

Документ подписан простой электронной подписью  
Информация о владельце:  
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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER  
PATRICE LUMUMBER**

**RUDN University**

*Faculty of Economics*

**COURSE DESCRIPTION**

*International Business (in English) /38.04.01 «Economics»*  
*field of studies / speciality code and title*

2024

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| <b>Course title</b>                        | <b>«Microeconomics (advanced course)»</b>      |
| <b>Course Workload, credits/acad.hours</b> | 3/108  |
| <b>Course contents</b>                     |  |
| <b>Course Modules Title</b>                | <b>Brief Description of the Module Content</b> |
| Module 1 Supply and Demand                 | Topic 1.1. A model of a competitive market     |
|  | Topic 1.2. Consumer and producer surplus       |
|  | Topic 1.3. Price control and quotas            |
|  | Topic 1.4. Elasticity                          |
| Module 2. Individuals and markets          | Topic 2.1. Taxes.                              |
| Module 3. Market structure                 | Topic 3.1 Perfect competition                  |
|  | Topic 3.2 Monopoly                             |
|  | Topic 3.3 Oligopoly                            |
|  | Topic 3.2 Monopolistic competition             |
| Module 4. Public policy                    | Topic 4.1 Externalities, public goods          |

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| <b>Course title</b>                        | <b>«Macroeconomics (advanced course)»</b>   |
| <b>Course Workload, credits/acad.hours</b> | 3/108   |
| <b>Course contents</b>                     |   |
| <b>Course Module Title</b>                 | <b>Brief Description of the Module Content</b>                                    |
| Module 1 Markets in the short run          | Topic 1.2 The brief story of macroeconomics                                       |
|  | Topic 1.2. The goods market in the short run                                      |
|  | Topic 1.3. Financial markets in the short run                                     |
| Module 2. The IS-LM model                  | Topic 2.1. The IS-LM model for closed economy                                     |
|  | Topic 2.2. Mundell- Fleming model for open economy                                |
| Module 3. Economic policy                  | Topic 3.1 Expectations in economy: financial markets, output, and economic policy |
|  | Topic 3.2 Economic policy in an open economy                                      |
|  | Topic 3.3 Monetary and fiscal policy rules and constraints                        |

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| <b>Course Title</b>   | <b>Econometrics (advanced course)</b>  |
| <b>Course Workload</b>  | <b>4 (144 час.)</b>  |
| <b>Course contents</b>  |  |
| <b>Course Module Title</b>  | <b>Brief Description of the Module Content</b>   |
| Section 1. Introduction to econometrics. Statistical inference and hypothesis testing | Topic 1. Introduction to econometrics. The nature of econometrics data. Statistical inference and hypothesis testing. The confidence-interval approach. The test-of-significance approach. Some practical aspects. |
| Section 2. The simple regression model  | Topic 2. The Simple Regression Model. Assumptions of the classical linear model. Ordinary Least Squares (OLS) as a minimization problem. Assumptions of OLS. Properties of OLS. Examples of OLS.                   |

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| Section 3. Multiple regression  | Topic 3. Multiple Regression. Goodness of Fit; Interpretation. Inference and estimation in the OLS model.  |
| Section 4. Violation of the assumptions of the classical regression model | Topic 4. Violation of the Assumptions of the Classical Regression Model. Multicollinearity. Autocorrelation. Heteroskedasticity. Weighted least squares method. Instrumental variables. Maximal likelihood method. |
| Section 5. Univariate time series   | Topic 5. Univariate time series. Stationary time series. Autocorrelation. Autoregressive-Moving average models. Unit roots. ARCH and GARCH models.   |
| Section 6. Multivariate time series                                       | Topic 6. Multivariate time series. Dynamic models for stationary and not stationary time series. Cointegration.  |
| Section 7. Panel data methods   | Тема 7. Panel data methods. Fixed effect models and random effect models.  |

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| Course Title   | <b>Russian Language</b>  |
| Course Workload  | <b>6 3E</b>  |
| Course contents  |  |
| Course Module Title  | <b>Brief Description of the Module Content</b>   |
| <b>1. The overview of the Russian case system. Structural models.</b>  | Word formation. Morphology. Structure of the word: basis of the word and termination, root, suffix, prefix. Semantic potential of affixes. Structural models. . Categories of aspect, number, case. Prepositional case paradigm. Use of cases. Correction of a prepositional and case paradigm of Russian; the major case importance, use of cases, declensional endings for a masculine, feminine, neutral gender, the only thing and plural; the pretexts used with different cases. |
| <b>2. Verbs with form-building and word formation prefixes with particles Professional-business documentation in the field of economics.</b> | The concept of a business document and its composition and language features. Requirements for the preparation and design of the dock at the cops (standardization and unification of the text - stencil, clichés, etc.)   |
| <b>3. Business communication and its variations. Structural models.</b>  | Business communication is informative-ascertaining type (communication, clarification, specification of information on a topic, etc)A productive written scientific speech with the production of a written text relating to the formal and business sphere of communication .   |
| <b>4.Affective-communicative intentions and speech tactics. Various speech tactics.</b>  | Language means emotional expression evaluation: respect, pleasure / displeasure, surprisingly, a location with voltage / dislike, etc. interest.<br>Various speech tactics, conducting dialogues with different deployment variants; the account of types of speech situations and their non-verbal components (the communicative goals of the partner,  |

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|   | his personality, the alleged reactions, etc.). Language tools developed and motivation dialogue or monologue delivery.  |
| <b>5. Language tools.</b> The designs with verbs of imperfective aspect with an infinitive designating the beginning the end, action continuation | Strategy, tactics and choice of linguistic resources (linguistic and synonyms) in educational, scientific and professional activities. The structure of a complex sentence attribute designation, circumstances, time, conditions, causes.  |
| <b>6. Reading strategies</b>  | Search and learning reading. Full and brief presentation of the idea and the main content of the perceived information. With a textual analysis of the text based on an analysis of its structure. Extracting from the new and target information. About full compression channel and a fifth informative content of the text in order to real communication (relying on the written fixation). |
| <b>7 Discourse.</b> Expression of the adverbial relations.  | Communication in oral and written forms as part of a highly specialized subjects, Implementation of communicative goals of postgraduate students in the educational, scientific and professional spheres  |
| <b>8. Research.</b> The general concept about process, qualification, phases, stages, stages of process, dynamics of course of a process/event    | The process of cognition (observation, confirmation of retraction or assumption). Object and subject, forms and methods of investigation. The results of the cognitive. (law, theory, hypothesis, doctrine, principle, ideas). Methods of describing the results of cognitive activity. Description constructs  |
| <b>9. Thesis. Rendering.</b>  | Theses, scientific communication, abstracts of different types. Creative work on the basis of scientific articles. structure of a compound sentence designation of attribute, circumstances, time, condition, cause and effect, purpose, concession, image of action, measure and degree.   |

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| <b>Course title</b>   | International Trade   |
| <b>Course Workload, credits/acad.hours</b>                  | 3/108   |
| <b>Course contents</b>                                      |   |
| <b>Course Module Title</b>                                  | <b>Brief Description of the Module Content</b>                              |
| Module 1:<br>General characteristics of international trade | Topic 1. General characteristics of international trade                     |
| Module 2:<br>Basic concepts of international trade          | Topic 2. International trade and economic development                       |
|   | Topic 3. International trade theories.                                      |
|   | Topic 4. National and International level of international trade regulation |
|   | Topic 5. Forms of international trade: essence and features.                |

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| Module 3:<br>Practice aspects of international trade | Topic 6. Organized international commodity markets.              |
|  | Topic 7. Methods of export and import operations                 |
|  | Topic 8. International purchase and sale contracts               |
|  | Topic 9. Legal regulation of international trade contracts.      |
|  | Topic 10. Payment operations under international trade contracts |

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| <b>Course title</b>   | <b>Economics of industry markets</b>   |  |
| <b>Course Workload, credits/acad.hours</b>                    | <b>3 /108</b>  |  |
| <b>Course contents</b>  |  |  |
| <b>Course Module Title</b>                                    | <b>Brief Description of the Module Content</b>   |  |
| <b>Name of the course module</b>                              | <b>Contents of the module (topic)</b>  |  |
| Module 1. The Welfare Economics of Market Power.              | Traditional microeconomic approach to assessing the public loss from the monopolization of the industry.                         |  |
|   | Firm`s domination in the market. The problems of assessing the influence of market power on public welfare.                      |  |
|   | The Model of contestable markets. Conditions for the existence of the contestable markets. Limitations of the model.             |  |
| Module 2. Market delineation. Measuring of market structures. | Types of market boundaries. Approaches to determining the product market boundaries  |  |
|   | Measurement of market structures. Indicators of industry concentration. The relationship between concentration and market power. |  |
|   | Indicators of market power. Factors of market power.   |  |
| Module 3. Entry barriers.                                     | Concepts of industrial barriers, their significance and characteristics.   |  |
|   | Exogenous (Non-strategic) barriers.  |  |
|   | Empirical research of industry barriers  |  |
| Module 4. Strategic Behavior. Entry Deterrence. Predation.    | The Principles of Strategic Behavior.  |  |
|   | Options for the strategic behavior of incumbent firms and entrant firms.   |  |
|   | Predation: types of predatory behavior of firms. Impact of predation on public welfare   |  |

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| Module 5. Product differentiation. | Introduction. Product differentiation: characteristics and consequences for the firm and the consumer. Measuring product differentiation.<br>Horizontal and vertical product differentiation.<br>Models of spatial differentiation of a product. |  |
|                                    | The Model of vertical product differentiation.<br>Advertising and Market Power.  |  |
| Module 6. Information asymmetry.   | Introduction.<br>Quality and information.<br>Price dispersion and search theory.   |  |
| Module 7. Price discrimination.    | Introduction.<br>Linear Pricing & Nonlinear Pricing.<br>Forms Of Consumer Sorting.   |  |

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| <b>Course title</b>  | <b>Commercialization of Start-up projects</b>  |
| <b>Course Workload, credits/acad.hours</b>   | <b>3 /108</b>  |
| <b>Course contents</b>   |  |
| <b>Course Module Title</b>   | <b>Brief Description of the Module Content</b>   |
| Modul 1. Basic concepts of innovative development. State regulation of innovation. | Topic 1.1 Basic concepts of innovative development. Innovation and innovation process. |
|  | Topic 1.2. State regulation of innovation.   |
| Modul 2. Financing of innovation.  | Topic 2.1 Sources of innovation financing.   |
|  | Topic 2.2 Venture financing of innovation.   |
| Modul 3. Organizational forms of innovation activity.                              | Topic 3.1 Large, medium and small innovative enterprises.                              |
|  | Topic 3.2 Innovative strategies of enterprises.  |
|  | Topic 3.3 Innovative infrastructure and innovative clusters.                           |
| Modul 4. Commercialization of innovation.  | Topic 4.1 Intellectual property and its assessment.                                    |
|  | Topic 4.2 Technology transfer.   |

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| <b>Course title</b>                        | <b>«International business management»</b>                   |
| <b>Course Workload, credits/acad.hours</b> | <b>4/144</b>   |
| <b>Course contents</b>                     |  |
| <b>Course Module Title</b>                 | <b>Brief Description of the Module Content</b>               |
| Module 1. Internalization of business      | Topic 1.1. Introduction in International business management |
|  | Topic 1.2. International business - country attractiveness   |
|  | Topic 1.3. International trade                               |
|  | Topic 1.4. Exchange trade.                                   |
| Module 2. Management of International      | Topic 2.1. International companies and their role in         |

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| <b>Course title</b>                        | <b>«International business management»</b>                         |
| <b>Course Workload, credits/acad.hours</b> | 4/144  |
| <b>Course contents</b>                     |  |
| <b>Course Module Title</b>                 | <b>Brief Description of the Module Content</b>                     |
| companies                                  | the globalization.   |
|  | Topic 2.2. Organizational structure of international companies     |
|  | Topic 2.3. Planning the activities of an international company.    |
|  | Topic 2.4. Corporate culture and image of an international company |
|  | Topic 2.5. Development trends of International business management |

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| <b>Course Title</b>  | <b>Customs and tariff regulation</b>   |
| <b>Course Workload</b>   | <b>3 3E ( 108 hours.)</b>  |
| <b>Course contents</b>   |  |
| <b>Course Module Title</b>   | <b>Brief Description of the Module Content</b>   |
| <b>Section 1. Key concepts and sources of customs law</b>  | Customs affairs and customs policy of the Russian Federation, transformation within the accession to the Customs Union (CU). Sources of customs law (customs legislation). Legal regime of the persons performing activities in the sphere of customs affairs  |
| <b>Section 2. Bases of customs and tariff regulation in the Customs union (and the Russian Federation)</b> | Single commodity nomenclature of foreign economic activity. Customs tariff of the HARDWARE: structure of a customs tariff, customs duty and types of rates of a customs duty, transitional provisions/ Country of goods' origin. Systems of privileges and preferences in the HARDWARE and the Russian Federation, and their ratio. Customs value of goods and methods of its determination. |
| <b>Section 3. Customs procedures</b>   | General provisions about customs procedures in the HARDWARE. Features of the customs procedures provided by the Customs code HARDWARE and regulated at the level of the Russian Federation.  |
| <b>Section 4. Customs payments</b>   | The general provisions relating to customs payments. Features of calculation of customs duties, taxes and fees.  |
| <b>Section 5. Customs clearance and declaration of goods and vehicles</b>                                  | The customs transactions preceding submission of the customs declaration. Regulations on customs declaring. Structure and an order of filling of the declaration on goods.   |
| <b>Section 6. Customs control</b>  | General provisions about customs control, forms and an order of carrying out customs control, application of risk management system.   |
| <b>Section 7. Responsibility for violations in the sphere of customs affairs</b>                           | Administrative and criminal liability for violation of regulations and rules of the customs legislation.   |

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| <b>Course Title</b>  | <b>International labor and migration market</b>   |
| <b>Course Workload</b>   | <b>4 3E (144 hours.)</b>  |
| <b>Course contents</b>   |   |
| <b>Course Module Title</b>   | <b>Brief Description of the Module Content</b>  |
| <b>Section 1. Demographic development and forming of a manpower</b>                            | <p>Dynamics of population of the world and key countries. Forecasts of population for a medium-term and long-term outlook.</p> <p>Types of demographic development of the countries of the world. Theory of demographic transition. Traditional type of reproduction of the population. Demographic revolution.</p>   |
| <b>Section 2. Statistics and tendencies of development of the international market of work</b> | <p>Main indicators of the market of labor power. Main sources of information and publication of data of the ILO, Secretariat of OECD, Eurostat, Bureau of labor statistics of the USA.</p> <p>Global and regional tendencies of employment. State regulation of the labor market. State programs of employment in the countries of the world. Material support of the unemployed. Active programs of employment of the population.</p>  |
| <b>Section 3. Statistics and accounting of the international migration</b>                     | <p>Population shift indicators. Amount of migration absolute and relative. Arrivals and disposals of migrants. Net migration, net - migration or balance of migration. Gross migration or gross - migration. Characteristics of migration flows on the basis of demographic, social, professional, gender and age indicators. Migration flows and cohorts.</p>  |
| <b>Section 4. Factors and tendencies of the international migration</b>                        | <p>Factors and reasons of migration. Socio-economic factors of migration.</p> <p>Role of a labor migration in migration flows. Main directions of a labor migration. Migration from developing countries in economically developed countries, migration the North-South, migration the East – the West, migration from the CIS countries to Europe and the USA. The countries "giving" migrants. Centers of gravity of migrants: economically developed countries (USA, Canada, Australia, EU countries).</p> |
| <b>Section 5. The international migration in regions of the world</b>                          | <p>The international migration in Europe. Labor forced and illegal migration in Europe. The main countries of source and acceptance of migrants on the continent. Features of moving of migrants, ethnic and social composition. Migration contribution to forming of the population of the country of Europe. Migration and future of Europe: positive and negative aspects. Migration within the EU. Migration in the certain European countries.</p>   |



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|  | <p>The international migration in Asia. Main countries of outflow and inflow of migrants. Labor forced and illegal migration in Asia.</p> <p>The international migration in North America.</p> |
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| <b>Course title</b>   | «Business valuation and company's cost management»  |
| <b>Course Workload, credits/acad.hours</b>                                | 4/144   |
| <b>Course contents</b>  |   |
| <b>Course Module Title</b>  | <b>Brief Description of the Module Content</b>  |
| Module 1:<br>Basic concepts of Business valuation                         | Topic 1.1. Business valuation: subject, goals, principles, special applications and standards |
| Module 2:<br>Basic concepts of Different Approaches to Business valuation | Topic 2.1. Income approach to business valuation: methodology, business risk management       |
|   | Topic 2.2. Discounted cash flow method, fixed income capitalization model, Gordon model       |
|   | Topic 2.3. Market approach to business valuation  |
|   | Topic 2.4. Property (cost) approach to business valuation                                     |
| Module 3:<br>Evaluation of different types of Activities                  | Topic 3.1. Evaluation of certain types of property of enterprise                              |
|   | Topic 3.2. Evaluation of intellectual property and intangible assets of enterprise            |
|   | Topic 3.3. Valuation of financial assets of enterprise  |
| Module 4:<br>Evaluation and management of the company's value             | Topic 4.1. Evaluation and management of the company's value                                   |

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| <b>Course title</b>                        | <b>Global innovations in International Business</b>   |
| <b>Course Workload, credits/acad.hours</b> | <b>4 /144</b>   |
| <b>Course contents</b>                     |   |
| <b>Course Module Title</b>                 | <b><i>Brief Description of the Module Content</i></b> |
| Modul 1. Basic concepts of innovative      | Topic 1.1 Basic concepts of innovative                |

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| development. State regulation of innovation.          | development. Innovation and innovation process.  |
|   | Topic 1.2. State regulation of innovation.   |
| Modul 2. Financing of innovation.                     | Topic 2.1 Sources of innovation financing.   |
|   | Topic 2.2 Venture financing of innovation.   |
| Modul 3. Organizational forms of innovation activity. | Topic 3.1 Large, medium and small innovative enterprises.  |
|   | Topic 3.2 Innovative strategies of enterprises.  |
|   | Topic 3.3 Innovative infrastructure and innovative clusters.   |
| Modul 4. Commercialization of innovation.             | Topic 4.1 Intellectual property and its assessment.  |
|   | Topic 4.2 Technology transfer.   |
| <b>Course Title</b>                                   | <b>Technology transfer in Russia and abroad</b>  |
| <b>Course Workload</b>                                | <b>3 credit units (108 hours.)</b>   |
| <b>Course contents</b>                                |  |
| <i>Course Module Title</i>                            | <i>Brief Description of the Module Content</i>   |
| I. Intellectual property market                       | The role of innovation in the modern economy, the concept and objects of intellectual property<br>Licensed trade in intellectual property<br>License pricing and technology transfer<br>Accounting and evaluation of intellectual property<br>Assessment of damage in case of violation of exclusive rights/ |
| II. Innovation process management                     | Forecasting the cost of innovation<br>R&D project management<br>National innovation system. Data analysis and information retrieval tools  |

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| <i>Course Title</i>               | <b>Intellectual property management</b>  |
| <b>Course Workload</b>            | <b>3 credit units (108 hours.)</b>   |
| <b>Course contents</b>            |  |
| <i>Course Module Title</i>        | <i>Brief Description of the Module Content</i>   |
| I. Intellectual property market   | The concept and objects of intellectual property<br>Licensed trade in intellectual property<br>License pricing and technology transfer<br>Accounting and evaluation of intellectual property<br>Assessment of damage in case of violation of exclusive rights/ |
| II. Innovation process management | Forecasting the cost of innovation<br>R&D project management<br>National innovation system. Data analysis and information retrieval tools  |

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| <i>Course Title</i>    | <b>Sports entrepreneurship</b> |
| <b>Course Workload</b> | <b>3/108</b>                   |
| <b>Course contents</b> |                                |

| <i>Course Module Title</i>                                | <i>Brief Description of the Module Content</i>  |
|---|---|
| Section 1. ECONOMIC HISTORY of the FOOTBALL INDUSTRY      | First professional leagues. Origin and development of agency business. Bookmaker offices and totalizator. Emergence of advertizing at stadiums. International federations and football competitions.  |
| Section 2. ECONOMIC FUNDAMENTALS of the FOOTBALL INDUSTRY | Sources of the income. TV-rights. Advertizing. Subscription and booking program. The VIP – a zone and boxes at stadium. Merchandising. Technical and title sponsorship. Transfers. Other income (fees of founders, club membership, operation of a commercial real estate). |
| Section 3. PROFESSIONAL FOOTBALL CLUB (PFC)               | PFC as main link of the football industry. Operational management. Management structure. Commercial service. Selection and scout services. Tur-management. Information service. Legislation.  |
| Section 4. AGENCY BUSINESS                                | Economy of agency business. Role of agents. Agencies. Regulation of agency activities.  |
| Section 5. The FOOTBALL INDUSTRY IN WORLD ECONOMY         | Structure of a modern cluster of the global football industry. Main economic indicators. Prospects of development.  |

| <b>Course Title</b>  | <b>Doing business in Russia</b>  |
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| <b>Course Workload</b>   | <i>3 AcadUnit (108 hours)</i>  |
| <b>Course contents</b>   |  |
| <b>Course Module Title</b>   | <b>Brief Description of the Module Content</b>   |
| Section 1. Basics of entrepreneurial activity in Russia.                                     | Essence and conditions for business activity. Measures of state support for young businessmen. How to become a businessman: personal characteristics. Business and professional ethics. Classification of business activities.   |
| Section 2. Internal and external environment of the business.                                | Economic environment of business. Business infrastructure.<br>Main characteristics of business external environment. Influence of the external environment on economic behavior of business, its efficiency. Economic stability of the enterprise and criteria of its assessment. Factors of direct and indirect impact on activity of the enterprise, as open system. |
| Section 3. Legal forms of business. Registration peculiarities of Limited liability company. | Private business. Collective business. Business on the basis of share property. Business on the basis of joint-stock property. State business. Enterprise associations<br>Creation of business subjects. Procedure of business registration.   |

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| Section 4. Managerial decisions in business.                                   | Business relations with: lenders, suppliers, consumers. Business relations in labor market: interaction with personnel. Concept and types of rent and leasing. Franchizing and outsourcing.<br>Choosing the system of Taxation.   |
| Section 5. Finance resources: own and loans. Financial efficiency of business. | Essence and types of financing of business activity. Management of the capital and assets. Net Profit formation and its distribution. Calculation of revenue, expenses and profits. Prime cost and instruments of its management. Indicators of the enterprise financial stability. |
| Section 6. Entrepreneurial risks.  | Risk assessment: quality and quantitative standard of risk. Identification, analysis and assessment of enterprise risks. Methods of risk management: insurance, hedging, distribution of risks, etc.  |
| Section 7. Business-planning.  | Business planning as basis of economic activity of the enterprise. Investment projects. Efficiency of investment decisions.   |
| Section 8. Business capitalization.  | Management of the company's value.  |

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| <b>Course title</b>                                    | «Corporate governance»  |
| <b>Course Workload, credits/acad.hours</b>             | 3/108   |
| <b>Course contents</b>                                 |   |
| <b>Course Module Title</b>                             | <b>Brief Description of the Module Content</b>  |
| Module 1. Models and standards of corporate governance | Topic 1.1. Corporate governance: definition and meaning   |
|  | Topic 1.2. Theories and models of corporate governance  |
|  | Topic 1.3. International standards of corporate governance and corporate governance in Russia               |
|  | Topic 1.4. Management and control bodies of joint stock companies.  |
| Module 2. Corporate Governance System                  | Topic 2.1. Board of Directors   |
|  | Topic 2.2. Executive bodies of the joint stock company  |
|  | Topic 2.3. Information disclosure and transparency in corporate governance.                                 |
|  | Topic 2.4. Integration dynamics in the corporate sector and government regulation of integration processes. |
|  | Topic 2.5. Prospects for the formation and development of the Russian model of corporate                    |

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| <b>Course title</b>                        | «Corporate governance»                         |
| <b>Course Workload, credits/acad.hours</b> | 3/108  |
| <b>Course contents</b>                     |  |
| <b>Course Module Title</b>                 | <b>Brief Description of the Module Content</b> |
|  | governance                                     |

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| <b>Course title</b>   | «Corporate security»   |
| <b>Course Workload, credits/acad.hours</b>  | 3/108  |
| <b>Course contents</b>  |  |
| <b>Course Module Title</b>  | <b>Brief Description of the Module Content</b>   |
| Module 1. Corporate Processes and Corporate Threats                                       | Topic 1.1. The role and importance of corporate security in ensuring stability in the development of society |
|   | Topic 1.2. Corporate security as the basis of economic security of commercial organizations                  |
|   | Topic 1.3. Assessment of internal and external threats of a corporation                                      |
|   | Topic 1.4. Topic 4. General characteristics of corporate processes in the modern Russian economy..           |
| Module 2. Methods of threats to corporate security and methods of protection against them | Topic 2.1. Hostile mergers and acquisitions and methods for their implementation.                            |
|   | Topic 2.2. Greenmail (Corporate blackmail) and methods of its implementation                                 |
|   | Topic 2.3. Preventive methods to counter corporate threats.  |
|   | Topic 2.4. Operational methods of countering corporate threats   |
|   | Topic 2.5. Building a corporate security system of a corporation   |

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| <b>Course Title</b>   | <b><i>Business planning</i></b>  |
| <b>Course Workload</b>  | <b>3 (108 hours.)</b>  |
| <b>Course contents</b>  |  |
| <b>Course Module Title</b>  | <b>Brief Description of the Module Content</b>   |
| 1. The essence and organization of the business planning system in enterprises  | Principles and methods of planning, types and content of planning in enterprises. Strategic and operational planning. Structure and functions of planning units The main objectives of the organization and the system of key indicators of its activities.        |
| 2. Basic functional plans of the organization and approaches to their formation | Plan staff: planning the structure and regular number of the personnel, performance targets, productivity, cost planning labor and training  |
| 3. Forecasting methods in the practice of internal planning                     | Classification of forecasting methods. Scope and features of application of economic-mathematical and expert evaluation methods. The order of collective examination (brainstorming methods, "Delphi", rank correlation method of paired comparisons, multi-factor |

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|  | ranking, etc.). Features of evaluation of quality factors. Assessment of the degree of consistency of expert opinions and overcoming the problem of non-transitivity of the evaluation results. |
| 4. Investment projects in the business planning system of the organization | Comparative characteristics of the traditional and project approach in the management of the organization.  |
| 5. The order of development and methods of planning business projects..    | The main stages of the project planning process. Methods of project work description (WBS), types of work and features of their planning.   |
| 6. Evaluation of commercial efficiency of projects                         | Regulatory framework for assessing the effectiveness of investment.   |
| 7. Business plan development (project feasibility study)                   | Requirements for the content and design of business plans for different tasks.  |

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| <b>Course title</b>   | <b>«Management of Sustainable Business Development»</b>                     |
| <b>Course Workload,</b><br>credits/acad.hours                             | 3/108   |
| <b>Course contents</b>  |   |
| <b>Course Module Title</b>  | <b>Brief Description of the Module Content</b>                              |
| <i>Module 1. Concept of Sustainable Economic and Business development</i> | Topic 1.1. Introduction in Sustainable business Economics                   |
|   | Topic 1.2. Sustainable development vs Business                              |
|   | Topic 1.3. Transformation of Business structure for Sustainable development |
|   | Topic 1.4 Sustainable competitiveness index .                               |
| <i>Module 2. Developing a business sustainability</i>                     | Topic 2.1 Leading for better business and a better world.                   |
|   | Topic 2.2. The Global Goals and why they matter for business                |
|   | Topic 2.3. Sustainable Business Strategy                                    |
|   | Topic 2.4 The Greening of Enterprises                                       |
|   | Topic 2.5. The Future of Sustainable Business                               |

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| <b>Course Title</b>    | <b><i>CORPORATE FINANCE</i></b> |
| <b>Course Workload</b> | <b>3 (108 hours.)</b>           |
| <b>Course contents</b> |                                 |

| <b>Course Module Title</b>                               | <b>Brief Description of the Module Content</b>  |
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| Topic 1. Fundamental concepts in financial analyzes      | The cash flows and earnings. Capital employed and invested capital. Walking to and from earnings to cash flow. Getting to grips with consolidated accounts. How to cope with the most complex points in financial accounts  |
| Topic 2. Financial analyses and forecasting.             | Margin analyses: structure. Margin analyzes: risks. Working capital and capital expenders, financing. Return on capital employed and return on equity.  |
| Topic 3. Investment decision rules                       | The financial market. The time value of money and Net Present Value (NPV). The internal rate of return (IRR). Incremental cash flows and other investment criteria. Measuring value creation. Risk and investment analyzes. |
| Topic 4. The risk of securities and the cost of capital. | Risk and return. The cost of equity. From the cost of equity to the cost of capital. The term structure of interest rates.  |
| Topic 5. Financial securities.                           | Enterprise value and financial securities. Debt securities. Managing net debt. Shares, options, hybrid securities. Selling securities.  |
| Topic 6. Capital structure policies.                     | Value and corporate finance. Capital structure and the theory of perfect capital market. The trade off model. Debt equity and options theory.   |
| Topic 7. Equity capital and dividend policy              | Internal financing: reinvesting cash flow. returning cash to shareholders, dividend policies. Capital increases.  |
| Topic 8. Valuation and financial engineering.            | Valuation and choice of corporate structure. Taking control of the company. Mergers and demergers. Leveraged buyouts (LBOs)   |
| Topic 9. Managing net debt and financial risks           | Managing cash flows. Asset based financing. Managing financial risks.   |

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| <b>Course Title</b>                         | <i>Strategic business approach</i>             |
| <b>Course Workload</b>                      | <b>3 (108 hours.)</b>                          |
| <b>Course contents</b>                      |  |
| <b>Course Module Title</b>                  | <b>Brief Description of the Module Content</b> |
| Section 1. INDUSTRY ANALYSIS AND ASSESSMENT | Topic 1. INDUSTRY ANALYSIS AND ASSESSMENT      |
|   | Topic 2. BUSINESS CASE<br>Nestle Group Oceania |

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| Section 2. STRATEGY DEVELOPMENT AND EXECUTION (SWOT)            | Topic 3. STRATEGY DEVELOPMENT AND EXECUTION (SWOT)                |
|   | Topic 4. BUSINESS CASE<br>Nestle Ice Cream Mexico                 |
| Section 3. IDENTIFICATION OF OPPORTUNITIES AND STRATEGY         | Topic 5 IDENTIFICATION OF OPPORTUNITIES AND STRATEGY              |
|   | Topic 6. BUSINESS CASE<br>PepsiCo International                   |
| Section 4. KEY SUCCESS FACTORS FOR SUSTAINABLE GROWTH           | Topic 7. KEY SUCCESS FACTORS FOR SUSTAINABLE GROWTH               |
|   | Topic 8. BUSINESS CASE<br>Heineken International                  |
| Section 5. M & A STRATEGY                                       | Topic 9. M & A STRATEGY   |
|   | Topic 10. BUSINESS CASE<br>Uncle Toby's Australia and New Zealand |
| Section 6. FOUNDATIONS OF SETTING UP AN INTERNATIONAL EXPANSION | Topic. 11 FOUNDATIONS OF SETTING UP AN INTERNATIONAL EXPANSION    |
|   | Topic 12. BUSINESS CASE<br>Tiger Brands South Africa              |

**Developers:**

**Head of the program**

к.э.н., доцент \_\_\_\_\_ R.O. Voskerichyan

**Head of Educational Department**

**«National Economy»**

д.э.н., профессор \_\_\_\_\_ Yu. N. Moseykin