

NATIONAL AVIATION UNIVERSITY  
Educational and Research Institute of Economics and Management  
Faculty of Management and Logistics  
Management of Foreign Economic Activity of Enterprises Department

AGREED

Director of the Educational and  
Research Institute of Economics  
and Management

\_\_\_\_\_ V. Matveev  
«\_\_» \_\_\_\_\_ 2017

APPROVED

Vice-Rector for Academics  
and Educative Activity

\_\_\_\_\_ Т. Ivanova  
«\_\_» \_\_\_\_\_ 2017



Quality Management System

## COURSE TRAINING PROGRAM

on

### "Strategic Management of Corporations"

Field of study: 07 «Management and Administration»  
Speciality: 073 «Management»  
Specialization: «Management of Foreign Economic Activity»

Year of study	– 1 <sup>st</sup>	Semester – 2 <sup>nd</sup>
Lectures	– 34	
Practicals	– 17	Examination – 2 <sup>nd</sup> semester
Self-study	– 54	

Total (hours/ECTS credits) – 105/3,5  
Homework (1) - 2<sup>d</sup> semester

Index ECM-6-073/16-2.1.5

**QMS NAU CTP 11.02.03-01-2017**



The Course Training Program on “Strategic Management of Corporations” is based on Master Extended Curriculum № ECM-6-073/16 for Speciality 073 “Management” and Specialization “Management of Foreign Economic Activity”, Syllabus for this Subject, Index CM-6-073/16-2.1.5, approved by the Rector \_\_\_\_\_ 2017, and correspondent normative documents.

Developed by:

Professor of  
the Management of Foreign Economic  
Activity of Enterprises Department \_\_\_\_\_ O.Kharchyshyna

Assistant of  
the Management of Foreign Economic  
Activity of Enterprises Department \_\_\_\_\_ N.Liskovych

Discussed and approved by the Graduate Department for the Speciality 073 “Management” and Specialization “Management of Foreign Economic Activity” – Management of Foreign Economic Activity of Enterprises Department, Minutes № \_\_\_\_ of \_\_\_\_\_ 2017.

Head of the Department \_\_\_\_\_ O.Ilienکو

Discussed and approved by the Scientific-Methodological-Editorial Board of the Educational and Research Institute of Economics and Management, Minutes № \_\_\_\_ of " \_\_\_\_ " \_\_\_\_\_ 2017.

Head of the SMEB \_\_\_\_\_ O. Borysenko

Director of the Center  
of Advanced Technologies \_\_\_\_\_ V. Kazak

Document level – 3b

The planned term between the revisions – 1 year

**Registered copy №2**



## CONTENTS

	page
<b>1. Introduction.....</b>	<b>4</b>
<b>2. Subject content.....</b>	<b>4</b>
2.1. Training schedule of the subject.....	4
2.2. Homework.....	5
<b>3. Basic concepts of guidance on the subject.....</b>	<b>5</b>
3.1. List of references.....	5
3.2. List of basic guidance materials for the subject.....	5
<b>4. Rating System of knowledge and skills assessment.....</b>	<b>5</b>



## INTRODUCTION

The Course Training Program of the subject "Strategic Management of Corporations" is developed on the basis of the "Guidelines for the development and execution of Syllabus and Course Training Program of subjects", promulgated by order №37/поз dated 16.06.15.

Grading system of assessment (GSA) is an integral part of the work course training program providing assessment the quality of all kinds of auditorium educational work and self-study performed by a student, as well as acquired knowledge and skills through grading assessment of results of this work in the current, modular and semester control with transfer of the grades by multi-grade scale to the national grading scale and ECTS scale.

GSA provides for the use of module grades (current, test and total), as well as examination or graded test grade, total semester grade and total grade.

## 2. SUBJECT CONTENT

### 2.1. Training schedule of the subject

№	Topic	Academic Hours			
		All	Lectures	Practicals	Self-study
<b>2<sup>nd</sup> Semester</b>					
<b>Module №1 " Conceptual bases of strategic management of corporations "</b>					
1.1	Theoretical principles of strategic management of corporations	8	2	2	4
1.2	Features integrated functioning of the corporate type	6	2	-	4
1.3	Organization of strategic management processes in corporations	8	2	2	4
1.4	External environment Corporation and its evaluation	6	2	-	4
1.5	Strategic opportunities of Corporation	6	2	2	2
1.6	The strategic objectives and corporate social responsibility	4	2	-	2
1.7	Corporate culture and strategy	6	2	2	2
1.8	Business strategies of Corporations	4	2	-	2
1.9	Strategic directions and corporate strategy	6	2	2	2
1.10	Module test №1	4	2	-	2
<b>Усього за модулем №1</b>		<b>58</b>	<b>20</b>	<b>10</b>	<b>28</b>
<b>Module №2 " Applied aspects of strategic management of corporations "</b>					
2.1	International Strategy of Corporation	8	2	2	4
2.2	Innovation Strategy of Corporation	6	2	-	4
2.3	Strategic assessment methods and strategies	8	2	2	4
2.4	The development strategy of the corporation	6	2	-	4
2.5	Organization of strategy implementation	8	2	2	4
2.6	Resource of corporate strategy	6	2	-	4
2.7	Management of strategic changes	6	1	1	4
2.8	Practical implementation of corporate strategy	3	-	-	3
2.9	Homework	8	-	-	8
2.10	Module test №2	3	1	-	2
<b>Total for the module №2</b>		<b>62</b>	<b>14</b>	<b>7</b>	<b>41</b>
<b>Total for the 2<sup>nd</sup> semester</b>		<b>120</b>	<b>34</b>	<b>17</b>	<b>69</b>
<b>Total for the subject</b>		<b>120</b>	<b>34</b>	<b>17</b>	<b>69</b>

### 2.2. Homework

Homework is carried out in the first semester according to the approved methodical guide for fastening and deepening of theoretical knowledge and skills received by the student in the course of subject material in area of international management and marketing.



Homework is performed on the basis of educational material given to an independent study by students and is a part of the module “Applied aspects of strategic management of corporations”.

The specific purpose of homework, depending on the variant of the task, contains in the analysis of micro and macro international marketing environment of domestic firms planning entering foreign markets.

Performance, designing and defense of homework are carried out by the student individually in accordance to methodological recommendations.

Time required for carrying out the homework is equal up to 8 academic hours of self-study.

### 3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

#### 3.1. List of references

##### Basic recommended references

3.1.1. Євтушевський В.А. Корпоративне управління: підручник / В.А. Євтушевський. – К.: Знання, 2006. – 406 с.

3.1.2. Мостенська Т.Л. Корпоративне управління: підручник 2-е видання / Т.Л. Мостенська, В.О. Новак, М.Г. Луцький – К.: Каравела, 2011. – 400 с.

3.1.3. Джонсон Дж., Шоулз К., Уиттингтон Р. Корпоративна стратегія: теорія і практика. Пер. с англ. - М.: ООО «И. Д. Вильямс», 2007. – 800 с.

##### Additional recommended references

3.1.4. Тепман Л.Н. Корпоративное управление / Л.Н. Тепман. – М.: Юнити-Дана, 2009. – 240 с.

3.1.5. Агеев А.Б. Создание современной системы корпоративного управления в акционерных обществах. Вопросы теории и практики / А.Б. Агеев. - М.: Юнити-Дана, 2009. – 288с.

3.1.6. Томпсон-мл. Артур А., Стрикленд А. Дж. Стратегический менеджмент: концепции и ситуации для анализа, 12-е издание: пер.с англ. – М.: Издательский дом «Вильямс», 2006. – 928 с.


#### 3.2. List of basic guidance materials for the subject

№	Name	Index of Topics where Guides are Used	Amount
1.	Slides	1.1-1.9, 2.1-2.8	1 copy and e-version
2	Tests for Module №1, №2	1.10, 2.10	1 copy and e-version
3.	Methodical guidelines for carrying out Homework	2.9	1 copy and e-version

### 4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Grading of different kinds of academic work performed by a student is done in accordance with Table 4.1.  
Table 4.1

2 <sup>nd</sup> Semester				
Module №1		Module №2		Max Grade
Kind of Academic Activities	Max Grade	Kind of Academic Activities	Max Grade	
Active participation in lectures (3 value*9)	27 (total)	Active participation in lectures (3 value*8)	24 (total)	
Performing tasks for knowledge of theoretical material (3 values *1)	3 (total)	Carrying out and Defending the Homework	8	
<i>For carrying out module test № 1, a student must receive <b>not less than 18 values</b></i>		<i>For carrying out module test № 2, a student must receive <b>not less than 16 values</b></i>		
Module Test № 1	13	Module Test № 2	13	
<b>Total for module № 1</b>	<b>43</b>	<b>Total for module № 2</b>	<b>45</b>	
<b>Semester Examination</b>				<b>12</b>
<b>Total for the 2<sup>st</sup> Semester</b>				<b>100</b>

	Quality Management System Course Training Program on “Strategic Management of Corporations”	Document code	QMS NAU CTP 11.02.03-01-2017
		Page 6 of 8	

4.2. The completed curricular activity is accounted if the student received a positive mark (Table 4.2).

4.3. The grades a student has been given for the different kinds of academic work are summed up and the result constituting a Current Module Grade is entered into the Module Grade Register.

Table 4.2

Grades					National Scale
Performing tasks for knowledge of theoretical material	Carrying out individual tasks	Carrying out and Defending the Homework	Module Test №1	Module Test №2	
3	3	8	12-13	12-13	Excellent
2,5	2,5	6-7	10-11	10-11	Good
2	2	5	8-9	8-9	Satisfactory
under 2	under 2	under 5	under 8	under 8	Bad

4.4. The Current Module Grade and the Module Test Grade together make up a Total Module Grade (Table 4.3) which in points and National Scale is entered into the Module Grade Register.

Table 4.3

Module №1	Module №2	National Scale
40-44	40-44	Excellent
33-39	33-39	Good
27-32	27-32	Satisfactory
under 27	under 27	Bad

4.5. The Semester Module Grade is calculated as the sum of the Total Module Grades. The correspondence between Semester Module Grade values and the National Scale is given in Table 4.4.

Table 4.4

Table 4.5

Correspondence between the Semester Module Grades and the National Scale

Semester Grades	National Scale
79-88	Excellent
66-78	Good
53-65	Satisfactory
under 53	Bad

Correspondence between the Examination Grade and the National Scale

Examination Grades	National Scale
11-12	Excellent
9-10	Good
7-8	Satisfactory
under 7	Bad

4.6. The Semester Module Grade and the Examination Grade together make up a Total Semester Grade whose correspondence to the National Scale and the ECTS Scale (Table 4.6).

Table 4.6

Total Semester Grades	National Scale	ECTS System	
		ECTS Grade	Explanation
<b>90-100</b>	<b>Excellent</b>	<b>A</b>	<b>Excellent</b> (excellent performance with insignificant shortcomings)
<b>82-89</b>		<b>B</b>	<b>Very Good</b> (performance above the average standard with few mistakes)
<b>75-81</b>		<b>C</b>	<b>Good</b> good performance altogether with a certain number of significant



			mistakes)
<b>67-74</b>	<b>Satisfactory</b>	<b>D</b>	<b>Satisfactory</b> (performance meets the average standards)
<b>60-66</b>		<b>E</b>	<b>Sufficient</b> (performance meets the minimal criteria)
<b>35-59</b>	<b>Bad</b>	<b>FX</b>	<b>Bad</b> (bad performance; a second testing is required)
<b>1-34</b>		<b>F</b>	<b>Bad</b> (very bad performance; a student shall retake the course)

4.7. The Total Semester Grade is entered into the Examination Register and into a student's record book in values, National Scale grades, and ECTS Scale grades.

4.8. The Total Semester Grade is entered into the Examination Register and into a student's record book, for example: **92/Ex/A**, **87/Good/B**, **79/Good/C**, **68/Sat/D**, **65/Sat/E**, etc.

4.9. The Total Grade is equaled the Total Semester Grade.

The Total Grade on the discipline is entered into for the Diploma Supplement.



(Ф 03.02–01)

**АРКУШ ПОШИРЕННЯ ДОКУМЕНТА**

№ прим.	Куди передано (підрозділ)	Дата видачі	Прізвище, ім'я та по батькові отримувача	Підпис отримувача	Примітки

(Ф 03.02–02)

**АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ**

№ з/п	Прізвище, ім'я та по батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки

(Ф 03.02 – 04)

**АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ**

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02–03)

**АРКУШ ОБЛІКУ ЗМІН**

Номер	Номер/сторінки (пункт)				Підпис особи, що внесла зміну	Дата внесення зміни	Дата введення зміни
	зміненого	заміненого	нового	анульованого			

(Ф 03.02 – 32)

**УЗГОДЖЕННЯ ЗМІН**

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Розробник				
Узгоджено				
Узгоджено				