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| **Емблема кафедри**  **(за наявності)** | **Department of Management** |
| **Strategic Enterprise Management**  **Work program of the discipline (Syllabus)** | |

# Details of the discipline

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| **Level of higher education** | ***ІІ (master level)*** |
| **Field of knowledge** | 05 Social and behavioral sciences |
| **Specialty** | 051 Economy |
| **Educational program** | International Economics |
| **Discipline status** | Mandatory |
| **Form of study** | Full time |
| **Year of preparation, semester** | 1 course, 1 semestr |
| **The scope of discipline** | 4,5/135 |
| **Semester control / control measures** | Exam |
| **Timetable** | Lecture 1 for 2 weeks, weekly seminar according to the KPI e- schedule |
| **Language teaching** | English |
| **Information about the course teachers** | Lecturer: Assoc. Prof., Artemenko Lina, [tarlin@ukr.net](mailto:tarlin@ukr.net) Practical / Seminar: Assoc. Prof., Artemenko Lina, tarlin @ukr.net |
| **Course placement** | https://classroom.google.com/u/0/c/MjY5NjQ2NTAxNDEx |

**Curriculum**

1. **Description of the discipline, its purpose, subject of study and learning outcomes**

As a result of studying the discipline "Strategic Management" the student should gain knowledge on the formation of enterprise strategy, skills of independent analytical thinking, making optimal management decisions that increase the competitiveness of the enterprise and meet modern standards of society. The study of the course begins with a consideration of modern concepts of strategic management and continues with the study of practical approaches to creating a system of strategic management of the enterprise and ensuring its effective functioning. The purpose of the credit module is to form students' abilities:

GC2 - Ability to communicate with representatives of various professional groups and in the international context; GC4 - Ability to organize and motivate people to move towards a common goal, work in a team; GC6 - Ability to identify and solve problems, generate new ideas; GC8 - Ability to assess and analyze socio-economic processes and phenomena at the global, macro, meso and micro levels; FC2 - Establish criteria by which the organization determines further directions development, develop and implement appropriate strategies and plans; FC7 - Ability to develop

and manage projects, show initiative and entrepreneurship; FC9 - Ability to plan and conduct research, prepare results scientific works before publication

1. **Prerequisites and postrequisites of the discipline (place in the structural and logical scheme of education according to the relevant educational program)** Prerequisites for study: Management, HR management, Business planning, Business process management.
2. **The content of the discipline.** Topics: Section 1. Strategic diagnostics of the enterprise 1. Strategic management: the essence and features of the system 2. Diagnosis of the external environment of the enterprise 3. Diagnosis of the internal environment of the enterprise 4. Strategic potential of the enterprise 5. Strategic analysis of the enterprise Section 2. Selection and implementation of strategy 6. Competitiveness of the organization and methods of its definition 7. Portfolio analysis in the development of organizational strategies 8. Strategic choice of the enterprise 9. Implementation of strategy and change management in the organization

# Training materials and resources

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| *Basic sources* | *Additional* |
| 1. Dovgan LE, Artemenko LP Strategic enterprise management. R. 5. - Management education for bachelors: textbook. way. у 2 т. / В.В. Дергачова, Н.О. Simchenko, LM Shulgina and others. - K .: NTUU "KPI", 2013.  - Vol.1. - 504 p. - P. 335- 413. 2. Dovgan LE,  Karakay YV, Artemenko LP Strategic Management: A Textbook. - Kyiv: Center for Educational Literature, 2011. - 440 p. - ISBN 978-966-364-903-0. 3. Balan VG Strategic management. Methods of portfolio analysis: a textbook / V.G. Balan. - Kyiv: Scientific Capital, 2018. - 200 p. 6. Kushlik O.Yu. Strategic management: a textbook / O.Yu. Kushlik, G.S. Stepanyuk; Ministry of Education and Science of Ukraine, Ivano-Frankivsk National Technical University of Oil and Gas, Department of Management and Administration. - Ivano-Frankivsk: IFNTUNG, 2018. - 235 p. 4. Strategic management: a textbook for students of higher educational institutions / [O.M. Tishchenko ... [etc.]; Ministry of Education and Science of Ukraine, Nat. University of Pharmacy, Kharkiv National University Automobile and Road University. - Kharkiv: KhNADU, 2016. - 252 p. 8. Ryabtsev GL Fundamentals of strategic planning: textbook. way. for listeners of correspondence- distance form of education / G.L. Рябцев; Nat. State Academy Department under the President of Ukraine. - Kyiv: Psyche, 2015. - 71 p. 9. Chukhray NI Strategic management of innovative development of the enterprise: a textbook / NI Chukhrai. Чухрай, О.П. Просович; Ministry of Education and Science of Ukraine, Lviv Polytechnic National University. - Lviv: Lviv Polytechnic, 2015. - 497 p. | 1. Prokopenko OV Strategic management of system stability of the national innovation system: a collective monograph / OV Prokopenko. Prokopenko [and 13 others]; edited by OV Прокопенко, В.А. Омельяненка. - Sumy: Territory, 2019. - 222 p. 2. Vishnevsky OS Key to the future. General theory of strategy: from paradigm to practice of use: monograph / A.S. Вишневский; NAS of Ukraine, Institute of Industrial Economics. - Kiev: Institute of Industrial Economics of the National Academy of Sciences of Ukraine, 2018. - 297 p. 3. Moskalenko VV Models and methods of strategic management of enterprise development: monograph / V.V. Москаленко, М.Д. Godlevsky; Ministry of Education and Science of Ukraine, National Technical University "Kharkiv Polytechnic Institute". - Kharkiv: Tochka, 2018. - 207 p. 4. Romanenko OO Strategic platform of enterprise development: monograph / О.О. Romanenko. - Kharkiv: FOP Liburkina LM, 2018. - 371  p. 5. Kim, W. Chan. Blue ocean strategy. How to create a cloudless market space and get rid of competition = Blue Ocean Strategy / W. Chan Kim, Renee Moborn; translated from English by Igor Andrushchenko. - Kharkiv: Family Leisure Club, 2016. - 383 p. 6. Tian Tao, author, editor. 880-01 Visionaries. Huawei Stories / Tian Tao, Yin Zhifeng. - London: LID, 2018. - 283 pages 7. Mazur OV Strategichne upravlinnia resursobzberezhennyam pidpryiemstva v umovakh energetichnykh omezheniekh / OV Mazur, LP Artemenko // Ekonomichnyi visnyk NTUU «KPI»: zbirnyk naukovykh prats.  - 2017. - № 14. - P. 245-250. 8.Theoretical and applied aspects of enterprise management in terms of changes in the external environment: a collective monograph / edited by TE Andreeva; Ministry of Education and Science of Ukraine, Kharkiv National University of Construction and Architecture. - Kharkiv: Panov AM, 2017. - 65 p. 9. Enterprise strategy: changing the management paradigm and innovative solutions for business: a collective monograph / Ministry of Education and Science of Ukraine, State Higher Educational Institution "Kyiv National Economic University named after Vadym Hetman"; edited by AP Pour. - Kyiv: KNEU, 2015. - 398 p. |

All these sources are available in the Scientific and Technical Library. G.I. Denisenko Kyiv Polytechnic Institute named after Igor Sikorsky.

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