

Документ подписан простой электронной подписью
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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

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

COURSE SYLLABUS

METHODOLOGY OF RESEARCHING MANAGEMENT PROBLEMS

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

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

INTERNATIONAL MARKETING

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(S)

The discipline "Methodology of Researching Management Problems" is part of the master's program "International Marketing" in the direction 38.04.02 "Management" and is studied in the 1st semester of the 1st year. The discipline is implemented by the Department of Economic and Mathematical Modeling. It consists of 6 sections and 8 topics and is aimed at studying the research process, information collection methods, processing and statistical analysis of empirical data, as well as issues of reliability and validity.

The goal of mastering the discipline is to study modern research technologies in management. Studying this discipline will allow students to use quantitative and qualitative methods for conducting applied research in management.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Methodology of Researching Management Problems" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

| Competence code | Competence descriptor | Competence formation indicators (within this course) |
|------------------------|--|--|
| GC-1 | Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy. | GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.; |
| GPC-5 | Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects. | GPC-5 .1 Able to develop a plan for scientific research in the field of management based on the assessment and generalization of the results of scientific works of domestic and foreign scientists.; GPC-5 .2 Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management; GPC-5 .3 Has the skills to generalize and formulate conclusions, develop recommendations based on the results of scientific research in the field of management; GPC-5 .4 Participates in the implementation of research projects in the field of management and related industries; |

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Methodology of Researching Management Problems" belongs to the mandatory part of block 1 "Disciplines (modules)" of the higher education program.

Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Methodology of Researching Management Problems".

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

| Competence code | Competence descriptor | Previous courses/modules* | Subsequent courses/modules* |
|-----------------|--|---------------------------|---|
| GPC-5 | Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects. | | Distribution Chain Management; Research Work; Pre-Degree Internship; |
| GC-1 | Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy. | | Global Strategic Management; <i>Regulation of Marketing Activities in International Markets</i> **; <i>Service Marketing</i> **; <i>Macromarketing</i> **; Research Work; Pre-Degree Internship; |

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the discipline "Methodology of Researching Management Problems" is 3 credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

| Type of academic activities | Total academic hours | | Semesters/training modules |
|---|----------------------|------------|----------------------------|
| | | | 1 |
| <i>Contact academic hours</i> | 54 | | 54 |
| Lectures (LC) | 18 | | 18 |
| Lab work (LW) | 0 | | 0 |
| Seminars (workshops/tutorials) (S) | 36 | | 36 |
| <i>Self-studies</i> | 27 | | 27 |
| <i>Evaluation and assessment (exam/passing/failing grade)</i> | 27 | | 27 |
| Course workload | academic hours | 108 | 108 |
| | credits | 3 | 3 |

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

| Module Number | Name of the Discipline Section | Name of the Topic | | Content of the Topic | Type of Academic Work* |
|---------------|---|-------------------|--|---|------------------------|
| Module 1 | The research process | 1.1 | The research process. Purpose and types of research. Variables. Qualitative and quantitative analytical techniques. | Purpose and types of research. Variables. Qualitative and quantitative analytical techniques. | ЛК, С3 |
| Module 2 | Types of design used in management research | 2.1 | Types of design used in management research. Correlational field studies, experimental and quasi-experimental designs, case studies, historical analysis, and action research. | Correlational field studies, experimental and quasi-experimental designs, case studies, historical analysis, and action research. | ЛК, С3 |
| Module 3 | Methods of data collection, commonly employed by management researchers | 3.1 | Data collection techniques. Interviews, questionnaires, documentation and observation. | Interviews, questionnaires, documentation and observation. | ЛК, С3 |
| | | 3.2 | Scale development | Scale development | ЛК, С3 |
| | | 3.3 | Sampling. Various sampling methods. Sample size determination. | Sampling. Various sampling methods. Sample size determination. | ЛК, С3 |
| Module 4 | The issues of reliability and validity | 4.1 | The issues of reliability and validity. Types of reliability and validity. Threats to internal validity | Types of reliability and validity. Threats to internal validity. | ЛК, С3 |
| Module 5 | Methods of data analysis | 5.1 | Methods of data analysis. Analysis ToolPack. Descriptive statistics, correlation, regression, hypothesis testing. Multivariate data analysis. | Analysis ToolPack. Descriptive statistics, correlation, regression, hypothesis testing. Multivariate data analysis. | ЛК, С3 |
| Module 6 | Ethical issues in the conduct and practice of research | 6.1 | Ethical issues in the conduct and practice of research. | Ethical issues in the conduct and practice of research. | ЛК, С3 |

* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

| Type of academic activities | Classroom equipment | Specialised educational / laboratory equipment, software, and materials for course study (if necessary) |
|-----------------------------|--|--|
| Lecture Hall №2. | A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations. | Aud. 107. All-in-one Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor. Casio XJ-S400UN multimedia projector. Digis Electra MW DSEM-1105 motorized screen. MS Windows 10 64bit. Microsoft Office 2021 LTSC. |
| Classroom (aud. 317) | A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations. | Aud. 107. All-in-one Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor. Casio XJ-S400UN multimedia projector. Digis Electra MW DSEM-1105 motorized screen. MS Windows 10 64bit. Microsoft Office 2021 LTSC. |
| Self-studies | A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment. | Aud. 107. All-in-one Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor. Casio XJ-S400UN multimedia projector. Digis Electra MW DSEM-1105 motorized screen. MS Windows 10 64bit. Microsoft Office 2021 LTSC. |

* - The premises for students' self-studies are subject to **MANDATORY** mention!

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading:

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.

Additional reading:

John Adams, Hafiz T. A. Khan, Robert Raeside. Research Methods for Graduate Business and Social Science Students. SAGE Publications, 10.4135/9788132108498, 2014.

Internet sources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>

- EL "University Library Online" <http://www.biblioclub.ru>

- EL "Yurayt" <http://www.biblio-online.ru>

- EL "Student Consultant" www.studentlibrary.ru

- EL "Lan" <http://e.lanbook.com/>

- EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>

- Google search engine <https://www.google.ru/>

- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "International Marketing Strategies"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

1. DEVELOPERS:

Associate Professor

Oleg Ivanovich Pavlov

position, department

name and surname

position, department

name and surname

position, department

name and surname

2.

3. HEAD OF EDUCATIONAL DEPARTMENT:

Head of the Department

Svetlana Alekseevna Balashova

name of department

name and surname

4.

5.

6. HEAD

7. OF HIGHER EDUCATION PROGRAMME:

Associate Professor

Sergey Yuryevich Chernikov

position, department

name and surname