

APPROVED:
Vice-rector for study and methodical work
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Проект: Инновационные проекты в международном бизнесе /
Project: Innovative projects in international business

Syllabus of the course

(implemented by way of practical training)

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: Graded test: semester 3
incl:		
contact work	28	
self-study	152	
practical training	12	
control hours	0	

Hours distribution:

Semester:	3
Type of classes	Hours
Contact hours	16
Practical training	12
Laboratory work	
Total contact hours	28
Self-study	152
Control hours	0
Total academic hours	180
Total credits	4

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1. LEARNING OBJECTIVES

Objective:	Develop project work capacity, knowledge and skills in developing, justifying and promoting innovative projects for international markets
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2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline B1.V Project: Innovative projects in international business is part of Block 1.

The discipline, as a component of the educational programme, is implemented in the form of practical training through the direct performance of certain types of work related to the future professional activity of the students.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
PC-5 – Able to organise project work to implement innovative solutions in the digital economy	PC-5.2 – Assesses prospects and develops innovative projects in a global, risk-based environment	<p>To know: the fundamentals of innovation management and project management.</p> <p>To be able to: carry out feasibility analysis of an innovation project.</p> <p>To master: the principles of innovation project risk assessment and management.</p>
UC-1 – Is able to critically analyse problematic situations with a systematic approach, to develop a strategy of action	UC-1.3 – Identifies and assesses the practical implications of possible solutions to the problem, develops and proposes different strategic solutions to the problem, assessing their advantages and disadvantages	<p>To know: the basics of the systems approach.</p> <p>To be able to: develop alternative solutions to a problem and assess their merits and demerits.</p> <p>To master: skills in predicting the consequences of the chosen design solutions.</p>
UC-2 – Able to manage a project through all stages of its life cycle	UC-2.2 – Designs the implementation of specific tasks by identifying the best ways of doing things and choosing the resources to achieve the objective	<p>To know: the stages of the project life cycle.</p> <p>To be able to: evaluate the need for resources to realise the objectives of an innovation project.</p> <p>To master: skills in setting objectives for each stage of the innovation project life-cycle and allocating resources for their implementation</p>

UC-3 – Able to organise and lead a team, developing a team strategy to achieve the goal	UC-3.2 – Understands the specifics of organisational culture and communication with management, and is able to motivate individual employees and the team as a whole	<p>To know: the basic principles and rules of business communication.</p> <p>To be able to: establish communication with project managers, experts, project team members.</p> <p>To master: business communication skills to keep the project team motivated and make the project relevant to business representatives.</p>
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4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content
Topic 1. Planning the project's work.	Getting to know the subject area. Formulation of the problem situation, setting the goal of the project work. Definition of roles in the project team. Developing a project timetable. Conducting a benchmarking study.
Topic 2. Analysis of the international market for an innovative product.	Identify the composition of potential buyers and consumers of the innovative product. Identification and profiling of competitors and sub-competitors. Assessment of the current market capacity and its potential with a forecast of its development dynamics. Market segmentation, assessment of the attractiveness of selected target segments.
Topic 3. Planning the development stages of an innovation project.	Designing the project solution. Consideration of the interests of project stakeholders. Assessing project constraints.
Topic 4. Evaluate the effectiveness of the proposed design solutions.	Estimating the costs of implementing project solutions. Calculation of the cost-effectiveness of project solutions. Project risk management.
Topic 5. Preparation of the presentation.	Prepare and defend the presentation in the presence of project stakeholders.

5. PROJECT WORK IN THE IMPLEMENTATION OF THE DISCIPLINE

The implementation of the discipline is carried out in the form of project work of students and provides for the possibility of partial implementation of the discipline outside the territory of the university on the basis of the relevant organisation, with which the contract on practical training on this VET programme is concluded. The choice of specific tasks depends on the specific activities of the relevant organization.

6 TEACHING AND LEARNING TOOLS OF THE COURSE

6.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Baranchev V. P. Management of innovations : textbook for universities / V.P. Baranchev, N.P. Maslennikova, V.M. Mishin. - Moscow : Publishing house Yurait, 2022.	https://urait-ru.ezproxy.uneco ... upravlenie-innovatsiyami-488625
Project Management : textbook and practical work for universities / A.I. Balashov, E.M. Rogova, M.V. Tikhonova, E.A. Tkachenko ; under general editorship of E.M. Rogova. - Moscow : Publishing house Yurait, 2022.	https://urait-ru.ezproxy.uneco ... er/upravlenie-proektami-468486

6.2 List of software (including national production)

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

6.3 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

7. 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 2026 Computer class (for practical classes, course design (coursework) with the use of computer technology). Special furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table - 2 pcs., chair - 1 pc.), marker board with 3 sections - 1 pc, rack hanger - 2 pcs, iso chair - 9 pcs, blinds - 2 pcs, Computer pentium x2 g3250 /8Gb/500gb/ philips 21.5') - 1 pc, Computer Intel X2 G3420/8 Gb/500 HDD/PHILIPS 200V4- 23 pcs, Laptop HP 250 G6 1WY58EA -2 pcs, Multimedia projector Optoma x400 - 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 2062 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 56 seats, teacher's workplace, chalk board (one section) - 1 pc, chair - 1 pc, desk - 1 pc, chair - 2 pcs, Intel Core i3-2100 CPU @ 3.10GHz/4/500 Acer V193 computer - 1 pc, Panasonic PT-VX610E multimedia projector - 1 pc, Optoma EX-632 multimedia projector - 1 pc, DRAPER TARGA 221x295 screen - 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

In the course of the discipline in the form of practical training in a professional organisation, students shall be given the opportunity to use the premises of the professional organisation as agreed in the practical training agreement, as well as the equipment and technical means of training located there, necessary for the successful performance of certain types of work related to the future professional activity.

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

Assessment of knowledge, skills and (or) experience, characterising the stages of competence formation is carried out through the procedures of current control and intermediate attestation in accordance with this FS, the work programme of the discipline and the LPA of the University.

1.1 Control tasks and assignments for interim attestation

Assignments for current monitoring are formed in accordance with the project sheet

Number	Type	Method of conduct	Stage numbers of the discipline
1	Informational and analytical work	oral	1-2
2	Project analytical work	written	3-5
3	Monitoring	by technical means and information systems	1-5

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

The results of mastering the discipline in the form of practical training are assessed through interim certification by defending the completed reports with possible procedures of internal independent evaluation of the quality of educational activities with the involvement of practitioners and independent experts.

The procedure of intermediate attestation is regulated by the Regulation on practical training of students studying basic professional educational programs of higher education, the Regulation on the current control of progress and intermediate attestation of students in higher education programs.

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

Name of self-study	Stage numbers of the discipline
Work with analytical databases, normative documents, reference books	1-2
Performing calculations, analyses, computational-graphic and other tasks	2-4
Development of individual/group projects	1-5

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 plagiarised.
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.

If necessary, assessment tools adapted for students with disabilities are used for the interim assessment of students' practice.