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**Federal State Autonomous Educational Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE
LUMUMBER
(RUDN University)**

Department of National economy

COURSE SYLLABUS

Business in digital environment

Recommended by MSSN for the field:

38.04.01 «Economy»

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

«International Business»

2025 г.

1. THE COURSE GOALS

The goal of the course is to acquire theoretical knowledge and practical skills for the organizing and conducting Start-up Projects.

The main objectives of the course are:

- to study the essence, types, features of business entities;
- to get acquainted with the organizational and legal forms of entrepreneurship, types of entrepreneurial activity;
- to study the features of the processes of organization, management, reorganization and liquidation of an entrepreneurial firm;
- to familiarize yourself with the financial mechanisms necessary for doing business.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "Business planning" is aimed at developing the following competencies (parts of competencies):

Table 2.1. The list of competencies formed by students in the mastering the COURSE

| Competence code | Competence | Competence achievement indicators (within this course) |
|-----------------|--|--|
| UC-1 | Able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions. | UC-1.1. Analyzes the task, pointing out its basic components; UC-1.2. Determines and ranks the information required to solve the task; UC-1.3. Searches for information to solve the task by various types of queries; UC-1.4. Offers solutions to the problem, analyzes the possible consequences of their use; UC-1.5. Analyzes the ways of solving problems of ideological, moral and personal character based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context. |
| PC-1. | Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole | PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and strategic decision-making at the micro and macro levels; PC 1.2. Able to analyze and use various sources of information for economic calculations PC 1.3. Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole; |
| PC-2. | Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness. | PC-2.1. Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs; |

| Competence code | Competence | Competence achievement indicators (within this course) |
|-----------------|--|--|
| | | PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor PC-2.3 Able to develop strategies for the behavior of economic agents in various markets. |
| PC-3. | Able to independently carry out research activities and critically evaluate the results obtained | PC-3.1 Able to generalize and critically evaluate the results obtained by domestic and foreign researchers, identify promising areas, and draw up a research program; PC-3.2 Able to substantiate the relevance, theoretical and practical significance of the chosen topic of scientific research; PC-3.3 Able to conduct independent research in accordance with the developed program and present the results to the scientific community in the form of an article or report |

3. Course in Higher Education Programme Structure

The Course "Business planning" refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Programme Structure

As part of the Higher Education Programme Structure, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course "Business planning".

Table 3.1. The list of components of the Higher Education Program Structure that contribute to the achievement of the planned results of mastering the Course

| Competence code | Competence | Previous Disciplines (Modules) * | Subsequent Disciplines (Modules)* |
|-----------------|--|---|---|
| UC-1 | Able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions | | Corporate finance Intellectual property management |
| PC-1. | Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole | Business' evaluation and company's cost management International business management | Corporate governance |
| PC-2. | Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness. | Business' evaluation and company's cost management International business management | Corporate governance |

| Competence code | Competence | Previous Disciplines (Modules) * | Subsequent Disciplines (Modules)* |
|-----------------|--|---|-----------------------------------|
| PC-3. | Able to independently carry out research activities and critically evaluate the results obtained | Business' evaluation and company's cost management International business management | Corporate governance |

* - filled in in accordance with the matrix of competencies

4. Course Workload and Academic Activities

Course Workload and Academic Activities 3credits.

Table 4.1. Types of academic activities during the period of the HE program(me) mastering

| Types of academic activities during the period of the the program mastering | | Course workload, academic hours | Semesters | | | |
|---|----------------|---------------------------------|-----------|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| <i>Contact academic hours</i> | | 36 | 36 | | | |
| lectures | | | 18 | | | |
| Seminars | | 36 | 18 | | | |
| <i>Self-study, academic hours</i> | | 63 | 63 | | | |
| <i>Evaluation and assessment</i> | | 9 | 9 | | | |
| Course workload | academic hours | 108 | 108 | | | |
| | credits | 3 | 3 | | | |

5. CONTENT OF THE DISCIPLINE

Table 5.1. The content of the course (module) by type of educational work

| Name of the course module | Contents of the module (topic) | Types of academic activities |
|--|---|------------------------------|
| Module 1. Essence of entrepreneurship . | Topic 1. Basics of entrepreneurial activity in Russia. Criteria and features of small business in Russia. | lectures Seminars |
| | Topic 2. Legal forms of business registration procedures. Ways of raising funds into a Start-up | lectures Seminars |
| | Topic 3. Internal and external environment of the business. Rivals and competitors. SWOT, PEST analysis | lectures Seminars |
| | Topic 4.Target audience. Creating a business proposal. | lectures Seminars |
| Module 2. Making a financial part of a business-plan | Topic 5.Marketing and advertising in start-up. Organizational Structure. | lectures Seminars |
| | Topic 6. Resources for a Start -up: fixed assets, currents assets, personnel. Costs and pricing | lectures Seminars |

| Name of the course module | Contents of the module (topic) | Types of academic activities |
|---------------------------|---|------------------------------|
| | Topic 7. Creating a business modal. Financial plan. Initial resources. | lectures Seminars |
| | Topic 8. Financial efficiency of start-up. Risks. Making a business-plan. | lectures Seminars |

6. Classroom Equipment and Technology Support Requirements

Table 6.1. Classroom Equipment and Technology Support Requirements

| Classroom for Academic Activity Type | Classroom equipment | Specialized educational / laboratory equipment, software and materials for mastering the discipline |
|--------------------------------------|--|---|
| Lecture | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |
| Seminars | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |
| Self-studies | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |

7. Recommended Sources for Course Studies

BASIC SOURCES:

1. Pavlov, P. V. International business : учебник : [16+] / P. V. Pavlov ; Южный федеральный университет. – Ростов-на-Дону ; Таганрог : Южный федеральный университет, 2019. – 295 с. : ил. – Режим доступа: по подписке. – URL: <https://biblioclub.ru/index.php?page=book&id=577784> (дата обращения: 11.04.2024). – ISBN 978-5-9275-3129-5. – Текст : электронный.
2. Project Management : textbook / D.D. Tsiteladze. — Moscow : INFRA-M, 2023. — 339 p. : il. — (Higher Education). — DOI 10.12737/1859087. - ISBN 978-5-16-017502-7. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1859087> (дата обращения: 11.04.2024). – Режим доступа: по подписке.
3. Stephen J. Skripak. Fundamentals of Business. Blacksburg, Virginia 2016 <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf>

ADDITIONAL SOURCES:

1. Shchepin, E. Diving Into the Red Ocean : how to break the rules of retail and come out on top : практическое пособие : [16+] / E. Shchepin. – Москва : Альпина Паблишер, 2022. – 280 с. : ил. – Режим доступа: по подписке. – URL: <https://biblioclub.ru/index.php?page=book&id=707377> (дата обращения: 11.04.2024). – ISBN 978-5-9614-7188-5. – Текст : электронный.
2. Юдина, И. В. International Business : хрестоматия для студентов-бакалавров направлений «Экономика», «Торговое дело» / И. В. Юдина. - Москва : РУТ (МИИТ), 2018. - 32 с. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1896137> (дата обращения: 11.04.2024). – Режим доступа: по подписке.
3. Grant D., McLarty R. Business Basics: Student's Book. – Great Britain: Oxford University Press, 2017.
4. Axson D.A.J. Best Practices in Planning and Performance Management: Radically Rethinking Management for a Volatile World. – USA: John Wiley and Sons, Ltd, 2016.
5. Gary Vaynerchuk. Crushing It: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too, 2016.
6. William Nickels (Author), James McHugh (Author), Susan McHugh (Author). Understanding Business, 11th edition. Mac Graw Hill Education, 2017

• Electronic libraries with access for RUDN students . Databases and search engines
 . ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>
- ELS "University Library Online" <http://www.biblioclub.ru>
- EBS Yurayt <http://www.biblio-online.ru>
- ELS "Student Consultant" www.studentlibrary.ru
- EBS "Lan" <http://e.lanbook.com/>

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

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

1. A course of lectures on the discipline "Business planning".
2. Topics for independent reports
3. Essay Topics

* - 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!

<https://esystem.rudn.ru/course/index.php?categoryid=833>

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline "Business planning" 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 normative act of the Peoples' Friendship University of Russia.**

Associate Professor of the Department

Program Supervisor _____ E.A. Egorycheva

Head of the Department of

National Economy, Professor _____ Y.N.Moseykin