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*Federal State Autonomous Educational
Institution for Higher Education
PATRICE LUMUMBA PEOPLES' FRIENDSHIP UNIVERSITY OF
RUSSIA
(RUDN University)
Faculty of economics*

COURSE SYLLABUS

Digitalization and Venture Investments

Recommended by the Didactic Council for the Education Field

**Master Program “Digital Government”
field 38.04.04 “State and municipal administration”**

specialization “Digital Government”

Graduate’s Degree: Master Degree

1. THE GOAL OF THE COURSE

The goal of the course: to provide Master Degree students with an in-depth understanding of digitalization and its impact on venture investments. The course covers various aspects of digitalization, including its impact on business models, consumer behavior, and the economy. Students will also learn about the different types of venture investments, such as angel investing, venture capital, and crowdfunding. The course will include case studies and real-world examples of successful digital ventures and investments.

The objectives of the course are:

- Understand the impact of digitalization on business models and consumer behavior.
- Learn about the different types of venture investments and their characteristics.
- Analyze successful digital ventures and investments.
- Develop skills in evaluating investment opportunities in the digital space.
- Understand the role of digitalization in the overall economy.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE COURSE

Mastering the course "DIGITALIZATION AND VENTURE INVESTMENTS" 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-2	Able to manage the 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. Defines the links between the tasks set and the expected results of their solution; UC-2.3. Within the framework of the tasks set, determines the available resources and restrictions, the applicable legal norms; UC-2.4. Analyzes the schedule for the implementation of the project as a whole and chooses the optimal way to solve the tasks, based on the current legal norms and available resources and limitations; UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control.
UC-4.	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction.	UC-4.1. Chooses the style of business communication, depending on the language of communication, goals and conditions of partnership; UC-4.2. Adapts speech, communication style and sign language to interaction situations;

Competence code	Competence	Competence achievement indicators (within this course)
		UC-4.3. Searches for the necessary information to solve standard communication tasks in Russian and foreign languages; UK-4.4. Conducts business correspondence in Russian and foreign languages, taking into account the peculiarities of the style of official and unofficial letters and socio-cultural differences in the format of correspondence; UC-4.5. Uses dialogue for cooperation in academic communication, taking into account the personality of the interlocutors, their communicative and speech strategy and tactics, the degree of formality of the situation; UC-4.6. Forms and argues his own assessment of the main ideas of the participants of the dialogue (discussion) in accordance with the needs of joint activities.
GPC-9.	Able to apply analytical skills and working with big data in multitasking and transdisciplinarity	GPC-9.1. Knows the principles of working with big data; GPC-9.2. Identifies and uses the digital tools necessary in professional activities to solve the tasks
PC-4.	Able to put forward innovative ideas and non-standard approaches to their implementation	PC-4.1 Develops proposals in the field of digitalization of the work of public authorities; PC-4.2. Possesses creative thinking, develops and implements innovations in the activities of public authorities

3. Course in Higher Education Program Structure

The Course "DIGITALIZATION AND VENTURE INVESTMENTS" refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Program Structure

As part of the Higher Education Program Structure, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course "DIGITALIZATION AND VENTURE INVESTMENTS".

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-2	Able to manage the project at all stages of its life cycle.		Management of innovative projects in the public sector
UC-4.	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for	Professional foreign language	Professional foreign language

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
	academic and professional interaction.		
GPC-9.	Able to apply analytical skills and working with big data in multitasking and transdisciplinarity	Data management	Digital transformations of the state
PC-4.	Able to put forward innovative ideas and non-standard approaches to their implementation	Data management Digital marketing in the modern world Strategic management	Management of innovative projects in the public sector Digitization and attraction of investments Regional investment process Digitalization of housing and communal services Smart City

* - filled in in accordance with the matrix of competencies

4. Course Workload and Academic Activities

Course Workload and Academic Activities 2 credits.

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 HE programmatering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	36		36		
including:					
lectures	18		18		
Seminars	18		18		
<i>Self-study, academic hours</i>	27		27		
<i>Evaluation and assessment</i>	9		9		
Course workload	academic hours	72		72	
	credits	2		2	

5. CONTENT OF THE DISCIPLINE

Table 5.1. The content of the course (module) by type of educational work

Name of the course module	Contents of the module (topic)	Types of academic activities
Module 1. The fundamental concept of the digitalization	Basic concepts around digitization and digital innovation.	lectures Seminars
	Research-based analysis of the digital placement. Digital Trends	lectures Seminars

Name of the course module	Contents of the module (topic)	Types of academic activities
	The impact of digitalization on traditional business models. Digital Business Model	lectures Seminars
	Digitization and digital transformation. Consumer behavior in the digital age	lectures Seminars
Module 2. Private Equity and Venture Capital	An Introduction to Private Equity and Venture Capital. The structure of the VC industry	lectures Seminars
	Types of Venture Investments. Angel investing. Venture capital. Crowdfunding	lectures Seminars
	Evaluating Investment Opportunities. Due diligence. Valuation methods. Risk assessment.	lectures Seminars
	Modeling a Venture Capital Financing	lectures Seminars
Module 3. Successful Digital Ventures and Investments. Digitalization and the Economy	Case studies of successful digital ventures	lectures Seminars
	Analysis of successful digital investments	lectures Seminars
	The impact of digitalization on the overall economy	lectures Seminars
	Future trends in digitalization and venture investments	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

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Self-studies	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

7. Recommended Sources for Course Studies

• Main reading(sources)

Siebel T. M. Digital transformation: survive and thrive in an era of mass extinction. – RosettaBooks, 2019.

Almunawar M. N., Islam M. Z., de Pablos P. O. (ed.). Digital Transformation Management: Challenges and Futures in the Asian Digital Economy. – Routledge, 2022.

• Additional reading(sources)

Feld B., Mendelson J. Venture deals: Be smarter than your lawyer and venture capitalist. – John Wiley & Sons, 2019.

Digital Vortex: How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game by Jeff Loucks, James Macaulay, Andy Noronha, and Michael Wade

Christensen C. M. The innovator's dilemma: when new technologies cause great firms to fail. – Harvard Business Review Press, 2013.

Bernoff J., McQuivey J. Digital disruption: Unleashing the next wave of innovation //Forrester Research. – 2013

• Electronic libraries with access for RUDN students .

www.worldbank.org – Official website of the World Bank (WB)

www.imf.org – Official website of the International Monetary Fund (IMF)

<http://www.un.org/> - Official website UN

<http://www.unctad.org/> - Official website of UNCTAD

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/>

- Google Academia search engine <https://scholar.google.com/>

- 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 "DIGITALIZATION AND VENTURE INVESTMENTS".

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!*

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 "DIGITALIZATION AND VENTURE INVESTMENTS" 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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Head of the Department of
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