



## Syllabus

### STRATEGIC MANAGEMENT OF CORPORATIONS

The degree of higher education – master

Specialty – 073 “Management”

Educational and scientific program – “International Management”

Year of study: I, Semester: I

Number of credits: 5 Language: English

#### Head of the course

Ph.D., Associate Professor Dlugopolska Tetyana

#### Contact Information

[tetianadluhopolska@gmail.com](mailto:tetianadluhopolska@gmail.com), +380679957302

#### Description of the discipline

The purpose of the course “Strategic Management of Corporations” is the formation of students' system of knowledge on the theory and practice of strategic management of corporations, acquisition of skills and abilities for strategic planning, environmental analysis, development and implementation of corporate strategies.

#### Course structure

Hours (lec. /pract.)	Topic	Learning outcomes	Task
2 / 1	1. Basic principles of corporate management	To understand the essence and economic nature of corporate management, basic principles and subjects of corporate management.	current poll, tests
4 / 1	2. General characteristics of strategic management of corporations	To understand internal and external factors influencing corporate strategy; to analyze the situation in corporate management using SWOT and PEST methods.	current poll, tests
2 / 2	3. Strategy of anti-crisis management of corporations	To understand the place of anti-crisis management in the corporate strategy of enterprises; to justify the mechanism of managing corporations in crisis.	current poll, tests cases
4 / 2	4. Economic and financial strategies of the corporation	To understand the economic, commercial and financial strategy of the corporation; peculiarities of planning and coordination of strategies.	current poll, tests cases

4 / 2	5. Marketing strategy	To understand: marketing strategy of the corporation; its place in the market mechanism of corporate management.	current poll, tests cases
4 / 2	6. Risk protection strategy of the corporation	To understand essence and classification of corporate risks; to analyze the system of risk assessment indicators in corporate management.	current poll, tests cases
4 / 2	7. Competitive strategy of the corporation	To understand peculiarities of assessing the competitiveness of the corporation; to analyze corporate culture.	current poll, tests cases, tasks
4 / 2	8. Implementation of strategic organizational changes in the corporation	To understand: the nature and goals of organizational corporate changes, features of corporate social responsibility, effects of teamwork.	current poll, tests cases, tasks
2 / 1	9. Organization of the corporate controlling system	To understand: importance of corporate controlling in the strategic management of corporations: relationship between operational and strategic controlling.	current poll, tests cases, tasks

#### Literature

1. Das S.K., Mishra C.R. Corporate Governance. –New Delhi, 2020.
2. Frank Rothaermel (2021). ISE Strategic Management: Concepts. McGrawHill Interamericana de España S.L.; 5th edition, 578 p
3. Yousuf A., Lorestani Zeynvand V., Felfoldi J., Zatonatska T., Kozlovskiy S., Dluhopolskiy O. Companies performance management: the role of operational flexibility. Marketing and Management of Innovations. –2021. –Vol.1. –P.30-37.
4. Бондар Ю.А., Легінькова Н.І. Основні аспекти корпоративного управління підприємством. Інтелект XXI. –2018. –№4.
5. Длугопольський О.В., Коровицька О. Емпіричні критерії оцінки політики соціальної відповідальності корпорацій. Східна Європа: економіка, бізнес та управління. –2020. –№1(24). –С.54-63.
6. Длугопольський О.В., Олійник Д. Соціальна відповідальність бізнесу: приклади розвинутих країн світу для України. Європейський науковий журнал економічних та фінансових інновацій. – 2020. –№2(6). –С.265-273.
7. Стратегічний менеджмент в умовах посилення інтеграційних процесів / Під ред. Бутко М. –К.: Центр навчальної літератури, 2021. –344 с.
8. Сумець О.М. Стратегічний менеджмент: підручник. –Харків: ХНУВС, 2021. –208 с.

#### Evaluation policy

- **Deadline and retake policy:** Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).
- **Academic Integrity Policy:** write-offs during control work are prohibited (including using

mobile devices).

- **Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

### Evaluation

<i>Credit module 1</i>	<i>Credit module 2</i>	<i>Credit module 3</i>	<i>Credit module 4</i>
<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>40%</b>
1. Oral interview (testing) in classes (1-4 topics) 10 points per topic – max. 40 points 2. Written work – max. 60 points	1. Oral interview (testing) in classes (topics 5-9) – 5 points per topic – max. 30 points 2. Written work – max. 70 points	1. Preparation of CPIT – max. 40 points. 2. Protection of CPIT – max. 40 points. 3. Participation in trainings – max. 20 points	1. Test tasks (5 tests of 25 points each) – max 25 points; 2. Theoretical question – max 25 points; 3. Practical assignment – maximum of 50 points.

Evaluation scale:

<b>ECTS</b>	<b>Points</b>	<b>Content</b>
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course