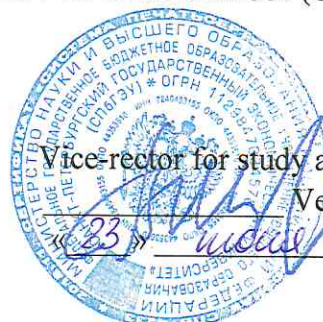


MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education
«SAINT-PETERSBURG STATE UNIVERSITY OF ECONOMICS» (UNECON)



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

*Создание стоимости на международных рынках / International
value creation*

Syllabus of the course

Specialty	38.04.02 Management
Specialization	Международное бизнес-администрирование / International Business Administration
Level of higher education	Master's Degree
Form of training	Full-time
Year of enrolment	2022

Authored by:

Associate Professor, PhD, Nina S. Slavetskaya

Total number of hours	108	Form of final attestation: Test: semester 2
incl:		
contact work	32	
self-study	76	
practical training	0	
control hours	0	

Hours distribution:

Semester:	2
Type of classes	Hours
Contact hours	18
Practical training	14
Laboratory work	
Total contact hours	32
Self-study	76
Control hours	0
Total academic hours	108
Total credits	3

Saint-Petersburg
2022

CONTENTS

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

1. LEARNING OBJECTIVES

Objective:	Formation of undergraduates' understanding of the paradigm of global value chains and the skills of making managerial decisions on the placement of foreign branches or the establishment of foreign cooperation
-------------------	--

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V International value creation refers to the part formed by the participants in 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-4 – Able to lead the development of logistics strategies in international markets	PC-4.1 – Plans global production chain configurations	<p>To know: the concepts of location-independent collaboration and international value creation; global value chain paradigm</p> <p>To be able to: identify the strengths and weaknesses of the configuration of the global production chain; identify growth opportunities in foreign markets</p> <p>To possess: approaches to determining the most suitable location in a foreign market; approaches to the selection and justification of a strategy for entering a foreign market</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. Drivers of globalization and internationalization, consequences for business	The concepts of globalization and internationalization, their causes and drivers. The relevance of the process of globalization for firms and its consequences.	3	2		15
Topic 2. Determinants of the choice of foreign markets and foreign location of production	The process of selecting markets to create an international value chain. Factors and trends that need to be taken into account when choosing a foreign market and relocation: the cost of labor factors, productivity, availability of resources, logistics, cultural differences, risks, the amount of investment required, etc.	6	4		19

Topic 3. Global strategies of companies	Various approaches to assessing the profitability of an internationalization strategy that take into account both qualitative and quantitative indicators. Methods for rapid assessment of the long-term impact of internationalization and relocation of operations on the activities of companies, which is an effective decision support for middle and top managers.	5	5		23
Topic 4. The configuration of global value chains and an integrated approach to assessing their strategic importance	Development of global networks of value creation. Principles of creation of such chains and their coordination. Advantages and disadvantages of typical production chain configurations. Ways to assess the existing structures of value networks and options for their transformation to achieve greater financial and operational efficiency of companies.	4	3		19
Control hours:					0
Total hours:		18	14	0	76

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
Krasavina, Lydia Nikolaevna International monetary and credit and financial relations: a textbook for universities / L. N. Krasavina [and others]; executive editor LN Krasavina. 5th ed., trans. and additional Moscow: Yurayt, 2022. 534 p.	https://urait.ru/bcode/488867
Gorlov, S. M. International transport operations: textbook / S. M. Gorlov, O. V. Takhumova. - Stavropol: North Caucasian Federal University, 2016. - 111 p.	https://www.iprbookshop.ru/66051.html

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 КиберЛеника – 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) -	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	
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;

– metha-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

Is not provided by the work programme of the discipline.

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Intern checkpoints

Number	Type	Method of conduct	Topic number
1	Case	written	1-2
2	Project analytic work	written	3-4
3	Monitoring	written	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
Homework	1-4
Lectures and practical classes 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.