



APPROVED:
Vice-rector for study and methodical work
Veronika.G. Shubaeva
« 23 июля » 2022 .

***Дизайн-мышление и технологии принятия решений в
международном бизнесе / Design thinking and managerial decision
making in international business***

Syllabus of the course

Specialty *38.04.02 Management*

Specialization *International Business Administration*

Level of higher education *Masters Degree*

Form of training *Full-time*

Year of enrolment *2022*

Authored by:
Associate Professor, PhD, Iana U. Salikhova

Total number of hours	216	Form of final attestation: Exam: semester 2 Term paper: semester 2
incl:		
contact work	32	
self-study	148	
practical training	0	
control hours	36	

Hours distribution:

Semester:	2
Type of classes	Hours
Contact hours	18
Practical training	14
Laboratory work	0
Total contact hours	32
Self-study	148
Control hours	36
Total academic hours	216
Total credits	6

CONTENTS

1. LEARNING OBJECTIVES	3
2. COURSE PLACE IN THE PROGRAMME STRUCTURE.....	3
3. EXPECTED LEARNING OUTCOMES	3
4. COURSE STRUCTURE AND CONTENT	4
5. TEACHING AND LEARNING TOOLS OF THE COURSE.....	5
5.1 Recommended literature	5
5.2 List of software (including national production).....	5
5.3 List of reference systems and modern professional databases	5
6. TECHNICAL FACILITIES.....	6
7. METHODOLOGICAL GUIDELINES FOR STUDENTS	6
8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS	7
ASSESSMENT RESOURCES.....	9
1.1 Control tasks and assignments for interim attestation	9
1.2 Topics for written task	9
1.3 Interim checkpoints.....	9
1.4 Other assessment objects	10
1.5 Self-study	10
1.6 Grading scale	10

1. LEARNING OBJECTIVES

Objective:	Formation of systemic ideas among undergraduates, a set of knowledge and skills in relation to the application of design thinking methodology and decision-making technologies in international business
-------------------	--

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V Design thinking and managerial decision making in international business refers to the part formed by the participants in the educational relations of Block 1.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
PC-1 - Able to analyze and predict the development of the organization, develop measures to improve its business model and international strategy	PC-1.2 - Develops measures to improve the management of an international company	<p>To know: methods of researching the activities of the organization; design thinking methodology when designing customer-oriented products and services, modern business development trends</p> <p>To be able to: identify and explore current issues in the field of international management, interpret and evaluate the results; develop plans and programs for conducting research in the field of international company management; search for information on the received task, collect, analyze the data necessary to solve the set management tasks, substantiate the findings; develop programs for organizational development and changes based on design thinking methodology</p> <p>To master: the skills of summarizing the results of previous studies in the field of international management, methods of critical literature review in the field of management decisions in the global environment; skills to substantiate strategic and tactical management decisions in the global digital environment; skills in developing measures to improve the activities of an international company using the methodology of design thinking</p>
UK-6 – Able to determine and implement the priorities of their own activities and ways to improve it based on self-assessment	UK-6.1 – Understands the importance of planning long-term goals of activity, taking into account the conditions, means, personal capabilities, time perspective for the	<p>To know: goal-setting and planning techniques for developing an organization's business model using design thinking methodology</p> <p>To be able to: plan the stages of project implementation based on the design thinking methodology for the development of the organization's business model, taking into account the conditions, means, personal capabilities and time constraints</p> <p>To master: approaches and methods of creative thinking,</p>

	development of activities and labor market requirements	technologies of self-organization and self-examination
--	---	--

4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Topic 1. Trends in the development of modern markets in the digital economy	Introduction. subject of discipline. The purpose and objectives of the discipline. The meaning and place of discipline in the educational process. Forms of conducting classes and monitoring the knowledge of undergraduates. Recommended literature. Key prerequisites for change, the impact of technology on consumers and customer value. business ecosystems. The concept of the fourth industrial revolution. The evolution of business models. Economy of experience and cooperation. Modern consumption patterns. Industry 4.0. The concept of the fourth industrial revolution. The evolution of business models. Consumption models: Prosumer. e-learning. Omni channel experience. Internet of things. Actual directions of Russian and foreign research in the field of international marketing and management.	4	2		20
Topic 2. Design thinking as a tool for creating value.	The essence of design thinking. Methodological boundaries of design thinking. Principles of design thinking. Design thinking as a tool for creating customer-oriented goods and services. Iterativeness as the main principle of design thinking. Stages and tools of design thinking.	4	2		30
Topic 3. Methods of design thinking.	The formation of empathy. Analysis and synthesis in design thinking. Consumer journey map. Idea generation in design thinking. Prototyping in design thinking. Testing ideas in design thinking.	4	4		45
Topic 4. Decision-making technologies: course work development	Actual directions of Russian and foreign research in the field of international marketing and management. Formation of the theoretical base of the study. Approaches to critical analysis of literature. Typical mistakes in conducting a theoretical review of the literature. Research design: definition of goals, type and strategy of research, sources of information.	6	6		53
Control hours:					36
Total hours:		18	14	0	148

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Osterwalder A. Value proposition development: How to create goods and services that consumers want to buy. Your first step ... - M.: Alpina Publisher, 2018. - 312 p.	https://znanium.com/read?id=250810
Levrik M., Link P., Leifer L. Design thinking. From insight to new products and markets. - St. Petersburg: Peter, 2020.	https://znanium.com/read?id=391699
Orlovskaya, Victoria P. Methods of scientific research : textbook / VP Orlovskaya ; Ministry of Science and Higher. education Ros. Federation, St. Petersburg. state economy un-t, Dept. service. and congress and exhibition activities. St. Petersburg : Publishing House of St. Petersburg State University of Economics, 2019	http://opac.unecon.ru/elibrary ... B2%D0%B0%D0%BD%D0%B8%D0%B9.pdf
Methods of scientific research in marketing and entrepreneurship : textbook / OV Firsanova ; Ministry of Education and Science Ros. Federation, St. Petersburg. state economy un-t, Dept. marketing Part 1: Methodology of scientific research St. Petersburg : SPbGEU Publishing House, 2013	http://opac.unecon.ru/elibrary/elib/445342297.pdf

5.2 List of software (including national production)

- 7-Zip
- Microsoft Office Professional
- Microsoft Windows Professional

5.3 List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARY – www.elibrary.ru
3.	Science Digital Library КиберЛенинка – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)
8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru

11.	Digital library system ЗНАНИЙ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
Classroom 1043 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialised furniture and equipment: Educational furniture for 42 seats (21 desks), teacher's workplace, chalk board 1 pc. (3 sections), chair 1 pc., table 2 pcs., iso chair 2 pcs.. Portable multimedia kit: Laptop HP 250 G6 1WY58EA, Multimedia projector LG PF1500G. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 1064 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 42 seats, a teacher's workplace, a whiteboard - 1 pc, a table - 1 pc, a chair - 1 pc, an interactive projector Epson-EB-455Wi - 1 pc, a computer Intel i3-2100 2.4 Ghz/4Gb/500Gb/Acer V193 19" - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2007 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Training furniture for 126 seats, teacher's workplace, m/m table - 1 pc, desk - 6 pcs, chair - 1 pc, chalk board (3 sectional) - 2 pcs, Chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz/4Gb/500Gb/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm (SCM-4304) - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1 pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;

- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;

– for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

1.1 Control tasks and assignments for interim attestation

1. The concept of customer experience
2. The Design Thinking Process
3. Design Thinking Methods
4. Ways to Generate Ideas
5. Empathy Map
6. Consumer Journey Map
7. Persona method
8. Moccasin Method
9. Interview method
10. Observation method
11. Secondary Research
12. In-depth Interview: Structure and Requirements
13. Features of conducting a critical review of the literature
14. Key mistakes in critical review
15. Research design structure
16. Research types
17. Quantitative research: features and methods
18. Qualitative research: features and methods
19. Research time horizon
20. Research methods: case study

1.2 Topics for written task

1. The role of omnichannel service strategies in increasing customer value in international markets.
2. The essence of competition and methods for its assessment in the digital platform market.
3. Business ecosystem development in the digital economy.
4. Co-creation of value in the context of sustainable consumer behavior.
5. The role of marketing competencies in the process of entering a foreign market.
6. Economics of cooperation: models of behavior of prosumers.
7. Factors of competitiveness of companies in the global environment.
8. The role of corporate social responsibility in the perception of the employer brand: a theoretical aspect.
9. Assessment of the level of competition in the digital environment.
10. Innovative development and change management in organizations.
11. Features of marketing in the industry of video games.
12. Business ecosystem: concept and development strategy.
13. Factors affecting the perception of innovation in social networks.
14. A theoretical review of online distribution strategies in the hospitality industry.
15. Approaches to the study of managerial competencies.
16. Corporate strategies of wholesalers and retailers in China.
17. Trends of sustainable development in the electric power industry.
18. Opportunities and threats of the global environment in the car market.
19. Performance indicators of creative commercial projects.
20. Influence of cultural factors on the effectiveness of SMM.

1.3 Interim checkpoints

Number	Type	Method of conduct	Topic number
1	Project analytic work	orally	1-3
2	Defense of written	orally	1,4

	work		
3	Monitoring	with the help of technical means and information systems	1-4

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

Name of self-study	Topic number
Term paper design	1,4
Development of individual / group projects	1-3
Lectures and practical classes preparation	1-4
Exam preparation	1-4

1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

Points	Grade
≤ 54	fail
55-69	satisfactory
70-84	good
≥ 85	excellent

Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarized.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.

4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.