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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 Strategic Management

(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 purpose of mastering the discipline "Global Strategic Management " is to develop students' skills in assessing the internal and external environment of an enterprise, determining the effectiveness of marketing projects; forming a system of indicators for a comprehensive business assessment.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Global Strategic Management " 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
UC-1	Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC -1.1. Analyzes the task, highlighting its basic components; UC-1.2. Defines and ranks the information required to solve the task; UC-1.3. Searches for information to solve the task for various types of queries; UC-1.4. Offers solutions to the problem, analyzes the possible consequences of their use; UC-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.
UC-2	Able to manage a project at all stages of its life cycle	UC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal UC-2.2 Determines the links between the tasks and the expected results of their solution UC-2.3 Within the framework of the tasks set, it determines the available resources and restrictions, the current legal norms UC-2.4 Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal regulations

Code	Competence	Competence achievement indicators (within this course)
		and available resources and restrictions UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of control
PC-4;	Capable of developing, implementing and improving the distribution system and sales policy in international markets	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-6	Able to manage the marketing activities of an international company	PC-6.1. Knows the specifics of working with various international marketing tools PC-6.2. Knows the basics of international sales, international marketing communication PC-6.3. Is able to apply methods of evaluating the effectiveness of solutions in the field of international marketing PC-6.4. Is able to analyze the actions of international partner companies PC-6.5. Possesses analytical, system and communication skills to conduct successful activities in a rapidly changing international marketing environment PC-6.6. Has the skills of a creative approach to the problems of developing and implementing international marketing strategies of the company

Code	Competence	Competence achievement indicators (within this course)
GPC-5	Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects	<p>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-</p> <p>GPC-5.2 Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management -</p> <p>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 -</p> <p>GPC-5.4 Participates in the implementation of research projects in the field of management and related industries</p>

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

The discipline "Global Strategic Management " refers to the variable component formed by the participants of the educational relations of the block B1 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 Strategic Management ".

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
UC-3;	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal	Managerial economics Management Research Methodology Management organization theory	Digital marketing Innovative entrepreneurship Research work
UC-1	Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	Finance organizations Marketing Metrics Integrated Marketing communication	Integrated marketing communications International marketing strategies
UC-2	Able to manage a project at all stages of its life cycle	Managerial economics	Research work
PC-4;	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Managerial economics Management Research Methodology Management organization theory	Digital marketing Innovative entrepreneurship Research work
PC-6	Able to manage the market-	Finance organizations	Integrated marketing communi-

Code	Competence name	Previous courses	Next courses
	ing activities of an international company	Marketing Metrics Integrated Marketing communication	cations International marketing strategies
GPC-5	Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects	Corporate governance	Marketing Audit

* - 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 Strategic Management " is 3 credit units.

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	Semesters			
			1	2	3	4
<i>Contact academic hours</i>		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		27			27	
<i>Evaluation and assessment</i>		27			27	
Course workload	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
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COURSE PART NAME	PART CONTENT	WORK TYPE
Section 1. Introduction to "Modern Global Strategic Management"	Theoretical problems of competition and modern Global Strategic Management. International economic integration and Global Strategic Management problems.	LTR, SS
Section 2. Methodology of Global Strategic Management.	General methodological issues of strategic competitive analysis. Assessment of conditions for entering international markets. Analysis of political, legal, economic, socio-cultural and technological environment of business.	LTR, SS
Section 3. Tools for Global Strategic Management of modern business	Industry and competitive analysis. Resource analysis and competencies. Sources of competitive advantage	LTR, SS
Section 4. Strategic alternatives and strategy formulation	Approaches to strategy development and selection process. Corporate strategy. Business strategies and industry life cycles. Modern trends in strategic management.	LTR, SS

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

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

a). Basic literature

1. Zenkina, I.V. Modern strategic analysis : textbook / I.V. Zenkina. - Moscow : INFRA-M, 2024. - 288 с. - (Higher education). - DOI 10.12737/2123833. - ISBN 978-5-16-019484-4. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2123833>.
2. Strategic Management : textbook / edited by Dr. of Economic Sciences, Professor N.A. Kazakova. - Moscow : INFRA-M, 2023. - 320 с. - (Higher education). - ISBN 978-5-16-005028-7. - Text : electronic. - URL: <https://znanium.com/catalog/product/1941765>

b) additional literature

1. Kolyada, A. A. The next level. Strategic management of the new era : a practical guide / A. A. Kolyada. - Moscow : Alpina PRO, 2023. - 616 c. - ISBN 978-5-206-00086-3. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2141009>.
2. Phanish Puranam. Corporate Strategy: Tools for Analysis and Decision-Making. Cambridge University Press., 2016..
3. Krupina, N. N. Strategic management in hotel and restaurant service : textbook / N. N. Krupina. - Moscow : INFRA-M, 2023. - 211 c. - (Higher education: Bachelor's degree). - DOI 10.12737/1832108. - ISBN 978-5-16-017232-3. - Text : electronic. - URL: <https://znanium.com/catalog/product/1832108>.

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

* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

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 Strategic Management " are presented in the Appendix to this Work Program of the discipline.* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

Developers:

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