

STRATEGIC MANAGEMENT

Academic level - Bachelor

Syllabus

III 2.4

MGMT-321

Specialty - Management

Educational programs – «Management»

Quarter/Year: Fall/2023

Instructor: Bielova Olena, PhD, Associate Professor ECTS Credits: 6

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Prerequisites: Principles of Management

Course Description

This course is to provide students with the understanding of strategic management through practical and theoretical work. Specific focus on: strategic management features; value of professional strategic management; aspect of strategic success; understanding methods of strategic analysis; understanding strategic potential of organization and formation of its competitive advantages.

Course Outcomes

PH1. Know personal rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.

PH2. Keep the moral, cultural, scientific value and increase the achievements of society, using different types and forms of physical activity for maintaining a healthy lifestyle.

PH3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

PH4. Demonstrate skills to identify problems and justify management decisions.

PH5. Describe the content of the functional areas of the organization.

PH6. Identify skills of search, collection and analysis of information, calculation of indicators to justify management decisions.

PH7. Demonstrate organizational design skills.

PH8. Apply management methods to ensure the effectiveness of the organization.

PH10. Have the skills to justify effective tools to motivate the staff of the organization.

PH12. Assess the legal, social and economic consequences of the organization.

PH15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.

Competencies

IK1. Ability to solve complex specialized tasks and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

3K1. Ability to realize their rights and responsibilities as a member of society, to understand the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine..

3K2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology, use different types and forms of motor activities for active recreation and a healthy lifestyle.

3K14. Ability to work in an international context.

CK1. Ability to identify and describe the characteristics of the organization.

CK2. Ability to analyze the results of the organization, to compare them with the factors of external and internal environment.

CK3. Ability to determine the prospects for the development of the organization.

CK7. Ability to choose and use modern management tools.

Communications

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

Student Responsibilities

Time Commitment

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

Technical Aspects

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

Grading Policy

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

Graduate Grading Guidelines

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

Course-level Grading guidelines:

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points - **375** points incl. (midterm and final exam are **60%** of

overall evaluation)

Lecture activity / Practical tasks – **150** points (every week / several times during the course)

Midterm exam - **75** points

Final exam - **150** points

Student Workload

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work includes case solving, practical tasks, tests.

Please pay attention that 1 academic hour equals to 40 minutes.

Assignment Format

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (weeks 1-8). It included multiple choice questions and cases (essays) and took about 1 hour.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1 hour. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

Academic dishonesty

Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

1. Plagiarism – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.
2. Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).
3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. Fabrication – altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean's office) and on UACU's computer/laptop or online on the student's computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic

dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer. Submission or retaking of any assessment activities after deadlines are forbidden.

Submission & Return Policy

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

**** NO MAKE –UP QUIZZES AND EXAMS ****

Schedule (SM DL F'22)

Date / time	Topic	Form of activity	Materials	Grades
-	TOPIC 1 <i>STRATEGY DEFINING AND STRATEGY EVOLUTION</i>	► <i>Practical assignment 1</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 2 <i>CONTEMPORARY STRATEGIC MANAGEMENT CONCEPTS</i>	► <i>Practical assignment 2</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 3 <i>TYPES OF STRATEGIES AND PRINCIPLES OF STRATEGIC MANAGEMENT</i>	► <i>Practical assignment 3</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 4 <i>THE ESSENCE, CONTENT AND STRUCTURE OF THE STRATEGY</i>	► <i>Practical assignment 4</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 5 <i>APPROACHES TO THE FORMATION OF MISSION AND A SYSTEM OF ORGANIZATION'S STRATEGIC GOALS</i>	► <i>Practical assignment 5</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 6 <i>DECISIONS IN STRATEGIC MANAGEMENT</i>	► <i>Practical assignment 6</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 7 <i>STRATEGIC THINKING IN STRATEGIC MANAGEMENT</i>	► <i>Practical assignment 7</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 8 <i>STAGES OF STRATEGIC MANAGEMENT</i>	► <i>Practical assignment 8</i>	LECTURE & TASK in Moodle	10 points
	MID-TERM	► TESTS + TASKS	in Moodle	75 points

-	TOPIC 9 <i>FEATURES OF ORGANIZATION STRATEGY FORMING</i>	► <i>Practical assignment 9</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 10 <i>STRATEGIC PLANNING</i>	► <i>Practical assignment 10</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 11 <i>ORGANIZATIONAL ENVIRONMENTS IN STRATEGIC MANAGEMENT</i>	► <i>Practical assignment 11</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 12 <i>PORTFOLIO ANALYSIS OF THE ORGANIZATION</i>	► <i>Practical assignment 12</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 13 <i>SWOT IN STRATEGIC MANAGEMENT (Part 1)</i>	► <i>Practical assignment 13</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 14 <i>SWOT IN STRATEGIC MANAGEMENT (Part 2)</i>	► <i>Practical assignment 14</i>	LECTURE & TASK in Moodle	10 points
-	TOPIC 15 <i>STRATEGIC POTENTIAL OF ORGANIZATION AND FORMATION OF ITS COMPETITIVE ADVANTAGES</i>	► <i>Practical assignment 15</i>	LECTURE & TASK in Moodle	10 points
	<u>FINAL-TERM</u>	► <i>TESTS + TASKS</i>	in Moodle	150 points

Recommended Materials

- Strategic Management. 2nd edition, McGraw-Hill Irwin Ed., New York French S. 2009.
- Strategic Management Identity. American Journal of Industrial and Business Management, 2022. <https://www.scirp.org/journal/ajibm/>
- Analysis of Enterprise Strategic Management Issues and Coping Strategies Based on Big Data Analysis. EBLDM 2020. <https://doi.org/10.1051/e3sconf/202021401017>
- Conceptual Framework for the Strategic Management: A Literature Review—Descriptive. 2020. <https://www.hindawi.com/journals/je/2020/6253013/>
- Strategic Management and Strategic Leadership. IJSRP, Volume 10, Issue 8, August 2020 Edition [ISSN 2250-3153] <https://www.ijsrp.org/research-paper-0820.php?rp=P10410437>
- Planners' perceptions of the strategic management process. Journal of Management Studies/ Grant M R. 2008a.
- Strategic thinking or strategic planning? Long Range Planning, 31(3):481-487 Hitt M, Freeman E and Harrison J (Eds). 2006.
- The Blackwell Handbook of Strategic Management. Blackwell Publishing, Oxford, UK Hrebiniak L and Joyce W. 2006.
- Implementing Strategy: An Appraisal and Agenda for Future Research. Chapter 22 in: Hitt M, Freeman E and Harrison J (Eds). 2006 Edition.
- The Blackwell Handbook of Strategic Management. Blackwell Publishing, Oxford, UK Joyce W. 2000. Strategic thinking: can it be taught? Long Range Planning 31(1):120-129 Liedka J M. 2006.
- Strategy Formulation: The Roles of Conversation and Design. Chapter 3 in: Hitt M, Freeman E and Harrison J (Eds). 2006 Edition. The Blackwell Handbook of Strategic

Management. Blackwell Publishing, Oxford, UK

Porter M. 1998. What is Strategy? in: The strategy Reader. Segal-Horn S., Ed. (1998).

Blackwell Publishing, Milton Keynes, UK. p. 73-100

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Проректор з навчально-методичної
роботи



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Зав.кафедри



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Викладач



О.І.Бєлова

