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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

Strategic business approach

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 in solving issues related to the organization and management of startup projects

The objectives of the discipline are:

- to study the essence of startup projects;
- to study the methods of financing startup projects;
- to develop skills in developing and calculating a business idea, calculating initial investments;
- to work out a system for promoting your idea to the end user;
- to get acquainted with the methods of state support for small businesses;
- to get acquainted with the financial and tax mechanisms necessary for carrying out business activities;
- to study the mechanism of drawing up a business model and a business plan

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "Strategic business approach" 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-6	Able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-6.1. Controls the amount of time spent on specific activities; UC-6.2. Develops tools and methods of time management when performing specific tasks, projects, goals; UC-6.3. Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task; UC-6.4. Allocates tasks for long-, medium- and short-term with justification of relevance and analysis of resources for their implementation.
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;

Competence code	Competence	Competence achievement indicators (within this course)
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; 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 "Strategic business approach" 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 "Strategic business approach".

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-6	Able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment		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	Business' evaluation and company's cost management	Corporate governance

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
	economic agents and evaluate their effectiveness.	International business management	
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

Наименование раздела дисциплины	Содержание раздела (темы)	Вид учебной работы*
Section 1. INDUSTRY ANALYSIS AND ASSESSMENT	Topic 1. INDUSTRY ANALYSIS AND ASSESSMENT	Lectures Seminars
	Topic 2. BUSINESS CASE Nestle Group Oceania	Lectures Seminars
Section 2. STRATEGY DEVELOPMENT AND EXECUTION (SWOT)	Topic 3. STRATEGY DEVELOPMENT AND EXECUTION (SWOT)	Lectures Seminars

Наименование раздела дисциплины	Содержание раздела (темы)	Вид учебной работы*
	Topic 4. BUSINESS CASE Nestle Ice Cream Mexico	Lectures Seminars
Section 3. IDENTIFICATION OF OPPORTUNITIES AND STRATEGY	Topic 5 IDENTIFICATION OF OPPORTUNITIES AND STRATEGY	Lectures Seminars
	Topic 6. BUSINESS CASE PepsiCo International	Lectures Seminars
Section 4. KEY SUCCESS FACTORS FOR SUSTAINABLE GROWTH	Topic 7. KEY SUCCESS FACTORS FOR SUSTAINABLE GROWTH	Lectures Seminars
	Topic 8. BUSINESS CASE Heineken International	Lectures Seminars
Section 5. M & A STRATEGY	Topic 9. M & A STRATEGY	Lectures Seminars
	Topic 10. BUSINESS CASE Uncle Toby's Australia and New Zealand	Lectures Seminars
Section 6. FOUNDATIONS OF SETTING UP AN INTERNATIONAL EXPANSION	Topic. 11 FOUNDATIONS OF SETTING UP AN INTERNATIONAL EXPANSION	Lectures Seminars
	Topic 12. BUSINESS CASE Tiger Brands South Africa	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,	Laptop, projector, board, screen Software: Microsoft Windows, MS Office /

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
	projection screen, stable wireless Internet connection.	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. Цителадзе, Д. Д. 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 Паблицер, 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/-](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 "Strategic business approach".
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 "Strategic business approach" 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.**

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