

BUNIN YELETS STATE UNIVERSITY

THE DISCIPLINE'S WORK PROGRAM

B1.V.01.12 Strategic management

Course of study: 38.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): Bachelor's degree

Form of study: full-time

Institute: Economics, Management and service technologies

Department of Economics and Management named after N.G. Nechaev

	full-time form	full-time and part -time education	correspondence form
Course	4		
Semester/trimester	8		
Lectures	18		
Laboratory classes	-		
Practical (seminar) classes	18		
, including practical training	4		
Interim assessment form(s)	Test		
Control	-		
Other forms of work	-		
Independent work	36		

Total hours: 72

Labor intensity: 2 credits

Developer of the work program:

Candidate of Pedagogical Sciences, Associate Professor V.N. Pishchulin

I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline is to form a system of theoretical knowledge and skills in the field of strategic management in the context of an uncertain managerial situation. Understanding the place of strategic management in the general theory of management.

Objectives of the discipline study:

- study of strategic planning and management methods;
- mastering the methods of analyzing the external and internal environment;
- assessment of the effectiveness of the organization's management structure.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants in educational relations, block B1.

Disciplines (modules).

Planned learning outcomes in the discipline:

Competence code	Indicators of competence achievement	Planned learning outcomes in the discipline
PCS -2	To know: <ul style="list-style-type: none"> – fundamentals of tactical and operational management of logistics processes; methods of developing organizational, technical, organizational, economic and financial documentation of a modern enterprise.	Knows: <ul style="list-style-type: none"> - - strategic problems of production development and characteristics of the organization's strategic management system - characteristics of competitive business strategies and enterprise strategies - - strategic analysis of the organization's competitive advantages and potential - strategic analysis of the external environment of the organization types and characteristics of corporate strategies of the organization - ways to develop and implement an organization's strategic plan the main methods of carrying out strategic changes by the management of the organization
	Be able to: <ul style="list-style-type: none"> – to carry out tactical and operational management of logistics processes; to apply modern technologies in the process of developing organizational, technical, organizational, economic and financial documentation of the enterprise.	Can: <ul style="list-style-type: none"> - - to understand the strategic problems of production development and the characteristics of the organization's strategic management system - - to carry out a strategic analysis of the competitive advantages and potential of the organization - - to carry out a strategic analysis of the external environment of the organization - - analyze the types and characteristics

		<p>of corporate strategies of the organization</p> <ul style="list-style-type: none"> - apply ways to develop and implement an organization's strategic plan - - apply the basic methods of carrying out strategic changes by the management of the organization
	<p>Own:</p> <ul style="list-style-type: none"> – skills of tactical and operational management of logistics processes; <p>ways of using modern technologies in the process of developing organizational, technical, organizational, economic and financial documentation of the enterprise.</p>	<p>Possesses:</p> <ul style="list-style-type: none"> - - skills of orientation in strategic problems of production development and characteristics of the organization's strategic management system - - skills in carrying out strategic analysis of the competitive advantages and potential of the organization - - skills of implementation of strategic analysis of the external environment of the organization methods of analyzing the types and characteristics of corporate strategies of an organization - - ways to develop and implement an organization's strategic plan - - methods of carrying out strategic changes by the management of the organization

II. CONTENT AND SCOPE OF THE DISCIPLINE
indicating the number of hours allocated for students' contact work
with a teacher (by type of training) and for independent work
Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
	Section 1. Fundamentals of strategic Management	24	6	6		12
1	Topic 1. Strategic problems of production development and characteristics of the organization's strategic management system	8	2	2		4
2	Topic 2. Characteristics of competitive business strategies and enterprise strategy	8	2	2		4
3	Topic 3. Strategic analysis of the competitive advantages and potential of the organization	8	2	2		4
	Section 2. Applied aspects of strategic management	48	12	12		24
4	Topic 4. Strategic analysis of the external environment of the organization	8	2	2		4
5	Topic 5. Types and characteristics of corporate strategies of the organization	8	2	2		4
6	Topic 6. Development and implementation of the strategic plan of the organization	16	4	4		8
7	Topic 7. Methods of carrying out strategic changes by the management of the organization	16	4	4		8
8	Control	-	-	-		
9	Test					
	Total for the 8th semester		18	18		36
	, including practical training	4	2	2		
	total:	72	18	18		36

Full-time and part-time education (not implemented)

Correspondence education (not implemented)

**III. EVALUATION MATERIALS FOR THE ONGOING AND
INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE**

The current certification is conducted in the form of a test.

A typical test version

1. Strategic management is: (To choose one answer)

- A) the decision-making process;
- B) the science of managing complex objects;
- C) science and technology of strategic management;
- D) art.

2. The concept of strategic management includes the following external factors: (To choose one answer)

- A) organizational;
- B) social;
- C) economic;
- D) legal;

3. The goals of the organization should: (Choose one answer)

- A) set the general directions of the organization's functioning;
- B) clearly and concretely record the final state;
- C) have specific deadlines;
- D) identify those responsible for achieving certain goals.

4. The mission of the organization is: (To choose one answer)

- A) the main characteristic of the business products;
- B) a qualitatively expressed set of basic goals and entrepreneurial intentions;
- C) the concept of the meaning of the organization's existence;
- D) the quality objectives of the organization;

5. The philosophy of the organization is: (To choose one answer)

- A) the basic principles and meaning of the organization's business activities;
- B) the quality objectives of the organization;
- C) the same as the mission;
- D) identify those responsible for achieving certain goals.

6. The organization's strategies are mainly aimed at: (Choose one answer option)

- A) market behavior;
- B) internal improvement;
- C) organizational and functional development in combination with product and market development;
- D) setting the main objectives.

7. Strategic management refers only to: (To choose one answer)

- A) the top management of the organization;
- B) levels of strategic management zones;
- C) all levels of the organization's management;
- D) Production differentiation strategies.

8. The organization's goal setting includes: (Choose one answer option)

- A) setting the main goals;
- B) defining the business, main goals and corporate philosophy;
- C) the processes of developing the mission, goals and strategies of the organization;
- D) market behavior.

9. The highest level of strategic management is: (Choose one answer option)
- A) Business level;
 - B) Corporate level;
 - C) functional level;
 - D) expanding the scope of its activities.
10. The main types of competitive strategies are: (To choose a few possible answers)
- A) low cost strategy;
 - B) production differentiation strategy;
 - C) offensive strategy;
 - D) Vertical integration strategy;
11. The purpose of the company's diversification strategy is: (To choose several possible answers)
- A) to enhance its attractiveness;
 - B) Multidisciplinary development;
 - C) increased profitability;
 - D) expanding the range of a specific product.
12. There are the following types of strategies by management levels: (You can take several answers)
- A) portfolio;
 - B) current;
 - C) business (competitive);
 - D) functional.
13. The main objective of the functional strategy is: (Choose one answer option)
- A) Development of the organization's mission;
 - B) development of goals and objectives in the divisions of the organization;
 - C) determining the timing of product sales;
 - D) identification of personnel needs.
14. It is better to coordinate functional strategies at the stage of ... (Choose one answer option)
- A) implementation;
 - B) discussions;
 - C) planning;
 - D) functioning.
15. Middle management managers are an integral part of the development team ... (To choose one answer)
- A) business plan;
 - B) the mission of the enterprise;
 - C) corporate strategies;

D) business strategies.

16. What is the difference between a strong and a weak business strategy? (To choose one answer)

- A) the ability to develop measures and approaches that can provide a solid competitive advantage;
- B) the ability to provide a solid competitive advantage;
- C) the ability to develop various measures and approaches;
- D) the ability to determine the timing of product sales.

17. When developing a strategy in a company, it is necessary to consider: (Choose one answer option)

- A) the interests of the entire company, not just the wishes of individual structural divisions;
- B) only the wishes of individual structural units;
- C) the interests of the company's top managers;
- D) only the wishes of several structural divisions.

18. Who is primarily responsible for developing operational strategies? (To choose one answer option)

- A) for the heads of enterprises;
- B) top managers;
- C) for middle managers;
- D) managers.

19. The implementation of the strategy provides for: (To choose several possible answers)

- A) activation of managers at all levels;
- B) allocation of funds for the implementation of the strategy;
- C) the introduction of best practices and achievements of science in the process of strategy implementation;
- D) stimulating the implementation of a strategic plan.

20. The main purpose of the strategic analysis of the external environment of the organization is: (To choose one answer option)

- A) information that should be taken into account when formulating the organization's mission;
- B) information about threats that should be taken into account when developing a specific strategy for the organization;
- C) studying the specifics of a competitor's product.
- D) the ability to determine the timing of product sales.

21. The factors determining the competitive strength of an organization's supplier are: (To choose one answer)

- A) the level of specialization of the supplier;
- B) the supplier's focus on working with specific clients;

- C) inflation rates and tax rates.
- D) business strategy.

22. Diagnostics of an enterprise is: (To choose one answer)

- A) analysis of financial and production indicators;
- B) quantitative and qualitative assessment of the enterprise in relation to the external environment, as well as analysis of organizational, financial, production, management, and personnel aspects of its activities;
- C) analysis of the company's place in a competitive environment;
- D) the ability to develop various measures and approaches.

23. Assessment of a business and a company is: (To choose one answer)

- A) assessment of the effectiveness of an enterprise;
- B) assessment of the effectiveness of management activities at the enterprise;
- C) assessment of the market value of the company and business;
- D) assessment of the situation within the organization.

24. Situational analysis is: (To choose one answer)

- A) analysis of the situation within the organization;
- B) analysis of influencing factors and the place of the enterprise in the surrounding business space;
- C) an analysis of activities carried out depending on the current situation;
- D) analysis of the company's place in a competitive environment.

25. Market segment analysis is: (To choose one answer)

- A) analysis of the division of the sales market by product type;
- B) analysis of the consumer market served by the enterprise;
- C) analysis of competing products on the market;
- D) analysis of the situation within the organization.

The intermediate certification of students is carried out in the form of a test using the following assessment materials: list of questions for the test.

Questions for the test (8th semester, full-time education)

1. Prerequisites for strategic management
2. The concept of strategic management
3. Stages of strategic management development
4. Characteristics of the process and the main stages of the strategic management of the organization
5. Objects of strategic management
6. Features of building a strategic management system for an organization and business

7. Analysis of the functions of specialists and the powers of the organization's management bodies
8. Types of organizational strategies
9. Principles of strategic management
10. Goals and principles of strategic analysis of the internal environment
11. Analysis of the strengths and weaknesses of the company
12. Strategic cost analysis and Value Chain
13. Characteristics and objectives of the analysis of the external environment of the enterprise
14. PEST analysis of the enterprise microenvironment
15. Analysis of the general situation and competition in the industry
16. The essence and content of the corporate strategy of the organization
17. The role and benefits of a diversification strategy
18. Methods of matrix analysis of the strategic business portfolio
19. Classification of organizational strategies
20. Basic business development strategies
21. Defining the company's strategy
22. Production strategies
23. R&D Strategy
24. Features of strategic decision-making. The main stages of strategy implementation
25. Strategic changes
26. Strategic control

IV. THE LIST OF LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

4.1. Basic literature

1. 1. Dolgov A. I. Strategic management : a textbook / A. I. Dolgov, E. A. Prokopenko. – 5th ed., ster. Moscow : FLINTA Publ., 2021. 278 p. (Economics and Management). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=83145> (date of access: 04/18/2024). – ISBN 978-5-9765-0146-1. – Text : electronic.
2. 2. Fomichev A. N. Strategic management: textbook / A. N. Fomichev. – 3rd ed. – Moscow : Dashkov and Co., 2021. – 468 p. : ill., tab., schematics, graph. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=621638> (date of conversion: 04/18/2024). – Bibliogr. in ISBN 978-5-394-04371-0. – Text : electronic.

4.2. Additional literature

1. Dimitriadi N. A. Strategic Management : a textbook : [16+] / N. A. Dimitriadi, D. N. Karasev, T. A. Khodareva ; Rostov State University of Economics (RINH). – Rostov-on-Don : Publishing and Printing Complex of the Russian State Economic University (RINH), 2020. – 296 p. : ill. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=616861> (date of conversion: 04/19/2024). – Bibliogr.: pp. 284-293. – ISBN 978-5-7972-2744-1. – Text : electronic.

V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELECOMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCIPLINE

№ пп	Link to an information resource	The name of the development in electronic form	Availability
1.	http://innovation.gov.ru/	Innovation in Russia website	Free access
2.	www.garant.ru	Information and legal portal	Free access
3.	www.consultant.ru	Russian computer Legal Reference System	Free access

VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	http://www.biblioclub.ru	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
2.	http://www.e.lanbook.com	The Electronic Library System (EBS) of the Lan Publishing House	Free access
3.	нэб.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory. IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop).

Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.