

## THE CALENDAR-THEMATIC PLAN OF STUDY SUBJECTS

Faculty of Economics and Business Administration  
Department of International Business Management

Students running "Master"

Industry knowledge: 0306 "Management and Administration"

Training direction: 8.030601 "Management"

Course 1st year

Group 520 English.

Of course " Strategic management of corporations "

2semester of 2018-2019 academic year

APPROVED

Ser. Department Kyrylenko A.

"\_\_\_" \_\_\_\_\_ 2018r.

Number of weeks \_\_\_17\_\_\_\_\_

Lectures \_34\_\_\_\_\_

Practical classes \_\_\_\_\_51\_\_\_\_\_

Individual work\_\_\_\_\_

Self robota\_\_95\_\_\_\_\_

of them:

HW \_\_\_ 1 \_\_\_

RGR \_\_\_\_\_

CD \_\_\_\_\_

\_\_\_ Total 180 \_\_\_\_\_

Date	Lectures	Number of hours	Independent work (hours).	Date	Practical training	Number of hours	Independent work (hours).
<b>Module №1 "Strategic planning of the company"</b>							
	Lecture 1. Theoretical principles of strategic management of corporations	2	6		Strategic management system of modern management	2 2	6
	Lecture 2.Features integrated functioning of the corporate type Lecture 3. Organization of strategic management processes in corporations	2 2	5		Strategic analysis of the company in a market economy	2 2	5
	Lecture 4. External environment Corporation and its evaluation Lecture 5. Strategic opportunities of Corporation	2 2	5		Determining the overall direction of the company	2 2	5
		2	4		Models of strategic choice	2	5

		2				2 1	
<b>Module №2 "The strategy of the company"</b>							
	Lecture 6. The strategic objectives and corporate social responsibility Lecture 7. Corporate culture and strategy	2 2	4		Strategic planning in terms of diversification	2 2 2	5
	Lecture 8. Business strategies of Corporations Lecture 9. Strategic directions and corporate strategy	2 2	4		Functional development strategy	2 2 2	5
	Lecture 10. International Strategy of Corporation Lecture 11. Innovation Strategy of Corporation	2 2	4		Risks in the strategic management of enterprise development	2 2 2	4
	Lecture 12. Strategic assessment methods and strategies Lecture 13. The development strategy of the corporation	2 2	4		Controlling a strategic management system	2 2 2	4
	Lecture 14. Organization of strategy implementation Lecture 15. Resource of corporate strategy	2 2	4		Theory and practice management implementation strategic alliance	2 2 2	4
	Lecture 16. Management of strategic changes Lecture 17. Practical implementation of 2 corporate strategy	2 2	4			2 2	

Ass. Prof. A. \_\_\_\_\_ Kolesnyk. M