

## **Course: Strategic Enterprise Management**

**Lecturers:** Nataliia Tymoshenko Ph.D.,  
(Candidate of Economics)

**Languages:** Ukrainian, Russian, English

**Subject** 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



**The goal** of the course includes formation of following **abilities** of the students:

- ❖ 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

**Course duration:** 18 academic hours of lectures, 18 academic hours of practical studies and seminars, 54 academic hours of individual home works

**Requirements to students:** knowledge in the field of economics, enterprise development and management

