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**Federal State Autonomous Educational Institution of Higher Education  
Peoples' Friendship University of Russia named after Patrice Lumumba  
RUDN University**

Agrarian and Technological Institute

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educational division (faculty/institute/academy) as higher education programme developer

## **COURSE SYLLABUS**

### **MANAGEMENT AND MARKETING**

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course title

**Recommended by the Didactic Council for the Education Field of:**

#### **35.04.04 AGRONOMY**

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field of studies / speciality code and title

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

#### **INTEGRATED PLANT PROTECTION**

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higher education programme profile/specialisation title

## 1. COURSE GOAL(s)

The discipline "Management and Marketing" is part of the Master's program "Integrated Plant Protection" under the field of study 35.04.04 "Agronomy" and is studied in the 4th semester of the 2nd year. The discipline is delivered by the Department of Technosphere Safety.

The discipline consists of 2 sections and 10 topics and is aimed at studying theoretical foundations and practical skills in the field of organization management, management methods and principles, as well as the promotion of agricultural products or services on the market.

The purpose of mastering the discipline is: acquisition of theoretical knowledge and practical skills in the field of organization management and promotion of products or services on the market, development of skills to analyze market trends, competitive environment and consumer needs.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Management and Marketing" is aimed at developing the following competencies (parts of competencies) in students:

*Table 2.1. List of competences that students acquire through the course study*

<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators (within this course)</b>
GC-3	Able to organize and lead team work, developing a team strategy to achieve the set goal	GC-3.1 Develops a cooperation strategy and on its basis organizes team work to achieve the set goal; GC-3.2 Plans team work, distributes assignments and delegates authority to team members, organizes discussion of different ideas and opinions;
GPC-5	Able to carry out feasibility study of projects in professional activity	GPC-5.1 Masters methods of economic analysis and accounting of project indicators in agronomy; GPC-5.2 Analyzes main production and economic indicators of the project in agronomy;
GPC-6	Able to manage teams and organize production processes	GPC-6.1 Able to work with information systems and databases on personnel management issues; GPC-6.2 Defines tasks of personnel of a structural unit based on the goals and strategy of the organization; GPC-6.3 Applies methods of managing interpersonal relationships, team building, developing leadership and executiveness, identifying talents, determining job satisfaction;

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Management and Marketing" belongs to the mandatory part of Block 1 "Disciplines (modules)" of the higher education program.

Within the framework of the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Management and Marketing".

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GC-3	Able to organize and lead team work, developing a team strategy to achieve the set goal	Scientific and Research Practice;	
GPC-5	Able to carry out feasibility study of projects in professional activity	Scientific and Research Practice;	
GPC-6	Able to manage teams and organize production processes	Biological Method of Plant Protection; Organization of Integrated Plant Protection Systems;	

\* To be filled in according to the competence matrix of the higher education programme.

\*\* – Elective disciplines/practices

#### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total labor intensity of the discipline "Management and Marketing" is 2 credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering (full-time training)\*

Type of academic activities	Total academic hours	Semesters/training modules
		4
<i>Contact academic hours</i>	20	20
including:		
Lectures (LC)	0	0
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	20	20
<i>Self-studies</i>	43	43
<i>Evaluation and assessment (exam/passing/failing grade)</i>	9	9
<b>Course workload</b>	academic hours	72
	credits	2

\* To be filled in regarding the higher education programme correspondence training mode.

#### 5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Course module title	Course module contents (topics)	Academic activities types
Module 1: Management	Topic 1.1. Basics of management	S
	Topic 1.2. Key Management Areas in Agriculture	S

Course module title	Course module contents (topics)	Academic activities types
	Topic 1.3. Modern Tools and Technologies	S
	Topic 1.4. Sustainable Agricultural Management	S
Module 2: Marketing	Topic 2.1. Theoretical Foundations of Marketing in the Agro-Industrial Complex	S
	Topic 2.2. Studying the behavior of consumers of agricultural products	S
	Topic 2.3. Market Analysis in the Agro-Industrial Complex	S
	Topic 2.4. Marketing Strategies in the Agro-Industrial Complex	S
	Topic 2.5. Promotion of Agricultural Products in the AIC	S
	Topic 2.6. Innovations and Trends in Agri-Marketing	S

\* - to be filled in only for **full**-time training: LC - lectures; LW - lab work; S - seminars.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialized furniture and technical means for multimedia presentations.	Set of specialized furniture, internet access available. Software: Microsoft Windows 7 Home Basic OA CIS and GE, OEM license; Microsoft Office Professional Plus 2010 Russian Academic Open 1 License No Level, license No. 60411808, issue date 24.05.2012
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	

\* The premises for students' self-studies are subject to **MANDATORY** mention

## 7. RESOURCES RECOMMENDED FOR COURSE STUDY

*Main readings:*

1. Ivanova, I.A. *Management: a textbook and workshop for universities* / I.A. Ivanova, A.M. Sergeev. — 2nd ed. — Moscow: Yurait Publishing House, 2026. — 327 p. — (Higher Education). — ISBN 978-5-534-18459-4.

2. *Management: a textbook for universities / edited by N.I. Astakhova, G.I. Moskvitin. — Moscow: Yurait Publishing House, 2026. — 422 p. — (Higher Education). — ISBN 978-5-534-16387-2.*
3. *Management: a textbook for universities / edited by Yu.V. Kuznetsov. — 2nd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 595 p. — (Higher Education). — ISBN 978-5-534-18246-0.*
4. *Korgova, M.A. Organization Management: a textbook for universities / M.A. Korgova. — 3rd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 206 p. — (Higher Education). — ISBN 978-5-534-18727-4.*
5. *Marketing: a textbook and workshop for universities / edited by T.A. Lukicheva, N.N. Molchanov. — 2nd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 386 p. — (Higher Education). — ISBN 978-5-534-16503-6.*

*Additional readings:*

1. *Management: a textbook and workshop for universities / edited by I.N. Shapkin. — 5th ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 589 p. — (Higher Education). — ISBN 978-5-534-09158-8.*
2. *Management: a textbook for universities / edited by A.L. Gaponenko. — 2nd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 379 p. — (Higher Education). — ISBN 978-5-534-17696-4.*
3. *Grigoriev, M.N. Marketing: a textbook for universities / M.N. Grigoriev. — 6th ed., revised and expanded. — Moscow: Yurait Publishing House, 2025. — 478 p. — (Higher Education). — ISBN 978-5-534-20372-1.*

*Internet sources*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EL "Lan" <http://e.lanbook.com/>
- EL "Znanium": <https://znanium.ru/>

2. Databases and search engines:

- Sage: <https://journals.sagepub.com/>
- Springer Nature Link: <https://link.springer.com/>
- Wiley Journal Database: <https://onlinelibrary.wiley.com/>
- Scientometric database Lens.org: <https://www.lens.org>

*Training toolkit for self- studies to master the course \*:*

- Lecture course on the discipline "Management and Marketing".

\* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

**DEVELOPERS:**

Associate Professor

**Zharov Andrey Nikolaevich**

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position, department

name and surname

**HEAD OF EDUCATIONAL DEPARTMENT:**

Head of the Technosphere Department

**Boytsov Anatoly Sergeevich**

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name of department

name and surname

**HEAD  
OF HIGHER EDUCATION PROGRAMME:**

Director of the Agrobiotechnology Department

**Pakina E. N.**

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position, department

name and surname