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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**

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

**COURSE SYLLABUS**

**Production fragmentation and cross-border value chains**

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(name of the discipline/module)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

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

**International marketing**

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

## 1. COURSE GOALS

The aim of the "Production fragmentation and cross-border value chains" course is to develop students' knowledge, abilities and skills in terms of methods of studying of market conditions and executing the modern procedures of Production fragmentation and cross-border value chains at the world markets, using current international information sources and programs

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Production fragmentation and cross-border value chains" 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
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

Code	Competence	Competence achievement indicators (within this course)
<b>GPC-3;</b>	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	<p>GPC-3.1 Skills in the methods of making optimal management decisions in a dynamic business environment</p> <p>GPC-3.2 Makes informed organizational and managerial decisions</p> <p>GPC-3.3 Assesses the operational and organizational effectiveness and social significance of organizational and management decisions</p> <p>GPC-3.4 Provides the implementation of organizational and management decisions in a complex (including cross-cultural) and dynamic environment</p>

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

The discipline "Production fragmentation and cross-border value chains" refers to the variable component formed by the participants of the educational relations of the block B1 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 "Production fragmentation and cross-border value chains".

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	Corporate marketing at global markets Managerial Decision Making	R&D practice
<b>GPC-2;</b>	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 marketing at global markets Managerial Decision Making	R&D practice

<b>GPC-3;</b>	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	R&D practice
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\* - filled in according to the competence matrix and the SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Production fragmentation and cross-border value chains" 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	Семестр(-ы)			
			1	2	3	4
<i>Contact academic hours</i>		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		18			18	
<i>Self-study, academic hours</i>		54			54	
<i>Evaluation and assessment</i>		18			18	
<b>Course workload</b>	academic hours	108			108	
	credits	<b>3</b>			<b>3</b>	

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

Course part topics	Work type
	LTR
Section 1. Production fragmentation and cross-border value chains in the conditions of globalization of economies.	LTR, SS
Features of the Production fragmentation and cross-border value chains (IT) at the present stage. Factors and tendencies of development of MT. Geographical and commodity structure of MT. Dynamics of indicators of Production fragmentation and cross-border	LTR, SS

Course part topics	Work type
value chains. A role of multinational corporation in Production fragmentation and cross-border value chains Interrelation of Production fragmentation and cross-border value chains (the foreign trade flows) and PII. MT – the most important factor of economic growth in the conditions of open economy. Influence of crisis on development of Production fragmentation and cross-border value chains.	
Section 2. Features of modern foreign trade regulation and Production fragmentation and cross-border value chains policy. Characteristic features and features of modern foreign trade regulation. Customs tariffs. Non-tariff restrictions. Features of application of measures of non-tariff regulation. International practice of regulation of foreign trade. Evolution of process of liberalization within the GATT/the WTO. WTO as system of agreements. Agreement on agricultural industry	LTR, SS
Section 3. Russia in Production fragmentation and cross-border value chains. Foreign trade of Russia. Dynamics export / import structure of trade. Russia in system of regulation of Production fragmentation and cross-border value chains	LTR, SS
Section 4. Production fragmentation and cross-border value chains in primary goods. The major primary goods – objects of MT. Main indicators of Production fragmentation and cross-border value chains in primary goods. Features of trade in primary goods in the world goods markets. Forms and methods of trade in primary goods. Features of pricing in the world markets of primary goods. International commodity exchanges. Main tendencies of development of Production fragmentation and cross-border value chains in primary goods. The place and economic interests of Russia in the world markets of primary goods	LTR, SS
Section 5. Production fragmentation and cross-border value chains in finished goods. Factors and tendencies of development of the world market of finished goods. Main indicators of Production fragmentation and cross-border value chains in finished goods. Modern factors of goods competitiveness. Modern forms and methods of Production fragmentation and cross-border value chains in finished goods.	LTR, SS
Section 6. Production fragmentation and cross-border value chains in services. Classification of services. Dynamics of Production fragmentation and cross-border value chains in ser-	LTR, SS

Course part topics	Work type
vices. Geographical structure of Production fragmentation and cross-border value chains. Regional structure of Production fragmentation and cross-border value chains in services. The general agreement on trade in services (GATS).	
Section 7. Production fragmentation and cross-border value chains in the objects of intellectual property (OIP) Current trends of Production fragmentation and cross-border value chains in objects of intellectual property. Classification of objects of intellectual property. Dynamics and amount of Production fragmentation and cross-border value chains in objects of intellectual property. Forms and methods of trade. Main world trade license centers	LTR, SS

\* - 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 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 моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office

<b>Audience type</b>	<b>Equipping the audience</b>	<b>Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)</b>
		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**

Primary literature:

1. Andreeva, T. V. Product value chain: formation and evaluation of efficiency : a monograph / T. V. Andreeva. - Moscow : RIOR : INFRA-M, 2024. - 170 c. - (Scientific thought). - DOI: <https://doi.org/10.12737/11563>. - ISBN 978-5-369-01147-8. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2044353>
2. 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](https://mega.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=517355&idb=0)

Additional literature:

3. Bohatkiewicz-Czaicka, Joanna Gancarczyk. Industrial Clusters in International Value Chains, Taylor & Francis; Routledge, 211 pp, 2025, ISBN: 9781032791173 9781003494423 9781040121283
4. The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade, Pietra Rivoli, Wiley, 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](http://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 "Znaniy.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](http://yandex.ru)), Google ([google.ru](http://google.ru)).

### **Информационно-справочные порталы:**

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://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 "Production fragmentation and cross-border value chains" 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 "Production fragmentation and cross-border value chains" are presented in the Appendix to this Work Program of the discipline.

### **Developers:**



**Associate Professor of the Mar-  
keting Department**

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Signature

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**Chernikov S.U.**

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Full name

**Head of Marketing department**

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Signature

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**Lukina A.V.**

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**Head of EP HE  
Marketing dept**

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Signature

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**Zobov. A.M.**

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Full name

