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

Agrarian-Technological Institute

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(name of the main training unit (PMO)-developer of the EP HE)

**WORK PROGRAM OF THE DISCIPLINE**

**Management & Marketing**

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(name of discipline/module)

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

35.0 4.04 Agronomy

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(code and name of the direction of training/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):**

**Integrated Plant Protection**

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(name (profile/specialization) ep he)

## 1. THE PURPOSE OF MASTERING THE DISCIPLINE

The main purpose of teaching the discipline "Management and Marketing" is to form students' professional knowledge in the field of management of both the entire enterprise and its individual divisions, as well as in the field of organizing production, marketing of agricultural products, based on an analysis of market needs. To achieve this goal, the following tasks are solved:

- To acquaint students with the theoretical foundations of management and marketing;
- To instill the skills of using in practice the main methods used in management and marketing;
- Instill in the trainer general cultural, general professional, professional competencies in the field of management and marketing.

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

Mastering the discipline "**Management and Marketing**" is aimed at forming the following competencies (part of competencies) among students:

*Table 2.1. The list of competencies formed by students during the development of the discipline (the results of mastering the discipline)*

<b>Code</b>	<b>Competence</b>	<b>Competency Achievement Indicators (within the framework of this discipline)</b>
UK-3	Able to organize and manage the work of the team, developing a team strategy to achieve the goal	UK-3.1. Develops a cooperation strategy and on its basis organizes the work of the team to achieve the goal
		UK-3.2. Plans teamwork, distributes assignments and delegates authority to team members, organizes discussion of different ideas and opinions
OPK-5	Able to carry out feasibility studies of projects in professional activities	OPK-5.1. Owns the methods of economic analysis and accounting of project indicators in agronomy

		OPK-5.2. Analyzes the main production and economic indicators of the project in agronomy
OPK-6	Able to manage teams and organize production processes	OPK-6.1. Able to work with information systems and databases on personnel management issues
		OPK-6.2. Defines the tasks of the personnel of the structural unit, based on the goals and strategy of the organization
		OPK-6.3. Applies methods of managing interpersonal relationships, forming teams, developing leadership and diligence, identifying talents, determining job satisfaction

### 3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE OP VO

The discipline "**Management and Marketing**" refers to the mandatory part of the educational relations of block B1 EP HE.

Within the framework of the EP HE, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline "**Management and Marketing**".

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline.

Code	Competence	Preceding disciplines/modules, Practice	Subsequent disciplines/modules, Practice
UK-3	Able to organize and manage the work of the team, developing a team strategy to achieve the goal		Research Practice Preparation and passing of the state exam Graduation qualification work
OPK-5	Able to carry out feasibility studies of projects in professional activities		Organization of integrated plant protection systems. Coursework "Organization of integrated plant

			protection systems". Biological method of plant protection. Plant protection in organic farming. Preparation and passing of the state exam Graduation qualification work.
OPK-6	Able to manage teams and organize production processes		Research Practice Preparation and passing of the state exam Graduation qualification work

#### 4. SCOPE OF DISCIPLINE AND TYPES OF EDUCATIONAL WORK

The total labor intensity of the discipline "**Management and Marketing**" is 2 credit units.

*Table 4.1. Types of educational work by periods of mastering the EP HE for full-time education*

Type of educational work	ALTOGETHER aca.hrs.	Semester(s)					
		1	2	3	4-	5	6
Contract work, ac.ch.	22		22		--		
including:							
Lectures (LC)					--		
Laboratory works (LR)					--		
Practical/Seminar Classes (FPs)	22		22		--		
Independent work of students, ac.ch.	46		46		--		
Control (exam /test with grade), ac.ch.	4		4		--		
Overall labor intensity of the discipline	aca.hrs.		72		-		
	Zach.		2		-		
	Units.						

*Table 4. 2. Types of educational work by periods of mastering the OP VO for full-time and part-time form of education*

Type of educational work	ALTOGETHER aca.hrs.	Semester(s)			
		1	2	3	4-
Contract work, aca.hrs.	34				34
including:					
Lectures (LC)					--

Laboratory works (LR)					--
Practical/Seminar Classes (FPs)	34				34
Independent work of students, ac.ch.	23				23
Control (exam /test with grade), ac.ch.	15				15
<b>Overall labor intensity of the discipline</b>	aca.hrs.	<b>72</b>			<b>72</b>
	Zach. Units.	<b>2</b>			<b>2</b>

*Table 4. 3. Types of educational work by periods of mastering the EP HE for correspondence form of education*

Type of educational work	ALTOGETHER aca.hrs.	Semester(s)					
		1	2	3	4-	5	6
Contract work, ac.ch.	30				--	30	
including:							
Lectures (LC)	10				--	10	
Laboratory works (LR)					--		
Practical/Seminar Classes (FPs)	20				--	20	
Independent work of students, ac.ch.	33				--	33	
Control (exam /test with grade), ac.ch.	9				--	9	
<b>Overall labor intensity of the discipline</b>	aca.hrs.	<b>72</b>			-	<b>72</b>	
	Zach. Units.	<b>2</b>			-	<b>2</b>	

## 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by types of educational work*

Name of the discipline section	Contents	Type of educational work
Section 1 Management	Introduction to Organization Management	LC, NW
	Organization. Essence. Lifecycle External and internal environment of the organization	LC, NW
	Power and leadership in the organization.	LC, NW
	Strategic Management	LC, NW
Section 2 Marketing	The Essence of Marketing	LC, NW
	The consumer and his behavior	LC, NW
	Commodity policy	LC, NW
	Pricing Policy	LC, NW

## 6. MATERIAL AND TECHNICAL SUPPORT OF DISCIPLINE

Table 6.1. Logistics of discipline

Audience type	<i>Equipping the classroom</i>	<b>Specialized teaching/laboratory equipment, software and material for mastering the discipline (if necessary)</b>
Lecture Hall	Classroom lecture type, equipped with a set of specialized furniture; whiteboard (screen) and technical means of multimedia presentations.	A set of specialized furniture. Software: Microsoft products (OS, suite of office applications, including MS Office/ Office 365, Teams)
Seminary	An auditorium for seminar-type classes, group and individual consultations, current control and intermediate certification, equipped with a set of specialized furniture and technical means of multimedia presentations.	A set of specialized furniture, there is access to the Internet <ul style="list-style-type: none"> <li>• Microsoft Windows 7 Home Basic OA CIS and GE, OEM license</li> <li>• Microsoft Office Professional Plus 2010 Russian Academic Open 1 License No Level, license No60411808, date of issue 24.05.2012</li> </ul>
For independent work of students	Auditorium for independent work of students (can be used for laboratory classes and consultations), equipped with a set of specialized furniture (auditorium 330 ATI)	A set of specialized furniture. Software: Microsoft products (OS, suite of office applications, including MS Office/ Office 365, Teams)

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATION SUPPORT OF THE DISCIPLINE

### *Main literature:*

1. Ivanova, I. A. *Management : textbook and practicum dlya vuzov / I. A. Ivanova, A. M. Sergeev. — Moscow : Izdatelstvo Yurait, 2022. — 305 s.*
2. *Marketing: textbook and practicum for universities / T.A. Lukicheva [et al.]; edited by T.A. Lukicheva, N.N. Molchanov. — Moscow: Yurayt Publishing House, 2022.— 370 p.— (Higher Education). — ISBN 978-5-534-01478-5. — Text : electronic // Educational platform Yurait [site]. — URL: <https://urait.ru/bcode/489171>*

### *Further reading:*

1. Karpova, S.V. *Marketing: theory and practice: a textbook for bachelors / S.V. Karpova. — Moscow: Yurayt Publishing House, 2022. — 408 p.— (Bachelor. Academic course). — ISBN 978-5-9916-2661-3. — Text : electronic // Educational*

- platform Yurait [site]. — URL: <https://urait.ru/bcode/509104>*
2. *Bozhuk, S.G. Marketing research: a textbook for universities / S.G. Bozhuk.— 2nd ed., ispr. and add. — Moscow: Yurayt Publishing House, 2022. — 304 p.— (Higher education).— ISBN 978-5-534-08764-2. — Text : electronic // Educational platform Yurait [site]. — URL: <https://urait.ru/bcode/490827>*
  3. *Rebrova, N.P. Marketing: textbook and practicum for universities / N.P. Rebrov.— Moscow: Yurayt Publishing House, 2022.— 277 p.— (Higher education).— ISBN 978-5-534-03466-0. — Text : electronic // Educational platform Yurait [site]. — URL: <https://urait.ru/bcode/489477>*
  4. *Kuzmina, E.E. Marketing: textbook and practicum for universities / E.E. Kuzmina. — 2nd ed., rev. and add.— Moscow: Yurayt Publishing House, 2022.— 419 p.— (Higher Education). — ISBN 978-5-534-13841-2. — Text : electronic // Educational platform Yurait [site]. — URL: <https://urait.ru/bcode/489446>*
  5. *Petrov A. N. Management: textbook for bachelors / A. N. Petrov; Holes. ed. A. N. Petrov. — 2nd ed., ispr. i dop. — M. : Izdatelstvo Yurayt, 2016. — 645 s.*
  6. *Management. Practicum : a textbook for universities / Y. V. Kuznetsov [et al.] ; edited by Y. V. Kuznetsov. — Moscow : Izdatelstvo Yurait, 2022. — 246 s.*

*Resources of the information and telecommunication network "Internet":*

1.RUDN University EBS and third-party EBS, to which university students have access on the basis of concluded contracts:

- Electronic library system RUDN University - EBS RUDN university <http://lib.rudn.ru/MegaPro/Web>
- EBS University Library Online <http://www.biblioclub.ru>
- EBS Jurait <http://www.biblio-online.ru>
- EBS Student Consultant [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EBS "Lan" <http://eZlanbook.com/>
- EBS Troitsky Bridge <http://www.trmost.com/>

2.Databases and search engines:

1. Rambler search engine. [Electronic resource] Access mode: <http://www.rambler.ru>
2. Mail search engine. [Electronic resource] Access mode: <http://www.mail.ru>
3. Yandex search engine. [Electronic resource] Access mode: <http://www.yandex.ru>
4. Google search engine. [Electronic resource] Access mode: <http://www.google.ru>
5. Federal educational portal *Ekonomika, Sotsiologiya, Management* [Elektronnyi resurs] Access mode: <http://ecsocman.hse.ru>
6. Economic portal [Electronic resource] Access mode: <http://institutiones.com>

7. Economicus.ru [Electronic resource] Access mode: <http://www.economicus.ru>
8. Ekportal.ru [Electronic resource] Access mode: <http://www.ekportal.ru>
9. Vesti.Ekonomika. [Elektronnyi resurs] Mode access: <http://www.vestifinance.ru>
10. Bloomberg. [Electronic resource] Access mode: <http://www.bloomberg.com/europe>
11. The Economist [Electronic resource] Access mode: <http://www.economist.com>
12. Administrative and management portal. [Electronic resource] – Access mode: <http://www.aup.ru/>.
13. Corporate management. [Electronic resource] – Access mode: <http://www.cfin.ru/>
14. MarketNotes. [Electronic resource] – Access mode: <http://marketnotes.ru/>
15. Smart & Marketing. With a taste about marketing. [Electronic resource] – Access mode: <http://smartandmarketing.com>
16. Encyclopedia of Marketing. [Electronic resource] – Access mode: <https://www.marketing.spb.ru/>
17. Guild of marketers [Electronic resource] – Access mode: <https://www.marketologi.ru>
18. Marketopedia. Online Encyclopedia of Marketing. [Electronic resource] – Access mode: <http://marketopedia.ru/>
19. Russian Association of Marketing Services. [Electron Resource] – Access Mode: <https://ramu.ru/>

Educational and methodical materials for independent work of students when mastering the discipline / module\*:

1. A course of lectures on the discipline "**Management and Marketing**".
2. Tasks for independent work in the discipline "**Management and Marketing**".

\* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of **the discipline in TUIS!**

## **8. EVALUATION MATERIALS AND POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCIES IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of formation of competencies (parts of competencies) based on the results of mastering **the discipline "Management and Marketing"** are presented in the Appendix to this Work Program of the discipline.

\* - OM and BRS are formed on the basis of the requirements of the relevant local regulatory act of RUDN University.



**DEVELOPER:**

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Technospheric Safety

Position, BCD

Signature

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Surname F.I.

**HEAD OF BCD:**

Department Agrobiotechnology

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**HEAD OF EP HE:**

Director of Agrobiotechnology

Position, BCD

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Surname F.I.