


Discipline	STRATEGIC MANAGEMENT code: 21	summer semester
Specialty	Industrial Management	
ECTS credits: 6	Form of assessment: Continuous Assessment	
Lecturer	Chief. Assist. PhD Marina Marinova-Stoyanova Room 509 Phone: +359 /888 55 24 07 E-mail: mpmstoyanova@tu-varna.bg	
Department	Industrial Management	
Faculty	Faculty of Mechanical Engineering and Technologies	

**Learning objectives:**

The course offers the students of the specialty "Industrial Management" knowledge related to the theoretical foundations of the strategic management. The object of the lecture course are the modern concepts of strategic management. The goal is to clarify and analyze the stages of strategic management process – strategic analyze, formulated the firm mission and the strategic aims, developed for a strategy and choice of strategy, realization the strategy, evaluation and control.

At the seminar classes the students acquire practical skills for solving cases and tests from the strategic management practice of the organizations.

After completing the course of lectures and seminar classes the students will acquire knowledge in strategic management practice, methods, techniques and tools used in the strategic management.

**CONTENTS:**

Training Area	Hours lectures	Hours Laboratory classes
<b><u>Lectures (Topics):</u></b> Topic 1. Introduction to strategic management	3	
Topic 2. Firm strategy	3	
Topic 3. Strategic analyze	3	

Topic 4. Strategic analyze of the external environment	3	
Topic 5. Strategic analyze of the internal environment	3	
Topic 6. Formulated the firm mission and the strategic aims	3	
Topic 7. Formulated the strategy	3	
Topic 8. Choice of strategy	3	
Topic 9. Realization the strategy	3	
Topic 10. Evaluation and control of the strategy	3	
<b><u>Seminars:</u></b>		2
Topic 1. Introduction to strategic management		2
Topic 2. Strategic analyze		2
Topic 3. Formulated the firm mission and strategic aims		2
Topic 4. Formulated the strategy		3
Topic 5. Choice the strategy		2
Topic 6. Realization the strategy		2
Topic 7. Evaluation and control of the strategy		2
<b>Hours Coursework – 15 h</b>		
<b>TOTAL :</b>	<b>30 h</b>	<b>15 h</b>