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**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia"**

Faculty of Economics

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

COURSE WORKING PROGRAM

Custom and tariff regulation

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing

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

1. COURSE GOALS

The aim of the "Custom and tariff regulation" course is to develop students' knowledge, abilities and skills in terms of methods of studying of market conditions and executing the modern procedures of Custom and tariff regulation at the world markets, using current international information sources and programs

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Custom and tariff regulation" 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)
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
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 technologies

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

The discipline "Custom and tariff regulation" 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 "Custom and tariff regulation".

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
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	Corporate marketing at global markets Managerial Decision Making	R&D practice
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 marketing at global markets Managerial Decision Making	R&D practice
PC-2;	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	R&D practice

* - 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 "Custom and tariff regulation" 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	Semesters			
		2	3	4	

Course part topics	Work type
indicators of Custom and tariff regulation 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 Custom and tariff regulation in primary goods. The place and economic interests of Russia in the world markets of primary goods	
Section 5. Custom and tariff regulation in finished goods. Factors and tendencies of development of the world market of finished goods. Main indicators of Custom and tariff regulation in finished goods. Modern factors of goods competitiveness. Modern forms and methods of Custom and tariff regulation in finished goods.	LTR, SS
Section 6. Custom and tariff regulation in services. Classification of services. Dynamics of Custom and tariff regulation in services. Geographical structure of Custom and tariff regulation. Regional structure of Custom and tariff regulation in services. The general agreement on trade in services (GATS).	LTR, SS
Section 7. Custom and tariff regulation in the objects of intellectual property (OIP) Current trends of Custom and tariff regulation in objects of intellectual property. Classification of objects of intellectual property. Dynamics and amount of Custom and tariff regulation 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	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes,	Lenovo AIO-510-22ISH In-

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
	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	tel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
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.	Library Hall

* - the audience for independent work of students must be specified!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Primary literature:

1. Strategy for the Global Market: Theory and Practical Applications, Vladimir Kvint, Routledge, 2015
2. Food Wars: The Global Battle for Mouths, Minds and Markets, Tim Lang and Michael Heasman, Routledge, 2015.
3. The Strategic Importance of the Global Oil Market, Leif Rosenberger, Didactic Press, 2015

Additional literature:

4. The Handbook of Global Agricultural Markets: The Business and Finance of Land, Water, and Soft Commodities, Luc Nijs, Palgrave Macmillan, 2014
5. World Metal Markets: The United States Strategic Stockpile and Global Market Influence, Patricia Perkins, Praeger, 1997
6. 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.
7. Lymbersky Ch. Market Entry Strategies: Text, Cases And Readings In Market Entry Management. Management Laboratory Press: 2008

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 "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), Google (google.ru).*

Информационно-справочные порталы:

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 "Custom and tariff regulation" 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 "Custom and tariff regulation" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Signature

Chernikov S.U.

Full name

**Faculty name and head:
Dean of the Faculty of Economics**

Signature

Andronova I.V.

Full name

**Head of department:
Marketing dept head**

Signature

A.M. Zobov.

Full name

Appendix to the Work program of the discipline
"Marketing metrics (effectiveness of marketing
projects)"

APPROVED

At the meeting of the Department of Marketing

" _____ " _____ 2022, Protocol no. ____

Head of the Marketing Department

_____ Zobov A.M.

EVALUATION TASK FUND FOR THE COURSE

Custom and tariff regulation

(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing

(name of the training profile)

Master

Qualification (degree) of the graduate

Passport of the fund of evaluation funds for the discipline Custom and tariff regulation

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing

Summary evaluation table of the discipline Custom and tariff regulation

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	
		Classroom work					Independent work					Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report		
<i>PC-2; GPC-2; PC-1</i>	Section 1. Custom and tariff regulation in the conditions of globalization of economies.			1							10	10
	Section 2. Features of modern foreign trade regulation and Custom and tariff regulation policy.			1			5		3		9	9
	Section 3. Russia in Custom and tariff regulation.			1					3	4	8	8
<i>PC-2; GPC-2; PC-1</i>	Section 4. Custom and tariff regulation in primary goods.			2			5		6		9	9
	Section 5. Custom and tariff regulation in finished goods.			2	5	5			6		18	18
	Section 6. Custom and tariff regulation in services.			1		5			6	4	8	8
<i>PC-2; GPC-2; PC-1</i>	Section 7. Custom and tariff regulation in the objects of intellectual property (OIP)			2	5	5			3		18	18
	Evaluation		10								10	20
	Total		10	10	10	15	10		27	8	10	100

Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed,

most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN