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

ANNOTATIONS OF DISCIPLINES (MODULES) OF THE EP

Recommended by the Didactic Council for the Education Field of
38.04.01 Economics

(code and name of the direction of training/specialty)

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

International Trade

(name (profile/specialization))

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	<i>Macroeconomics (advanced)</i>
Scope of discipline	3 credits (108 hours)
Summary of the discipline	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Introduction to Advanced Macroeconomics	The subject of macroeconomics. Main economic agents. Open economy. Residents and non-residents. Methods of macroeconomic analysis. Aggregation. Simulation. Model of macroeconomic circulation. Stock variables and flow variables. The relationship between the growth rates of nominal and real values in discrete and continuous time. The role of expectations in macroeconomics.
General economic equilibrium	Consumption and Saving Functions J.M. Keynes and their modifications. Neoclassical functions of consumption and saving. Functions of demand for investment. Autonomous and induced investments. The equilibrium of the national economy in the model of the "Keynesian cross". Recessionary and inflationary gaps. Solving the problem of approximating real GDP to potential GDP. State Regulation of Effective Demand: Priority of Fiscal Policy. Equilibrium of the national economy in the IS–LM model. Fiscal and monetary policy in the IS – LM model.
Cyclicalities and economic growth Cyclicalities and economic growth	Cyclicalities in the national economy. Economic cyclicalities in modern conditions. Production functions in macroeconomics. Neoclassical production functions, Cobb-Douglas, Leontief functions, CES. Efficiency of factors. Estimates of the elasticity of substitution. Models of economic growth. Neo-Keynesian models of economic growth Harrod-Domar, R. Solow.
Economic policy	Inflation and monetary policy. Inflation expectations. Supply inflation. Socio-economic consequences of inflation. Approaches to Inflation Modeling: Monetary and Non-Monetary Concepts. Lack of inflation expectations and the Phillips curve. The relationship between inflation and unemployment. Unemployment. Malthusianism. Neoclassical concept of unemployment by A. Pigou. Keynesian concept of the natural rate of

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	<p>unemployment, or the "non-inflation-accelerating rate of unemployment." Dynamics of social production and unemployment. Hysteresis. A. Okun's Law. Fiscal policy and budget deficit. Models of the consequences of public debt. Temporary inconsistency of economic policy.</p>
<p>The effectiveness of the economic policy of the state in an open economy</p>	<p>The impact of monetary and fiscal policies on the balance of payments. A model of long-term equilibrium in a small open economy with perfect capital mobility. An open economy model with imperfect capital mobility in the long term Multiples of economic policy in the model of an open economy with imperfect capital mobility.</p>

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Name of discipline	<i>Microeconomics (advanced level)</i>
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. The main parameters of the market	1.1: Supply and demand functions. Their characteristics 1.2: Simple dynamic models of the market for a single product
Section 2. Theory of consumer behavior and market demand	2.1: Theory of Consumer Preferences 2.2: Consumer Behavior Model 2.3: Income Effect and Substitution Effect
Section 3. Firm Theory and Market Structure	3.1 Production function and its properties. 3.2: Production costs and profits in the short and long term 3.3: The behavior of the firm in different markets
Section 4. Economic equilibrium and welfare	4.1: General economic equilibrium 4.2: Economic theory of welfare.
Section 5. Theory of choice under conditions of uncertainty	5.1: Consideration of Uncertainty and Risk in Theories of Consumption and Production 5.2 Asymmetric Information

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Name of discipline	<i>Econometrics (advanced)</i>
Scope of discipline	3 credits (108 hrs.)
Summary of the discipline	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Multiple linear regression model	Pairwise linear regression model. Multivariate linear regression model. Asymptotic properties of OLS estimates. Selection of a set of explanatory variables. Comparison of nested and non-nested models. Functional form testing. Dummy variables in regression models.
Estimation methods for violation of classical regression conditions	Assessment methods under various prerequisites: OMNK, DOMNK, MIP, OMIP, DMNC, MMP
Univariate time series models	ARMA models. Single roots. Tests for a single root. Conditional heteroscedasticity. ARCH and GARCH models.
Multivariate time series models	Dynamic models with stationary variables. Models with non-stationary variables. Cointegration. Testing for cointegration.

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Name of discipline	"Legal regulation of economic and foreign economic activity"
Scope of discipline, credits / ak.h.	2/72
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Concepts. Sources of legal regulation of economic activity.	Topic 1.1. Basic definitions: civil law, subject and method of civil law, business law, entrepreneurial activity, foreign economic activity, foreign trade activity.
	Topic 1.2. Sources of legal regulation of economic and foreign economic activity.
Section 2. Business entities	Topic 2.1. The concept and types of entrepreneurs
	Topic 2.2. Creation of a commercial organization: the procedure for establishment and registration.
	Topic 2.3. Licensing of entrepreneurial activity.
	Topic 2.4. Legal status of persons engaged in entrepreneurial activities (individual entrepreneurs and commercial organizations).
	Topic 2.5. Reorganization, liquidation of legal entities and individual entrepreneurs
	Topic 2.6. Bankruptcy of legal entities and individual entrepreneurs.
Section 3. Objects of economic activity	Topic 3.1. The legal regime of the property of entrepreneurs. The legal regime of real estate.
	Topic 3.2. The legal regime of money (monetary resources) of an entrepreneur.
	Topic 3.3. Legal regime of securities.
Section 4. Legal Regime of Foreign Investment in the Russian Federation	Topic 4.1. Regulation of foreign direct investment in the Russian Federation.
	Topic 4.2. Branches and representative offices of foreign legal entities
Section 5. Protection of the interests of entrepreneurs	Topic 5.1. Judicial protection of the interests of entrepreneurs.
	Topic 5.2. State Arbitration Court, Arbitration Court, International Commercial Arbitration.

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Name of discipline	"International Finance"
Scope of discipline, credits / ak.h.	6/216
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Financial flows and external debts in the world economy.	<p>Topic 1.1. Genesis and development of international finance and capital markets in the context of financial globalization.</p> <p>Topic 1.2. External deficits and debts of the national economy: theoretical aspect.</p> <p>Topic 1.3. External debts and payments of developed and developing countries.</p> <p>Topic 1.4. U.S. deficit and debt economy.</p> <p>Topic 1.5. Theories of international capital flows.</p>
Section 2. International financial markets (capital)	<p>Topic 2.1. International currency market: participants, instruments, functions, interbank market.</p> <p>Topic 2.2. The origin and development of the euro currency market; formation of Eurodollar deposits and loans.</p> <p>Topic 2.3. Structure of the international credit market.</p> <p>Topic 2.4. International bank lending and borrowing.</p> <p>Topic 2.5. Domestic and Eurobanks; competitive advantages of the Eurobanking business; Interbank Euromarket.</p>
Section 3. Developing countries: external financing, debt, monetary and financial crises.	<p>Topic 3.1. International Official Development Financing: Theories, Models, Practice.</p> <p>Topic 3.2. Strategies and models of economic development. Import-substituting model of catching-up type of development, its genesis, opportunities and limitations.</p> <p>Topic 3.3. The International Debt Crisis: Causes and Development; dynamics and structure of external debts and payments of crisis and solvent countries.</p>
Section 4. Russia in the system of international finance.	<p>Topic 4.1. Russia's external payment difficulties, problems and debts in the 1990s and 2010s. Debt obligations of foreign states to Russia and the problem of their settlement.</p> <p>Topic 4.2. Volume, structure, functions and macroeconomic efficiency of the Russian financial market.</p>

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	"International Economics"
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Classical theories of international trade	Topic 1.1. Mercantilism as an economic "system" of views. Representatives of mercantilism on the role of the state in the economy and foreign trade. The concept of "trade surplus". Trading as a "zero-sum game".
	Topic 1.2. Smith: The Theory of Absolute Advantage. Specialization of production and benefits of free trade. Laissez-faire policy. Criticism of mercantilism.
	Topic 1.3. Ricardo: The Theory of Comparative Advantage. The possibility of mutually beneficial trade for a country that does not have absolute advantages. The main directions of development of Ricardo's theory within the framework of the classical and neoclassical schools.
Section 2. Neoclassical theories of international trade	Topic 2.1. Heckscher-Ohlin theorem. Basic assumptions of the model. Factor intensity and factor saturation. Explanation of the structure of world trade from the standpoint of the Heckscher-Ohlin theory.
	Topic 2.2. Extension of the Heckscher–Ohlin model. Heckscher–Ohlin–Samuelson theorem. Stolper–Samuelson theorem: Jones amplification effect. Rybczynski's theorem. Deindustrialization and the "Dutch disease. Empirical tests of the Heckscher–Ohlin theory. Leontiev's paradox
Section 3. International trade policy	Topic 3.1. Theory of Customs Tariff Customs tariff: concepts and definitions. Introduction of an import tariff in a small country (partial equilibrium analysis). The net effect of an import tariff in a small country.
Section 4. Regional economic integration	Topic 4.1. Economic effects of regional integration. Weiner: The Theory of Customs Union. Static effects of creating and rejecting trades. Dynamic integration effects.
Section 5. The International Factor Movement and Multinational Corporations	Topic 5.1. TNCs, Foreign Direct Investment and International Production: A View from the Perspective of Value Chains. Hymer: the specific advantages of the firm in imperfect markets. Vernon, Ozawa, Kozhima: theories of territorial distribution of production. Buckley and Casson: The Theory of Internalization.
	Topic 5.2. Dunning's eclectic paradigm. Advantages of OLI: advantages of ownership, location and internalization. The importance of the eclectic paradigm for further research in FDI and international production.
Section 6. The balance of payments as a reflection of the country's foreign economic operations	Topic 6.1. Principles and structure of the balance of payments. Balance of payments accounts: current account and capital account and financial account. Statistical error. Changes in official foreign exchange reserves.

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Section 7. Balance of payments and exchange rate	Topic 7. 1. The simplest model of the exchange rate. Formation of supply and demand for foreign currency through the import and export of the country. Changes in the value of foreign currency under a system of floating and fixed exchange rates.
	Topic 7.2. Balance of payments approach from the point of view of elasticity The price elasticity of demand for exports and the price elasticity of demand for imports. The Marshall–Lerner condition on the stability of foreign exchange markets. The J-curve effect.
Section 8. Macroeconomic policy in an open economy	Topic 8.1. The Mundell–Fleming model in the framework of the IS-LM-BP analysis under the condition of perfect capital mobility. The effectiveness of fiscal and monetary policy in the context of fixed and floating exchange rates.

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Name of discipline	"International Labor Market and Migration"
Scope of discipline, credits / ak.h.	2/72
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Demographic development and formation of labor resources	Topic 1.1. Demographic development
	Topic 1.2. Age structure
	Topic 1.3. Demographic policy
Section 2. Statistics and trends in the development of the international labor market	Topic 2.1. Labor force and labor market
	Topic 2.2. Employment and unemployment
	Topic 2.3. Regulation of the labor market
Section 3. Problems of theory and classification of migration	Topic 3.1. Migration classification
	Topic 3.2. Theories of migration
Section 4. Statistics and accounting of international migration	Topic 4.1. Migration rates
	Topic 4.2. Migration data sources
	Topic 4.3. Accounting for migration
Section 5. Factors and trends in international migration	Topic 5.1. Migration factors and trends
	Topic 5.2. Forced migration
	Topic 5.3. Irregular migration
Section 6. International migration in regions of the world	Topic 6.1. Migration in foreign regions
	Topic 6.2. Migration in the CIS countries
	Topic 6.3. Migration in Russia
Section 7. Instruments for regulating international migration: passports, visas, statuses, citizenship	Topic 7.1. Passport systems
	Topic 7.2. Visa systems
	Topic 7.3. Citizenship
Section 8. Migration policy: foreign and Russian experience. International cooperation in the field of regulation of international migration.	Topic 8.1. Migration policy of foreign countries
	Topic 8.2. Russia's Migration Policy
	Topic 8.3. International cooperation in the field of migration management

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Name of discipline	International databases (advanced course)
Scope of discipline	3 credits (108 hrs.)
Summary of the discipline	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. Theoretical aspects of international statistical databases.	Topic 1. Theoretical aspects of international statistical databases (IWSDs). Definition, types and classification of MSDS. Types of statistics obtained from the DICS. Methods of processing and analysis of information received from the IPSA. Ways to present and visualize statistical data.
Section 2. Sources of statistical information in the field of international trade.	Topic 2. Sources of statistical information on international trade in goods and services. International classifications of goods and services. Types of statistical indicators of international trade. Methods of data processing and analysis with the help of THE UN Comtrade DATA: Statistics of international trade in goods and services of the World Trade Organization's CISDS WTO Data. Topic 3. National and external sector statistical information sources. The database of customs statistics of the Russian Federation, national statistical offices of the countries of the world: USA, Great Britain, EU.
Section 3. Sources of international industry statistics.	Topic 4. Sources of statistical information on international commodity markets: International industry associations of manufacturers International sectoral intergovernmental organizations. Food and Agriculture Organization of the United Nations (FAO stat) International Fertilizer Association (IFA); International Organization of Viticulture and Winemaking (OIV); International Association of Oil and Gas Producers (IOGP); International Association of Automobile Manufacturers (OICA). Topic 5. Sources of analytical industry reviews and research of world markets. Analytical reports of the Statista database; analytical reports and journals of international organizations; industry reports and forecasts of Deloitte, KPMG, RBC.
Section 4. World Economy Statistics of the World Bank	Topic 6. Sustainable Development Goals. Indicators of sustainable development of the world economy. Activities of international organizations to achieve the goals of sustainable development. World Bank Database: Socio-Economic Indicators of Sustainable Development of the World Economy.
Section 5. International ratings and indices in the field of international economic relations.	Topic 7. International ratings and indices in the field of international economic relations. The concept and methods of compiling ratings. Ratings of international official economic periodicals: the economist rankings, fortune 500. Industry ratings. Types of international economic indices: global competitiveness index (GCI); doing business; world innovation index, human capital index.

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Name of discipline	"International Monetary and Credit Relations"
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Introduction to the discipline	Topic 1. Introduction to the discipline:
	Topic 2. Effects of financial globalization
	Topic 3. Financial crises: theory and history of their development.
Section 2. Creation and regulation of the single market in the EU	Topic 4. Effects of financial globalization
	Topic 5. Regulation of International Monetary Relations
	Topic 6. The world foreign exchange market
Section 3. Implications of the creation of an integration bloc for world trade and its economic benefits for the EU member states	Topic 7. International Settlements
	Topic 8 International Credit Relations and Credit Transactions
	Topic 9. Global Capital Market
	Topic 10. Eurocapital market
	Topic 11. The role of central banks and international financial organizations in the regulation of international monetary relations.

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Name of discipline	<i>International trade</i>
Scope of discipline	6 credits / 216
Summary of the discipline	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
<p>International trade in the context of globalization of the world economy.</p> <p>Features of modern foreign trade regulation and international trade policy.</p> <p>Russia in international trade.</p> <p>International trade in commodities.</p> <p>International trade in finished products.</p> <p>International trade in services.</p> <p>International trade in intellectual property (IPO)</p>	<ul style="list-style-type: none"> - Features of international trade (IT) at the present stage. Factors and trends in the development of MT. Geographical and commodity structure of MT. Dynamics of indicators of international trade. The role of TNCs in international trade. The impact of the crisis on the development of international trade. - Characteristic features and features of modern foreign trade regulation. Customs tariffs. Non-tariff restrictions. International practice of foreign trade regulation. Evolution of the liberalization process within the framework of the GATT/WTO. WTO as a system of agreements. - Russia's foreign trade. Dynamics of export/import structure of trade. Russia in the system of regulation of international trade. - The most important commodities are MT objects. Key indicators of international commodity trade. Features of commodity trading in world commodity markets. Forms and methods of commodity trading. Features of pricing in the world commodity markets. - Factors and trends in the development of the world market of finished products. The main indicators of international trade in finished products. Modern factors of competitiveness of goods. Modern forms and methods of international trade in finished products. - Classification of services. Dynamics of international trade in services. Geographical structure of international trade. Regional structure of international trade in services. General Agreement on Trade in Services (GATS). - Current trends in international trade in intellectual property. Classification of intellectual property. Dynamics and volume of international trade in intellectual property. Forms and methods of trade. The main centers of international trade licenses.

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Name of discipline	"Customs and Tariff Regulation"
Scope of discipline, credits / ak.h.	4/144
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Basic concepts and sources of customs law.	Topic 1. Customs and customs regulation, the basic concepts of TTR.
	Topic 2. Sources of customs law.
	Topic 3. Legal Regime of Persons Operating in the Field of Customs
Section 2. Fundamentals of customs and tariff regulation in the EAEU	Topic 4. Unified Commodity Nomenclature of Foreign Economic Activity
	Topic 5. EAEU Customs Tariff: Customs Tariff Structure, Customs Duty and Types of Customs Duty Rates
	Topic 6. Country of origin
	Topic 7. Systems of benefits and preferences in the EAEU
	Topic 8. Customs value of goods and methods for its determination
Section 3. Customs procedures	Topic 9. General Provisions on Customs Procedures.
	Topic 10. Features of customs procedures in the EAEU.
Section 4. Customs payments	Topic 11. General Provisions Relating to Customs Payments.
	Topic 12. Features of the calculation of customs duties, taxes and fees.
Section 5. Customs clearance and declaration of goods and vehicles	Topic 13. Customs operations prior to the submission of the customs declaration.
	Topic 14. Provisions on customs declaration
	Topic 15. Structure and procedure for filling out the declaration of goods
Section 6. Customs control	Topic 16. General provisions on customs control, forms and procedure for customs control, application of the risk management system
Section 7. Responsibility for offenses in the field of customs	Topic 17. Administrative and criminal liability for violation of the norms and rules of customs legislation.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	Conjuncture of world markets for goods and services
Scope of discipline, credits / ak.h.	3 / 108
Summary of the discipline	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
1. Methodological foundations of market research	<ul style="list-style-type: none"> The essence, tasks, definition of market research. The main methodological prerequisites for market research. The complex nature of such studies. The concept of conjuncture. The conjuncture is general economic and market.
2. The World Market as a System of Separate Commodity Markets	<ul style="list-style-type: none"> The commodity market and the impact of the world economic sphere on it. Interaction and interconnection of individual commodity markets. Classification of world commodity markets for the purposes of market research. Classification of goods of a group assortment in world commodity markets. Classification criteria.
3. Market research	<ul style="list-style-type: none"> Conjuncture-forming factors and their classification. Grouping of economic indicators characterizing the development of world commodity markets. Analysis of market conditions. Forecast - as the most important part of market research.
4. Features of pricing in world markets 5.	<ul style="list-style-type: none"> Factors of movement of modern world prices. Determination of the level and dynamics of prices in individual commodity markets. The concept of world price. Features of pricing in the world markets of finished products. Features of price formation in world commodity markets. Types of prices and their qualifications.
6. Features of the development of world markets for raw materials, finished products, services.	<ul style="list-style-type: none"> The most important trends and factors determining the development of market conditions. Features of the use of indicators of specific markets. Russia's economic interests and its place in the main markets.

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Name of discipline	Organization of international procurement
Scope of discipline, credits / ak.h.	2 / 72
Summary of the discipline	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. Regulation of the procurement process at the state level and within individual organizations	Topic 1. The importance of the procurement process for individual economic agents and for the functioning of the economy as a whole
	Topic 2. Legislative norms governing public procurement in the Russian Federation
	Topic 3. Local regulations governing the procurement process at the level of individual organizations: types, meaning, principles of formation and subsequent functioning
Section 2. The current situation in the context of Russia's participation in international procurement	Topic 4. The policy of the Russian Federation in the field of procurement of goods/works/services abroad by budgetary institutions, state corporations and companies with state participation
	Topic 5. The policy of the Russian Federation in the field of facilitation/obstruction of GWS purchases abroad by non-state economic agents. The policy of "import substitution", etc.
Section 3. Methods of implementation and support of the procurement process	Topic 6. Tender procedure: methods, types, features of this type of procurement
	Topic 7. Procurement on a non-alternative basis: reasons, methods of implementation, justification procedure
	Topic 8. Contractual support of the procurement process: key clauses of contracts, applicable contract law, etc.
Section 4. Current trends in international procurement	Topic 9. Consideration of the concept of "general contractor" and "general supplier". Examples of the implementation of the policy of generalized procurement of GWS
	Topic 10. EPCI contracts as one of the main ways to implement complex engineering projects
	Topic 11. Features of procurement of intellectual property
	Topic 12. The concept of "local content" as one of the factors in the development of international procurement

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Name of discipline	"Theory and Practice of International Business Communication"
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Culture of International Business Communication	Topic 1. Business Cultures in International Business
	Topic 2. Speech culture of business communication
	Topic 3. Psychological Culture of International Business Communication
Section 2. Forms of international business communication	Topic 4. Non-verbal culture of business communication
	Topic 5. Public speaking: the basics of oratory
	Topic 6. Business conversation on the phone
	Topic 7. Business communication with the press and the media, methods of preparation and organization of briefings and press conferences
	Topic 8. Presentation
Section 3. Business negotiations as a special kind of business communication	Topic 9. Organization of the negotiation process. Organization of international negotiations
	Topic 10. Negotiation: stages of the negotiation process, strategies and tactics
Section 4. Business protocol and etiquette	Topic 11. Business etiquette and culture of behavior of a business person
	Topic 12. The image of a business person. Requirements for business attire
	Topic 13. Protocol events

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Name of discipline	"International Corporate Marketing Strategies"
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Development of market segmentation strategies	<p>1.1. Case Study: An Overview of Market Segmentation Strategies Questions</p> <p>1.2. Case: development of market segmentation strategies and identification of target segments on the example of the global market for high-tech products Questions</p> <p>1.3. Case: development of market segmentation strategies and allocation of target segments on the example of the global banking market Questions</p> <p>1.4. Case: segmentation of the global market for fast food restaurants Questions</p> <p>1.5. Case: segmentation of the laptop market Questions</p>
Section 2. Analysis of foreign economic strategies of companies	<p>2.1. Case: analysis of the strategies of companies implementing the concept of a multinational market Questions</p> <p>2.2. Case: analysis of the strategies of companies implementing the concept of the global market Questions</p> <p>2.3. Case: analysis of companies' strategies in the global transport services market Questions</p> <p>2.4. Case: analysis of the strategies of companies in the global market of the construction industry Questions</p> <p>2.5. Case: marketing decisions of companies regarding the method of entering the foreign market Questions</p> <p>2.6. Case: market research contributes to the promotion of new products Questions</p>

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<p>Section 3. Development of strategies for companies in the global market</p>	<p>3.1. Case: development of strategies for the protection and attack of market segments (defensive marketing strategies) Questions</p> <p>3.2. Case: development of strategies for the protection and attack of market segments (offensive marketing strategies) Questions</p> <p>3.3. Case: strategies of competition of companies in the global automotive market Questions</p> <p>3.4. Case: implementation of regional strategies for conquering the market Questions</p> <p>3.5. Case: outsourcing as a concept of effective marketing Questions</p> <p>3.6. Case: joint entrepreneurial activity as a concept of effective marketing Questions</p> <p>3.7. Case Study: Relationship Marketing Questions</p>
<p>Section 4. Communications in International Marketing</p>	<p>Communications in International Marketing</p> <p>4.1. Case: directions of brand image research Questions</p> <p>4.2. Case: branding as a concept of conquering the market Questions</p> <p>4.3. Case: advertising slogans and appeals as a concept of effective marketing Questions</p> <p>4.4. Case: research of the Volkswagen brand image in Russia</p>

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Name of discipline	"World experience in the implementation of information management systems"
Scope of discipline, credits / ak.h.	2/72
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Corporate Information Systems as a Necessary Tool for Effective Enterprise Management	Topic 1.1. Corporate information systems, definition, purpose and functionality.
	Topic 1.2. A historical view of the approaches to the formation of strategy in the CIS. Comparative analysis of different approaches.
Section 2. The history of the creation of ERP-Systems: "Production planning from Gantt to ERP"	Topic 2.1. Development of methods for managing a manufacturing enterprise.
	Topic 2.2. Inventory Control systems.
	Topic 2.3. ERP II, new approaches to the formation of a unified information environment of the enterprise.
Section 3. ERP Systems: System Classification	Topic 3.1. The history of the development and application of ERP systems in Russia.
	Topic 3.2. Principles and approaches to the classification of ERP systems.
	Topic 3.3. Classification of ERP systems from Deloitte and Touche.
	Topic 3.4. Levels of organizational maturity of the enterprise and approaches to the classification of ERP systems.
	Topic 3.5. Summary analysis of existing solutions on the market.
Section 4. ERP systems: Features and criteria for choosing a system	Topic 4.1. Features of existing ERP systems.
	Topic 4.2. Basic technological requirements.
	Topic 4.3. Areas of application of various systems.
Section 5. The ideology of implementing ERP systems in the enterprise	Topic 5.1. Definition of project goals.
	Topic 5.2. Definition of the organizational, geographical and functional framework of the project.
	Topic 5.3. Implementation project management.
Section 6. Business processes: Setting up business processes as an integral part of the ERP implementation process in the enterprise	Topic 6.1. Business processes, definitions, examples.
	Topic 6.2. Documentation, analysis and optimization of business processes as a necessary part of the implementation of ERP systems.
	Topic 6.3. Approaches to optimizing business processes.
	Topic 6.4. Analysis of available software tools for documenting and optimizing business processes.
Section 7. Landscape of IT infrastructure of telecom operators	Topic 7. 1. The role of IT systems in telecom operators. e-TOM.
	Topic 7.2. Analysis of the IT landscape on the example of a telecom operator. Status and analysis of solutions for Telecom.elasticity of demand for imports. The Marshall–Lerner condition on the stability of foreign exchange markets. The J-curve effect.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	EAEU in international trade
Scope of discipline, credits / ak.h.	2/72
THE CONTENT OF THE DISCIPLINE	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
The name of the section of the discipline	The content of the section
Section 1. Fundamentals of the functioning of E AEC	Topic 1.1 Main characteristics of EAEC and institutional structure. Topic 1.2 The history of the EAEU. Topic 1.3 The importance of trade for the economy of EAEC.
Section 2. Creation and regulation of the single market in the EAEC	Topic 2.1 The concept of a single market and the freedom of movement of goods, services, capital and people in the EEC. Topic 2.2 Stages of formation of the market EAE C Topic 2.3 Legal regulation of the single market.
Section 3. Implications of the creation of an integration bloc for world trade and its economic benefits for the countries participating in the EAEC	Topic 3.1 Possible effects of economic integration on trade: trade creation effects, trade diversion effects and economies of scale. Topic 3.2 Dynamics of intra-border trade and the main advantages of the single market. Topic 3.3 Trade policy of E AEC: changes in foreign trade policy within the framework of the integration bloc and WTO rules.
Section 4. Foreign Trade EAES	Topic 4.1 Main foreign trade partners of E AE C in the world. Trade relations of EAEC with the USA, China, Switzerland, EU. Topic 4.2 Structure of exported products and participation of participating countries in foreign trade EAEC. Topic 4.3 Prospects for the development of foreign trade relations with other integration groups.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	<i>International transport logistics</i>
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. International transport logistics: basic concepts and categories	Topic 1. Definitions of logistics. Goals, objectives and functions.
	Topic 2. Concepts of logistics and supply chain management. Modern process of cargo delivery
Section 2. Current trends in the development of international transport logistics	Topic 3. International transport and logistics in the context of the concept of sustainable development. Greening International Transport and Logistics: The EU Experience
	Topic 4. Digitalization of international transport operations
	Topic 5. Containerization of international trade. Types of containers
Section 3. Classification and characterization of international transport operations	Topic 6. Intermediary operations in international transport logistics. Freight forwarding
	Topic 7. Freight forwarding agreement. Legal regulation of freight forwarding activities. FIATA
	Topic 8. Logistics providers and their role in international transport logistics
Section 4. Material and technical base of international transport	Topic 9. Classification and types of vessels used in international water traffic
	Topic 10. Port infrastructure of world merchant shipping
	Topic 11. Port infrastructure of Russia
Section 5. Legal basis for international transport by various modes of transport	Topic 12. General characteristics of the national transport legislation of Russia
	Topic 13. Conventions and agreements governing international transport. Legal regulation of multimodal transportation

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	"Project Management"
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Introduction to Project Management	Topic 1.1. The concept of the project. The concept of project management.
	Topic 1.2. The main stages of the history of project management. The difference between operational and project activities.
	Topic 1.3 Criteria for the success of the project. Project limitations. The main reasons for project failure
Section 2. Basic Project Management Standards	Topic 2.1. Standards in project management. PMI Project Management Institute. PMI Standards. Project Program. Project Portfolio.
	Topic 2.2. Organizational environment of projects. Project stakeholders. Sponsor of the project. Project Manager. The customer of the project. The art and technology of management in project management.
	Topic 2.3 Project Management Process Groups and Areas of Expertise
Section 3. The main stages of project management	Topic 3.1 Project Initiation.
	Topic 3.2 Project Planning.
	Topic 3.3 Project Risk Management.
Section 4. Execution of the project	Topic 4.1 Leadership and management of project work. Tools for the development of the project team.
	Topic 4.2 The main causes of conflicts in the project. Ways to resolve conflicts in the project. Reporting on the implementation of the project.
Section 5. Monitoring and control of the project	Topic 5.1 Monitoring the content of the project. Analysis of deviations. Control of the project schedule. Failure to meet project deadlines.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	<i>Currency regulation and currency control in foreign economic activity</i>
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. Introduction to the discipline: Basic terms	1.1 Effects of financial globalization. 1.2 Key concepts of currency relations. 1.3 Development of financial crises
Section 2. The development of the world monetary system	2.1 The Paris Monetary System and the Gold Standard. 2.2 Rules of the Genoese Monetary System. 2.3 The Bretton Woods monetary system and the establishment of the International Monetary Fund. 2.4 Basic principles of the Jamaican monetary system.
Section 3. The world foreign exchange market	3.1 Trends in the development of the world foreign exchange market. 3.2 Classification of foreign exchange market instruments "spot". 3.3 Derivatives foreign exchange market: characteristics and instruments. 3.4 The Role of Central Banks in Foreign Exchange Regulation
Section 4. International Settlements	4.1 Monetary and financial conditions of foreign trade transactions. 4.2 Forms of international payments.
Section 5. International Credit Relations	5.1 The concept and forms of international lending. 5.2 Elements of an international bank loan.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	<i>Transnational business</i>
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. The concept of TNCs	Topic 1. TNCs: concept and structure Topic 2. Classification of TNCs Topic 3. Leading TNCs in today's global economy
Section 2. Features of doing transnational business	Topic 5. Global value chains Topic 6. Transfer pricing Topic 7. Features of TNCs from different countries of the world
Section 3. Foreign direct investment (FDI)	Topic 8. Direct investment by region of the world Topic 9. Direct investments in the sectoral structure Topic 10. Major exporters and importers of FDI
Section 4. Mergers and acquisitions	Topic 11. The concept of transactions Mergers and acquisitions Topic 12. Ways to resist hostile takeover transactions

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	<i>International activities of commercial banks</i>
Scope of discipline , credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
The name of the sections (topics) of the discipline	Summary of sections (topics) of the discipline:
Section 1. Current factors and trends in the global banking sector	Liberalization of financial activities. Growth of the international interbank market. And the institutionalization of financial markets. Tendencies of TNB expansion into foreign markets. Expansion of the activities of transnational corporations. Information technology. Development and development of new banking products, schemes and technologies for cash and capital flows. World currency, financial and economic crises.
Section 2. The current state of the global banking sector	The largest banks in the world. Asian banks in the global banking sector. EU banking sector. North American banking market. Russian Banks in the Global Banking Sector
Section 3. Institutional structure of the international banking system	International financial institutions. Central banks. TNB. National banks. Medium and small regional, sectoral and specialized banks. Offshore banks. Mergers and acquisitions of TNB
Section 4. International activities of TNB	Organization of the International Banking Service. The main structural subdivisions of the bank. Functions of the Department of Correspondent Relations of TNB with banks of a particular country. Development strategies.
Section 5. Bank claims.	Credit risk. Deadlift risk. Market risk. Pclaim of unbalanced liquidity. Operational risk. Interest rate risk. Risk of loss of reputation. Risk of transfer of payments.
Section 6. Main types of operations and services in international banking	<p>Deposit and credit operations: operations to raise funds, including all types of deposits, certificates of deposit, credit cards, sale of bank securities, borrowing on the euro market.</p> <p>Credit operations: all types of traditional bank lending, as well as financial leasing, forfeiting, factoring, project financing, mergers and acquisitions. Arrange of services: consulting services; organization of international correspondent relations with foreign banks for credit and settlement services; negotiating short- and medium-term credit lines from foreign banks to service trade and documentary operations of clients; participation in banking syndicates and consortia; management of risks associated with foreign economic activity, organization of transactions within the framework of received credit lines, opening, confirmation of letters of credit and guarantees, calculation of limits for counterparty banks, etc.</p> <p>Non-credit transactions include: currency dealing, derivatives trading, work in the stock markets, brokerage</p>

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

	services, international underwriting, marketing services, Internet banking, etc.
Section 7. And investment activities of commercial banks	At the servant of banks for the issue and placement of Eurobonds and commercial paper. At the servant in securitization as a new form of investment intermediation. At the servant of banks in the field of corporate finance. At the servant of banks in the management of financial assets and in the securities markets. Frontal services for working with securities.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	"Electronic commerce"
Scope of discipline, credits / ak.h.	3/108
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Topic 1. Introduction, course objectives. Theory and practice of e-commerce	The concept of e-commerce. The history of the subject and modern trends in the development of e-commerce. The correlation of the concepts of e-business, e-commerce, mobile commerce and others. Characteristic properties of e-commerce, its components. Economic Foundations of Doing Business on the Internet: Theory of Demand and Competition in the Online Space. Marketing mix in e-commerce. The buyer's e-commerce experience, touchpoints, and value proposition. Classification of businesses related to e-commerce, different business models in e-commerce and their comparison.
Topic 2. The main technologies of e-commerce	Components of e-commerce. Information technology used in e-commerce. Data storage, work with the site and mobile applications. Attracting customers to e-commerce models. Features of attraction and retention in the online environment. Systems for collecting and analyzing data on e-commerce site traffic, including web analytics tools. Monitoring the condition of the site. Tools for working with big data and the principles of building high-load information systems.
Topic 3. Business models and monetization in e-commerce	Types of electronic platforms. E-commerce, online shopping. Marketplace models. Classified-business model. Monetization methods in e-commerce. Their comparison, advantages, disadvantages and trends.
Topic 4. User Experience in E-Commerce	User experience in e-commerce, points of contact, online and offline. Collection and storage of user experience information. Approaches to the analysis of user experience. UX research, hypothesis testing, and decision-making in the lean methodology.

Disciplines (modules) are studied as part of the development of EP HE "International trade» in the direction of 38.04.01 Economics

Name of discipline	"Pre-diploma practice"
Scope of discipline, credits / ak.h.	21/756
THE CONTENT OF THE DISCIPLINE	
Sections	Themes
Section 1. Introduction. Safety briefing.	Safety briefing, introductory briefing.
Section 2. Production instruction.	Production briefing Familiarity with the profile of the organization/institution. Study of the regulatory framework governing the activities of the organization-base of practice. Study of the scientific and methodological foundations and mechanisms of organization of project activities in the organization - the basis of internship.
Section 3. The basic part.	Fulfillment of production tasks; Participation in solving specific professional problems; Collection, processing, systematization, analysis of factual material obtained in the course of practical training. Analysis of documents.
Section 4. Homestretch.	Construction of models, analysis of the results obtained.
Section 5. Preparation of a report on the practice	Preparation of a report on the practice
Section 6. Preparation for the defense and defense of the practice report	Preparation for the defense and defense of the practice report

HEAD OF THE EP VO:

**Head of the Department
of International Economic
Relations**



Andronova I.V.

Position, BUP

Signature

Surname I.O.