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)

|  |  |
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|  | APPROVED  Vice-rector for educational activities  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Veronika.G. Shubaeva  «\_\_\_\_» \_\_\_\_\_\_\_\_\_\_\_\_\_\_ 20\_\_\_\_. |

***Проект: Консалтинговый проект для международного развития / Project: Consulting project for international development***

**Syllabus of the course**

(implemented in the form 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 | 2024 |

Author(s):

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| PhD, Yulia Nikolaevna Solovyova |

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| --- | --- | --- |
| Total number of hours | *180* | **Types of control in semesters:**  *Differentiated credit: semester 3* |
| incl: |  |
| contact work | *28* |
| self-study | *152* |
| practical training | *12* |
| control hours | *0* |

**Distribution of discipline hours:**

|  |  |
| --- | --- |
| Semester: | *3* |
| Type of activity | 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** | ***5*** |

Saint Petersburg

2024

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1. **THE GOAL OF MASTERING THE DISCIPLINE**

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| --- | --- |
| **Target:** | To develop the ability to work on projects, to form knowledge and skills in the field of development, justification and promotion of innovative projects for international markets. |

1. **THE PLACE OF THE DISCIPLINE IN THE STRUCTURE OF THE EDUCATIONAL PROGRAM**

Discipline B1.V Project: Consulting project for international development / Project: Consulting project for international development refers to the part formed by the participants of educational relations of Block 1.

The implementation of the discipline, as a component of the educational program, is carried out in the form of practical training through the direct performance by students of certain types of work related to future professional activities.

1. **PLANNED LEARNING OUTCOMES FOR THE DISCIPLINE**

|  |  |  |
| --- | --- | --- |
| **Code and name of graduate competence** | **Code and name of indicators of achievement of competencies** | **Planned learning outcomes for the discipline** |
| UC-1 - Capable of carrying out a critical analysis of problematic situations based on a systems approach, developing an action strategy | UC-1.2 - Determines and evaluates the practical consequences of possible solutions to the problem, develops and proposes various strategic solutions to the problem based on a systems approach | Know:  Fundamentals of the systems approach.  Be able to:  develop alternative solutions to the problem and evaluate their advantages and disadvantages.  Own:  skills in predicting the consequences of selected design decisions. |
| UC-2 - Capable of managing a project at all stages of its life cycle | UC-2.2 - Designs the implementation of specific tasks by determining optimal solutions and selecting resource provision to achieve the set goal | Know:  stages of the project life cycle.  Be able to:  assess the need for resources to achieve the goals of the innovation project.  Own:  skills in setting tasks for each stage of the life cycle of an innovative project and allocating resources for their implementation. |
| UC-3 - Able to organize and manage the work of a team, developing a team strategy to achieve the set goal | UC-3.2 - Understands the specifics of organizational culture and communication with management, knows how to motivate individual employees and the team as a whole | Know:  basic principles and rules of business communication.  Be able to:  establish communication with project managers, experts, and project team members.  Own:  business communication skills to maintain the motivation of the project team and ensure the relevance of the project to business representatives. |
| PC-5 - Capable of organizing project work on the implementation of innovative solutions in the context of the digital economy | PC-5.2 - Assesses prospects and develops innovative projects in a global environment, taking into account risks | Know:  Fundamentals of innovation management and project management.  Be able to:  conduct an analysis of the feasibility of an innovative project.  Own:  principles of risk assessment and management of an innovative project. |

1. **STRUCTURE AND CONTENT OF THE DISCIPLINE**

|  |  |  |
| --- | --- | --- |
| **Item No.** | **Stages of implementation of discipline** | **Stage content** |
| 1 | Topic 1. Planning project work. | Familiarization with the subject area. Formulation of the problem situation, setting the goal of the project work. Definition of roles in the project team. Drawing up a project schedule. Conducting a benchmarking study. |
| 1 | Topic 2. Analysis of the company's international market. | Determining the composition of potential buyers and consumers. Identifying competitors and substitutes, compiling their profile. Assessing the current market capacity and its potential with a forecast of development dynamics. Market segmentation, assessing the attractiveness of selected target segments. PESTLE, SWOT, SPACE, NOISE analysis |
| 1 | Topic 3. Planning the stages of development of an innovative project. | Development of a design solution. Consideration of interests of project stakeholders. Evaluation of project constraints. |
| 1 | Topic 4. Evaluation of the effectiveness of proposed design solutions. | Estimation of costs for implementation of project solutions. Calculation of economic efficiency of project solutions. Project risk management. |
| 1 | Topic 5. Preparing a presentation and defending the project to the customer. | Preparation and defense of a presentation in the presence of project stakeholders. |

1. **PROJECT WORK OF STUDENTS 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 a specialized organization with which an agreement has been concluded on practical training in this OPOP. The choice of specific tasks depends on the specifics of the activities of the specialized organization.

1. **RESOURCE PROVISION OF DISCIPLINE**

Educational and methodological support

|  |  |
| --- | --- |
| **Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)** | **Electronic resources** |
| Barancheev, V. P. Innovation Management: a textbook for universities / V. P. Barancheev, N. P. Maslennikova, V. M. Mishin. - Moscow: Yurait Publishing House, 2022. | [https://urait-ru.ezproxy.uneco ... upravlenie-innovaciyami-488625](https://urait-ru.ezproxy.unecon.ru/viewer/upravlenie-innovaciyami-488625) |
| Project Management: a textbook and practical training for universities / A. I. Balashov, E. M. Rogova, M. V. Tikhonova, E. A. Tkachenko; edited by E. M. Rogova. - Moscow: Yurait Publishing House, 2022. | [https://urait-ru.ezproxy.uneco ... er/project-management-468486](https://urait-ru.ezproxy.unecon.ru/viewer/upravlenie-proektami-468486) |

List of licensed and freely distributed software, including domestically produced

|  |
| --- |
| - 7-Zip |
| - OS Alt education 10 |
| - LibreOffice Base |
| - LibreOffice Calc |
| - LibreOffice Writer |

List of information reference systems (IRS) and modern professional databases (MPDB)

|  |  |
| --- | --- |
| **No.** | **Name of SPBD/ISS** |
| 1. | Electronic library Grebennikon.ru –[www.grebennikon.ru](http://www.grebennikon.ru) |
| 2. | Scientific electronic library eLIBRARRY – www.elibrary.ru |
| 3. | Scientific electronic library CyberLeninka – www.cyberleninka.ru |
| 4. | Database POLPRED Directories –[www.polpred.com](http://www.polpred.com) |
| 5. | OECD Books, Papers & Statistics database on the OECD iLibrary platform  [www.oecd-ilibrary.org](http://www.oecd-ilibrary.org) |
| 6. | Legal reference system ConsultantPlus (installed resource  SPbGEU or www.consultant.ru) |
| 7. | Reference legal system "GARANT" (installed resource of SPbGEU or www.garant.ru) |
| 8. | Information and reference system "Code" (installed resource  SPbGEU or www.kodeks.ru) |
| 9. | Electronic library system BOOK.ru - www.book.ru |
| 10. | Electronic library system EBS URAYT – www.urait.ru |
| 11. | Electronic library system ZNANIUM (ZNANIUM) –[www.znanium.com](http://www.znanium.com) |
| 12. | Electronic library of SPbGEU – opac.unecon.ru |

1. **LOGISTICS AND TECHNICAL SUPPORT REQUIRED FOR CONDUCTING DISCIPLINE**

To implement this discipline, there are special rooms for conducting lecture-type classes, seminar-type classes, course design (completion of coursework), group and individual consultations, ongoing monitoring and midterm assessment, as well as rooms for independent work.

The premises are equipped with equipment and technical teaching aids.

The rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.

|  |  |
| --- | --- |
| **Name of classrooms, list** | **Address (location) of classrooms** |
| Audience 2021 Laboratory "Laboratory Complex" Specialized furniture and equipment: Educational furniture for 22 seats (22 computer desks, 22 black chairs) Educational furniture for 42 seats (21 desks) Teacher's workplace (1 computer desk) 3-section chalk board 1 pc., marker board on wheels 1 pc., clock 1 pc., lectern 1 pc., table 1 pc., nightstand 1 pc., iso chair 4 pcs., hanger stand 2 pcs., blinds 3 pcs. Computer i5-8400/8GB/500GB\_SSD/Viewsonic VA2410-mh - 23 pcs., Installation of demonstration educational films - 1 pc., Computer complete with system unit Intel pentium x2 g3250 keyboard + mouse L (hard drive 500 GB, monitor Philips 21.5 ') - 1 pc. Sets of demonstration equipment and teaching aids: multimedia applications for lecture courses and practical classes, interactive teaching aids. | 191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters “A”, “B”, “R” |
| Audience 2026 Computer class (for practical classes, course design (coursework) using computers). Equipped with a multimedia complex. Specialized furniture and equipment: Classroom furniture for 25 seats, teacher's workplace (table - 2 pcs., chair - 1 pc.), 3-section marker board - 1 pc., hangers stands - 2 pcs., iso chair - 9 pcs., blinds - 2 pcs., Pentium x2 g3250 computer /8Gb/500gb/philips 21.5') - 1 pc., Intel X2 G3420/8 Gb/500 HDD/PHILIPS 200V4 computer - 23 pcs., HP 250 G6 1WY58EA laptop -2 pcs., Optoma x 400 multimedia projector - 1 pc. Sets of demonstration equipment and teaching aids: multimedia applications for lecture courses and practical classes, interactive teaching aids. | 191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters “A”, “B”, “R” |
| Room 2032 Computer class (for practical classes, course design (coursework) using computers). Equipped with a multimedia complex. Specialized furniture and equipment: Classroom furniture for 25 seats, teacher's workstation (1 table, 1 chair), 1 marker board on wheels, 1 marker board on legs, 1 hanger stand, 2 tables, 4 chairs, 1 notice board, 2 blinds, Intel I5-7400/16Gb/1Tb computer/NVIDIA GeForce GT 710 video card/Monitor. DELL S2218H - 25 pcs., SMARTB 680 interactive whiteboard - 1 pc., TsMO SHRN-E-6.650 wall-mounted telecommunication cabinet - 1 pc., ProCurve Switch 2626 switch - 1 pc., Thin client terminal station as part of Sun Ray 2 client - 1 pc., Rack for 660x680 interactive whiteboard - 1 pc. Demonstration equipment and teaching aids sets: multimedia applications for lecture courses and practical classes, interactive teaching aids. | 191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters “A”, “B”, “R” |

When completing a course in the form of practical training in a specialized organization, students are given the opportunity to use the premises of the specialized organization, agreed upon in the contract for practical training, as well as the equipment and technical training aids located therein, necessary for the successful completion of certain types of work related to future professional activity.

1. **FEATURES OF MASTERING THE DISCIPLINE FOR DISABLED PEOPLE AND PERSONS WITH LIMITED HEALTH ABILITIES**

The training of students with disabilities, if necessary, is carried out on the basis of an adapted work program using special teaching methods and didactic materials compiled taking into account the characteristics of the psychophysical development, individual capabilities and health status of such students (student).

In order to master the curriculum of the discipline by disabled people and people with limited health capabilities, the University provides:

* for disabled people and people with limited health capabilities due to visual impairment: posting reference information about the schedule of classes in places accessible to students who are blind or visually impaired and in an adapted form; the presence of an assistant providing the student with the necessary assistance; issuing alternative formats of methodological materials (large print or audio files);
* for disabled people and people with limited hearing: reproduction of information using appropriate sound means;
* for disabled people and people with limited health capabilities who have musculoskeletal disorders: the possibility of unimpeded access of students to classrooms, toilets and other premises of the department, as well as staying in the said premises.

Students with disabilities and individuals with special educational needs are provided with printed and/or electronic educational resources in forms adapted to their health limitations. Education of students with special educational needs can be organized both together with other students and in separate groups or in separate organizations.

1. **FUND OF ASSESSMENT TOOLS FOR CONDUCTING INTERIM CERTIFICATION OF STUDENTS IN THE DISCIPLINE**

The assessment of knowledge, skills, abilities and (or) experience of activities characterizing the stages of formation of competencies is carried out by conducting procedures of current control and interim certification in accordance with this FOS, the work program of the discipline and the local regulatory act of the university.

**9.1 Tasks for current control:**

Tasks for current monitoring are formed in accordance with the project passport.

|  |  |  |  |
| --- | --- | --- | --- |
| **Checkpoint number** | **Checkpoint type** | **Method of implementation** | **Numbers of stages of implementation of the discipline** |
| 1 | Information and analytical work | orally | 1-2 |
| 2 | Project and analytical work | orally | 3-5 |
| 3 | Current control | with the help of technical means and information systems | 1-5 |

Independent work of the student:

|  |  |
| --- | --- |
| **Title of independent work** | **Numbers of stages of implementation of the discipline** |
| Working with analytical databases, regulatory documents, reference literature | 1-2 |
| Development of individual/group projects | 1-5 |

Current control is carried out during the period of passing the discipline.

**9.2 Interim assessment**

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

The procedure for passing the midterm assessment is regulated by the Regulation on the practical training of students mastering the main professional educational programs of higher education, the Regulation on the current monitoring of academic performance and midterm assessment of students in higher education programs.

**9.3 Result assessment scale**

The assessment scales and procedures for assessing learning outcomes in a discipline are regulated by the Regulation on the current monitoring of academic performance and midterm assessment of students in higher education programs and the Regulation on the point-rating system.

To assess the development of learning outcomes in a discipline, a point-rating system of student performance is used:

The form of final assessment for the discipline is an exam (or differentiated test), the final grade is formed in accordance with the scale given in the table below:

|  |  |
| --- | --- |
| Points | Grade |
| <=54 | unsatisfactory |
| 55-69 | satisfactorily |
| 70-84 | Fine |
| >=85 | Great |

Result assessment scale

|  |  |
| --- | --- |
| 2 (score up to 54) | Demonstrates a lack of understanding of the problem. Many of the requirements for the task are not met.  Primary perception of the material is demonstrated. The work is unfinished and/or it is plagiarism. |
| 3 (score 55-69) | Demonstrates partial understanding of the problem. Most of the requirements for the task are met.  Mastery of the elements of the given material. The completed material is generally understandable and holistic. |
| 4 (score 70-84) | Demonstrates significant understanding of the problem in the assigned discipline. All requirements for the assignment have been met.  The content of the completed tasks is disclosed and examined from different points of view. |
| 5 (score 85-100) | Demonstrates a complete understanding of the problem. All requirements for the task are met.  Demonstrated confident mastery of the discipline material. Completed tasks are holistic, completed in full, structured, present different points of view, demonstrated a creative approach. |

If necessary, assessment tools adapted for students with disabilities and those with special educational needs are used to conduct interim assessment of students during practical training.