

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

**Faculty of Economics**

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

**COURSE WORKING PROGRAM**

**Management Research Methodology**

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(name of the discipline/module)

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

**38.04.02 «Management»**

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(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 and management**

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

## 1. COURSE GOALS

The purpose of the discipline is to prepare future highly qualified management personnel to solve problematic situations and non-standard management tasks in organizations of any organizational and legal form and type of activity on the basis of modern methodology for the study of management problems.

Tasks of the discipline:

Acquisition of knowledge on the basics of the methodology of research of management problems and analysis of the functioning environment; development of the ability to plan and organize experiments of various kinds; mastering the skills of assessing the priority of identified management problems; skills of evaluating the comparative effectiveness of management systems

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Management Research Methodology" 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)
UC-3;	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal	UC-3.1 Determines his role in the team, based on the strategy of cooperation to achieve the set goal UC-3.2 Formulates and takes into account in its activities the features of the behavior of groups of people, selected depending on the goal UC-3.3 Analyzes the possible consequences of personal actions and plans their actions to achieve a given result UC-3.4 Exchanges information, knowledge and experience with team members UC-3.5 Arguments his point of view regarding the use of ideas of other team members to achieve the set goal UC-3.6 Participates in teamwork to carry out assignments
UC-7;	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	UC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems UC-7.2 Assesses information, its reliability, builds logical conclusions based on incoming information and data

Code	Competence	Competence achievement indicators (within this course)
GPC-2;	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems
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	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities

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

The discipline "Management Research Methodology" refers to the variable component formed by the participants of the educational relations of the block Б1.О.02.04 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 "Management Research Methodology".

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
UC-3;	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal		Strategic Analysis Marketing management in international companies Managerial Decision Making Consumer behaviour
UC-7;	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.		Strategic Analysis Marketing management in international companies Managerial Decision Making

GPC-2;	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems		Marketing management in international companies Managerial Decision Making Consumer behaviour
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		Strategic Analysis Marketing management in international companies Consumer behaviour

\* - 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 "Management Research Methodology" is 3 credits.

Таблица 4.1. Виды учебной работы по периодам освоения EP HE для ОЧНОЙ формы обучения

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
				1	2
Контактная работа, ак.ч.	108			108	
Лекции (ЛК)	18			18	
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)	36			36	
Самостоятельная работа обучающихся, ак.ч.	27			27	
Контроль (экзамен/зачет с оценкой), ак.ч.	27			27	
Общая трудоемкость дисциплины	ак.ч.	<b>108</b>		<b>108</b>	
	зач.ед.	<b>3</b>		<b>3</b>	

Таблица 4.2. Виды учебной работы по периодам освоения EP HE для ОЧНО-ЗАОЧНОЙ формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Контактная работа, ак.ч.					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					

Вид учебной работы		ВСЕГО, ак.ч.	Семестр(-ы)			
			1	2	3	4
Общая трудоемкость дисциплины	ак.ч.					
	зач.ед.					

\* - заполняется в случае реализации программы в очно-заочной форме

Таблица 4.3. Виды учебной работы по периодам освоения ЕР НЕ для **ЗАОЧ-НОЙ** формы обучения\*

Вид учебной работы		ВСЕГО, ак.ч.	Семестр(-ы)			
			1	2	3	4
<i>Контактная работа, ак.ч.</i>						
Лекции (ЛК)						
Лабораторные работы (ЛР)						
Практические/семинарские занятия (СЗ)						
<i>Самостоятельная работа обучающихся, ак.ч.</i>						
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>						
Общая трудоемкость дисциплины	ак.ч.					
	зач.ед.					

\* - заполняется в случае реализации программы в заочной форме

## 5. COURSE CONTENT

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

Course topics	Course part topics	Work type
Modern methodological approaches to the identification and assessment of management problems.	Evolution of methodological approaches in management. Review of quantitative and qualitative methods of identification of management problems. Modern methods of production management	LTR
Experiment as a way to identify management problems	Types of experiments in the research of management problems. Methods of staging an active and passive experiment. Methods of collecting, processing and evaluating the quality of information obtained during the experiment.	LTR, SS
Methods for prioritizing management problems	Scaling. Operational measurement procedures. Methods of ranking alternatives. Hierarchy Analysis method	LTR, SS
Methods for evaluating the effectiveness of management systems of homogeneous economic agents	The management system of an economic agent as a nonparametric system of the "black box" type. Methodology of analysis of the functioning environment: basic concepts and principles of comparative evaluation of latent variables. ASF models with input and output orientation.	LTR, SS

Course topics	Course part topics	Work type
	Accounting for economies of scale in ASF models	
Practical applications of the methodology for analyzing the functioning environment	Formation of a reference set for evaluating the comparative effectiveness of management systems. Determination of inputs and outputs of the control system. Definition of the concept of efficiency. Methods of working with unwanted outputs.	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 _21_ 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

### *Основная литература*

1. . Khachumov V.M. Basic principles of modeling complex systems and processes [Text] : Textbook / V.M. Khachumov. - M. : RUDN Publishing House, 2013. - 141 p. - ISBN 978-5-209-04797-1 : 96.10

2. Beskrovny I.M. System analysis and information technologies in organizations [electronic resource]: Textbook / I.M. Beskrovny. - electronic text data. - Moscow: RUDN Publishing House, 2012. - 392 p. - ISBN 978-5-209-04874-9.
3. Korshunov Yu. S. Methods of making optimal managerial decisions [Text]: Textbook / Yu.S. Korshunov, N.V. Markova. - 2nd ed., ispr. and add. - M.: Publishing House of RUDN, 2016. - 46 p. - ISBN 978-5-209-07590-5 : 41.45.

#### Дополнительная литература

1. Moki, M. S. Methodology of scientific research : textbook for universities / M. S. Moki, A. L. Nikiforov, V. S. Moki ; edited by M. S. Moki. — 2nd ed. — Moscow : Yurayt Publishing House, 2021. — 254 p. — (Higher education). — ISBN 978-5-534-13313-4. - URL: <https://urait.ru/bcode/468947>
2. Yitzhak Adizes. How to overcome management crises. Diagnostics and solution of management problems [Text] / I. Adizes; Translated from English by N. Bragina. - St. Petersburg : Stockholm School of Economics in St. Petersburg, 2006. - 285 p. : ill. - (Books of the Stockholm School of Economics in St. Petersburg). - ISBN 5-315-00046-x : 779.00.
3. Alekseenko V.B. Fundamentals of system analysis [Electronic resource] : Textbook / V.B. Alekseenko, V.A. Krasavina. - M. : Publishing House of RUDN, 2010. - 171 p. : ill. - ISBN 978-5-209-03521-3 : 150.00.

#### **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](http://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 "Znaniy.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](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

#### Информационно-справочные порталы:

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)

5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://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 "Management Research Methodology" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

\* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

## **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 "Management Research Methodology" are presented in the Appendix to this Work Program of the discipline.

\* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

### **РАЗРАБОТЧИКИ:**

**Доцент, каф. Маркетинга**

**Chernikov S.U.**

\_\_\_\_\_  
Должность, БУП

\_\_\_\_\_  
Подпись

\_\_\_\_\_  
Фамилия И.О.

### **РУКОВОДИТЕЛЬ БУП:**

**Декан Экономического факультета**

**Мосейкин Ю.Н.**

\_\_\_\_\_  
Наименование БУП

\_\_\_\_\_  
Подпись

\_\_\_\_\_  
Фамилия И.О.

### **РУКОВОДИТЕЛЬ ЕР НЕ:**

**Зав. каф. Маркетинга**

**Зобов А.М.**

\_\_\_\_\_  
Должность, БУП

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Подпись

\_\_\_\_\_  
Фамилия И.О.

Appendix to the Work program of the discipline " Management Research Methodology"

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**

**Management Research Methodology**

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(COURSE NAME)

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**38.04.02 «Management»**

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(code and name of the training area)

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**International Marketing**

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(name of the training profile)

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**Master**

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Qualification (degree) of the graduate

## Passport of the fund of evaluation funds for the discipline Management Research Methodology

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing and business

### Summary evaluation table of the discipline Management Research Methodology

Код контролируемой компетен.	Контролируемая тема дисциплины	ФОСы (формы контроля уровня освоения ООП)									Баллы темы	
		Аудиторная работа					Самостоятельная работа					Экзамен /зачет
		Опрос	Тест	Работа на занятии	Презентация	Задачи	Выполнение дз	Реферат	Проект	Доклад/сообщение		
UC-3; UC-7; GPC-2; PC-1	Modern methodological approaches to the identification and assessment of management problems.			2					3		9	9
	Experiment as a way to identify management problems			2			5		6		18	18
	Methods for prioritizing management problems			2		5			6	4	17	17
UC-3; UC-7; GPC-2; PC-1	Methods for evaluating the effectiveness of management systems of homogeneous economic agents			2	5	5	5		6	4	18	18
	Practical applications of the methodology for analyzing the functioning environment			2	5	5			6		18	18
				1					3	4	8	8
	<b>Control</b>		10								10	20
	<b>Итого</b>		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