

Annotation to discipline "Strategic Management"

The purpose of the discipline is to develop the students' skills: enterprise development strategies; mastery of the tools, the method of choice, planning, evaluation, monitoring implementation of the company's strategic management.

According to the requirements of the educational and professional program students after mastering academic discipline must demonstrate such learning outcomes: **knowledge**: the essence, the basic concepts and categories of strategic management; Evolution of strategic management; content processes and technology strategic management; principles and functions of strategic management; the nature and classification of enterprise strategy; the strategic planning process; Management of strategic changes in the company; **Skills**: formation the strategic objectives; using the SWOT-analysis technology; generation strategic alternatives; identification and evaluation strategies; generation and evaluation of the strategic potential; determination of the company's strategic position; choosing the control system depending on the degree of instability of the external environment; **experience**: the organization of strategic planning; definition of the strategic objectives; development strategy; the formation of a strategic plan; compilation of SWOT matrix; drawing "environment profile"; the assessment of the current strategy and drawing up a program of strategic change; the evaluation competitiveness and potential of the company; conduct strategic segmentation and identifying CFI; evaluation strategic position; assessment of the external environment of instability.

The program of discipline "Strategic Management" is made in accordance with the educational and vocational training program for bachelor training direction "Management", which provides for the acquisition of theoretical and practical skills of strategic management of organizations (of various forms of ownership and different legal form), taking into account the specificity of their functioning in the market conditions relationship. Academic discipline refers to the regulatory cycle. The object of discipline is the system and the process of strategic management. Interdisciplinary communication: based on the study of regulatory disciplines as "Fundamentals of Management", "Marketing", "Business Economics", "Operations Management", "Human Resources".