75- 81	C			
66-74	D	Satisfactory		
60- 65	E			
35- 59	FX	unsatisfactory with the possibility of re-assembly		
0- 34	F	Not satisfactorily with obligatory repeated study of discipline		

13. Methodological support

1. Program and work program of the discipline "Business Administration"
2. A set of test questions for modular control

14. Recommended literature

1. Strategic management: tutorial.
https://www.tutorialspoint.com/strategic_management/strategic_management_tutorial.pdf
2. Improving decision making in your organisation The CIMA Strategic Enterprise Management (SEM) initiative.
https://www.cimaglobal.com/Documents/ImportedDocuments/sem_decisionmaking2.pdf
3. Strategic Management for Senior Leaders: A Handbook for Implementation. <https://govinfo.library.unt.edu/npr/initiati/mfr/managebk.pdf>
4. Strategic business management. The Institute of Chartered Accountant in England and Wales. <https://www.icaew.com/-/media/corporate/archive/files/learning-and-development/learning->

[partners/qualifications/aca-evolved/inspection-copies/strategic-business-management-study-manual-part-one-2016-inspection-copy.ashx](#)

5. <https://www.managementstudyguide.com/>

6. <https://www.simplilearn.com/strategic-enterprise-management-and-its-components-rar101-article>

7. STRATEGIC PLANNING Guide for Managers.
[https://hr.un.org/sites/hr.un.org/files/4.5.1.6 Strategic%20Planning%20Guide_0.pdf](https://hr.un.org/sites/hr.un.org/files/4.5.1.6_Strategic%20Planning%20Guide_0.pdf)