

APPROVED:
Vice-rector for study and methodical work
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Международный менеджмент / International management

Syllabus of the course

Specialty	38.04.02 Management
Specialization	International Business Administration
Level of higher education	Master's Degree
Form of training	Full-time
Year of enrolment	2022
Authored by:	
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Total number of hours	180	Form of final attestation: Exam: semester 3
incl:		
contact work	56	
self-study	88	
practical training	0	
control hours	36	

Hours distribution:

Semester:	3
Type of classes	Hours
Contact hours	20
Practical training	36
Laboratory work	
Total contact hours	56
Self-study	88
Control hours	36
Total academic hours	180
Total credits	5

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1. LEARNING OBJECTIVES

Objective:	Obtaining a system of knowledge in the field of management in the international market, skills in developing management decisions in the field of entrepreneurial activity in various countries, as well as using tools for analyzing the environment of functioning of the international market Obtaining a system of knowledge in the field of management in the international market, skills in developing management decisions in the field of entrepreneurial activity in various countries , as well as the use of tools for analyzing the environment of the functioning of international business.
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2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V International management 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: goals, objects and tools of strategic management of international business in modern corporations</p> <p>To be able to: determine the most appropriate methods of organizing and planning international business at the enterprise level</p> <p>To possess: the skills of developing management decisions in the environment of international entrepreneurship</p>

4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Topic 1. Globalization of the economy: new opportunities for international business and the challenges of	The economic meaning of globalization. Globalization as the highest stage of internationalization and the highest stage of integration. Internationalization of the impact of production and consumption on the global ecosystem. Social consequences of globalization. globalization and other major trends.	4	4		12

international management.					
Topic 2. Assessment of the competitive advantages of countries, industries and firms in international markets.	Features of the globalization of industries and enterprises. Basic approaches to identifying the competitive advantages of countries, industries and firms in international business. The specifics of business models of companies in the international market. The concept and types of ratings. Ratings of economic entities. Classification of ratings and their functional purpose in making management decisions in the international arena.	4	8		12
Topic 3. Globalization of business and sustainable production.	Linking globalization, sustainable development goals, sustainable consumption and sustainable consumption. The main global problems and directions for their solution. Development of sustainable development ideas and implementation of goals.	2	4		12
Topic 4. Strategic decisions, processes and tools of strategic international management.	Basic approaches and methods of strategic analysis in the international market. Tools for strategic planning and development of solutions in the international market.	4	6		20
Topic 5. Modern organizational forms and structures of international corporations.	The concept of TNCs and their role in the global economy. The evolution of TNCs and their features. Prerequisites for the formation of global TNCs. Model and index of transnationalization. Global monopolism and its consequences.	4	6		12
Topic 6. Strategic planning and control in international business.	Strategic planning system in the international market. Development of a management control system in international business. Problems of ensuring effective control in international business.	2	8		20
Control hours:					36
Total hours:		20	36	0	88

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
International management: a textbook for bachelors / E. P. Temnyshova [and others]; edited by E. P. Temnyshova. - Moscow: Urait Publishing House, 2022. - 456 p.	https://urait.ru/bcode/508942
Abramov, V. S. Strategic management: textbook and	https://urait.ru/bcode/520203

workshop for universities / V. S. Abramov, S. V. Abramov; edited by V. S. Abramov. - 2nd ed., revised. and additional - Moscow: Urait Publishing House, 2023. - 444 p.	
Abchuk, Vladimir Avraamovich Management at 2 pm Part 1: textbook and workshop for universities / V. A. Abchuk, S. Yu. Trapitsyn, V. V. Timchenko. 3rd ed., corrected. and additional Electron. Dan. Moscow: Urait, 2022. - 239 p.	https://urait.ru/bcode/490032
Anikeeva, O. P. Social responsibility of business and international competitiveness: textbook and workshop for universities / O. P. Anikeeva. - 2nd ed., revised. and additional - Moscow: Urait Publishing House, 2022; Tyumen: Tyumen State University Publishing House. — 169 p.	https://urait.ru/bcode/496276

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 ЗНАНИУМ (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. 1 Globalization, its components and impact on international management.
2. Transformation of the country's national management model into an international one.
3. Analysis of the business environment in a foreign country. Political and economic risks.
4. Risk management, existing approaches and systems.
5. Types of risks in international business. Methods for minimizing the risks of internationalization of activities.
6. Systems of international ratings of various countries. Distinctive characteristics and practical significance.
7. Different approaches to the study of business culture in international management.
8. Strategic management in the international arena. Reasons for entering the global market.
9. The need for international strategic alliances in the global economy. Their advantages and disadvantages.
10. International joint venture.
11. Transnational corporation as an effective form of international business.
12. Competitive advantages of TNCs.
13. Characteristics of business culture and management system in a foreign country.
14. Conducting business negotiations with businessmen from different countries.
15. Place and role of international corporations and financial and industrial groups in the global economy.
16. Country specifics of FIGs and their characteristics.
17. Model of transnationalization: the formation of TNCs and its characteristic features.
18. Classification of TNCs.
19. Transnationalization of Russian companies.
20. Transnational companies: concept and main types. Causes of TNK.
21. Positive and negative consequences of the formation of transnational corporations.
22. Characteristics of the level of transnationalization of companies and the scope of TNCs.
23. Organizational forms of companies entering foreign markets.
24. Types of international companies.
25. Management system in international companies.
26. Organizational structures for managing international companies.
27. Basic concepts and classification of management structures.
28. Main trends in the development of international companies and their management structures.
29. Integration of international companies.
30. Organizational forms of interfirm integration, their characteristics and features.
31. Classification of strategic alliances.
32. Basic strategies for the development of international companies.
33. Mergers and acquisitions of international companies.
34. The environment of modern international business.
35. Internationalization and globalization of economic activity.

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

Number	Type	Method of conduct	Topic number
1	Analytic work	written	1-3
2	Analytic work	written	4-6
3	Monitoring	written	1-6

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
Exam preparation	1-6
Lectures and practical classes preparation Calculations, analyses, graphic and other tasks	1-6
Calculations, analyses, graphic and other tasks	2-6

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)	<p>Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled.</p> <p>Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.</p>
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