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

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

Global Strategic Management

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

International marketing management

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of mastering the discipline "Global Strategic Management " is to develop students' skills in assessing the internal and external environment of an enterprise, determining the effectiveness of marketing projects; forming a system of indicators for a comprehensive business assessment.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Global Strategic Management " is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-6	Able to determine and implement the priorities of his own activities and ways to improve it based on self-esteem	UC-6.1 Monitors the amount of time spent on specific activities - UC-6.2 Develops tools and methods of time management when performing specific tasks, projects, goals - UC-6.3 Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task - UC-6.4 Distributes tasks into long-, medium- and short-term with justification of relevance and analysis of resources for their implementation -
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	GPC-4.1 Uses modern methods, technologies and tools for managing project and process activities in the company - GPC-4.2 Applies modern management practices, leadership and communication skills in process and project activities - GPC-4.3 Identifies and evaluates new market opportunities for the development of innovative areas of the company - GPC-4.4 Develops, based on the use of modern methods of business positioning, the development strategies of companies and the corresponding business models -

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Global Strategic Management " refers to the variable component formed by the participants of the educational relations of the block B1 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Global Strategic Management ".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence name	Previous courses	Next courses
UC-6	Able to determine and implement the priorities of his own activities and ways to improve it based on self-esteem	Management Research Methodology	Research work / Научно-исследовательская работа
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	Managerial economics	Consumer behaviour / Поведение потребителя

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Global Strategic Management " is 3 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
<i>Contact academic hours</i>		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		27			27	
<i>Evaluation and assessment</i>		27			27	
Course workload	academic hours	108			108	
	credits	3			3	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	PART CONTENT	WORK TYPE
Section 1. Introduction to "Modern Global Strategic Management"	Theoretical problems of competition and modern Global Strategic Management. International economic integration and Global Strategic Management problems.	LTR, SS
Section 2. Methodology of Global Strategic Management.	General methodological issues of strategic competitive analysis. Assessment of conditions for entering international markets. Analysis of political, legal, economic, socio-cultural and technological environment of business.	LTR, SS
Section 3. Tools for Global Strategic Management of modern business	Industry and competitive analysis. Resource analysis and competencies. Sources of competitive advantage	LTR, SS
Section 4. Strategic alternatives and strategy formulation	Approaches to strategy development and selection process. Corporate strategy. Business strategies and industry life cycles. Modern trends in strategic management.	LTR, SS

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
		64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a). Basic literature

1. Zenkina, I.V. Modern strategic analysis : textbook / I.V. Zenkina. - Moscow : INFRA-M, 2024. - 288 с. - (Higher education). - DOI 10.12737/2123833. - ISBN 978-5-16-019484-4. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2123833>.
2. Strategic Management : textbook / edited by Dr. of Economic Sciences, Professor N.A. Kazakova. - Moscow : INFRA-M, 2023. - 320 с. - (Higher education). - ISBN 978-5-16-005028-7. - Text : electronic. - URL: <https://znanium.com/catalog/product/1941765>

b) additional literature

1. Kolyada, A. A. The next level. Strategic management of the new era : a practical guide / A. A. Kolyada. - Moscow : Alpina PRO, 2023. - 616 c. - ISBN 978-5-206-00086-3. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2141009>.
2. Phanish Puranam. Corporate Strategy: Tools for Analysis and Decision-Making. Cambridge University Press., 2016..
3. Krupina, N. N. Strategic management in hotel and restaurant service : textbook / N. N. Krupina. - Moscow : INFRA-M, 2023. - 211 c. - (Higher education: Bachelor's degree). - DOI 10.12737/1832108. - ISBN 978-5-16-017232-3. - Text : electronic. - URL: <https://znanium.com/catalog/product/1832108>.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znanium.com " - access to the main collection is granted

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>

eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

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

1. A course of lectures, standard tasks and a control test on the discipline "Global Strategic Management " is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Global Strategic Management " are presented in the Appendix to this Work Program of the discipline.* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

Developers:

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