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

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

COURSE SYLLABUS

GR-MANAGEMENT OF TRANSNATIONAL CORPORATIONS

course title

Recommended by the Didactic Council for the Education Field of:

41.04.04 Political Science

field of studies / speciality code and title

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

Международный GR-менеджмент и публичная политика

higher education programme profile/specialisation title

2026

1. COURSE GOAL(s)

The goal of the course is to acquire the skills of preparing, structuring, and modeling the process of communication with foreign government agencies, as well as predicting the behavior of political stakeholders, including at the international level.

The discipline also contains a set of methods used to analyze and model the process of interaction and communication with state bodies, forecasting the behavior of political stakeholders, including at the international level.

The course aims to educate students in theory and practice of management of political and managerial interaction between corporate actors of international lobbying (transnational corporations) and national states.

2. REQUIREMENTS FOR LEARNING OUTCOMES

1) Mastering the course (module) GR-Management of Transnational Corporations is aimed at the development of the following competences:

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

Competence code	**Competence descriptor**	**Competence formation indicators** (within this course)
GC-6	Capable of identifying and implementing priorities for his own activities and ways to improve them based on self-assessment	GC-6.2. Develop tools and methods for managing time when performing specific tasks, projects, and goals
		GC-6.3 Analyze your resources and their limits (personal, situational, time, etc.) to successfully complete the assigned task
GC-7	Capable of: searching for the necessary sources of information and data, perceiving, analyzing, memorizing, and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems; evaluating the information and its reliability, and drawing logical conclusions based on the incoming information and data	GC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, stores, and transmits information using digital tools, as well as algorithms, when working with data obtained from various sources in order to effectively use the information obtained to solve problems;
PC-2	Able to independently plan and conduct research in the field of political science.	PC-2.1 Identifies current scientific problems in political science and develops methodological tools

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The course refers to the core* component of (B1) block of the higher educational programme curriculum.

* - Underline whatever applicable.

Within the higher education programme students also master other (modules) and / or internships that contribute to the achievement of the expected learning outcomes as results of the course study.

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-7	Student is capable of: searching for the necessary sources of information and data, perceiving, analyzing, memorizing, and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems; evaluating the information and its reliability, and drawing logical conclusions based on the incoming information and data	Digital technologies in political research; Information databases; Semester-long research projects;	Pre-graduate practice
GPC-6	Student is capable of identifying and implementing priorities for his own activities and ways to improve them based on self-assessment	Legal basis for representing and promoting interests in public authorities; Fundamentals of public policy; Research work	Pre-graduate practice
PC-2	Student is able to independently plan and conduct research in the field of political science.	Research work during the semester; GR in the Eurasian Economic Union; Features of GR management in the BRICS structure	Pre-graduate practice

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

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

1)The total workload of the course is 4 credits (144 academic hours).

Table 4.1. Types of academic activities during the periods of higher education programme mastering:

Type of academic activities		**Total academic hours**	**Semesters**
Contact academic hours		*34*	*34*
Lectures (LC)		17	17
Lab work (LW)		0	0
Seminars (workshops/tutorials) (S)		17	17
Self-studies		*92*	*92*
Evaluation and assessment (exam/passing/failing grade)		*18*	*18*
Course workload	academic hours_	**144**	**144**
	credits	**44**	**4**

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Course module title	Course module contents (topics)	Topics contents	Academic activities types
Module 1: Transnational GR-management in modern political science	Topic 1.1. The essence and definition of transnational lobbying and transnational GR-management. The place of transnational GR in the system of international lobbying. Characteristic features of transnational GR.	The place of transnational state policy in the system of international lobbying. Characteristic features of transnational state policy. Transnational state policy – management within the structure of corporate political activity (CPA) and corporate state policy (CSP).	LC, S
	Topic 1.2. A transnational corporation as a subject of international relations and a participant in international relations	Differences between transnational corporations and national private companies and state-owned corporations. The problem of studying government relations (GR) of transnational corporations in political science.	LC, S
Module 2: The function of GR activity in the structure of corporate governance and political activity of an international company	Topic 2.1. The organizational structure of modern transnational corporations: local, macroregional, and international-global levels.	International typologies of transnational corporations. Issues of forming corporate business strategy of transnational corporations and the place of GR strategy within it. The relationship between the international political activity of a transnational corporation (GR strategy of a transnational company) and the local GR strategy of a branch. The place of the GR department in the structure of a transnational corporation. Main functions of the GR department of a large corporation.	LC, S
Module 3: Methodology for analyzing corporate GR management	Topic 3.1. Neo-institutional theory in the interpretation of customer relationship management in	Organizational field of a corporate branch. Typologies of political resources of an international corporation. The role of network analysis in the work of the structural GR department of a TNC.	LC, S

Course module title	Course module contents (topics)	Topics contents	Academic activities types
	multinational corporations.	Resource dependence theory in explaining models of firm behavior in foreign markets.	
Module 4: The process of developing and implementing a multinational business strategy and tactics.	Topic 4.1.: Modeling the general cycle of managing relations with government agencies of a multinational corporation and the integrated (political and economic) strategy of its branch in the country.	System of factors and actors in the dynamics of the external environment of a firm's operations in the target market. Justification and coordination process of the plan-concept for a lobbying campaign.	LC, S
	Topic 4.2. Development of a tactical action plan based on own resources, related functions, and auxiliary resources (associations).	Types of political strategy and tactics of transnational corporations. Informal "rules of the game" of the target market when planning and implementing customer relationship management.	
Module 5: Forms of foreign lobbying and GR activities of transnational corporations in various areas of state regulation and sectors of the Russian economy.	Topic 5.1. The specifics of GR management by transnational corporations (Western and Eastern) in modern Russia.	Defining the place of transnational corporations in the economic policy of the nation-state: Russian experience. GR management of transnational corporations in the executive and legislative branches of government.	LC, S
Module 6: Economic Diplomacy in the Structure of Transnational Public Finance Management	Topic 6.1. The concept of "economic diplomacy" and its interpretation in foreign and domestic literature.	Diplomatic instruments in the economic strategy of transnational corporations. Embassies and trade missions as agents of transnational corporations' interests in foreign markets. The system of Russian trade missions: functions, role, and tasks in foreign economic activity.	LC, S
Module 7: Representation and promotion of the interests of Russian state corporations and national businesses in government agencies in foreign markets.	Topic 7.1. Promotion of the interests of Russian state corporations and domestic businesses in government agencies in foreign markets.	Features of foreign economic lobbying activities of Russian companies. The relationship between export activities and international lobbying work. Access to international markets. Strategies of foreign economic activity of national companies. Factors and resources determining the efficiency and effectiveness of lobbying activities of a Russian private corporation abroad.	LC, S
Module 8: Main areas of GR activities of foreign business associations and international chambers of commerce	• Topic 8.1. A business association for customer relationship management tools for multinational corporations.	Functions of umbrella and sectoral associations of corporations in foreign markets. Chambers of commerce and industry as conduits for the economic interests of international business. Differences between Western and Eastern chambers of commerce and industry and foreign economic activity departments of embassies	LC, S
	• Topic 8.2. Consulting on GR management.	The consulting process in international specialized firms for risk management and government relations. Types and directions of transnational consulting in the field of government relations. Types of services in this area provided on an outsourcing basis to transnational corporations. The project-contract nature of the work of government relations consultants. Work on related and parallel projects. The alignment of consultants' project work with the strategic goals of corporate clients.	

* - 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)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	
Lab work	A classroom for laboratory work, individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and machinery.	
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	
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. Degtyarev A.A., Teteryuk A.S. GR-management of business organizations in modern Russia: complex analysis and applied technologies / Edited by A.A.Degtyarev, A.S.Teteryuk. Moscow: Prometheus, 2023.

2. Teteryuk, A.S. Features of strategy and tactics of transnational corporations' influence on the adoption of industrial state decisions in modern Russia (on the example of pharmaceutical industry). Dissertation. MGIMO, 2020. 241 p.

3. Kanevsky P.S. Structure, models and actors of transnational lobbyism // Bulletin of Moscow University. Ser. 12. Political Science. № 5. 2022.

4. Lebedeva, M. M. The role of business in the transformation of the political organization of the world // Contours of global transformations: politics, economics, law. - 2018. - V. 11, № 1. - Pp. 34- 51.

5.Afontsev, S. A. Subjects of transnational business in the management of global economic processes // Contours of global transformations: politics, economics, law. - 2018. - V. 11, № 1. - Pp. 52-64.

6. Moiseeva, D. E. Lobbyism in the European Union: the crisis of legitimacy : - Moscow : IMEMO RAS, 2017. - 118 p.

Additional readings:

1. Apanovich, M. Yu. "Business diplomacy" as a tool for the realization of foreign economic interests of domestic companies at the present stage: problems and prospects / M. Yu. Apanovich, A. S. Teteryuk // Politbook. - 2019. - № 2. - C. 176-194.

2. Dellmuth L. Interest Groups and the United Nations (UN) // The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs / Eds. P. Harris, A. Bitonti, C.S. Fleisher, A. Skorkjær Binderkrantz. London: Palgrave Macmillan, 2022.

2. Banerjee, S. The Effect of Corporate Political Activity on MNC Subsidiary Legitimacy : An Institutional Perspective // Management International Review. — 2018. — Vol. 58. — P. 813–844

3. Daemmrich A. International Lobbying and the Dow Chemical Company // Harvard Business School Case. № 710-027. July 15, 2011.

4. The SAGE Handbook of International Corporate and Public Affairs / Ed. by P. Harris, C. Fleisher. London, 2017.

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
- EL "Lan" http://e.lanbook.com/
- EL "Trinity Bridge"

2.Databases and search engines:

- electronic foundation of legal and normative-technical documentation http://docs.cntd.ru/
- Yandex search engine https:// www .yandex.ru/
- Google search engine https://www.google.ru/
- Scopus abstract database http://www.elsevierscience.ru/products/scopus/

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

1. The set of lectures on the course GR-Management of Transnational Corporations
2. The laboratory workshop (if any).on the course GR-Management of Transnational Corporations
3. The guidelines for writing a course paper / project (if any) on the course GR-Management of Transnational Corporations.

* 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.

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