

Модули проекта «Модель системного управления холдингом» (2)

| № | Содержание |
|----|---|
| 7 | Особенности организации процессов и функций подразделений УК: процесс КОРПОРАТИВНОГО ПЛАНИРОВАНИЯ (стратегическое и годовое планирование), процесс РАЗВИТИЯ (корпоративный маркетинг, методы корпоративного управления, обучение и консультирование, расширение портфеля активов, торговля активами и их синергия), ФИНАНСОВОЕ УПРАВЛЕНИЕ и КОНТРОЛИНГ (управленческий учет, основные финансовые показатели деятельности Группы, финансовое моделирование результатов Группы, бухгалтерия, внутреннее казначейство, расчетно-кредитное подразделение, бюджетирование деятельности УК, принципы финансирования УК, условия, механизмы и график выплаты дивидендов), процессы ОТЧЕТНОСТИ, обеспечение БЕЗОПАСНОСТИ, HR, IT-поддержка, ЮРИДИЧЕСКАЯ поддержка. Принципы централизации и |
| 8 | Орг.структура УК, название должностей и роли управления, положения о подразделениях, карты ответственности и показатели эффективности (KPI) руководителей УК, |
| 9 | Бизнес-процесс корпоративного анализа и планирования в Холдинге: принципы стратегического и операционного анализа, планирования в УК и Бизнес-единицах, |
| 10 | Политика Корпоративного Управления: «правила игры» в Холдинге: права, ответственность и взаимодействие между Собственниками, УК и Бизнес-единицами, |
| 11 | Стратегия Холдинга: в чем отличие стратегии УК от стратегии Бизнес-единиц. Определение индикаторов эффективности УК. Формирование стратегии Холдинга на период (стратегическая карта, целевые показатели стратегического уровня в формате сбалансированной системы показателей) + инициативы + зоны ответственности. |

Sistemnoe Upravlenie Realizatsiei Marketingovoi Kontseptsii razvitiia Predpriatiia

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Sistemnoe Upravlenie Realizatsiiei Marketingovoi Kontseptsii razvitiia Predpriatiia Introduction

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