

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

СТРАТЕГІЧНИЙ МЕНЕДЖМЕНТ

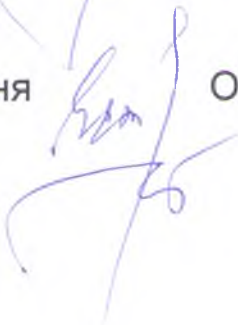
**Методичні рекомендації
до виконання курсової роботи
для здобувачів вищої освіти спеціальності
073 "Менеджмент" освітньої програми «Логістика»
першого (бакалаврського) рівня**

Укладач:



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Відповідальний за видання



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2024**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF
ECONOMICS**

STRATEGIC MANAGEMENT

Methodical recommendations

for completing course work

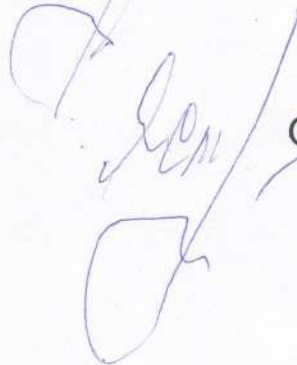
**for students of higher education, specialty 073 "Management"
of the educational program "Logistics"
first (bachelor) level**

Compiler:



Olena lastremska

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The main stages of the course work, the topics of the course work and instructions for the implementation of each section are provided. The main methods of implementation of each section and information on their application are given. The organization of the students' work on each section, the requirements for the preparation of the coursework, are outlined. Mastering competencies through coursework will help future specialists acquire professional competencies for solving managerial tasks.

Recommended for applicants of higher education, specialty 073 "Management" of the first (bachelor's) level "Logistics" educational program.

УДК 005.21 (072.034)

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Introduction

Strategic management is a crucial field of knowledge necessary for enterprises to define their trajectory over various time frames. Therefore, strategic management can be applied for both annual perspectives and over several years. Strategic management can contribute to the success of enterprises in various functional areas by shaping strategic alternatives and selecting the best among them. Due to processes of globalization and European integration, the theoretical and methodological framework of strategic management has acquired an international character, allowing for the formation of general approaches to the development and implementation of strategies.

Strategic management is an essential foundational educational component that enables competence in performing both general and specific management functions from a strategic perspective. To enhance the understanding of Strategic Management concepts, students are tasked with completing a course project. The primary objective of this project is to reinforce theoretical knowledge regarding the stages, indicators, sequence of application, tools, and techniques for developing various types of enterprise strategies, their implementation, and quality control in practical terms. In essence, the course project integrates theoretical knowledge with practical skills, fostering the development of professional and personal competencies. These competencies are necessary for managers at all levels of enterprise management and other institutions, territorial entities, and countries.

The course work concludes the study of basic components within the "Management" cycle. It is an independently conducted work that entails research on a specific topic and has an applied nature.

The main task of the course work is to demonstrate the student's level of assimilation of theoretical knowledge and practical skills from the educational component of Strategic Management. Simultaneously, the student must demonstrate an understanding of the relationship between key components such as "Management," "Enterprise Economics," "Organization Theory," "Macro- and Microeconomics," "Finance," "Logistics," "Functional Logistics," "International Logistics," and "Logistics Services." The course work allows the student to showcase creativity, independence in managerial

decision-making, and the ability to utilize economic-mathematical methods and specialized literature.

During the practical portion of the assignment, students propose and justify strategic management decisions in various functional areas through calculations and analytical conclusions.

Table 1 presents competencies and learning outcomes for the educational component.

Table 1

Learning results and competences formed by the educational component

| Learning results | Competences that must be mastered by a student of higher education |
|-------------------------|---|
| LR3 | SC3 |
| LR4 | GC3, GC10 |
| LR5 | SC3 |
| LR6 | SC2, SC10 |
| LR7 | SC3 |
| LR12 | SC7 |
| LR17 | GC3, GC10 |

where, LR3. Demonstrating knowledge of management theories, methods, functions, and contemporary leadership concepts.

LR4. Demonstrating skills in problem identification and justification of managerial decisions.

LR5. Describing the content of functional areas of organizational activity.

LR6. Demonstrating skills in information search, collection, and analysis, as well as calculating indicators to justify managerial decisions.

LR7. Demonstrating skills in organizational design.

LR12. Evaluating the legal, social, and economic consequences of organizational functioning.

LR17. Conducting research individually and/or in a group under the leadership of a supervisor.

GC3. Ability for abstract thinking, analysis, and synthesis.

GC10. Ability to conduct research at an appropriate level.

SC2. Ability to analyze the results of organizational activities, comparing them

with factors influencing the external and internal environment.

SC3. Ability to determine the organization's development prospects.

SC7. Ability to select and use modern management tools.

SC10. Ability to evaluate the work performed, ensure its quality, and motivate organizational personnel.

1. Methodological recommendations for the implementation of course work

The course work consists of a title page, table of contents, introduction, main text sections, conclusions, list of references, and appendices (document forms, figures, reference tables, etc.). The formatting of the project should adhere to the requirements for scientific and printed works.

The title page should include the following structural elements: the name of the university; the name of the department; the name of the educational component; the topic of the course project (matching the topic of the theoretical part); the student's surname, initials, course, specialization, and information about the project supervisor (academic degree, academic title, surname, and initials). A sample of the title page format is provided in Appendix A.

The table of contents is presented at the beginning of the project and includes the titles of its structural parts and all tasks with page numbers indicating where the relevant sections of the course project begin.

In the "Introduction" section, the relevance of the topic is justified, the purpose and objectives of the project are formulated, the object, subject, research methods, information base, results, and their differences from existing strategic management provisions are described.

The main requirement for any scientific research, including a course project, is the justification of the relevance of the chosen topic for research. The relevance of the chosen topic characterizes its demand and importance for addressing a specific issue. When justifying relevance, it is necessary to identify how the choice of this topic is conditioned by the development of science, the accumulation of new research methods and knowledge, shortcomings in existing research, the use of new research methods, and the necessity of conducting research in new economic conditions, and mention the names of scholars and practitioners who have dealt with this issue.

When defining the purpose of the project and the tasks that need to be addressed to achieve the set goal, the purpose should not be formulated as "researching..." or "studying..." because these words indicate the means to achieve the goal rather than the goal itself. Typically, the purpose of the project is formulated as a synthesis of theoretical issues and the development of practical proposals for... Tasks are formed using verbs such as: define, develop, identify, establish, justify, verify, etc.

Within the framework of the course project, the student should select a specific research object and formulate the research subject. Any course project aims to address certain problems in a particular scientific field. The topic of the project defines the part of the scientific field in which the problem addressed by the student exists.

The research object is what the researcher's cognitive activity is directed towards. The research object is understood as the process or phenomenon that creates the problematic situation studied by the author and exists independently of the researcher. The main difference between the research subject and the research object is that the research subject is a part of the research object. Thus, the research subject refers to significant properties, characteristics, or aspects of the object from a theoretical or practical point of view. In each research object, there can be several research subjects, and the researcher's focus on one of them means that other research subjects are left aside from the researcher's interests.

The main sections of the project should include all necessary justifications, calculations, explanations, diagrams, and tables. The main sections consist of theoretical, analytical, and calculation-propositional parts.

The first theoretical section should illuminate one of the management issues according to the chosen topic. The theoretical part should consist of two subsections, each no less than 7 pages. The title of the first section is preferably presented as "Generalization of theoretical provisions on the topic of the course project." This section should present the results of the analysis of literary sources on the topic of the course project. Subsections of the first section should be as follows:

1.1. Generalization of the main concepts related to the topic of the course project.

2.2. Analysis of methods for addressing the issue related to the topic of the course project in domestic and foreign literature.

When presenting theoretical material, the student must make references to the author and the source (specified in the list of references) from which the materials or specific results are borrowed.

The writing style of the course project should be objective, restrained, and without emotional display. When constructing sentences, it is recommended to use verbs in an indefinite-person form, for example: "It is considered advisable to propose..." instead of "I suggest...". When explaining the material, it is necessary to use commonly accepted economic and management terminology, adhering to accuracy in the use of terms and clarity of formulations. The use of word abbreviations in the text of the course project and illustrations, except for commonly accepted abbreviations, is not allowed.

The second section (information-analytical) should reflect the results of collecting and analyzing statistical information and expert surveys at the enterprise where the student completed the practical training in the 3rd year, is employed in the 4th year, or selects a company from the internet.

In the second section, in subsection 2.1, the student should conduct an analysis of the external environment of the enterprise based on factors of direct and indirect influence. It is advisable to use PEST analysis and a SWOT analysis matrix for opportunities and threats as the main methods. Additionally, it is recommended to construct a table comparing the main indicators of the company's activities with those of competitors.

In subsection 2.2, it is advisable to diagnose the internal environment of the enterprise in terms of all types of economic resources (fixed assets, current assets, human resources, information, and intellectual resources) based on indicators for a period of no less than three years. Also, it is necessary to build a SWOT analysis matrix for the strengths and weaknesses of the internal environment. Additionally, it is necessary to combine the assessments of the internal and external environments in the SWOT analysis matrix and, based on the strategy continuum, determine the possible type of strategy related to the topic of the course project.

In the third section, it is advisable to develop proposals for improving the strategic management of the enterprise related to the topic of the course project.

In subsection 3.1, it is necessary to evaluate the strategic potential of the enterprise for each analyzed year using the resource-based approach with the use of the Statistica software package or with the dynamic

capabilities approach using expert methods and obligatory calculation of the concordance coefficients and Pearson's criterion. The assessment of the strategic potential should be completed by calculating the integral indicator using the additive convolution method for each researched year. All calculation listings should be presented in the appendices.

In subsection 3.2, it is advisable to construct matrices such as BCG, Ansoff, and McKinsey for the researched enterprise, and based on the comparison of the assessment of the strategic potential and these matrices, refine the type of strategy preliminarily determined in Section 2.

In subsection 3.3, it is necessary to develop a strategic plan for the chosen strategy using calculations of strategic reserves and strategic gaps based on partial indicators of the strategic potential and rank them in descending order.

All sections of the course project must contain all necessary calculations and conclusions, accompanied by explanations and justifications.

The "Conclusions" section should contain clear conclusions for each task outlined in the introduction in their respective order.

The course project must adhere to the principles of academic integrity. The responsible person for checking for academic plagiarism, appointed by the graduation department, conducts the check using software tools for detecting plagiarism, which are freely available on the Internet.

At the department's request, the educational-methodical department may conduct checks using the StrikePlagiarism.com internet service.

In the bibliography list, all literary sources used in the work should be alphabetically listed, with DOI references provided. It is prohibited to use literary sources printed in aggressor countries and in the languages of aggressor countries.

In the appendices, it is advisable to provide bulky figures and tables and supplementary material.

2. 2. Requirements for formatting the text

The course project should be written in the state language, clearly and grammatically. The text of the course project should be typed on a computer with 1.5 line spacing (29-30 lines per page), printed using a printer on one side of white A4 paper (210x297 mm); the font of the text editor - Word Times

New Roman, size 14 pt (points), in figures and tables - 12 pt; line spacing: one and a half in the main text, single in images and tables; formatting of the main text and references - in the "width" parameter; paragraph - 1.5 cm. Margins: left - 30 mm, top - 20 mm, right - 10 mm, bottom - 20 mm. The print font should be clear, with uniform text density.

Structural elements of the course work such as "CONTENTS", "INTRODUCTION", the titles of sections "CONCLUSIONS", "LIST OF USED SOURCES", and "APPENDICES" are not numbered, and their names are headings of structural elements. They are printed in capital letters in the center without paragraph indentation with alignment to width, starting on a new page. There is no period at the end of the heading. If the heading consists of two or more sentences, they are separated by a period. The distance between the section heading and subsection is 1 line, and between the heading and the text is also 1 line.

Page numbering of the course work should be continuous and placed in the top right corner of the sheet without a period. The first page is the title page, which is included in the overall page numbering. Page numbers are not placed on the title page and the table of contents. Page numbering starts from the "Introduction". The number is placed in the top right corner of the sheet without a period at the end, in Times New Roman font size 12.

Formatting the bibliography

The bibliography should include at least 20 literary sources, 70% of which are published in the last 10 years. The coursework is based on the study of domestic and foreign literature in the field: textbooks, teaching aids, monographs, professional publications, legislative and regulatory acts, educational and methodological and special literature, Internet resources, etc. Including publications from aggressor countries in the bibliography is prohibited!

The list of sources referenced in the main part of the work is provided at the end of the coursework, starting from a new page.

Bibliographic descriptions in the bibliography are arranged in alphabetical order. The numbers of descriptions in the bibliography are used as references in the text (numeric references). Bibliographic descriptions of references in the list are formatted according to current standards. It is mandatory to include references to normative and legislative acts used during the work.

References are formatted as follows:

quote in the text: "Another representative of the human relations school is considered to be Chester Barnard (1886-1961), who combined practical administrative work in the company with theoretical research" [7, p. 180].

The corresponding description in the list of literature:

7. Management: Textbook / S.Yu. Biryuchenko, K.O. Buzhimska, I.V. Burachek et al.; ed. T.P. Ostapchuk. – Zhytomyr: State University "Zhytomyr Polytechnic". – Zhytomyr: Publishing House "Ruta", 2021. – 856 p.

Formatting of illustrations

The illustration should be placed in the center of the page without paragraph indents. The number and title of the illustration are placed with a paragraph indent, without highlighting them in bold. Before and after the illustration, as well as after its title, an indent of one line is required with one and a half line spacing. It is important that the style of formatting the titles of all illustrations in the work is consistent.

Illustrations (drawings, pictures, graphs, diagrams, charts) should be placed directly after the text where they are first mentioned, or on the next page. All illustrations must be referenced in the text, for example (Fig. 1.1).

If the illustrations are not created by the author of the work, it is necessary to indicate the source from which they were borrowed.

Each illustration should have a title, which is placed below the illustration. If necessary, explanatory data (caption text) should be placed below the illustration.

The illustration is marked with the word "Fig. __", which is placed after the explanatory data along with the title of the illustration. Illustrations should be numbered with Arabic numerals in sequential order within the section, except for illustrations provided in the appendices. The illustration number consists of the section number and the sequential number of the illustration, separated by a period, for example, Fig. 1.1. - the first figure of the first section. An example of illustrations is provided below (Fig. 1.1).

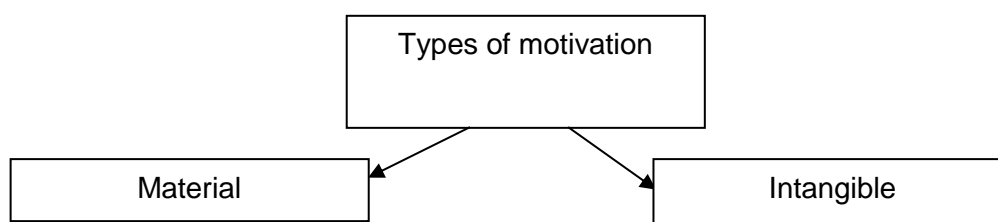


Fig. 1.1. Types of motivation

Formatting of formulas

Formulas and equations are placed directly after the text in which they are mentioned, in the center of the page. Before and after each formula or equation, it is necessary to leave at least one blank line.

Formulas and equations in the work (except for those in the appendix) should be numbered sequentially within the section. The formula or equation number consists of the section number and the sequential number of the formula or equation, separated by a period, for example, formula (1.1) - the first formula of the first section. The formula or equation number is indicated at the level of the formula or equation in parentheses near the right margin.

Explanations of the meanings of symbols and numerical coefficients included in the formula or equation should be provided directly below the formula in the same sequence as they are presented in the formula or equation. Explanations of the meaning of each symbol and numerical coefficient should be provided on a new line. The first line of the explanation starts with the word "where" without a colon.

An example of formatting formulas is given below.

The income of the enterprise is determined as follows (formula 1.1):

$$\Delta = V * \text{Ц}, \quad (1.1)$$

where Δ – enterprise income, thousand UAH;

V – production volume, units;

Ц – price of the product, UAH.

Formulas or equations can only be transferred to the next line at the signs of performed operations, repeating the operation sign at the beginning of the next line. When transferring formulas or equations, for example, at the multiplication sign, the "*" sign is used.

Formulas that are listed one after the other and not separated by text are separated by a comma.

Example:

$$f_1(x, y) = S_1 \text{ и } S_1 \leq S_{1\max}, \quad (1.1)$$

$$f_2(x, y) = S_2 \text{ и } S_2 \leq S_{2\max}, \quad (1.2)$$

Formatting of tables

The table is presented after the first mention of it in the text or, if not possible, on the next page of the work. All tables in the course work must be referenced in the text.

Tables should be numbered with Arabic numerals sequentially within the section, except for tables provided in the appendices. The table number consists of the section number and the sequential number of the table, separated by a period, for example, table 1.1 - the first table of the first section.

The table has a title, which is printed in lowercase letters (except for the first one) and placed above the table. The title should be short and reflect the content of the table.

Column headings of the table start with a capital letter, and subheadings start with a lowercase letter if they form one sentence with the heading. Subheadings that have independent meaning are written with a capital letter. Periods are not placed at the end of table headings and subheadings. Table headings and subheadings of columns are indicated in the singular.

If the rows or columns of the table exceed the page format, the table is divided into parts, one table is placed under another, or next to each other, or a part of the table is moved to the next page, repeating the table heading in each part of the table.

When transferring a table to another page, the word "Table" and its number, as well as the title, are placed only once above its first part. If the table is placed on two pages, then on the second page, in the upper right corner directly above the table, the words "End of Table" and the table number are written, for example: "End of Table 1.1". In addition, on the first page, a row with column numbers is placed under the "header" of the table, and on other pages, such a row is placed instead of the "header".

If the table spans three or more pages, then the words "End of Table" are only written above the last part of the table, and on previous pages with the table, "Continuation of Table" is indicated.

It is unacceptable to leave only the title on the page or the title and the table "header". Tables can only be moved to another sheet in such a way that there are at least three meaningful rows on the first and last pages (excluding

the "header" and the row with column numbers). If this is not possible, the table is not split but entirely moved to the next page.

For tables, it is permissible to use a font size of 10 or 12 in Times New Roman with single line spacing, but the font and spacing must be consistent for all tables in the work.

If the size of the table spans two full sheets or more, such a table is moved to the appendices.

A section or subsection cannot end with a table - there must always be text after it.

An example of table formatting is provided below.

Table 1.1

Volume of production by years

| Year | Volume of production, thousand UAH |
|------|------------------------------------|
| 2022 | 2 500,25 |
| 2023 | 2 562,17 |

Moving the table to the next page is done as follows.

Continuation of the table 1.1

| 1 | 2 |
|------|----------|
| 2022 | 2 602,05 |
| 2023 | 2 657,34 |

There is one space between the text and the name of the table, as well as after the table before the beginning of the text.

Numbering of sections and subsections

Sections and subsections of the work should be numbered with arabic numerals.

The sections of the coursework should have sequential numbering within the presentation of the essence of the work and be indicated by Arabic numerals followed by a period, for example: 1., 2., 3., etc.

Subsections should have sequential numbering within each section. The subsection number consists of the section number and the sequential number of the subsection, separated by a period.

After the subsection number, a period is placed, for example: 1.1., 1.2.

Each section should start on a new page, and subsections are placed continuously on the same page. There should be one space between the text and the subsection title.

The section title is written in uppercase, size 16, centered, in bold font. Subsection titles are written in size 14, semi-bold, aligned to the width.

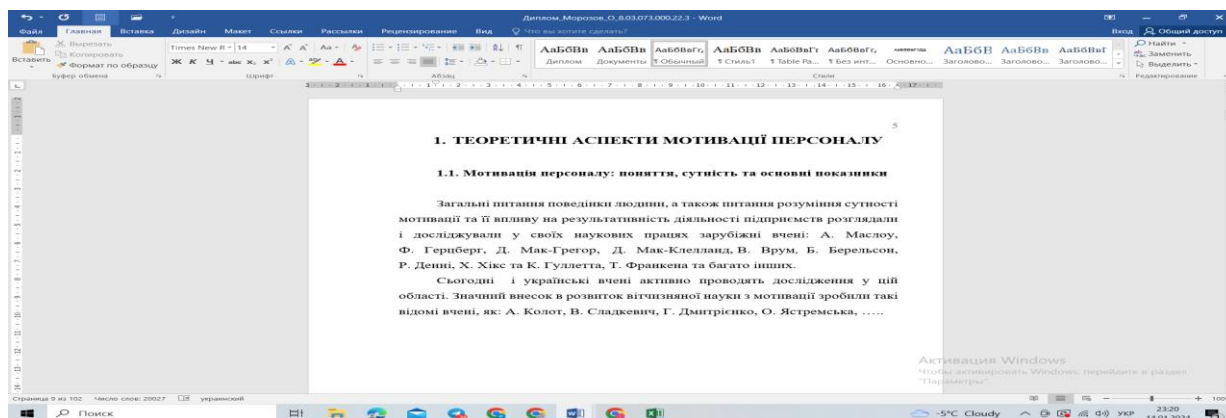


Fig. 1.2. An example of design of headings and subheadings of sections of the coursework

If the heading consists of two or more sentences, they are separated by a period. Word wrapping in the title section is not allowed. It is not allowed to place the subheading title at the bottom of the page if only one line of text follows it.

The work is done in Ukrainian. The total volume of the coursework is 40-50 pages of printed text (excluding the title page, appendices, and list of references).

The approximate number of pages in each section is as follows:

Introduction: 2 pages

Section 1: 18-20 pages

Section 2: 14-16 pages

Section 3: 24-26 pages

Conclusion: 2 pages.

The defense of the coursework is carried out by a committee appointed by the department, with the participation of the supervisor. During the defense, the student briefly presents the essence of the work and answers questions from the committee members. The coursework is done independently by the student under the guidance of the instructor. Consultations are conducted by the supervisor according to the schedule of

classes. Once every two weeks, the supervisor evaluates the progress of the coursework with a mark in the appropriate schedule.

3. Main stages of coursework execution

1. Preparation: studying the topic, literature review, developing an individual plan for coursework execution.

2. Summarizing literature sources for the first theoretical section.

2.1. Summarizing the main points related to the coursework topic.

2.2. Analysis of methods for addressing issues related to the coursework topic in domestic and foreign literature.

3. Collection and analysis of statistical information and expert surveys for the second section (information-analytical).

3.1. Diagnosis of the enterprise's external environment.

3.2. Analysis of the enterprise's internal environment.

4. Development of proposals for improving strategic management of the enterprise.

4.1. Assessment of the enterprise's strategic potential.

4.2. Determination of the enterprise's strategy (depending on the coursework topic).

4.3. Formulation of a strategic plan for implementing the formulated enterprise strategy.

5. Writing conclusions.

6. Final formatting of the coursework.

4. Topics of coursework

When presenting the topic of the coursework, it is necessary to succinctly but comprehensively cover the selected issue. The topics of the coursework are as follows.

1. Determination of the overall economic strategy of the enterprise

2. Determination of the competitive strategy of the enterprise

3. Determination of the functional production strategy of the enterprise

4. Determination of the functional logistics strategy of the enterprise

5. Determination of the functional sales strategy of the enterprise

6. Determination of the functional procurement strategy of the enterprise
7. Determination of the functional transport strategy of the enterprise
8. Determination of the functional warehouse strategy of the enterprise
9. Determination of the investment strategy of the enterprise
10. Determination of the innovation strategy of the enterprise
11. Determination of the human resource management strategy of the enterprise
12. Determination of the information resources strategy of the enterprise
13. Determination of the intellectual resources strategy of the enterprise
14. Determination of the marketing strategy of the enterprise
15. Determination of the brand formation strategy of the enterprise

Students choose the topic of the coursework in accordance with the last two digits of their surname in the group list.

If a student wishes to write a coursework on a different topic, they must agree it with their supervisor.

5. Criteria for evaluating course work

The completion of the coursework is assessed using a 100-point cumulative evaluation system. The rating assessment of the coursework includes formal and substantive criteria (Table 1).

Table 1

Criteria for evaluating course work

| Evaluation criteria | Points |
|---|-----------|
| Formal criteria | |
| Correct formatting | 5 |
| Adherence to deadlines for submitting coursework | 15 |
| Ability to find necessary literature, use modern literature | 10 |
| Overall for formal criteria | 30 |
| Substantial criteria | |

| | |
|---|------------|
| Justification of relevance | 5 |
| Correct formulation of the goal, object, subject and tasks | 10 |
| Relevance of the content of the stated topic | 5 |
| Appropriateness of the chosen problem-solving method and accuracy of calculations | 15 |
| Logic and style of presentation of the theoretical part | 10 |
| Ability to generalize and draw conclusions | 5 |
| Overall for substantial criteria | 50 |
| Defense of coursework | |
| Mastery of information and ability to present material | 10 |
| Answers to questions | 10 |
| Overall for the defense of coursework | 20 |
| Total for the coursework | 100 |

The maximum possible score for fulfilling the formal evaluation criteria of the coursework is 30 points, and for substantial criteria - 50 points; the minimum required score is 55 points.

The defense of the coursework is organized at the Department of Management, Logistics, and Innovation 1-2 weeks before the examination period according to the schedule approved by the department head.

The defense of the coursework takes place in the form of a presentation of the completed coursework lasting 7-10 minutes, during which the student explains the purpose, objectives, and relevance of the research, briefly presents the material, methods used, and the results obtained, and answers questions from the committee members. The maximum possible score for the defense of the coursework is 20 points; the minimum required score is 5 points.

The final grade for the coursework for the educational component "Strategic Management" is awarded using a 100-point cumulative evaluation system. To pass the coursework, the minimum grade should be 60 points, and the maximum - 100 points.

6. Recommended literature

Main

1. Буднік М.М. Стратегічне управління: навчальний посібник / М. М Буднік, Г. С. Невертій, Н. М. Курилова. — К. : Видавничий дім «Кондор», 2020. — 292 с.

Довгань Л.Є., Каракай Ю.В., Артеменко Л.П. Стратегічне управління: Навчальний посібник. – К.: Центр учбової літератури, 2019. – 440 с. – ISBN 978-966-364-903-0.

2. Хомич О.В., Артеменко Л. П., Стратегічне Agile управління сучасними організаціями // Фаховий збірник наукових праць «Проблеми системного підходу в економіці» (НАУ). - № 6(74). - 2019. - С.155-159. http://psaejrnl.nau.in.ua/journal/6_74_2_2019_ukr/20.pdf

3. Балан В.Г. Стратегічне управління. Методи портфельного аналізу : навчальний посібник / В.Г. Балан. - Київ : Наукова столиця, 2018. - 200 с.

Additional

1. Прокопенко О.В. Стратегічне управління системною стійкістю національної інноваційної системи : колективна монографія / О.В. Прокопенко [та 13 інших] ; за загальною редакцією О.В. Прокопенко, В.А. Омеляненка. - Суми : Триторія, 2019. - 222 с.

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Appendices

Appendice A

Cover page design sample

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Department of Management, logistics and innovations

(full name of the department)

COURSEWORK

Strategic management

(the name of the academic discipline)

Topic: _____

Student(s) _____ course groope _____

Specialties 073 "Management" OP _____

(surname and initials)

Head _____

(position, academic title, scientific degree, surname and initials)

Scores: _____

Members of the commission

(signature)

(surname and initials)

(signature)

(surname and initials)

(signature)

(surname and initials)

Kharkiv – 2024

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НАВЧАЛЬНЕ ВИДАННЯ

СТРАТЕГІЧНИЙ МЕНЕДЖМЕНТ

**Методичні рекомендації
до виконання курсової роботи
для здобувачів вищої освіти спеціальності
073 "Менеджмент" освітньої програми «Менеджмент
організацій і адміністрування»
першого (бакалаврського) рівня**

Укладач: **Ястремська Олена Миколаївна**

Відповідальний за видання *О.М. Ястремська*

Редактор

Коректор

Подано основні етапи виконання курсової роботи, потематику курсових робіт і настанови з виконання кожного розділу. Наведено основні методи виконання кожного розділу та інформація з їх застосування. Викладено організацію роботи студентів над кожним розділом, вимоги до оформлення курсової роботи. Оволодіння компетентностями за курсовою роботою сприятимуть набуттю майбутніми фахівцями професійних компетентностей для вирішення управлінських завдань.

Рекомендовано для здобувачів вищої освіти спеціальності 073 "Менеджмент" освітньої програми "Менеджмент організацій і адміністрування" першого (бакалаврського) рівня.

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STRATEGIC MANAGEMENT

**Methodical recommendations
for completing course work
for students of higher education, specialty 073
"Management" of the educational program "Logistics"
first (bachelor) level**

Compiler: **lastremska** Olena Mykolayivna

Responsible for the publication: *O.M. lastremska*

Editor

Proofreader

The main stages of the course work, the topics of the course work and instructions for the implementation of each section are provided. The main methods of implementation of each section and information on their application are given. The organization of the students' work on each section, the requirements for the preparation of the coursework, are outlined. Mastering competencies through coursework will help future specialists acquire professional competencies for solving managerial tasks.

Recommended for applicants of higher education, specialty 073 "Management" of the first (bachelor's) level "Logistics" educational program.

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