


**МИНИСТЕРСТВО ОБРАЗОВАНИЯ КЫРГЫЗСКОЙ РЕСПУБЛИКИ
МЕЖДУНАРОДНЫЙ УНИВЕРСИТЕТ КЫРГЫЗСТАНА
ВЫСШАЯ ШКОЛА МАГИСТРАТУРЫ**

Утверждаю
Декан ВШ Магистратуры МУКР

 Бекбоева Р.Р.
«19» 04 2019 года

**ПРОГРАММА
ГОСУДАРСТВЕННОГО МЕЖДИСЦИПЛИНАРНОГО ЭКЗАМЕНА
ВШ МАГИСТРАТУРЫ ПО НАПРАВЛЕНИЮ
УПРАВЛЕНИЕ БИЗНЕСОМ**

Специализация

Международный бизнес

БИШКЕК 2019

Утверждаю
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Программа Государственного экзамена

Направление: Управление бизнесом
Специализация: Международный бизнес

1. Общие положения

Данная программа составлена в соответствии с законом Кыргызской Республики «Об образовании» и Государственным образовательным стандартом Кыргызской Республики «Магистерская подготовка (Магистратура)» и организует итоговую Государственную Аттестацию выпускников, завершивших полный курс обучения в магистратуре по специальности «Международный бизнес» направления «Менеджмент».

Государственный экзамен является комплексным, междисциплинарным экзаменом. В программу экзамена включены вопросы по следующим дисциплинам специализации: Международный бизнес (International Business), Международный маркетинг (International Marketing), Маркетинг (Marketing), Организационное поведение (Organizational Behavior), Управление человеческими ресурсами (Human Resource Management), Процедуры принятия решений (Decision-Making), Стратегический менеджмент (Strategic Management).

Внутри каждой дисциплины приведены разделы с рекомендуемой литературой. В список рекомендуемой литературы включались, как правило, наиболее важные исследования и пособия, которые могут и должны быть использованы магистрантами при подготовке к экзамену.

В целом государственный экзамен является итогом теоретического обучения в вузе. Поэтому студент должен продемонстрировать на экзамене хорошее знание литературы, высокий уровень самостоятельного теоретического осмысления проблем, умение содержательно и аргументировано ответить на возможные дополнительные вопросы.

Международный бизнес (International Business)

1. Explain why companies engage in international business and why its growth has accelerated. (Topic: International business: an overview).
2. Introduce different modes a company can use to accomplish its global objectives (Topic: International business: an overview).
3. Describe the major International Trade Theories. (Topic: International trade theory).
4. Define protectionism and provide arguments for government intervention in trade. (Topic: Government influence on trade).
5. Define different forms of economic integration and describe how each form affects international business. (Topic: Regional economic integration and cooperative agreements)
6. Give an overview of the different international exchange rate (monetary) systems that the world's nations have used in recent times. (Topic: International economics and the world economy)
7. Give an overview of the major means by which trade is restricted and regulated. (Topic: Government influence on trade)
8. Discuss the balance of payments and its three accounts. (Topic: International economics and the world economy)

Литература:

- 1) Pearsons, International Business
- 2) McConnell, Brue, Macroeconomics
- 3) International Business, 3rd Edition, Charles W. L. Hill, Irwin McGraw-Hill, 2000.
- 4) Panjak Ghemawat, "Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter." Harvard Business School Press, Chapter 3, September 2007.
- 5) Julia Kirby, "Mad About Plaid," Harvard Business Review, November 2007. A case study at first glance appears to be about whether a firm should continue to outsource production--but are there more fundamental factors that the firm is overlooking?
- 6) Ben Gerson, "Taking The Cake," Harvard Business Review, March 2004.

- 7) Michael Porter, "What is strategy?", Harvard Business Review, November-December 1996, pages 61-78. A defence of the Five Forces framework at a time when the "benchmarking" and "core competences" were all the rage.
- 8) Michael Porter, "The Five Competitive Forces That Shape Strategy," Harvard Business Review, January 2008. The very latest statement of the relevance of the Five Forces approach to corporate strategy making.
- 9) Michael Porter, "Know Your Place: How to assess the attractiveness of your industry and your companies' place in it," Inc, 1991. This remains for me the best succinct account of how a manager can effectively use Porter's Five Forces approach.

Международный маркетинг (International Marketing)

1. Discuss the uncontrollable environmental forces which international marketer must deal with. (Topic: The scope and challenge of international marketing)
2. Discuss the stages of international marketing involvement. (Topic: The scope and challenge of international marketing).
3. Differentiate among the three international marketing concepts (strategic orientation). (Topic: The scope and challenge of international marketing).
4. Outline the elements of culture and discuss how an international marketer can use them. (Topic: Cultural dynamics in assessing global markets)
5. Discuss the different groups of business customs which must be recognized by an international marketer. (Topic: Business customs in global marketing)
6. Discuss the breadth and scope of international marketing research. Why is international marketing research generally broader in scope than domestic marketing research? (Topic: Assessing global market opportunities)
7. Discuss the significance of economic development to international marketing. What are the stages of economic development? (Topic: Emerging markets)
8. Discuss the alternative foreign market-entry strategies.

Литература:

P. Cateora, J. Graham, International Marketing

Маркетинг (Marketing)

1. Define marketing and identify the elements of the marketing mix. List the common objectives of nonprofit marketing. (Topic: The foundations of marketing)
2. Explain the concept of market segmentation and describe the four strategies for market segmentation. (Topic: Market segmentation)
3. Outline the advantages and disadvantages of primary and secondary data. Describe the three data collection techniques used in primary research. (Topic: Marketing research and marketing information systems)
4. Discuss the five types of psychological factors that influence consumer buying behavior. (Topic: Consumer buying behavior)
5. Describe the product life cycle as a powerful marketing tool and characterize the stages of the product life cycle. (Topic: The product life cycle and related strategies)
6. Describe the various types of marketing channels in use today. (Topic: Marketing channels)
7. Explain the role promotion plays in the marketing mix. Identify the major elements of promotion. (Topic: An overview of promotion)
8. Discuss the nature of various pricing strategies. (Topic: Pricing strategies and tactics)

Литература:

- 1) W. Zikmund, M. D'Amico, Marketing
- 2) L. Bovee, J.Thill Marketing

Организационное поведение и управление человеческими ресурсами (Organizational Behavior and HRM)

1. Importance of interpersonal skills in the workplace. What are the manager's functions, roles and skills. (Topic: What is Organizational Behavior)
2. Define job satisfaction and show how it can be measured. Summarize the main causes of job satisfaction (Topic: Attitudes and job satisfaction).
3. Identify four early theories of motivation and evaluate their applicability today. (Topic: Motivation Concepts).
4. The importance of equity in payment system. The elements of payment. (Topic: Payment)
5. Compare contemporary theories of motivation. Management by objectives and impact on performance. (Topic: Motivation Concepts)
6. Factors affecting employee behavior: Job engagement and job involvement: why to evaluate (Topic: Attitudes and job satisfaction).
7. Workforce planning; the link between workforce planning and business planning. Internal and external influences on human resource management. (Topic: Workforce planning).
8. Effects of good HR policy; good governance principles (Topic: good governance principles).

Литература:

1. Stephen P. Robins and Timothy A. Judge, Organizational behavior. 13-th Edition, 2009. Textbook.
2. Stephen P. Robins. Organizational behavior, 9-th Edition, 2005
3. Fred Luthans. Organizational behavior. 8-th Edition, 1998.
4. Michael Armstrong and Stephen Taylor, HRM, 13-th Edition, 2014

Процедуры принятия решений (Decision-Making)

1. Discuss the nature and the scope of decision-making. (Topic: The nature of decision-making)
2. What are the main differences between programmed and nonprogrammed decision making? (Topic: Programmed and nonprogrammed decision making).
3. What are the steps that managers should follow to make a good decision? (Topic: Steps in the decision-making process).
4. In what ways do the classical and administrative models of decision making help managers appreciate the complexities of real-world decision-making? (Topic: The classical and administrative models).
5. Why do capable managers sometimes make bad decisions? What can individual managers do to improve their decision-making skills? (Topic: Cognitive biases and Decision making).
6. The disadvantages of group decision making. What steps can group members take to ward off groupthink? (Topic: Group decision making).
7. What is organizational learning, and how can managers promote it? (Topic: Organizational learning and creativity).
8. Describe the stages of the communication process. (Topic: The communication process)

Литература:

- 1) G. Jones, J.George, C.Hill, Contemporary Management
- 2) E. Frank Harrison, The managerial decision-making process
- 3) R. Ford, C. Heaton, Principles of management, a decision-making process
- 4) Robert C.Ford, Cheril P.Heaton. Principles of Management: a decision making approach. Reston Publishing.
- 5) Kotler Philip. «Marketing Management». 12-th Edition, 2006.
- 6) John Peter. Analyzing public policy. London and New York, 1998
- 7) Eoin Young, Lisa Quinn. Writing effective public policy papers. Open Society Institute, Budapest, 2002Kotler Ph. Marketing management. – Paris, 1972
- 8) T.Koichumanov, S.Slepchenko, M.Junushaliev, N.Abdullaev. Metodologia analiza prozedur podgotovki i prinyatiya resheniy na zentralnom urovne. Bishkek 2005
- 9) Peter Drucer, Praktika menedjmenta, 2002

Стратегический менеджмент (Strategic Management)

1. Discuss the five tasks of strategic management. (The strategic management process).
2. Discuss the factors that shape a company's strategy. (Establishing company direction)
3. Describe the Porter's model of five forces of competition. (Industry and competitive analysis)
4. Discuss SWOT analysis. What are the company's resource strengths and weaknesses and its external opportunities and threats? (Evaluating company resources and competitive capabilities)
5. Give an overview of the five generic competitive strategies. (Strategy and competitive advantage)
6. What is outsourcing? Discuss its advantages and disadvantages. (Strategy and competitive advantage).
7. Describe how companies institute best practices and mechanisms for continuous improvement to promote better strategy execution. (Managing the internal organization to promote better strategy execution).
8. Discuss the five leadership roles managers have to play to drive strategy implementation forward. (Corporate culture and leadership – keys to effective strategy execution).

Литература:

- 1) Thompson/Strickland. Strategic Management
- 2) Lester A. Digman. Strategic Management. Concepts, Process, Decisions. Textbook
- 3) Thomas L. Wheelen and J. David Hunger.-Strategic Management and Business Policy. Textbook.
- 4) Dinara S. Bobusheva. Methodical Manual on academic course of Methods of the Strategic Management. Altyn Tamga Printing House, Bishkek, 2007.
- 5) Kotler Philip. «Marketing Management». 12-th Edition, 2006.
- 6) John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan. «International Business: The Environments and Operations». Textbook. Tenth Edition. Upper Saddle River, New Jersey: Pearson Prentice Hall, 2004.
- 7) Charles W. L. Hill. «International Business: Competing in the Global Marketplace». Textbook. Fourth Edition. McGraw-Hill/ Irwin, 2003.
- 8) Richard M. Hodgetts, Fred Luthans. «International Management», Fourth Edition, 2000.