



Course: Strategic Enterprise Management

Lecturers: Nataliia Tymoshenko Ph.D.,

Languages: Ukrainian, Russian, English

The 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 the formation of the 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 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

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

