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

Department of National Economy

COURSE SYLLABUS

INTERNATIONAL BUSINESS MANAGEMENT

Recommended by the Didactic Council for the Education Field

38.04.01 «Economy»

**The course instruction is implemented within the professional education
programme of higher education**

«International Business»

1. THE COURSE GOALS

The goal of the course: International Business Management is to familiarizing students with the basic theoretical paradigms and best practices of International business management.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "International Business Management" 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)
GC-6.	Able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	GC-6.1. Controls the amount of time spent on specific activities; GC-6.2. Develops tools and methods of time management when performing specific tasks, projects, goals; GC-6.3. Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task; GC-6.4. Allocates tasks for long-, medium- and short-term with justification of relevance and analysis of resources for their implementation.
GPC-4	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.	GPC- 4.1. Develops organizational and managerial decisions in professional activity. GPC- 4.2 Has the skills of reasoned persuasion in support of the proposed financial, economic, organizational and managerial decisions. GPC- 4.3. Controls the results of the implementation of financial, economic, organizational and managerial decisions.
PC-4.	Capable of organizing and conducting general preventive, targeted, and individual activities to counter the spread of terrorist ideology and neo-Nazi ideas	PC - 4.1. Determines the content and forms of preventive work to counter the ideology of terrorism and neo-Nazism in accordance with current regulatory legal acts. PC - 4.2. Organizes and conducts preventive activities in Educational or social settings in accordance with established requirements and regulatory documents.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Course "International Business Management" refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Programme Structure

As part of the Higher Education Programme Structure , students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course " International Business Management".

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)*
GC-6.	Able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.		Business' evaluation and company's cost management
GPC-4.	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.	International trade Corporate innovation policy	Business' evaluation and company's cost management
PC-4.	Capable of organizing and conducting general preventive, targeted, and individual activities to counter the spread of terrorist ideology and neo-Nazi ideas	Business' evaluation and company's cost management	Corporate governance Corporate Security Doing business in Russia

* - filled in in accordance with the matrix of competencies

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

Course Workload and Academic Activities 5 credits, including 2 credits for the course work

Table 4.1. Types of academic activities during the period of the HE program(mastering)

Types of academic activities during the period of the HE programmastering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	<i>54</i>			<i>54</i>	
lectures	18			18	
Seminars	36			36	
Course work	72			72	
<i>Self-study, academic hours</i>	<i>36</i>			<i>36</i>	
<i>Evaluation and assessment</i>	<i>18</i>			<i>18</i>	

Types of academic activities during the period of the HE programmastering		Course workload, academic hours	Semesters			
			1	2	3	4
Course workload	academic hours	180			180	
	credits	6			6	

5. COURSE CONTENTS

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

Name of the course module	Topic title	Content of the topic	Types of academic activities
Module 1. Internalization of business	Topic 1.1. International Business Management: An Introduction	Internationalization of business. Advantages of internationalization. Forms of international business. The globalization debate.	Lectures, seminars
	Topic 1.2. International Business Environment	World economies. International economic cooperation. Regional economic cooperation.	Lectures, seminars
	Topic 1.3. International trade	Free trade and protectionism. Foreign trade policy. Multilateral regulation of international trade. Global sourcing.	Lectures, seminars
	Topic 1.4. International Capital Flows and Exchange.	International capital movement. Foreign direct investment. Portfolio investment. Exchange rates and currency trading. Foreign exchange market.	Lectures, seminars
Module 2. Management of International companies	Topic 2.1. Major Actors in Contemporary Markets.	Firms. International corporations. Government.	Lectures, seminars
	Topic 2.2. Strategy and International Business	Business and corporate strategy. Generic strategies. International strategy. Managing the international business.	Lectures, seminars
	Topic 2.3. Global Entrepreneurship and Intrapreneurship	Business entrepreneurship across borders. Global firms. Intrapreneurship. International expansion and global market opportunity.	Lectures, seminars
	Topic 2.4. Culture and Business	Values and customs. Culture and local business practices. Global business ethics. Corporate culture and leadership styles.	Lectures, seminars
	Topic 2.5. Development Trends of International Business Management	Managing competitive advantages through global marketing. Technological choice and development. Sustainable development and ESG.	Lectures, seminars

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Lecture	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection..	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Seminars	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Self-studies	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, 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. RESOURCES RECOMMENDED FOR COURSE STUDY

• *Main reading(sources)*

1. Deren, V. I. Economics and International Business: textbook and workshop for universities / V. I. Deren, A. V. Deren, O. N. Mirkina. — 4th ed., rev. and additional - Moscow: Yurayt Publishing House, 2024. - 327 p. - (Higher education). — ISBN 978-5-534-16523-4. — Text: electronic // Educational platform Urayt [website]. — URL:<https://urait.ru/bcode/531221>
2. Mikhailin, A. N. International offshore business: a textbook for universities / A. N. Mikhailin, E. N. Smirnov, B. B. Loginov. - Moscow: Yurayt Publishing House, 2024. - 191 p. - (Higher education). — ISBN 978-5-534-10834-7. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/542376>

• *Additional (optional) reading (sources)*

3. Loginov, B. B. International banking business: textbook for universities / B. B. Loginov. - Moscow: Yurayt Publishing House, 2022. - 179 p. - (Higher

- education). - ISBN 978-5-534-00740-4. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/490232>
4. Corporate Governance Code developed by the Bank of Russia, 2014
www.garant.ru
 5. Gokhan P.A. Mergers, acquisitions and restructuring of companies. Moscow: Alpina Publishers, 2018
 6. Isaev D.E. Corporate governance and strategic management: informational aspect. Moscow: HSE 2017
 7. International trade: a textbook for universities / R. I. Khasbulatov [and others]; under the general editorship of R. I. Khasbulatov. - 2nd ed., revised. and additional - Moscow: Yurayt Publishing House, 2022. - 405 p. - (Higher education). — ISBN 978-5-534-05486-6. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/489151>

• Electronic libraries with access for RUDN students. Databases and search engines

EBS of RUDN University and third-party EBS, to which university students have access based on concluded agreements::

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>
- ELS "University Library Online" <http://www.biblioclub.ru>
- EBS Yurayt <http://www.biblio-online.ru>
- ELS "Student Consultant" www.studentlibrary.ru
- EBS "Lan" <http://e.lanbook.com/>

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation
<http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

Educational and methodological materials for independent work of students in the development of the discipline/module:*

1. A course of lectures on the discipline "International Business Management".
2. Topics for independent reports
3. Essay Topics

* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!

<https://esystem.rudn.ru/course/index.php?categoryid=833>

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline "International Business Management" 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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