

The Ministry of Education and Science of the Russian Federation
Baikal State University
Management, Marketing and Service Department

PREPARATION FOR THE MULTIPLE CHOICE TEST IN MANAGEMENT

Direction
38. 04. 02 Management
Title of Program
International Management

Программа составлена на основании федерального государственного образовательного стандарта высшего образования направления 38.03.02 Менеджмент

Программа обсуждена и одобрена на заседании кафедры «Менеджмент, маркетинг и сервис» 10 декабря 2016 г. Протокол № 8.

Irkutsk,
2017

Content

1. Principles of Management

Management functions (planning, organizing, leading, controlling). Managerial roles. Competitive advantages through people.

The origins of management. Scientific Management (Frederick W. Taylor, Frank and Lillian Gilbreth, Henry Gantt). Bureaucratic and administrative management (Max Weber and Henry Fayol). Human relations management (Mary Parker Follet, Elton Mayo, Chester Barnard). Behavioral approach. Abraham Maslow.

External environments (STEP, PEST analysis). General environment (economy, technological component, sociocultural component, political and legal component). Specific environment (customer component, competitor component, supplier component, industry regulation component, advocacy groups). Environmental scanning. Interpreting environmental factors. Acting of threats and opportunities. SWOT-analysis.

Internal environments.

Planning and decision making. Planning: setting goals, developing commitment to goals, developing effective action plan, tracking progress, maintaining flexibility. Planning from Top to Bottom.

Steps and limits to rational decision making.

Basics of organizational strategy. Sustainable competitive advantage. Strategy-making process.

Organizations. Designing organizational structures. Departmentalization (functional, product, customer, geographic, matrix). Organizational authority.

Designing organizational processes.

Work teams. The advantages and disadvantages of teams. Kinds of teams. Managing work teams. Work team characteristics. Enhancing work team effectiveness.

Basics of motivation. Equity theory. Expectancy theory. Reinforcement theory. Goal-setting theory. Integrated model.

Leadership. Essence of leadership. Situation approaches to leadership. Strategic leadership. Conflicts.

Communication. Perception and communication problems. Kinds of communications (the communication process, formal communication channel, informal communicational channels, one-to-one communication, nonverbal communication). Managing communication.

Control. The control process. Control methods. The objects to be controlled.

2. Strategic Management

Company's mission. The concept of strategy. Corporate-, Industry-, and Firm-level Strategies. Corporate-level strategies: Portfolio strategy, Grand strategies.

Industry-level strategies (5 industry forces, positioning strategies, adaptive strategies).

Firm-level strategies (direct competition, strategic moves of direct competition, entrepreneurship).

Industry attractiveness. Competitor analysis. The nature and source of competitive advantages. Cost advantage. Differentiation advantage. GAP-analysis.

3. Human Resources Management

The concept of HRM. Determining human resources needs. Human resources planning. Recruiting. Selection. Training. Performance appraisal. Compensation. Human resources policies, procedures and systems.

Preparation material for the multiple choice test

The preparation for the Multiple Choice Test to the Master's Program "International Management" can be supported by studying the following resources:

1. Williams Ch. Management.: 6-th edition. – South-Western, Cengage Learning, 2011 – 828 p.
2. Grant R. Contemporary Strategy Analysis.: 7-th edition. – John Wiley and Sons, 2010. – 518 p.
3. Armstrong M. Armstrong's Handbook of Human Resource Management Practice.: 12-th edition. – Kogan Page, 2012. – 752 p.
4. Thompson A., Strickland A. Strategic management: concepts and cases.: 11-th edition. – McGraw-Hill, 2007. – 800 p.

Textbooks PDF version are also available on BSUEL`s web-site.