

**NATIONAL AVIATION UNIVERSITY**  
**FACULTY OF TRANSPORT, MANAGEMENT AND LOGISTIC**  
Management of Foreign Economic Activity of Enterprises Department

**Guidelines for the organization of independent work of students**

**Subject "Strategic Management of Corporation"**

1 course for students

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

Scheduled Ass. Prof. M.Kolesnyk

Reviewed and approved  
Department of Management FEA

Protocol № \_\_\_\_ of " \_\_\_\_ " \_\_\_\_ 2019r.  
Head of Department \_\_\_\_\_ O.Kyrylenko

# **SAMPLE METHODOLOGICAL SUPPORT SELF-STUDY LEARNING MATERIAL STUDENTS**

Subject: Business Strategy of Corporation: concept, evolution concept

## **Guidelines**

The objective of the course is the study methodology development strategies of the Corporation and choice of strategic alternatives, strategic thinking skills and practical application of methodological apparatus discipline, mastery by-case analysis, feasibility study skills, solving strategic problems.

Additional questions (tasks) independent work for module № 1

1. What is meant by planning production activities?
2. What stage of evolutionary development planning system, you know? Describe them.
3. What is meant by strategic planning when and why it is in the process of evolutionary development planning system?
4. What is the policy of the company, its tactics, programs, policies and procedures?
5. What is the strategy of the company, its main definition?
6. What caused the need to develop a strategy?
7. What is the strategic context of the enterprise?
8. What is the subject matter of business strategy, the need, purpose and objectives of the course?
9. What are the main strategies in the hierarchy? Describe them.
10. What are the main stages of the business strategy, you know? Describe them.
11. What should change in recruitment practices and verify that the transition to strategic planning?
12. What is the difference between competitive and entrepreneurial behavior of staff?
13. What should change in the organizational structure of company management during the transition to strategic planning?
14. What is the information and analytical support strategy development?

Additional questions (tasks) independent work for module № 2

1. Hierarchy of Company strategies and stages of their formation
2. Organization of enterprise development strategies
  1. Which strategy comes to advertising?
  2. At what stage can go back to watching goals?
  3. Is it true that the corporate strategy is determined enterprise pricing?
  4. Is it true that corporate strategy is subject to the overall business strategy?
  5. Perpetrators brought to rules and procedures?