



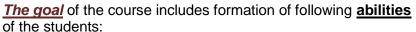
# **Course:** Strategic Enterprise Management

Lecturers: Nataliia Tymoshenko Ph.D.,

(Candidate of Economics)

Languages: Ukrainian, Russian, English

<u>Subject</u> of the educational course: theoretical and practical principles of strategic enterprise management in the current economic conditions, methods of analysis resources and competencies of the company



- to be able to separate strategic and current tasks of the enterprise, allocate priority objectives and to manage them;
- to be able to identify correctly sequence changes depending on the situation, plan and organize plan of changes;
- to be able to choose effective methods of management, depending on the life cycle of the enterprise;
- to be able to manage the development and implementation of corporate strategy;
- to be able to use analytical methods for evaluating the position of the company and promote its innovative development;
- to be able to create a corporate culture and organizational structure in accordance with the main enterprise strategy.

# Main tasks of the course

In accordance to demands of educational-professional program, after the finishing of this course must demonstrate such learning outcomes:

### Knowledge:

- of characteristics of strategic management in modern conditions;
- of methods of analysis of external and internal environment;
- of principles and methods of strategy development company;
- of modern methodology of strategic management.

# Skills:

- √ to conduct a literature search;
- of analysis of trends and strategic changes in the organization
- of implementation of strategic management at the enterprise;
- ✓ to create a standard form of business plan;

#### **Experience:**

- of strategic analysis of internal resources of the enterprise to identify competitive advantages and their use in the development strategy;
- of planning organizational changes and measures for their implementation;
- of identifying areas of strategic choice and control mechanisms for their implementation in the enterprise;

of the formation of teams conducting strategic changes, development stages and deadlines for their implementation

<u>Course duration:</u> 18 academic hours of lectures, 18 academic hours of practical studies and seminars, 54 academic hours of individual home works

<u>Requirements to students:</u> knowledge in the field of economics, enterprise development and management



