

**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  
« \_\_\_ » \_\_\_\_\_ 2016

APPROVED

Vice-Rector,  
Research and Academics

\_\_\_\_\_ T. Ivanova  
« \_\_\_ » \_\_\_\_\_ 2016



Quality Management System

**COURSE TRAINING PROGRAM**

on

**«International Management and Marketing»**

Area of knowledge: 07 «Management and Administration»

Specialty: 073 «Management»

Specialization: «Management of Foreign Economic Activity»

Year of study – 1<sup>st</sup>

Semester – 1<sup>st</sup>

Lectures – 34

Practicals – 17

Self-study – 84

Examination – 1 semester

Total (hours/ECTS credits) – 135/4.5

Homework (1) – 1<sup>st</sup> semester

Index PM-6-073-a/16-2.1.2

**QMS NAU CTP 11.02.03-01-2016**



The Course Training Program on “International Management and Marketing” is based on Master Extended Curriculum for by the specialty 073 “Management” and specialization “Management of Foreign Economic Activity”; Syllabus on this subject with index HM-6-073-a/16-2.1.2, approved \_\_\_\_\_ 2016 and correspondent normative documents.

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The Course Training Program has been discussed and approved by the Department for specialty 073 “Management” and specialization “Management of Foreign Economic Activity” – Management of Foreign Economic Activity of Enterprises Department, Record № \_\_\_\_\_ of \_\_\_\_\_ 2016.

Head of the Department \_\_\_\_\_ V. Novak

The Course Training Program has been discussed and approved by the Scientific-Methodological-Editorial Board of the Educational and Research Institute of Economics and Management, Record № \_\_\_\_ of " \_\_\_\_ " \_\_\_\_\_ 2016.

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

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**Master copy**



## ЗМІСТ

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## 1. INTRODUCTION

The Course Training Program of the subject “International Management and Marketing” 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
1	2	3	4	5	6
<b>1<sup>st</sup> Semester</b>					
<b>Module # 1 “Theoretical and methodological bases of international management and marketing”</b>					
1.1	Theoretical foundations of international management	6	2	-	4
1.2	Marketing as a tool of international management	9	2	2	5
1.3	International marketing environment	8	2	-	6
1.4	International marketing researches	10	2	2	6
1.5	Segmentation and selection of foreign target market	10	2	2	6
1.6	Positioning in the international market	8	2	-	6
1.7	Models of entering foreign markets by enterprise	10	2	2	6
1.8	Module Test # 1	3	2	-	1
<b>Total for the module # 1</b>		<b>64</b>	<b>16</b>	<b>8</b>	<b>40</b>
<b>Module # 2. “Adaptation of modern European concepts of management and marketing to market conditions of Ukraine”</b>					
2.1	Product policy on the global and the EU markets	6	2	-	4
2.2	Branding as a part of international product policy	8	2	2	4
2.3	Pricing policy in the international marketing system	8	2	2	4
2.4	International marketing communications: European and international experience	16	2	2	10
2.5	Distribution policy in the international marketing system: modern business practices	8	2	2	4
2.6	Corporate social responsibility in international management and marketing	6	2	-	4
2.7	Peculiarities of realization of the principles of the EU management and marketing in Ukraine	8	2	1	5
2.8	Homework	8	-	-	8
2.9	Module Test # 2	3	2	-	1
<b>Total for the module # 2</b>		<b>71</b>	<b>18</b>	<b>9</b>	<b>44</b>
<b>Total for the 1<sup>st</sup> Semester</b>		<b>135</b>	<b>34</b>	<b>17</b>	<b>84</b>
<b>Total for the subject</b>		<b>135</b>	<b>34</b>	<b>17</b>	<b>84</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 “Adaptation of modern European concepts of management and marketing to market conditions of Ukraine”.

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

### Basic recommended references

3.1.1. Гуткевич С. О. Міжнародний менеджмент: підручник / С.О. Гуткевич, Г.В. Дмитренко, І.Г. Оніщенко, Ю.М. Сафонов; за ред. д.е.н., проф. Гуткевич С. О. – К.: Кафедра, 2015. – 535 с.

3.1.2. Міжнародний маркетинг: навч. посіб. / За заг. ред.. Ю.Г.Козака, С. Смичка, І.Л. Літовченко. – К.: Центр учбової літератури, 2014. – 294 с.

3.1.3. Юхименко Г.І. Міжнародний менеджмент: навч. посіб./ Г.І. Юхименко, Л.П. Гацька, М.В. Півтора. – К.: Центр учбової літератури, 2011. – 488 с.

3.1.4. Cateora P.R. International marketing / P.R. Cateora, M.C. Gilly, J.L. Graham. – [15th ed.]. – New York: McGraw-Hill/Irwin, 2011. – 622 p.

3.1.5. Mead R. International management: culture and beyond / R. Mead, T.G. Andrews. – Chichester: John Wiley & Sons Ltd, 2009. – 469 p.

### Additional recommended references

3.1.6. Міжнародний менеджмент: навч. посіб. / І.О. Піддубний, І.Є Астахова, Л.М. Бондаренко; за ред. проф. І.О. Піддубного. – [2-ге вид., стереотип.]. – Х.: ІНЖЕК, 2006. – 252 с.

3.1.7. Овечкина О.М. Международный маркетинг: учебник / О.М. Овечкина. – М.: Амалфея, 2009. – 136 с.

3.1.8. Черенков В.И. Международный маркетинг-менеджмент: курс лекций с пакетом учебно-методической поддержки / В.И. Черенков. – М.: Феникс, 2007. – 608 с.

3.1.9. Onkvisit S. International marketing: analysis and strategy / S. Onkvisit, J.J. Shaw. – [4th ed.]. – London: Routledge, 2007. – 594 p.

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

№	Name	Index of Topics where Guides are Used	Amount
1.	Slides	1.1-1.7, 2.1-2.7	1 copy and e-version
2.	Methodical guidelines for carrying out Homework	2.8	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

1 <sup>st</sup> Semester				
Module №1		Module №2		Max Grade
Kind of Academic Activities	Max Grade	Kind of Academic Activities	Max Grade	
Active participation in lectures (1 value*7)	7 (total)	Active participation in lectures (1 value*7)	7 (total)	
Performing tasks for knowledge of theoretical material (5 values *3)	15 (total)	Performing tasks for knowledge of theoretical material (5 values *3)	15 (total)	
Carrying out individual tasks (4 values *2)	8 (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 18 values</b></i>		
Module Test # 1	14	Module Test # 2	14	
<b>Total for module # 1</b>	<b>44</b>	<b>Total for module # 2</b>	<b>44</b>	
<b>Semester Examination</b>				<b>12</b>
<b>Total for the 1<sup>st</sup> Semester</b>				<b>100</b>

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

Table 4.2

#### Correspondence between the Grades and the National Scale

Grades					National Scale
Active participation in lectures	Performing tasks for knowledge of theoretical material	Carrying out individual tasks	Carrying out and Defending the Homework	Module Test	
7	14-15	8	8	13-14	Excellent
6	12-13	6-7	6-7	11-12	Good
4-5	9-11	5	5	9-10	Satisfactory
under 4	under 9	under 5	under 5	under 9	Bad

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.

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

#### Correspondence between the Total Module Grades and the National Scale

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

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

Table 4.5

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

Correspondence of the Total Semester Grades to the National Scale and the ECTS System

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>Good</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 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 Semester Grade on the discipline is entered into for the Diploma Supplement.

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







(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

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02 – 32)

### УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				