



- генерувати стратегічні альтернативи розвитку організації на основі результатів оцінювання її внутрішнього і зовнішнього середовищ;
- визначати стратегічні цілі і розроблювати стратегію;
- формувати стратегічний план, робити стратегічну сегментацію організації на товарних ринках;
- оцінювати конкурентоспроможність потенціалу та конкурентний статус організації.



1. Code: *ППП2.7.*

2. Title: *«Strategic management».*

3. Type: *compulsory.*

4. Higher education level: *I (bachelor's degree).*

5. Year of study, when the discipline is offered: *4.*

6. Semester when the discipline is studied: *8.*

7. Number of established ECTS credits: *3.*

8. Surname, initials of the lecturer / lecturers, scientific degree, position: *B.Korol, Ph.D. in economics, Associate Professor, Management Department.*

9. Results of studies: *after studying the discipline the student must be capable to:*

- *generate strategic alternatives to the organization's development based on the results of evaluating its internal and external environment;*
- *define strategic goals and develop a strategy;*
- *formulate a strategic plan, make strategic segmentation of the organization in commodity markets;*
- *assess competitiveness of the organization and the competitive status of the organization.*

10. Forms of organizing classes: *training classes, independent work, practical training, control measures.*

11. Disciplines preceding the study of the specified discipline: *«Marketing», «Sociology», «Economic Theory», «Management».*

12. Course contents: *1. Strategic management: essence and features. 2. Assessment of the competitiveness of the region. 3. Evolution of views on the achievement of leadership at the market. 4. Models of strategic management. 5. Method of determining the firm's competitive position at the market. 6. Strategic analysis of enterprise activity and choice of strategic positions. 7. Strategic planning in the system of strategic enterprise management. 8. Selection of strategy and drawing up of the strategic plan. 9. Methods of portfolio analysis of activity areas. 10. Management of the enterprise's strategic potential. 11. Organization of strategic management at the enterprise. 12. Scientific and methodical principles of portfolio theory application.*

13. Recommended educational editions:

- 1. Шершньова З.Є. – Підручник. – 2-ге вид., перероб. і доп. – К.: КНЕУ, 2004. – 699 с.*
- 2. Кіндрацька Г.І. Основи стратегічного менеджменту: Навч. посібник. – Львів: КіннапріЛТД, 2000. – 264 с.*
- 3. Король Б.О., Мороз Е.Г. Стратегічний менеджмент. Навч. посібник. Рівне: НУВГП, 2015. – 263 с.*
- 4. Мартиненко М.М., Ігнат'єва І.А. Стратегічний менеджмент: Підручник. – Київ: Каравела, 2006. – 320 с.*
- 5. Тарнавська Н., Напора О. Стратегічний менеджмент: практикум: Навч. посібник. – Тернопіль, Київ: "Карт-блани", Кондор, 2008. – 287 с.*

14. Planned types of educational activities and teaching methods:

22 hours of lectures, 16 hours of practical classes, 52 hours of independent work. Total – 90 hours. Methods: interactive lectures, problem lecture elements, individual tasks, implementing business games, case studies, individual research tasks, using the multimedia tools.

15. Forms and assessment criteria:

The evaluation is carried out on a 100-point scale.

*Final control: (40 points): written **exam** at the end of the 8th semester.*

Current control (60 points): 2 modular controls (20 points), practical tasks (20 points).

16. Language of teaching: *Ukrainian.*

Head of management department *L. Kozhushko, Doctor of Technical Science, professor*