

"International Management and Marketing"

Homework topics:

1. Branding management of the enterprise performing foreign economic activity (on the example of ...).
2. Marketing researches in performing foreign economic activity (on the example of ...).
3. Improving product policy of the enterprise performing foreign economic activity (on the example of ...).
4. Features of the pricing policies and strategies of the enterprise performing foreign economic activity (on the example of ...).
5. Marketing communications of the enterprise performing foreign economic activity (on the example of ...).
6. Segmentation, targeting and positioning in the foreign market (on the example of ...).
7. Improving distribution policy in the international marketing (on the example of ...).
8. Features of entering new foreign markets by the enterprise (on the example of ...).
9. Product mix management in performing foreign economic activity (on the example of ...).
10. Improving international marketing mix of the enterprise (on the example of ...).
11. Assessing foreign market opportunities (on the example of ...).
12. Developing marketing strategies in performing foreign economic activity (on the example of ...).
13. Analyzing environment of the enterprise in performing foreign economic activity (on the example of ...).
14. Corporate social responsibility in supporting business effectiveness (on the example of ...).

The homework topic is selected by the student from the given list.

Homework is carried out in the first semester according to the approved methodical guidelines for fastening and deepening of theoretical knowledge and skills received by the student in the 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 "Practical aspects of international management and marketing".

Performance, designing and defense of homework are carried out by the student individually in accordance to methodological recommendations at the end of Module № 2.

The content of the homework is defined by its topic and reproduced in the plan developed by the student on the basis of the relevant normative documents and necessary references.

Content of the homework should include: introduction, two or more parts, each of which includes two or more paragraphs, conclusions, references and appendices (if applicable).

REQUIREMENTS FOR THE CONTENT OF THE HOMEWORK PARTS

The homework content is defined by its topic.

Urgency and practical significance of the chosen topic, peculiarities of setting and resolving issues concerning specific research are justified in the **introduction**. Besides, it is necessary to define accurately the aim and objectives of the work, research subject and object, and also to provide the characteristic of information sources and used research methods.

The volume of introduction shouldn't exceed 3 pages (2-3 pages).

Conclusions are a brief form of the research results: briefly present the main theoretical positions (problem formulation), evaluation of research results and suggestions for improvement of the researched direction of activity. It is advisable to explain and argue conclusions and suggestions. Proposals must be clear. They must meet the criteria of target effectiveness, practical significance and optimality. Conclusions can not contain suggestions that have not been considered in the homework.

Overall conclusions confirm that the objectives set in the homework are performed and the goal is achieved.

The volume of conclusions shouldn't exceed 5 pages (3-5 pages).

References are submitted in the alphabetical order (in the original language).

They are placed in the following order:

- a) the laws of Ukraine (in chronological order);
- b) decrees of the President, resolutions of the Government (in chronological order);
- c) directive materials of Ministries (in chronological order);
- d) monographs, brochures, books, articles, theses of reports etc. (in the alphabetical order);
- e) foreign-language sources (in the alphabetical order);
- f) e-sources (in the alphabetical order).

Information about literature sources included to the references should be submitted in accordance with the **existing requirements of the State Standard of Ukraine** for scientific works.

For example, as of 2017, references must be represented as follows:

1. Law of Ukraine "On Taxation of Profits of Enterprises" No. 334/94-BP dated December 28, 1994 [E-resource]. – Mode of access: <http://www.rada.gov.ua/>
2. Lanenko L.L. Practical aspects of investment and innovation activities of air transport enterprises of Ukraine / L.L. Lanenko: theses of reports of International scientific-practical conference [Problems of forming and development of innovation infrastructure] (Lviv, 19-21 May 2011) / Ministry of Education and Science of Ukraine, National University "Lviv Polytechnic". – Lviv, 2011. – P. 59-60.
3. Yanchuk M.B. Main directions of government policy for the integration of aviation sector of Ukraine to the system of trans-European transport networks / M.B. Yanchuk // Visnyk of Transport and Industry Economics. – 2010. – № 30. – P. 145-148.
4. Fan T. Evolution of global airline strategic alliance and consolidation in the twenty-first century / T. Fan, L. Vigeant-Langlois, C. Geissler, B. Bosler, J. Wilmking // Journal of Air Transport Management. – 2001. – №7. – P. 349-360.
5. Forbes S.J. Adaptation and Vertical Integration in the Airline Industry / S.J. Forbes, M. Lederman // American Economic Review. American Economic Association Publications. – 2009. – P. 1831-1849.
6. Antoschyshyna N.I. Theoretical positions of forming an integrated airline value [E-resource] / N.I. Antoschyshyna. – Mode of access: <http://www.nbu.gov.ua/>
7. The official website of «Wizzair» airline [E-resource]. – Mode of access: http://wizzair.com/about_us/company_information/language=RU

Homework should have a volume of **25-35** pages of printed text on one side of white A4-size paper sheet.

The text of homework is located on a sheet with compliance of such page margins:

- left margin – 30 mm,
- right margin – 10mm,
- top margin – 20mm,
- bottom margin – 20 mm.

Font type: Times New Roman, size **14 point font with 1.5-spaced lines**.

The titles of structural parts of the homework are **"CONTENT"**, **"INTRODUCTION"**, **"PART"**, **"REFERENCES"**, **"APPENDICES"** printed in all capital letters symmetrically to the text. The titles of subdivisions are printed in small letters (except the first capital) with indentation. There is no point at the end of the title. The distance between the title (except part headings) and text should be 2 intervals of the main text.

Each main structural parts (not subdivisions) of the homework should begin from a new page.

Numbering pages is sequential. Page number is set in the upper right corner. The numbering starts with the title page. The page number is not put on the title page. For the first time the page number is put on the content.

Illustrations (schemes, graphs) and tables should be presented in the work directly after the text, where they are mentioned for the first time or on the next page.

Number of illustration must consist of part number and sequence number of illustration, among which there is a point: for instance, "Fig. 1.2" (the second picture of the first part). Number of illustration, its title and explanatory signatures (comments) are placed consecutively under illustration.

Tables are numbered consecutively within the part. The inscription "Table" is placed in the upper right corner with indication of its number, which consists of a part number and sequence number of table, between which there is a point: for instance, "Table 2.3" (the third table of the second part), the title of the table is located below.

A SAMPLE PRESENTATION OF THE FIGURE

Tendencies of changes in percentage distribution of the volume of scheduled transportations of air companies by regions are represented in Fig. 2.10.

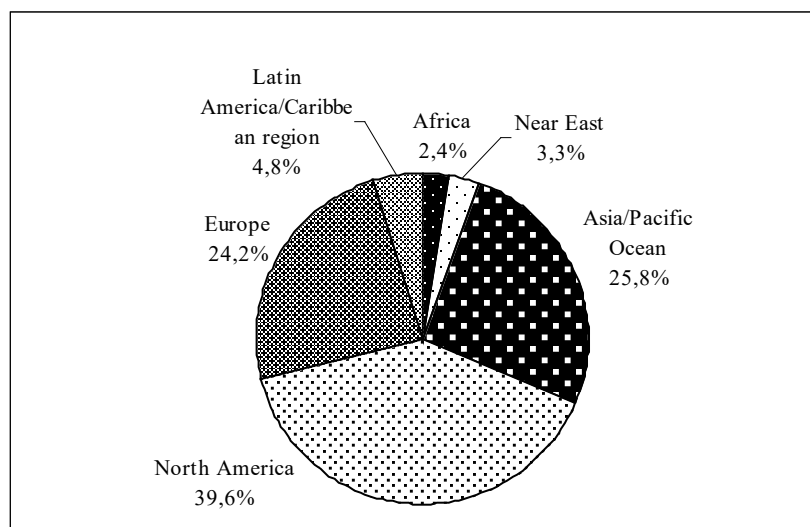


Fig. 2.10. Percentage distribution of the volume of scheduled transportations of air companies by regions in 2015*

*Compiled by the author based on data [17]

As to the financial indicators of Ukrainian government-owned air companies, they tend to grow in 2015-2017, according to forecasts (Table 3.1).

Table 3.1

Forecasted levels of the main financial indicators of Ukrainian government-owned air companies in 2017-2019

Years	2017	2018	2019
Indicators			
Revenue (thousand UAH)	1,851,631.3	1,938,336.9	2,025,042.5
Expenses (thousand UAH)	1,589,667.4	1,648,735.2	1,707,803.1
Profit (thousand UAH)	187,767.4	212,194.2	236,621.1

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL AVIATION UNIVERSITY

Management of Foreign Economic Activity of Enterprises Department

HOMEWORK

on the subject "International Management and Marketing"

**Topic: "Practical aspects of international management and marketing
(on the example of ...)"**

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