

**ĐỀ CƯƠNG ÔN THI**  
**KỶ THI TỐT NGHIỆP NĂM HỌC 2015 – 2016**  
**NGÀNH: QUẢN TRỊ KINH DOANH CHUẨN PSU**  
**KHÓA: K18PSU-QTH, K17PSU-QTH (THI LẠI)**

**MÔN 1: KIẾN THỨC CƠ SỞ NGÀNH**

**SUBJECT 1: FUNDAMENTAL KNOWLEDGE ( 1 credit)**

**Part 1: MANAGEMENT AND MANAGER**

- 1) Management and manager
  - a) Management
    - i) Some basic concepts
    - ii) Four tasks of management
    - iii) Levels and Skills of Managers
  - b) Managers
    - i) Personality Traits
    - ii) Big five personality traits
    - iii) Organizational Culture
- 2) Managerial Environment
  - a) Global Environment
  - b) Task environment
  - c) General environment
- 3) Managerial Decision Making
  - a) The Nature of Managerial Decision Making
  - b) Programmed and Non-programmed Decision Making
  - c) Steps in the Decision Making
- 4) Planning
  - a) Define planning and strategy
  - b) Level and type of planning
  - c) Planning process
    - i) Determining organization's mission and goals
    - ii) Formulating strategy
    - iii) Implementing strategy
- 5) Organizing
  - a) Organizing, organizational structure, organizational design
  - b) Job design
  - c) Functional structure and divisional structure
- 6) Leading
  - a) Leadership
    - i) Leadership, leader, different leadership and management
    - ii) Power: The Key to Leadership
  - b) Motivation
    - i) The Nature of Motivation
    - ii) Need theories

- 7) Controlling
  - a) Organizational Control
    - i) Control and control system
    - ii) Type of Control
    - iii) Steps in control

## **Part 2: MARKETING**

- 1) Marketing and marketing strategy
  - a) Marketing definition
  - b) The strategic Marketing process
  - c) Marketing strategy definition
  - d) The strategic Marketing process
- 2) Customer behavior
  - a) Consumer purchase decision process
  - b) Influences on the consumer purchase decision process
    - i) Psychological influences on consumer behavior
    - ii) Sociocultural influences on consumer behavior
- 3) Segmentation-Target Market-Positioning
  - a) Segmentation and Target Market
    - i) What market segmentation means
    - ii) Select target markets
  - b) Positioning the product
    - i) What is product positioning
    - ii) Two approaches to product positioning
- 4) Marketing mix
  - a) Product
    - i) product definition
    - ii) product life cycle
    - iii) Branding
  - b) Price
    - i) Price Nature
    - ii) Price setting methods
  - c) Place
    - i) Nature and the importance of Marketing channels
    - ii) Channel structure and organization
  - d) Promotion
    - i) IMC
    - ii) Advertisements
    - iii) Sales promotion
    - iv) Public relations
    - v) Personal selling

## **MÔN 2: KIẾN THỨC CHUYÊN NGÀNH**

### **Subject 2: SPECIFIED KNOWLEDGE ( 2 credits)**

#### **Part 1: HUMAN RESOURCE MENAGEMENT**

- 1) Human Resource Management
  - a) Definition of Human Resource Management
  - b) The HRM fuctions
- 2) The Analysis And Design Of Work
  - a) Analyze an organization's structure and work flow process
    - i) Work-flow analysis
    - ii) Organization structure analysis
  - b) Analysis of work
    - i) The importance of job analysis
    - ii) Job analysis information
    - iii) Job analysis methods
  - c) Design of work
    - i) Mechanistic approach
    - ii) Motivational approach
    - iii) Biological approach
    - iv) Perceptual-motor approach
- 3) Human Resource Planning And Recruitment
  - a) Human resource planning
    - i) Forecasts of labor demand
    - ii) Forecasts of labor supply
    - iii) Forecasts of labor surplus or shortage
    - iv) Goal setting and strategic planning
    - v) Program implementation and evaluation
  - b) Human resource recruitment
    - i) The human resource recruitment
    - ii) The human resource selection
- 4) Employee Training And Development
  - a) Training
    - i) Designing effective training activities
    - ii) Advice for choosing a training method
  - b) Development
    - i) The relationship among development, training
    - ii) Approaches to employee development

#### **Part 2: OPERATION AND SUPPLY CHAIN MANAGEMENT**

- 1) Strategy And Sustainability
  - a) Operations and Supply Chain Management (chapter 1)
    - i) What is Operations and Supply Chain Management
  - b) Strategy and Sustainability (chapter 2)
    - i) Productivity measurement (exercise)
- 2) Manufaturing And Service Processes
  - a) Strategic Capacity management (chapter 3)
    - i) Capacity management in operations (exercise)
    - ii) Determining capacity requirements (exercise)
    - iii) Using decision trees to evaluate capacity alternatives (exercise)
- 3) Production process (chapter 4)
  - a) Organizing production process

- b) Assembly – line design (exercise)
- 4) Project (Chapter 7)
  - a) Definition of project management
    - i) Network-Planning Models
      - (1) Critical Path Method (CPM) (exercise)
      - (2) Time-cost models and project crashing (exercise)
  - b) supply and demand planning
    - i) Demand management and forecasting (chapter 11)
      - (1) Simple Moving Average (exercise)
      - (2) Weighted Moving Average (exercise)
      - (3) Exponential Smoothing (exercise)
      - (4) Measurement of Error (exercise)
  - c) Inventory control (chapter 13)
    - i) Inventory Systems
      - (1) A Single-Period Inventory Model (exercise)
      - (2) Multiperiod Inventory Systems (exercise)
    - ii) Fixed–Order Quantity Models (exercise)
      - (1) Establishing Safety Stock Levels (exercise)
      - (2) Fixed–Order Quantity Model with Safety Stock (exercise)

### **Part 3: STRATEGIC MANAGEMENT**

- 1) Introduction And Overview
  - a) The definition of strategy and its importance
  - b) Charting a company’s direction: vision and mission, objectives and strategy
    - i) Stage 1: Developing a strategic vision, a mission, and a core values
    - ii) The importance of communicating the strategic vision
    - iii) Developing a company mission statement
    - iv) Linking the strategic vision and mission with company values
- 2) Core Concepts And Analytical Tools
  - a) Evaluating a company’s external environment
    - i) The strategically relevant components of a company’s macro environment
    - ii) Assessing the company’s industry and competitive environment
    - iii) Issue 2: Evaluating the strength of the industry’s competitive forces
    - iv) Issue 3: The impact of the changing driving forces on an industry
      - (1) The concepts of industry driving forces
      - (2) Identifying an industry’s driving forces
    - v) Issue 4: Determining the position of the industry rivals
      - (1) Using strategic group maps to assess the positioning of key competitors
      - (2) The value of strategic group maps
    - vi) Issue 6: The definition of the industry key success factors (KSFs)
  - b) Evaluating a company’s resources, cost position and competitiveness
    - i) Issue 2: Determining the important resources and capabilities
    - ii) Issue 3: Assessing the competitiveness of the company’s cost structure and customer value proposition
      - (1) Company value chains
      - (2) The value chain system for an entire industry
    - iii) Issue 4: Comparing the competitive strength with key rivals
- 3) Crafting A Strategy
  - a) The five generic competitive strategies
    - i) Low – cost provider strategies
    - ii) Broad differentiation strategy

- iii) Focused (or market niche) strategies
- iv) Best-cost provider strategy
- b) Strategies for competing in international markets
  - i) Strategy Options for Entering and Competing in Foreign Markets
    - (1) Export Strategies
    - (2) Licensing Strategies
    - (3) Franchising Strategies
    - (4) Establish a subsidiary in a foreign market
    - (5) Using International Strategic Alliances and Joint Ventures to Build Competitive Strength in Foreign Market
  - ii) Corporate strategy: diversification and the multi-business company

Đà Nẵng, ngày.....tháng....năm 2016

Ban giám hiệu  
(đã ký)

Phòng Đào tạo

Khoa Đào tạo quốc tế

Tổ trưởng PSU-QTH