

## Strategic Management (5 ECTS)

As a result of discipline should be formed following competencies:

Organizational and managerial activities:

PC-3 - skills of strategic analysis, formulation and implementation of organizational strategy aimed at ensuring competitiveness.

The result of the development of competence PC-3 the student must:

1. Know: the nature of strategic management and the main stages of its development; the main theories of strategic management; the features of methodology of strategic management; concepts, types and characteristics of modern business organization; the components of external and internal environment of the organization; contents and interrelationship of the main elements of strategic management process; approaches to the formation of the mission and goals of the organization; basic tools of analysis of strategic factors in the external environment of the organization; the methodological principles of management analysis of the organization; basic business strategy; the main competitive strategy of the organization; theoretical and practical approaches to the identification of sources and mechanisms to ensure competitive advantage; portfolio strategy of the organization and rules of their development; diversification strategies and their characteristics in various industries; main methods of development of the company's strategy; selection criteria of strategic alternatives; strategy implementation;
2. Be able to: use foreign and domestic experience of managing modern organizations, using the strategic approach; to analyze the external and internal environment of the organization, identify its key elements and assess their impact on the organization; develop corporate, competitive and functional strategy development of the organization; to develop strategies of competition subject to the conditions of functioning of the organization; to justify the main directions of diversification of the organization's activities; conduct strategic analysis of companies; to plan the implementation of the strategy; identify strategic alternatives and evaluate their effectiveness; to evaluate the portfolio and develop a portfolio strategy; use information technology in strategic management; to make effective decisions using various models and methods for managerial decision-making from the position of the strategic approach; evaluate the effectiveness of the system of strategic management; the use of internal and external motivation to implement the strategy; develop a strategic plan for a specific enterprise; to control the production, marketing, innovation, human resources and financial areas of the company based on the methodology of strategic management;
3. To possess: methodology of strategic management; modern methods of collection, processing and analysis of administrative, economic and social data; methods of analysis of macro-organization; methods of sectoral analysis; the skills of carrying out a competitive analysis; modern methods of strategy development for major organizational levels; methods of formulating and implementing strategies at the level of business units; tools of portfolio analysis and techniques development of a portfolio strategy; methods and techniques of management analysis; modern methods of calculation and analysis of performance indicators of the strategic position of the organization; approaches to the organization and control of implementation of the strategy; modern instruments of estimation of efficiency of strategy of the organization; skills of independent work, self-organization and organization of implementation of the strategy.

PC-5 is the ability to analyze the relationship between the functional strategies of companies with the aim of training a balanced managerial decisions.

As a result of the competence of the PK-5 student needs:

1. Know: concepts, types and characteristics of the modern business organization as an open system; the contents and interrelation of the main elements of strategic management process at the functional level; the methodological principles of management analysis of the organization's major functional areas; the basic methods of the development strategy of the company on a functional level; selection criteria functional strategic alternatives; realization of functional strategies;
2. Be able to: develop the functional strategy of development of the organization; identify strategic alternatives and evaluate their effectiveness at the functional level; to use information technology in strategic management of functional areas; to make effective decisions using various models and methods for managerial decision-making from the position of the strategic approach; evaluate the effectiveness of

strategic management at functional level; use of internal and external motivation to implement functional strategies; to control the production, marketing, innovation, human resources and financial areas of the company based on the methodology of strategic management;

To own: modern methods of collection, processing and analysis of administrative, economic and social data for development of functional strategies; modern methods of developing strategies at the functional level; methods and techniques of management analysis to support functional strategies; modern methods of calculation and analysis of performance indicators of the strategic position of the organization by major functional zones; approaches to the organization and monitoring of functional strategies; modern tools for evaluating the effectiveness of the organization's strategy on a functional level; skills of independent work, self-organization and the management of the functional strategy.