Приложение 10 ОП ВО

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

Стратегия выхода на международные рынки (Strategy of entering new markets)
наименование дисциплины

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Квалификация (степень) выпускника: Магистратура
Форма обучения: Очная

Цель освоения дисциплины:

Код компетенции	Наименование компетенции	Код этапа освоения компетенции	Наименование этапа освоения компетенции
ПК-4	Способность создавать модели исследуемых политических систем и процессов, владение навыками их формализации и верификации на основе эмпирического материала	ПК-4.1	Знание основных теорий политических систем и процессов; основ научного моделирования и специфику его использования в политологических исследованиях.

План курса:

Тема 1: Key points of growth of corporate business

- Identification of the main points of the growth of corporate business, geographic expansion, on-channel expansion, the development of a new product portfolio, innovation, characteristic of each of these points of growth to the situation in which the designation is applied each feature.

Тема 2: Main types of business expansions

- Identification of the main types of geographic expansion in international business - global, continental, regional, country
- Definition of methodology for selecting a particular type of expansion, depending on the objectives of the corporate business
- Bringing examples from the world of business practice implementation strategies of global companies, continental, regional and country expansion.

Тема 3: Assessment Methodology effectiveness of the chosen type of expansion

- Under the theme of study methodology to assess the effectiveness of the selected type of expansion to 4 -x factor model: the goal of expansion, expansion of view, the cost of expansion, the period of expansion.
- We give 2 examples of the corporate business environment - failed, the failed expansion and successful expansion, for each Casey, an analysis and learning.

Тема 4: Learning gross margins and changes depending on the business goals

- study the major sources of financing expansions, including forecast and the current level of gross margin business.

- defined map of the distribution of gross profit rates for each country and the presence of the expansion are determined by long-term and medium-term objectives in terms of gross profit
- proposed resolution perennial dilemmas and issues of corporate business - leadership in market share against the cumulative gross profit. Study of successful experience business corporations.

Тема 5: Learning Methodology Analysis of the new market

- Study incremental methodology for analyzing the new market
- Definition -x 4 areas of analysis: Country Factors Development Indicators Pressure administrative environment, indicators of the development of industries, industry, market, evaluation of potential business partners.
- Study methodology of corporate study report of the new market.

Тема 6: Development of a methodology for defining the business operations in a new market

- Definition of turn-based methodology for developing business operations in a new market: the evolution of the value chain, the need for product adaptation, development of commercial policy, development of marketing budget and search for sources of funding, identification, selection and contracting business partners, modeling of logistics operations.

Тема 7: Study incremental methodology for value chain

- In the framework of the topic being studied building technology value chain for a new international market.
- study 2nd strategy «Up- down Value chain» and «Down-Up Value chain». Strategies are analyzed for the conditions of applicability depending on the current state of corporate business
- In the class developed the value chain (On line) for the company Splat Cosmetics for the Chinese market.

Тема 8: Study of the basic types of strategies to enter new international markets

- learn basic strategy in international markets, with the characteristic of each and SWOT analysis:
- strategy in international markets:
- Direct export operations on purchase and sale contracts
- The organization of local production
- Licensing
- Franchise operations
- Creation of joint ventures (JOINT VENTURES)
- Opening lines of its own representative

Формы текущего контроля и промежуточной аттестации:

Темы для дискуссии:

Discussion topics:

Essence and elements of strategic management;
The essence of the development of strategies;
Tools and stages of strategic analysis;
Modern methods of implementing changes in the organization and the specifics of their application in practice;
Stages of designing organizational changes;
Models for implementing organizational changes
A systematic approach to the analysis of the existing situation in the enterprise;
Procedures for assessing the future effectiveness of the current strategy;

Tools for improving management strategies;
The skills of developing programs for organizational development and the removal of resistance to ongoing changes;
Project management of change

Типовые оценочные средства

Презентация на следующие темы:
Presentation on one of the following topics:
International Scope: Worldwide Presence or Regionalization
Multidomestic Strategy
Global Strategy
Transnational Strategy
International Business-Level Strategy
Choice of International Entry Mode
International Diversification and Returns
International Diversification and Innovation
Risks in an International Environment

Основная литература:

Donald A.Ball, Paul L. Frantz «International Business» The challenge of Global competition.12-th edition 2012