

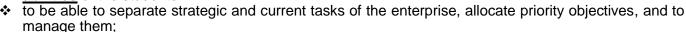
Course: Strategic Enterprise Management

Lecturers: Nataliia Tymoshenko Ph.D.,

Languages: Ukrainian, Russian, English

<u>The 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

<u>The goal</u> of the course includes the formation of the following <u>abilities</u> of the students:



- to be able to identify correctly sequence changes depending on the situation, plan and organize a 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 following the main enterprise strategy.

Main tasks of the course

Following the demands of an 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 the 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 a 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

