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

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

COURSE SYLLABUS

Management Research Methodology
(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»
(code and name of the training area/specialty)

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

International marketing and business
(name (profile/specialization) of the EP HE)

2025

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 LEARNING OUTCOMES

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	Managerial Economics	Strategic Analysis 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.	Corporate websites: creation and administration	Managerial Decision Making Marketing audit

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	Corporate governance	Marketing Metrics (Marketing project effectiveness) / Маркетинговые метрики (эффективность маркетинговых проектов) Trade Marketing / Торговый маркетинг
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	none	Consumer behaviour / Поведение потребителя International Marketing / Международный маркетинг Content-marketing / Контент-маркетинг Global consumer trends / Глобальные тенденции потребления

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

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Management Research Methodology" 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	Semesters			
					1	2
Contact academic hours		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
Self-study, academic hours		27			27	
Evaluation and assessment		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 topics	Course part topics	Work type
The research process	The research process. Purpose and types of research. Variables. Qualitative and quantitative analytical techniques.	LTR
Types of design used in management research	Types of design used in management research. Correlational field studies, experimental and quasiexperimental designs, case studies, historical analysis, and action research	LTR, SS
Methods of data collection, commonly employed by management researchers	Data collection techniques. Interviews, questionnaires, documentation and observation Scale development Sampling. Various sampling methods. Sample size determination.	LTR, SS
The issues of reliability and validity	The issues of reliability and validity. Types of reliability and validity. Threats to internal validity	LTR, SS
Methods of data analysis	Methods of data analysis. Analysis ToolPack. Descriptive statistics, correlation, regression, hypothesis testing. Multivariate data analysis	LTR, SS
Ethical issues in the conduct and practice of research	Ethical issues in the conduct and practice of research.	

* - 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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA

Audience type	Equipping the audience	Specialized education-al/laboratory equipment, software and materials for the development of the discipline (if necessary)
		244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизо-ванный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	4 зал. Библиотеки Моно-блок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Basic sources

1. Zhukov, B. M. Research of control systems : textbook / B. M. Zhukov, E. N. Tkacheva. - 3rd ed. - Moscow : Dashkov and K°, 2021. - 207 с. : ill., tabl., schemes. - Access mode: by subscription. - URL: https://biblioclub.ru/index.php?page=book&id=621955 (date of access: 20.05.2023). - Bibliography in the book - ISBN 978-5-394-04459-5. - Text : electronic.
2. Fomichev, A. N. Research of control systems : textbook / A. N. Fomichev. - 5th ed. - Moscow : Dashkov and K°, 2022. - 347 с. : ill. - (Educational editions for bachelors). - Access mode: by subscription. - URL: https://biblioclub.ru/index.php?page=book&id=621886 (access date: 20.05.2023). - Bibliography in the book - ISBN 978-5-394-04784-8. - Text : electronic..

Additional sources

1. John W. Creswell, J. David Creswell. Research Design: Qualitative, Quantitative, and

Mixed Methods Approaches. 5th edition. SAGE Publications, 2018.
2. Tharenou R., Donohue R., Cooper B. Management research methods. Cambridge. 2007.
3. John Adams, Hafiz T. A. Khan, Robert Raeside. Research Methods for Graduate Business and Social Science Students. SAGE Publications, 2014.

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).

Information and reference portals:
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 "Management Research Methodology" 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 "Management Research Methodology" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

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