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International management is a more complex type of management, the main objectives of which are the formation, development and use of the competitive advantages of the company due to the opportunities for doing business in different countries and, accordingly, the use of economic, social, demographic, cultural and other features of these countries and interstate interaction. The relevance of the study of international management lies in the fact that the economy in the modern world ceases to be a matter of one state.

The main part (Основная часть)

“Management” has become a frequent word in business area. It’s a wide notion, but in general, management means organizing and coordinating a group of people for directing them towards accomplishing a goal. This process can include manipulation of various resources: human, financial, natural, technological, etc. Apart from organizing entities, management uses other functions, such as forecasting, planning, staffing, controlling, actuating, commanding. Speaking of its etymology, the word ‘manage’ has Italian roots. It means to handle something. People, who have the responsibility to manage small firms or large companies, are either directors or managers. These people have the authority to make decisions according the enterprise.

One of the most important functions, that management implements, is *planning*. At this stage managers set objectives and then think of strategies for achieving them. It involves the creation of a plan followed by intelligent behavior. When the objectives are set, managers prepare tasks and proceed to *organizing* them within various sections or departments. Next stage of management is *commanding*. At this stage the manager hands out the tasks to employees and has the right to supervise whether they are being carried out. *Controlling* is an important stage, when manager can bring some corrections to the individuals’ activities. He or she should make sure that performance is according to the plan. The final stage is *coordinating*, i.e. bringing together the results of collective work.

Most international companies have a three-leveled management system, which comprises of:

- First-level managers

- Middle-level managers
- Top-level managers.

First-level managers focus on controlling and directing on the first place. This group includes supervisors or section leaders. Other than that, they can motivate employees and keep performance feedback. **Middle-level managers** are branch or department leaders, who are responsible for department's function. They devote more time to organizing than lower management. **Top-level managers** are presented by the board of directors. Their responsibility is to control and oversee the performance of the whole organization. They try to follow the world economies, politics and broad competition.

Conclusion (Заключение)

The essence of international management is the need to make decisions to satisfy various economic interests, passing them through the prism of global, local and, a priori, their own. It should be aimed at creating a balance of business interests at different levels with the optimization of their own, taking into account the restrictions of an international and national nature. The company, with the help of international management, not only penetrates the country through knowledge of its culture, but also accumulates international and national cultures and knowledge, creates a certain combination that is beneficial for the company, and thus imposes its own vision of problems and ways to solve them. Only in this way can it create its own effective market in a certain country.