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**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

Global Economic Project in Eurasia

(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

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The aim of the course "Global Economic Project in Eurasia" is to provide a framework for consistent reasoning about international flows of goods, factors of production, and financial assets, trade policy and monetary policy in open economy. Students are introduced to the patterns for understanding international trade patterns, examine trade policies, analyze the determinants of exchange rates and financial crises and address topical issues of international economic interdependence between states

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Global Economic Project in Eurasia" 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-1	the ability to abstract thinking, analysis, synthesis	UC-1.1 Analyzes the task, highlighting its basic components - UC-1.2 Defines and ranks the information required to solve a given problem - UC-1.3 Searches for information to solve the problem for various types of requests - UC-1.4 Offers options for solving 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 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
PC-2	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	PC-2.1 Knows how to select innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity research) PC-2.2 Able to work with digital data, assess its sources and relevance PC-2.3 Is able to analyze and evaluate their economic efficiency of innovative products PC-2.4 Owns the methods of development and evaluation of the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising tech-

Code	Competence	Competence achievement indicators (within this course)
		nologies
PC-4	The ability to use quantitative and qualitative methods for conducting applied research and managing business processes, to prepare analytical materials based on the results of their application	PC-4.1 Knows the components of the system of commodity circulation in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets - PC-4.2 Knows the main forms of the company's entry into the international market - PC-4.3 Knows how to manage the processes of supply and distribution of goods in the industry markets of the international level - PC-4.4 Possesses the skills of modeling and designing the activities of an enterprise in the international markets for goods and services - PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets - PC-5.2 Knows the specifics of working with various promotion tools at the international level - PC-5.3 Knows how to navigate modern methods of promotion in international markets - PC-5.4 Is able to develop strategic marketing solutions in the field of advertising - PC-5.5 Knows how to plan an advertising campaign - PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Global Economic Project in Eurasia" refers to the Variety part formed by the participants of the educational relations of the block B.1.V.13 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Global Economic Project in Eurasia".

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

Code	Competence name	Previous courses	Next courses
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Code	Competence name	Previous courses	Next courses
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	Corporate Websites: Creation and Administration / Content-Marketing / Customs and Tariff Regulation /	Pre-diploma internship
PC-2	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	Managerial Economics / Corporate governance / Finance Organizations / "Modern Trends in the International Hotel and Tourism Business / Corporate Websites: Creation and Administration /	Pre-diploma internship
PC-4	The ability to use quantitative and qualitative methods for conducting applied research and managing business processes, to prepare analytical materials based on the results of their application	Management Research Methodology / Global Strategic Management / Content-Marketing /	Pre-diploma internship
UC-1	the ability to abstract thinking, analysis, synthesis	Managerial Economics / Management Research Methodology / Corporate governance / Global Strategic Management /	Pre-diploma internship
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Corporate governance / Marketing Audit / Integrated Marketing Communications /	Pre-diploma internship

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Global Economic Project in Eurasia" is 3 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Type of educational work		Total	Semester			
			1	2	3	4
<i>Contact work, ac.h.</i>		108			108	
Lectures (LC)		18			18	
Laboratory work (LR)						
Practical/seminar classes (SZ)		18			18	
Independent work of students, ac.h.		54			54	
Control (exam / test with assessment), ac.h.		18			18	
Total labor intensity of the discipline	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 PART NAME	PART CONTENT	WORK TYPE
Topic 1. Modern Global Economic Project in Eurasia. Concept and types of theories of international trade	The object, subjects, trends and features of the mechanism of realization of Global Economic Project in Eurasia. Russian Federation in the system of modern Global Economic Project in Eurasia. The classical theory of international trade: mercantilist model, the theory of absolute advantages of Adam Smith and comparative advantage David Ricardo: history of development, the main provisions and recommendations for trade policy	LTR, SS
Topic 2. International trade from the scope of Global Economic Project in Eurasia	Modern international trade and its main indicators. Features of the geographical and commodity structure of international trade. Differences in intra-industry and inter-industry trade. Eurasian integration and similar integration projects. The tools of analysis of international trade: the calculation of the indicator "trading conditions". International trade and economic growth (import substitution, neutral and exporter-oriented economic growth).	LTR, SS
Topic 3. State regulation of Integration Projects in international trade.	Liberalization and protectionism in world trade. The nominal and the actual level of protection of national manufacturers. A cascading tariff structure. The consequences of introduction or change of tariff for manufacturers, consumers, government, nation.	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	Classification of non-tariff barriers and their role in the regulation of international trade.	
Topic 4. Eurasian capital markets.	Eurasian international capital movements. The economic consequences of international capital flows. Direct and portfolio foreign Eurasian investments and their performance. International borrowing and lending. The scale of Eurasian international capital flows and their distribution in the modern global economy. State and interstate regulation of the Eurasian international movement of capital. Off-shore areas. The place of Russia in the Eurasian field of international investment.	LTR, SS
Topic 5. State payment balance in Global Economic Project in Eurasia	Eurasian Balance of payment: concept, basis of preparation, characterization, and classification methods of his articles. Features of the Eurasian balance of payments methodology. The impact of the balance of payments on the country's economy and basic methods of its regulation. The analysis of the Eurasian balance of payments leading countries of the world. The modern condition of the Russian balance of payments.	LTR, SS
Topic 6. International monetary and financial relations in Eurasia.	The concept and features of development of international currency relations at the present stage. The nature, structure and evolution of the Eurasian monetary system. The relationship and differences of national and world currency systems. Factors affecting the value of the Eurasian exchange rate Features of the currency policy of the state. The place and role of the Eurasian monetary and banking organizations in the system of international economic relations	LTR, SS

* - заполняется только по **ОЧНОЙ** форме обучения: ЛК – лекции; ЛР – лабораторные работы; СЗ – семинарские занятия.

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 educational/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 Mi- crosoft Office 2021 LTSC

* - the audience for independent work of students must be specified!
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7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Primary literature:

1. World economy and international economic relations. textbook / edited by I.V. Andronova, I.N. Belova [Electronic resource] / Andronova Inna Vitalievna [et al.]. - M. : RUDN, 2024. 815 c. ISBN 978-5-209-12105-3 URL: https://mega.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=517355&idb=0.
2. World economy in the period of great shocks : a monograph / edited by L.M. Grigoriev, A.A. Kurdin, I.A. Makarov. - Moscow : INFRA-M, 2025. - 576 c. - (Scientific thought). - DOI 10.12737/1858585. - ISBN 978-5-16-017493-8. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2163764>

Additional literature:

3. Kudrov, V.M. World economy: socio-economic models of development : textbook / V.M. Kudrov. - Moscow : Magister : Infra-M, 2024. - 399 c. - ISBN 978-5-9776-0095-8. - Text :

- electronic. - URL: <https://znanium.ru/catalog/product/2058771>
4. Tsypin, I.S. World Economy : textbook / I.S. Tsypin, V.R. Vesnin. - 2nd ed., rev. and ext. - Moscow : INFRA-M, 2024. - 288 c. - (Higher education). - DOI 10.12737/860. - ISBN 978-5-16-019057-0. - Text : electronic. - URL: <https://znanium.com/catalog/product/2084531>.

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 "Global Economic Project in Eurasia" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

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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 "Global Economic Project in Eurasia" are presented in the Appendix to this Work Program of the discipline

Developers:

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