Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE LUMUMBA
RUDN University

ACADEMY OF ENGINEERING

educational division (faculty/institute/academy) as higher education program developer

COURSE SYLLABUS

Strategic Development of an Innovative Enterprise

course title

Recommended by the Didactic Council for the Education Field of:

27.04.05 Innovatics

field of studies / speciality code and title

The course instruction is implemented within the professional education program of higher education:

Digital transformation in production management

higher education program profile / specialization title

2025 year

1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the discipline is to gain knowledge, skills and experience in the field of innovative tools of supply chain management at innovative enterprises, characterizing the stages of competency formation and ensuring the achievement of the planned results of mastering the educational program.

The purpose of mastering the discipline is to acquire knowledge, skills and abilities in the field under study, characterizing the stages of competence formation and ensuring the achievement of the planned results of mastering the educational program.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

Mastering the discipline is aimed at developing the following competencies (parts of competencies) among students:

Table 2.1. The list of competencies formed by students in the course of mastering the discipline (the results of mastering the discipline)

Competency code	A competence	Indicators of achieving a competence
GPC-5	Able to conduct patent research, determine the forms and methods of legal protection and protection of rights to the result of intellectual activity, dispose of the rights to them to solve problems in the field of science, engineering and technology development	GPC-5.1. Solves problems related to the use of intellectual activity to create innovative products and services GPC-5.2. Demonstrates knowledge of the forms of methods of legal protection and protection of rights to the result of intellectual activity
GPC-7	Able to reasonably select and justify structural, algorithmic, technological and software solutions for managing innovative processes and projects, implement them in practice in relation to innovative enterprise systems, industry and regional innovative system	GPC-7.1 Demonstrates knowledge of technological and software solutions for managing innovation processes
PC-3	The ability to develop a plan and program for the organization of innovative activities of a research and production unit, to carry out a feasibility study of innovative projects and programs	PC-3.2 Develops a plan and program for organizing innovation activities

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

The discipline refers to the mandatory part of the OP VO.

Within the higher education programme students also master other disciplines and internships that contribute to the achievement of the expected learning outcomes as results of the subject mastery.

Table 3.1. The list of components of the OP VO that contribute to the achievement of the planned results of the development of the discipline

Competency code	Name of competence	Previous disciplines, practices	Subsequent disciplines, practices
GPC-5	Able to conduct patent research, determine the forms and methods of legal protection and protection of rights to the result of intellectual activity, dispose of the rights to them to solve problems in the field of science, engineering and technology development	-	Introductory training; Methodology of scientific research
GPC-7	Able to reasonably select and justify structural, algorithmic, technological and software solutions for managing innovative processes and projects, implement them in practice in relation to innovative enterprise systems, industry and regional innovative system		Design of Automated Control Systems
PC-3	The ability to develop a plan and program for the organization of innovative activities of a research and production unit, to carry out a feasibility study of innovative projects and programs		Design of Automated Control Systems; Introductory training

4. VOLUME OF DISCIPLINE AND TYPES OF EDUCATIONAL WORK

The total complexity of the discipline is 10 credit units.

Table 4.1. Types of educational work by periods of development of OP VO

Type of study work		Total, academic hour	Semester	
			1	2
Contact work		72	36	36
Including:				
Lecture		36	18	18
Seminar classes		36	18	18
Independent work of the student		261	151	110
Control (test with assessment)		27	-	27
The total complexity of the discipline	Academic hours	360	189	143
	Credit units	10	6	4

5. CONTENT OF THE DISCIPLINE

Table 5.1. The content of the discipline by type of educational work

Name of the discipline section	Contents of the section (topic)	Types of educational work
Formation of strategic intentions of the organization	The content of the strategic vision and mission of the organization. Mission requirements. The main approaches to defining the organization's mission: mission as a philosophy, as a detailed description, as a motto. Strategic goals and their relationship with the mission. The main areas of development of strategic goals. Criteria for the effectiveness of goals. Requirements for the development of strategic goals. The main directions of strategic goals. The structure of strategic goals. The procedure and methods for setting strategic goals. Hierarchy of goals ("tree of goals"), levels of decomposition of goals and basic rules for its construction. Method of management by goals.	LEC, SM, IW
Strategic analysis of the organization's environment	Analysis of the functioning of the organization's environment. Analysis of the external environment: analysis of the external environment of the far and near environment. Key elements of macro environment segments. PEST analysis of trends that are essential to the organization's strategy. Analysis of the main economic indicators of the industry development. Diagnostics of the main competitive forces according to Porter's 5 forces model. The strategic meaning of the five competitive forces. Driving forces causing changes in the structure of competitive forces. Strategic groups of competitors and forecasting their possible behavior.	LEC, SM, IW
Strategic position of the organization	The concept of strategic business zones. Formation of a portfolio of types of business. Goals and main stages of portfolio analysis. Matrix analysis of business portfolio. Matrix of the Boston Advisory Group (BCG) and the McKinsey model: advantages and disadvantages. Assessment of the attractiveness of the industry and the strategic position (competitive position) of the business unit. Porter matrix and Ansoff matrix. Strategic recruitment management.	LEC, SM, IW
Organization strategy	The content of the strategy. Types of strategies. Main competitive strategies, their essence, advantages and risks. Using offensive and defensive strategies to maintain and defend competitive advantage. Basic (reference) business development strategies. Strategies for concentrated, integrated and diversified growth, their varieties and conditions of use. reduction strategies. Combined strategies. Functional Strategies	LEC, SM, IW

* LEC - lecture, SM - seminars; IW - independent work

6. LOGISTICS AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Logistics of discipline

Types of Auditorium	Audience equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	An auditorium for lecture-type classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations	-
Seminar	An auditorium for conducting seminar-type classes, group and individual consultations, current control and intermediate certification, equipped with a set of specialized furniture and technical means for multimedia presentations	-
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	-

7. EDUCATIONAL-METHODOLOGICAL AND INFORMATION SUPPORT OF THE DISCIPLINE

Main literature:

1. Левушкина С.В., Свистунова И.Г. Стратегический менеджмент: учебное пособие / Ставропольский государственный аграрный университет. Ставрополь: Секвойя, 2020. 105 с. ил., табл. https://biblioclub.ru/index.php?page=book&id=700783

2. Ружанская Л.С., Якимова Е.А., Зубакина Д.А. Стратегический менеджмент: учебное пособие / Уральский федеральный университет им. первого Президента России Б.Н. Ельцина. Екатеринбург: Издательство Уральского университета, 2019. 115 с.: ил., табл. https://biblioclub.ru/index.php?page=book&id=697536,

3. Шифрин М.Б. Стратегический менеджмент: учебник для вузов / 3-е изд., испр. и доп. Москва: Издательство Юрайт, 2023. 321 с.

Additional literature:

Санталова М.С., Борщева А.В., Соклакова И.В., Сурат И.Л. Стратегический менеджмент: российский и зарубежный опыт / Академия управления и производства. 3-е изд. М.: Дашков и К°, 2022. 246 с.: схем., ил., табл. https://biblioclub.ru/index.php?page=book&id=698470.

The electronic library system (ELS) of RUDN University and third-party EBS, to which university students have access on the basis of concluded contracts:

- ELS RUDN http://lib.rudn.ru/MegaPro/Web
- ELS «University Library Online» http://www.biblioclub.ru
- ELS Юрайт http://www.biblio-online.ru
- ELS «Student Advisor» www.studentlibrary.ru
- ELS «Троицкий мост»

Databases and browsers:

- Electronic fund of legal and normative-technical documentation http://docs.cntd.ru/
- Yandex search https://www.yandex.ru/
- Google search https://www.google.ru/
- Abstract database SCOPUS http://www.elsevierscience.ru/products/scopus/

Educational and teaching materials for independent work of students in the course of mastering the discipline:*

A course of lectures on the discipline.

* all educational and teaching materials for independent work of students are placed in accordance with the current procedure on the discipline page in the telecommunication educational in-formation system (TEIS) of RUDN

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES 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 are presented in the Appendix to this Work Program of the discipline.

DEVELOPERS:

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