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ФИО: Ястребов Олег Александрович
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**Federal State Autonomous Educational Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
(RUDN University)**

Department of National economy

COURSE SYLLABUS

Economy of Quality and Competitiveness

Recommended by the Didactic Council for the Education Field of:

38.04.01 «Economy»

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

«International Business»

2026 г.

1. THE COURSE GOALS

The goal of the course Economy of Quality and Competitiveness - study of modern methods and acquisition of practical skills in the field of organizational and economic relations at the enterprise in the implementation of a policy of increasing competitiveness in the context of increasing market economy requirements for quality.

The main objectives of the study subjects are:

- study of the most important characteristics of competitiveness – technical level and quality;
- study of the economic and organizational foundations for ensuring the competitiveness of enterprises;
- develop students' knowledge and practical skills in implementing a process-based approach within a quality system;
- study of indicators characterizing product competitiveness;
- study of methods for improving the technical and economic level of product quality and competitiveness;
- develop skills in assessing the economic effectiveness of improving product quality and competitiveness.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "Economy of Quality and Competitiveness" 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-2.	Able to manage the project at all stages of its life cycle.	GC-2.1. Formulates a problem, the solution of which is directly related to the achievement of the project goal; GC-2.2. Defines the links between the tasks set and the expected results of their solution; GC-2.3. Within the framework of the tasks set, determines the available resources and restrictions, the applicable legal norms; GC-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; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control.
PC-1.	Able to analyze and forecast the main socio-	PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and

	economic indicators of the enterprise, industry, region and the economy as a whole	strategic decision-making at the micro and macro levels; PC 1.2. Able to analyze and use various sources of information for economic calculations PC 1.3 Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole;
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	PC-2.1 Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs; PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor PC-2.3 Able to develop strategies for the behavior of economic agents in various markets.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Course “Economy of Quality and Competitiveness” 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 " **Economy of Quality and Competitiveness** " .

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-2.	Able to manage the project at all stages of its life cycle.	Microeconomics (advanced course) Macroeconomics (advanced course) Technology transfer in Russia and abroad International payment systems	International trade International business management Corporate innovation policy Scientific Research Pregraduation Research Internship
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole	Intellectual property management Corporate governance Corporate Security Sports Entrepreneurship Doing business in Russia	International trade Corporate innovation policy International business management International labour and migration market
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	International payment systems	Business' evaluation and company's cost management Corporate finance Business planning Scientific Research Pregraduation Research

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
			Internship

* - filled in accordance with the matrix of competencies

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

Course Workload and Academic Activities 3credits.

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>	108	108			
including:					
lectures					
Seminars	36				
<i>Self-study, academic hours</i>	54				
<i>Evaluation and assessment</i>	18				
Course workload	academic hours	108	108		
	credits	3	3		

5. COURSE CONTENTS

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. Competitiveness and its assessment	Topic 1.1. Competitive potential of the enterprise: opportunities for implementation	lectures Seminars
	Topic 1.2. Assessment of enterprise competitiveness	lectures Seminars
	Topic 1.3. Assessment of product competitiveness	lectures Seminars
Module 2. Competitive strategy of the enterprise	Topic 2.1. Competitive Strategy: Concept and Classification	lectures Seminars
	Topic 2.2. Methodological Approaches to Developing an Enterprise's Competitive Strategy	lectures Seminars
	Topic 2.3. Evaluating the Implementation of an Enterprise's Strategy	lectures Seminars
Module 3. Quality management in ensuring the competitiveness of the enterprise	Topic 3.1. Quality Management in Ensuring Enterprise Competitiveness	lectures Seminars
	Topic 3.2. Achieving Sustainable Enterprise Success Through Quality Management	lectures Seminars
	Topic 3.3. Continuous Improvement in the Quality Management System	lectures Seminars

Contents of the module (topic)	Topic content
Topic 1.1. Competitive potential of the enterprise: opportunities for implementation	Indicators of competitive potential assessment, competitive positioning, external and internal environment factors, and competitive risks
Topic 1.2. Assessment of enterprise competitiveness	Competitive potential of an enterprise, benchmarking, types of benchmarking, and the benchmarking process
Topic 1.3. Assessment of product competitiveness	Stages of product competitiveness assessment, classification of product competitiveness parameters and conditions, and assessment methods
Topic 2.1. Competitive Strategy: Concept and Classification	Types of competitive strategies, basic competitive strategies according to M. Porter
Topic 2.2. Methodological Approaches to Developing an Enterprise's Competitive Strategy	Enterprise competitiveness factors, sustainable competitive advantage, classification of enterprise competitive advantages
Topic 2.3. Evaluating the Implementation of an Enterprise's Strategy	Balanced Scorecard, Customer Experience Scorecard, Intangible and Non-Financial Performance Factors
Topic 3.1. Quality Management in Ensuring Enterprise Competitiveness	Total Quality Management, Process Approach, ISO 9000 Standards
Topic 3.2. Achieving Sustainable Enterprise Success Through Quality Management	ISO 9004 standard, application of innovations at all levels of management, key performance indicators
Topic 3.3. Continuous Improvement in the Quality Management System	Kaizen philosophy, innovative improvements, and innovative activity

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	Laptop, projector, board, screen Software: Microsoft

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
	includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype

7. RESOURCES RECOMMENDED FOR COURSE STUDY

BASIC SOURCES:

1. Manuel Fischer, Daniel Foord, Jan Frecè, Kirsten Hillebrand, Ingrid Kissling-Näf, Rahel Meili, Marie Peskova, David Risi, René Schmidpeter, Tobias Stucki//Sustainable Business Managing the Challenges of the 21st Century; PublisherSpringer Cham, 2023
DOI <https://doi.org/10.1007/978-3-031-25397-3>
2. Sustainability Management: Global Perspectives on Concepts, Instruments, and Stakeholders by Rüdiger Hahn, Germany 2022, 294 p.

Additional reading:

1. Managing Sustainable Business//Gilbert G. Lenssen • N.Craig Smith, Springer Science+Business Media B.V. 2019/ <https://doi.org/10.1007/978-94-024-1144-7>
2. Better Business Better World The Report of The Business and Sustainable Development Commission, 2017
3. Deren, V. I. Economics and international business: textbook and workshop for universities / V. I. Deren, A. V. Deren. - 3rd ed., Rev. and additional - Moscow: Yurayt Publishing House, 2022. - 326 p. - (Higher education). - ISBN 978-5-534-14389-8. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/494604>
4. Greening Economies Enterprises and Jobs: The role of employers' organizations in the promotion of environmentally sustainable economies and enterprises//ILO, Turin, Italy 2016// https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---gjp/documents/publication/wcms_459948.pdf
5. Mikhaylin, A.N., Smirnov, E.N., Loginov, B.B. International offshore business: a textbook for universities. - Moscow: Yurayt Publishing House, 2022. - 191 p. - (Higher education). - ISBN 978-5-534-10834-7. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/495559>
6. Jonathan T. Scott// The Sustainable Business, the European Foundation for Management Development, 2010
7. David L. Rainey,. (2009) Sustainable Business Development: Inventing the Future *Through Strategy, Innovation, and Leadership.*, Cambridge University Press.
 8. Sverker Alange and Mats Lundqvist (eds.) //Sustainable Business Development Frameworks for Idea Evaluation and Cases of Realized Ideas// Chalmers University Press, Gothenburg, Sweden 2014
 9. Gokhan P.A. Mergers, acquisitions and restructuring of companies. Moscow: Alpina Publishers, 2018
 10. Isaev D.E. Corporate governance and strategic management: informational aspect. Moscow: HSE 2017

• *Electronic libraries with access for RUDN students . 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/>*
- *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 basic materials on the discipline " Management of sustainable business development".*

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 " Economy of Quality and Competitiveness" 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.

Senior Lecturer of the Department

National Economy _____

E.V. Nezhnikova

Program Supervisor _____

E. A. Egorycheva

Head of the Department of

National Economy, Professor _____

Y.N.Moseykin