



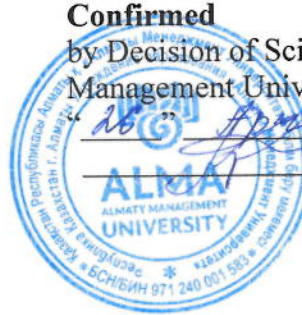
ALMA
ALMATY MANAGEMENT
UNIVERSITY

Confirmed

by Decision of Scientific Council of EI "Almaty
Management University"

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A.Kanagatova



PROGRAM
Of Entrance Examination for Master Program
6M051800 - PROJECT MANAGEMENT

Academic and professional tracks

Almaty, 2017


Program of Entrance Examination for the 6M051800 – “Project Management” Master’s degree Program / Under the general guidance of L. Zhakypbek, candidate of economic sciences, – Almaty city: EI Almaty Management University, 2017

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The program is compiled for the graduate students applying to the Master's Program on 6M051800 - «Project Management» of the EI “Almaty Management University”.

The program has been considered at the meeting of “Management and marketing” chair (Minutes # 6, February of 16, 2017).

Head of “Management and marketing” chair
Candidate of economic sciences



L. Zhakypbek

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1. Brief description of the major

The master's program on the 6M051800 – «Project Management» major is aimed to prepare specialists for activities in the real sector of economy, in business, scientific and educational spheres, in the public administration system.

The workplaces of professional activity of graduates of the master's program on the 6M051800 – «Project Management» are:

- organizations of economic, industrial and social spheres;
- public service units, including the highest vertical of power;
- national and multinational companies and corporations;
- project and innovative organizations, technology parks;
- research institutes;
- higher education institutions;
- national and regional laboratories;
- innovation, venture capital and investment funds;
- banks and insurance companies.

The workplaces of professional activity for the graduates of professional track are organizations and enterprises of all forms of ownership, regardless of industry and activities; authorities and infrastructure of state and local government (ministerial departments, agencies, provincial, municipal, local governments).

The workplaces of professional activity for the graduates of academic track are organizations and enterprises of all forms of ownership, regardless of industry and activities; state and local government; higher education institutions; research centers, research and expert consultancy organizations, interregional and international scientific project organizations.

The purpose of the program is to outline the range of issues needed to know when entering to the Master's degree Program on 6M051800 – «Project Management».

Within the frame of the stated goal postgraduates should complete the following tasks:

- to explore the checklist to prepare for entrance exams that reflect the entire range of issues and topics related to the specialty;
- to strengthen the skills and knowledge gained in an undergraduate program training;
- to learn to justify the positions of the domain knowledge based on arguments;
- to prepare practical examples on application of management principles in different situations;
- to be able to describe the best practices and assess its practical significance.

2. The list of disciplines for comprehensive exam to enter the Master's Program on 6M051800 - «Project Management»

1. Project Management
2. Management
3. Innovations Management
4. Strategic Management.

3. The program of the discipline «Project Management»

Introduction to projects and Project Management (PM) What is a project? Characteristics of projects. Context of project management. History of PM. The future of PM. Programme management.

Project stakeholders. Leadership role of the project manager. The project sponsor. Senior management. The project board. Project management standards. National Standards of Project Management: NASA Project Management (USA), BSI BS 6079 (UK), etc. Standards with extended use geography : ISO 10006:2003, Quality management systems - Guidelines for quality management in projects, A Guide to the Project Management Body of Knowledge (PMBOK Guide), PRINCE2 (PProjects IN a Controlled Environment), etc. A system view of PM. A system approach. Phases and characteristics of the project life cycle. Classifying projects. Investment

decision making/ Feasibility study. Business case perspectives. Cash flows and sunk costs. Project risk. Cost of capital. NPV. IRR. Payback period. Discounted Payback period. Profitability index (PI). Organizational Structures of Project Management. Functional structure. Projectised structure. Matrix structure. Weak Matrix structure. Balanced Matrix structure. Strong Matrix structure. Project Initiating and team building. Project scoping. Project initiation. Planning. Breakdown structures. Models of team building. Limitations of team building. Estimating, scheduling and budgeting. The project schedule. Estimating activity duration. The network diagram. Creating a network. Gantt charts. Approaches to budgeting. Control, closure and continuous improvement. Project monitoring and control. Change management and control. Earned value analysis (EVA). Project closure. Final project evaluation. Project success. Project failure. Continuous improvement. The Project Manager, sponsor and other stakeholders

Project planning. Levels of planning. Work breakdown structure. Determination of major milestones of the project. Network planning: the precedence diagram. Critical path. Resource planning. Documenting of project plan. Project cost management. Basic principles. Project cost estimate. Project budgeting. Methods to control project costs. Reporting costs. Control and regulation of the project. Completion of the project. Objectives and contents of the project control. Monitoring of the project works. Measuring progress. Analysis of the results. Decisions regarding control of the project. Change management in projects. Administrative project completion. Types of completion: promotion, starvation, integration, disappearance. Actions on project completion.

Questions on the discipline «Project Management»

1. Ongoing activity and project activity: commonalities and differences.
2. Triplet of the project success: time, quality and budget.
3. Project phases: initiation, execution, completion.
4. Participants of the project. Conflict of interests of participants.
5. Project Life Cycle. Project phases.
6. Functions of Project Management. Subsystem of project management.
7. Classification of types of projects.
8. Mission of a project. The project strategy.
9. Organizational structures of project management.
10. Functional organizational structure.
11. Project-oriented organizational structure.
12. Weak matrix. Balanced matrix. Strong matrix.
13. Methods and criteria for project selection.
14. The role and importance of evaluating economic efficiency of investments in projects.
15. Methodological bases for assessment of economic efficiency of investment projects.
16. The work breakdown structure (WBS).
17. Diagram and network techniques.
18. The basic principles of project cost management.
19. Change management system.
20. Improving the quality of execution of projects.
21. The modern concept of quality management.
22. Quality Management by Deming.
23. Standardized systems of quality management.
24. Resources of a project. Resource management processes.
25. Risk as possibility of losses or gains. Risk categories.
26. Sensitivity analysis. Decision tree analysis.
27. Qualitative Risk Analysis. Quantitative risk assessment.
28. Managing project communications.
29. Information technologies of project management.
30. Integrated information systems to support decision-making.

References on the discipline «Project Management»

Main Readings

1. Pinto Jeffrey K., Project Management: Achieving competitive advantage; Pearson Education, 2007
2. Kerzner, Harold. Project Management Best Practices: Achieving Global Excellence, 2nd Edition. Hoboken, New Jersey: John Wiley & Sons, Inc., 2010 - 704 ps.
3. Бэгыюли Ф. Управление проектом – М.: ФАИР-ПРЕСС, 2004. – 208 с.
4. Заренков В.А. Управление проектами: Учебное пособие. – М.: Изд-во АСВ; СПб.: СПбГАСУ, 2005. – 312 с.

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5. Мазур И.И., Шапиро В.Д., Ольдерогге Н.Г. Управление проектами – М.: Омега-Л, 2004. – с. 664.
6. Руководство к Своду знаний по управлению проектами (Руководство РМВОК) Третье издание 2004 г. Project Management Institute, Four Campus Boulevard, Newtown Square, PA 19073-3299 USA/ США
7. Теория и практика менеджмента / Под ред. Д.э.н., профессора Кубаева К.Е. – Алматы: Казак университеті, 2005 – с.
8. Черняк В.З. Управление инвестиционными проектами. – М.: ЮНИТИ-ДАНА, 2004. – 351 с.

4. The program of the discipline «Management»

Sphere of business and sphere of management. Business strategy and tactics. Business entities. Entrepreneurial business as an element of the system of business, its main components. Features of a modern market economy. Market economy: marketing system, employment system, system of state regulation of competition and monopoly, system of joint-stock form of organization of production.

Management as a practice and art of managing entrepreneurial activity. Key features and content of entrepreneurial activity. Management functions. Approaches to management studies.

Concept of an organization. The life cycle of an organization. General characteristics of the organization: purpose and structure of the organization. Formation mechanism of formal and informal organizations and their characteristics. Managerial work and its specific features. Horizontal and vertical division of labor. Levels of management. Object and subject of management. Components of the organization's success. Social responsibility and ethics of management.

The concept of the internal environment of the organization. Analysis of internal environment of the organization: information about the internal environment of a company, adjusting goals and objectives of the organization, social conditions for the organization's activity. Elements of the internal environment of a firm: production, personnel, business management, marketing, finance and accounting.

The nature and content of the planning function. Functions of management in the planning process. Forms and types of planning. Types of plans. Stages of the planning process.

The concept of strategic management. Techniques, procedures and rules for the development of a strategic plan. Development of goals for the organization. The process of establishing organizational goals. Coordination of objectives horizontally and vertically. Tactical and indicative planning. Features of tactical plans. System of indicative plans. Intrafirm planning, its goals and organizational forms. Business plan of a company: nature, structure and characteristics of the main sections. The choice of strategy. Planning of strategy and its evaluation.

The nature and content of the organizing function. Division of function, authority and responsibility. Principles of organization of a firm. Regulation of activities of management objects.

The essence of the theory of motivation. Process motivation and its logic components. Content theories of motivation: Maslow hierarchical theory of needs, McClelland's theory of

needs, two-factor theory of F. Herzberg. Process theories of motivation: expectations theory, theory of justice, Porter - Lawler model. Collegiality in management. Socio -psychological aspects of management.

The essence and need for control. Types of control: preliminary, current and concluding. Model of the control process. Development of standards and evaluation criteria. Comparison of actual results with established standards. Taking necessary corrective actions.

The essence and content of strategic management. Predictors of strategic management. Contents of strategic management. Strategic analysis. Industry analysis. Positioning of a company. Strategic change management. Strategic management in banks. Securities as strategic management tools. Components of economic strategy.

Innovative activities of the firm. Innovation management and scientific and technological policy. Development and introduction of new products. Organizational forms of innovation management. The management system of innovation process. Crises in the socio- economic governance. Regularities of crises in economy. Social and labor relations in crisis management.

Risk management system. Types of hazards: local, industrial, financial. Types of losses: material, labor, financial, time, specific. Risk assessment techniques.

The concept of information and its meaning in management system. Classification of managerial information and its compliance with certain requirements. Circulation of information in the control system. Information characteristics of the management process. Influence of information on the parameters of the management process. Intracompany information system - basic principles, goals, objectives and functions. Transfer processes, fees and processing of information in the system of management of the organization. Provision of information management in Kazakhstani economy.

Communication and management efficiency in organizations. Types of communication: communication between an organization and the environment; communication between levels and departments; informal communication. Elements and stages of the communication process. The nature of communication and ways to address them. Organizational communication and their nature. Model of the communication process.

Concept of managerial decisions. Decision-making process. Types of managerial decisions. Effectiveness of groups and factors determining it. Decision-making methods. Features of decision making under uncertainty and risk.

Concepts and types of groups. Advantages and disadvantages of teamwork. Team effectiveness. Individual and group management. Groups and their significance. Formal and informal groups. Mechanism of formation of informal groups.

Theories of leadership and their characteristics. The concept and characteristics of leadership styles. Managerial Grid of Blake and Mouton. Ways of implementing power by leaders.

Questions on the discipline «Management»

1. Laws of the crisis in the economy.
2. Methods of designing the organizational structure of management.
3. The concept of the life cycle of the organization.
4. The internal environment of the organization. Key variables and their characteristics.
5. Factors affecting the efficiency of the group.
6. Project management system and its elements.
7. The nature and content of crisis management.
8. The main theories of leadership and their characteristics.
9. The concept of the administrative decision and the requirements for it.
10. Forecasting methods and especially their use in the development of management decisions.
11. Develop strategic decisions related to the development of the organization.
12. Organizational capacity development of administrative decisions.
13. Monitoring of implementation of management decisions: the concept and types of management control.

14. The performance management solutions.
15. Development of management decisions under uncertainty and risk.
16. Stages of development of management decisions and their characteristics.
17. Models of management decision making and their characteristics.
18. Methods of management decision-making and their applications.
19. Stages of the management science development and their features.
20. Management and its role in society.
21. Management principles and their characteristics.
22. Basic methodological approaches to management.
23. Style and image of a manager: concepts and kinds of style.
24. Systemic approach to management of an organization.
25. Notion of stress, causes and methods of reduction.
26. Concept, content and types of organizations.
27. Formal and informal organizations and their characteristics.
28. Approaches to management from points of view of different schools.
29. Consistent patterns of crises in economy.
30. Economic methods of management and their contents.

References on the discipline «Management» Main Readings

1. Jones Gareth R., George Jennifer M. Contemporary Management, 3rd edition, McGraw-Hill Irwin, 2003
2. Donnelly G., Fundamentals of management / G Donnelly . - Boston: IRWIN, 1990. - 828 p.
3. Daft, R. The New Era of Management, Thompson, 7/e, 2007.
4. Robbins & Coulter, Management, 11th. Ed. 2012, Pearson Education.
5. Stoner, Freeman and Gilbert, Jr. Management, 6/e, Pearson Education, 2006.
6. Carpenter, M., Bauer, T. & Eiderdown, B. Principles of Management. Arlington, NY: Flat World Knowledge - 2010
7. Armstrong J. Scott (1977). "Social Irresponsibility in Management". Journal of Business Research (Elsevier North-Holland Inc.) 15: 185–213.
8. Kennett, Patricia. Comparative social policy: theory and research Open University Press. Buckingham – Philadelphia. Printed in Great Britain by Biddles Limited, Guildford and Kings Lynn - 2001
9. Мескон М. И др. Основы менеджмента. Пер. с англ. - М.: – Дело, 2011.
10. Вершигора Е.Е. Менеджмент. – М., 2008.
11. Теория управления. /Под ред. Васильева и др. -2-е изд., доп.- М.: Финансы и статистика, 2007.
12. Юкаев В. Менеджмент. Краткий курс. М. - Прогресс, 2008.

Supplementary Readings

1. Хажински А. Гуру менеджмента. Дорога к успеху / А. Хажински; с англ. Н. Габенов. - Санкт-Петербург: ПИТЕР, 2002. - 480 с.
2. Трейси Б. Стань выдающимся менеджером: учебник / Б. Трейси. - SMART BOOK, 2008.
3. Джей Р. Энциклопедия менеджера: Алгоритмы эффективной работы: учебник / Р. Джей. - 3-е изд. - М.: Альпина Бизнес Букс, 2006
4. Друкер П.Ф. О профессии менеджера: сборник / П. Ф. Друкер . - М.: Вильямс, 2008.
5. Адизес И.К. Управление жизненным циклом корпорации: учебник / И.К. Адизес. - [б. м.]: Питер, 2007.

5. The program of the discipline «Innovations Management»

The notion of innovation. The theory of innovation management. Formation of the theory of innovatics. N.D. Kondratev's long waves. Schumpeter's business cycles. Classification of innovation. Scientific and technological progress as a factor of economic growth. Types of effects from innovation activity and innovation.

Innovation as a management object. Theoretical aspects of innovation management. Basic concepts of innovation management. Evolution of innovation management development. Law of the Republic of Kazakhstan "On innovation". Concept of the innovation process and innovation activity. Structure and content of the innovation process. Main stages of the innovation process. Subjects and objects of innovation activity.

Concept of innovation capacity of the enterprise. Analysis of innovation potential. Examination and determination of the level of innovative capacity of an organization. Internal environment of an organization. Corporate aspect of innovation capacity research. Marketing, scientific and technical, financial, and industrial aspects of research. Indicators of innovation activity of an enterprise.

Types of projects and their features. Model of innovative projects evaluation. Tasks and functions of a manager in project management. Features of research and venture capital projects. Effectiveness of innovation and investment. Factors of investment attractiveness. Industry investment attractiveness. Criteria of investment attractiveness (equity price, price of capital raised, price of capital). A feasibility study of innovative project economic efficiency.

Methods of choosing a strategy. Innovation strategy and policy of the company. Strategy of violent firms. Strategy of explorant firms. Strategy of commutant firms. Participants of an innovative project - entrepreneur, intrapreneur, idea generator, gold collars, business angels, etc.

The concept of intellectual activity. Intellectual property rights: literature, artistic works and scientific works; performances of performing artists, phonograms and broadcasts; inventions in all fields of human activity; scientific discoveries; industrial designs; trademarks, service marks, trade names and symbols, etc.

New firms within old companies. Features of a small innovation business. Process of organizing a small innovation business. Global experience to support innovation activities of small firms. Concept of venture capital financing. Venture business. Principles of functioning. Venture capital.

Innovative trends of the world economy. Sources of investment in innovative projects in developed countries. Comparative analysis. Main directions to support the development of innovative entrepreneurship. Formation of a national innovation system. Organization of innovation infrastructure.

Objects and subjects of innovation infrastructure. A set of interrelated production, consulting, educational, and informational structures serving and providing conditions for innovation implementation. Basic functions of the innovation infrastructure. Technology parks, business incubators, research centers.

Industrial and Innovation Strategy of Kazakhstan. Current state of the scientific and technical innovation sphere of RK. State regulation of innovative activity in Kazakhstan. Problems of modernization, introduction of innovative technologies, and updating the material and technical base of production.

Innovation policy of RK. Formation of innovative entrepreneurship in Kazakhstan. The role of development institutions. Functions of the National Innovation Fund. Technological business incubators, as well as national and regional industrial parks. Measures to improve the evaluation system of intellectual property.

Concept of production technology. Technical development and efficiency. Basic concepts. Technology of production of tangible products, energy products, intellectual products. Analysis of demand for scientific and technical products. Portfolio of projects. Meaning and tasks of analysis of demand for innovation. Factors and types of demand for new products. Kinds of new products. Novelty, newness, innovation

Mechanism for implementing innovations in social sphere. Technological innovation in health and education. Evaluating the effectiveness of innovation. Economic evaluation.

Questions on discipline «Innovations Management»

1. Advantages and disadvantages of the methods used for assessing the effectiveness of labor.
2. Assessment of staffing needs. Markov analysis
3. Business ethics in the work of the personnel manager.
4. Certification of the personnel in the organization, methods and their characteristics.
5. Competitive recruitment for work.
6. Human resource management in the system of modern management.
7. Main types of professional culture of personnel management.
8. Measurement of the cost of individual employee.
9. Methods of analysis of the workplace.
10. Planning of working time management method of "Alps".
11. Stochastic positional model.
12. Strategic approach to HR management.
13. Structure of the personnel of the organization: types and their characteristics.
14. Styles of behavior in conflict. The conflict in the organization.
15. Tasks and shape recognition of employees.
16. The main professional roles of HR manager.
17. The main sources of recruitment, their advantages and disadvantages.
18. The nature and content of the interview process.
19. The nature and types of training.
20. The paradigm of human resource management.
21. The theory of human capital.
22. Essence, goals, objectives and functions of innovation management.
23. Types of innovation and their characteristics.
24. N.D. Kondratev's long waves. Fundamentals of innovatics.
25. Evolution of innovation management development.
26. Innovation process: structure and content.
27. Objects and subjects of innovation infrastructure and their characteristics.
28. Organizational structure of innovation management: industrial parks, technopolises, business incubators, etc.
29. Principles of functioning of venture entrepreneurship and organization of innovative venture business.
30. Innovation strategy and policy of the company.

References on discipline «Innovations Management»

Main Readings:

1. Afuah Allan, Innovation Management: Strategies, Implementation and Profits. Oxford University Press, 2003. – 390 p.
2. Davila Tony, Epstein Marc, Shelton Robert. Making Innovation Work: How to Manage It, Measure It, and Profit from It. Pearson Education, 2012. - 368 p.
3. Tidd Joe, Bessant John. Managing Innovation: Integrating Technological, Market and Organizational Change. Wiley; 4th edition, 2009. - 638 p.
4. Bateman Snell, Management: Building competitive advantage/ -New York: McGraw-Hill, 1999. - 642 p.
5. Wehrich Heinz, Koontz Harold: Management A Global Perspective, 10/e, McGraw Hill, 2007.
6. Аверченков В.И., Ваинмаер Е.Е. Инновационный менеджмент: Учебное пособие. – 2-е изд. – М.: Флинта: МПСИ, 2008.

7. Инновационный менеджмент: учеб. Пособие / Под ред. д.э.н., проф. А.В. Барышевой. – 3-е изд. – М.: Издательско-торговая корпорация «Дашков и К», 2009.
8. Алинов М.Ш. Инновационный менеджмент: Учебное пособие. – Алматы, 2010.

Supplementary Reading

1. Law of the Republic of Kazakhstan “On state support of innovation” from March 23, 2006 # 135-III.
2. Law of the Republic of Kazakhstan “On Copyright and Related Rights” on June 10, 1996 # 6.
3. Law of the Republic of Kazakhstan “On Investments” on January 6, 2003 # 373.
4. Law of the Republic of Kazakhstan “On Science” on July 9, 2001 # 225.
5. Базилевич А.И. Инновационный менеджмент: учебное пособие. - 2-е изд.- Москва: "ИТК "Дашков и К", 2009.
6. Фатхутдинов Р.А. Инновационный менеджмент: учебное пособие / Р. А. Фатхутдинов. - 6-е изд. - [б. м.]: Питер Пресс, 2008.
7. Гугелев А.В. Инновационный менеджмент: Учебник. – М.: Издательско-торговая корпорация «Дашков и К», 2007.

6. The program of discipline «Strategic Management»

The essence of strategic management. Main factors determining the need for strategic management. Modern notion of strategy. Evolution of systemic decisions: the concept of managerial systems and their evolution, long-term and strategic planning, management by selecting strategic positions, management by ranking strategic objectives.

The strategy and its effectiveness. Problem of formulation and strategy development. The process of developing of a company strategy. Development of a strategic vision and mission of the company, setting goals and strategy development. Traditional and modern approach to understanding strategy. Factors that form strategy. Approaches to competing task of developing a strategy. Strategic pyramid.

Macro and microenvironments of a firm. Scheme of analysis of industry attractiveness. Economic indicators characterizing the industry. PEST- analysis. Five forces model of competition. The concept of driving forces. Map of strategic groups. Analysis of strategic groups. Defining strategies of competitors. The concept of key success factors (KSF). Analysis of industry and its competitive environment.

Evaluating effectiveness of the current strategy. SWOT- analysis. Identifying strengths and weaknesses of a company. The concept of the value chain and determining the costs of activities. Score the competitive position of the company. Budget and strategy. Policies and procedures to support the strategy.

Strategy of low costs. Differentiation strategy. Focused strategy of low cost and differentiation. Strategy of optimal costs. The concept of competitive advantage. Nature and the life cycle of competitive advantage. Main types of offensive strategies. Main types of defensive strategies. Strategy of vertical integration and competitive advantage.

The life cycle of an industry. Innovative strategies. Competitive strategies in mature industries. Strategies of companies in stagnant industries. Strategies of companies operating in fragmented industries. Competitive strategy in international markets. Strategies of companies following a leader.

Concept of diversification and its goals. Motives and criteria of diversification. Diversification strategies. Strategy for integration into new areas of activity. Diversification of entry into related industries, strategic fit and its kinds. Combined diversification strategies.

The process of strategic analysis. Portfolio analysis of diversified companies. Development of corporate strategy. Guiding principles of corporate strategy development. Evaluation of a diversified portfolio with the use of matrix analysis. The BCG matrix. The “industry attractiveness/competitive position” matrix. The life cycle matrix.

Product and marketing strategy. Basic competitive strategies. Development of strategies for individual businesses and their systems. Development of a strategy of functional subsystems. Production strategy. HR Strategy. Financial strategy.

Main stages of the implementation cycle. Factors of successful strategy implementation. The essence of strategic change and its main objectives. Managing the process of strategy implementation.

Change management. Forced method of change. Adaptive changes. Crisis management. Resistance to control. Comparison of methods and choice of a suitable method

Strategy and structure of a company. Strategic advantages and disadvantages of different organizational structures of management. Reengineering and improvement of a strategy.

The concept of corporate culture and its origins. The strength of corporate culture. Types of corporate cultures. Implementation of strategic leadership. Creating a climate and culture that support strategy.

Complex of strategies and concepts: Strategy "Kazakhstan 2030", the Concept of Transition of Kazakhstan to Sustainable Development for 2007-2024, strategic target programs. Entry strategy and competition in foreign markets.

Need for a strategy of economy management. Ensuring competitive advantages of companies in the globalized economy. Issues of competitiveness provision of the national economy.

Questions on discipline « Strategic Management »

1. The nature and content of strategic management.
2. Strategic advantages and disadvantages of different organizational structures
3. Types of strategies from positions of managerial level and their brief description
4. Factors that form a management strategy
5. Development of a strategy. Mission, goals, designing the value chain
6. Strategy of business units: the pursuit of competitive advantage
7. The McKinsey matrix
8. Background and clear competitive advantages of business units
9. Stages of analysis and assessment of the company environment
10. Industry analysis tools and competition in it. Industry analysis scheme
11. Development of the map of strategic groups
12. The five forces model of competition by M. Porter
13. Key factors for success
14. The effectiveness of the current strategy and SWOT - Analysis
15. Strategic analysis of the costs and features of the model of " value chain "
16. External Environment Organization: macro-and micro-environment , industry and competitive analysis
17. Strategy of cost leadership and conditions of use
18. Differentiation strategy of a company: types and conditions for its application
19. Strategy for the optimum cost and conditions of use
20. Tasks and to the strategic management
21. Innovative strategies and conditions for its application
22. Corporate diversification strategy : the logic of diversification
23. Strategies for entering into new business areas
24. Diversification into related industries: the advantages and disadvantages
25. Unrelated diversification strategy in the industry: the advantages and disadvantages
26. Methods of strategic analysis of diversified companies
27. Matrix "growth -share " BCG matrix: the advantages and disadvantages
28. Structure of Corporate Strategy
29. Implementation of the strategy management and development
30. The main problem in implementing the strategy

References on discipline «Strategic Management»

Main Reading

1. Morden Tony, Principles of Strategic Management. Ashgate, 2007, 627 pages. – ISBN: 075464474X, 9780754644743.
2. Ketchen Dave, Mastering Strategic Management. Auburn University Jeremy Short, University of Oklahoma, 2011. - ISBN: ISBN 13: 978-1-4533231-0-6.
3. Jenkins Mark, Advanced Strategic Management: A Multi-perspective Approach. Palgrave, 2007. Barnes & Noble.com - ISBN13: 978-1403985927, ISBN10: 1403985928.
4. Стратегический менеджмент. А.А. Томпсон, А. Дж. Стрикленд/ М., 2012.
5. Статистическое управление процессами. Оптимизация бизнеса с использованием контрольных карт Шухарта. Уилер Д. / М.: Альпина Бизнес Букс, 2009 г.
6. Организация, ориентированная на стратегию: как в новой бизнес-среде преуспевают организации, применяющие сбалансированную систему показателей. Нортон Дейвид П., Каплан Роберт С. /М.: Олимп-Бизнес, 2009 г.
7. Курс MBA по стратегическому менеджменту. Портер М., Прахалад К.К., Самплер Дж./М.: Альпина Бизнес Букс, 2009 г.

Supplementary Readings

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