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**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia"**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE WORKING PROGRAM

Production fragmentation and cross-border value chains

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing management

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The aim of the "Production fragmentation and cross-border value chains" course is to develop students' knowledge, abilities and skills in terms of methods of studying of market conditions and executing the modern procedures of Production fragmentation and cross-border value chains at the world markets, using current international information sources and programs

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Production fragmentation and cross-border value chains" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	<p>GPC-1.1 Possesses fundamental knowledge in the field of management</p> <p>GPC-1.2 Knows how to use fundamental knowledge of economic, organizational and management theory for the successful implementation of professional activities</p> <p>GPC-1.3 Applies innovative approaches to solving management problems, taking into account the generalization and critical analysis of best management practices</p> <p>GPC-1.4 Possesses the skills of an informed choice of methods for solving practical and research problems</p>
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	<p>PC-1.1 Knows the goals, stages and procedures for conducting marketing research</p> <p>PC-1.2 Able to work with digital data, assess its sources and relevance</p> <p>PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research</p> <p>PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities</p>
PC-3;	Capable of developing, implementing and improving pricing strategies in international markets	<p>PC-3.1 Knows the main strategic and tactical aspects of setting prices in the distribution channel in international markets</p> <p>PC-3.2 Knows the specifics of pricing for tangible and intangible goods in international markets</p> <p>PC-3.3 Knows how to develop a pricing strategy taking into account market factors in international markets</p> <p>PC-3.4 Owns tools for assessing the value of a product offer (price compliance with market expecta-</p>

Code	Competence	Competence achievement indicators (within this course)
		tions)
PC-4;	Capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-4.1 Knows the components of the system of commodity circulation in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets PC-4.2 Knows the main forms of the company's entry into the international market PC-4.3 Knows how to manage the processes of supply and distribution of goods in the industry markets of the international level PC-4.4 Possesses the skills of modeling and designing the activities of an enterprise in the international markets for goods and services PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing
PC-7	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Production fragmentation and cross-border value chains" refers to the variable component formed by the participants of the educational relations of the block B1 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Production fragmentation and cross-border value chains".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	Corporate marketing at global markets Managerial Decision Making	R&D practice
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Corporate marketing at global markets Managerial Decision Making	R&D practice
PC-3;	Capable of developing, implementing and improving pricing strategies in international markets	Management organisation theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	R&D practice
PC-4;	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Management organisation theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	R&D practice
PC-7	Capable of developing, implementing and improving the marketing communications system of an international company	Management organisation theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	R&D practice

* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Production fragmentation and cross-border value chains" is 3 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Семестр(-ы)			
		1	2	3	4
<i>Contact academic hours</i>	108			108	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	18			18	
<i>Self-study, academic hours</i>	45			45	
<i>Evaluation and assessment</i>	27			27	
Course workload	academic hours	108		108	
	credits	3		3	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

Course part topics	Work type
	LTR
Section 1. Production fragmentation and cross-border value chains in the conditions of globalization of economies. Features of the Production fragmentation and cross-border value chains (IT) at the present stage. Factors and tendencies of development of MT. Geographical and commodity structure of MT. Dynamics of indicators of Production fragmentation and cross-border value chains. A role of multinational corporation in Production fragmentation and cross-border value chains Interrelation of Production fragmentation and cross-border value chains (the foreign trade flows) and PII. MT – the most important factor of economic growth in the conditions of open economy. Influence of crisis on development of Production fragmentation and cross-border value chains.	LTR, SS LTR, SS
Section 2. Features of modern foreign trade regulation and Production fragmentation and cross-border value chains policy. Characteristic features and features of modern foreign trade regulation. Customs tariffs. Non-tariff restrictions. Features of application of measures of non-tariff regulation. International practice of regulation of foreign trade. Evolution of process of liberalization within the GATT/the WTO. WTO as system of agreements. Agreement on agricultural in-	LTR, SS

Course part topics	Work type
dustry	
Section 3. Russia in Production fragmentation and cross-border value chains. Foreign trade of Russia. Dynamics export / import structure of trade. Russia in system of regulation of Production fragmentation and cross-border value chains	LTR, SS
Section 4. Production fragmentation and cross-border value chains in primary goods. The major primary goods – objects of MT. Main indicators of Production fragmentation and cross-border value chains in primary goods. Features of trade in primary goods in the world goods markets. Forms and methods of trade in primary goods. Features of pricing in the world markets of primary goods. International commodity exchanges. Main tendencies of development of Production fragmentation and cross-border value chains in primary goods. The place and economic interests of Russia in the world markets of primary goods	LTR, SS
Section 5. Production fragmentation and cross-border value chains in finished goods. Factors and tendencies of development of the world market of finished goods. Main indicators of Production fragmentation and cross-border value chains in finished goods. Modern factors of goods competitiveness. Modern forms and methods of Production fragmentation and cross-border value chains in finished goods.	LTR, SS
Section 6. Production fragmentation and cross-border value chains in services. Classification of services. Dynamics of Production fragmentation and cross-border value chains in services. Geographical structure of Production fragmentation and cross-border value chains. Regional structure of Production fragmentation and cross-border value chains in services. The general agreement on trade in services (GATS).	LTR, SS
Section 7. Production fragmentation and cross-border value chains in the objects of intellectual property (OIP) Current trends of Production fragmentation and cross-border value chains in objects of intellectual property. Classification of objects of intellectual property. Dynamics and amount of Production fragmentation and cross-border value chains in objects of intellectual property. Forms and methods of trade. Main world trade license centers	LTR, SS

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of <u>21</u> pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Primary literature:

1. Strategy for the Global Market: Theory and Practical Applications, Vladimir Kvint, Routledge, 2015
2. Food Wars: The Global Battle for Mouths, Minds and Markets, Tim Lang and Michael Heasman, Routledge, 2015.
3. The Strategic Importance of the Global Oil Market, Leif Rosenberger, Didactic Press, 2015

Additional literature:

4. The Handbook of Global Agricultural Markets: The Business and Finance of Land, Water, and Soft Commodities, Luc Nijs, Palgrave Macmillan, 2014

5. World Metal Markets: The United States Strategic Stockpile and Global Market Influence, Patricia Perkins, Praeger, 1997
6. The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade, Pietra Rivoli, Wiley, 2014.
7. Lymbersky Ch. Market Entry Strategies: Text, Cases And Readings In Market Entry Management. Management Laboratory Press: 2008

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znanium.com " - access to the main collection is granted

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>

eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

Информационно-справочные порталы:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Production fragmentation and cross-border value chains" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Production fragmentation and cross-border value chains" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

**Faculty name and head:
Dean of the Faculty of Economics**

Andronova I.V.

Signature

Full name

**Head of department:
Marketing dept head**

A.M. Zobov.

Signature

Full name

Appendix to the Work program of the discipline
"Marketing metrics (effectiveness of marketing
projects)"

APPROVED

At the meeting of the Department of Marketing

" _____ " _____ 2022, Protocol no. __

Head of the Marketing Department

_____ Zobov A.M.

EVALUATION TASK FUND FOR THE COURSE

Production fragmentation and cross-border value chains

(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing

(name of the training profile)

Master

Qualification (degree) of the graduate

Evaluation and assessment fund passport for the course **Production fragmentation and cross-border value chains**

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing

Summary evaluation table of the discipline **Production fragmentation and cross-border value chains**

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	
		Classroom work					Independent work					Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report		
<i>GPC-1; PC-1; PC-3; PC-4; PC-7</i>	Section 1. Production fragmentation and cross-border value chains in the conditions of globalization of economies.			1							10	10
	Section 2. Features of modern foreign trade regulation and Production fragmentation and cross-border value chains policy.			1			5		3		9	9
	Section 3. Russia in Production fragmentation and cross-border value chains.			1					3	4	8	8
<i>GPC-1; PC-1; PC-3; PC-4; PC-7</i>	Section 4. Production fragmentation and cross-border value chains in primary goods.			2			5		6		9	9
	Section 5. Production fragmentation and cross-border value chains in finished goods.			2	5	5			6		18	18
	Section 6. Production fragmentation and cross-border value chains in services.			1		5			6	4	8	8
<i>GPC-1; PC-1; PC-3; PC-4; PC-7</i>	Section 7. Production fragmentation and cross-border value chains in the objects of intellectual property (OIP)			2	5	5			3		18	18
	Evaluation		10								10	20
	Total		10	10	10	15	10		27	8	10	100

Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN