

## Course catalogue

### Institute of Industrial Management, Economics and Trade

PROGRAM TITLE	COURSE TITLE	COURSE DESCRIPTION	ECTS AMOUNT	SEMESTER (SPRING/AUTUMN 2020)
<b>INTERNATIONAL BUSINESS</b>	Public Speaking Skills	This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations. Persuasive and ethical speech-making are the foundations of this course. Its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches.	4 ECTS	Autumn 2020
	Introduction to The World Economy	This introductory course familiarizes students with major concepts of international trade and finance, and provides basic facts on the spatial distribution of economic activity in the modern world and its driving forces. The classes are focused on analysis and discussion of recent economic events and actively use newspapers, magazines and economic blogs such as voxeu.org. This activity helps to learn how to make economic knowledge useful in daily life and form judgements on particular economic issues. Another type of activity in the classes is working with data.	5 ECTS	Autumn 2020
	Russia And International Organizations	The goal of the course is to provide students with a holistic view and understanding of the role and place of Russia in various international organizations and prospects for developing relations with them. In the process of mastering the discipline, students should study the structure of international organizations, ways	4 ECTS	Autumn 2020

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		of doing business and making decisions in international organizations; develop the ability to understanding and analyze relationships and prospects for strengthening positions of Russia in international organizations of various types.		
	Legal Environment of International Business	It is essential for future business leaders and entrepreneurs to have an understanding of the role of the law and legal risk in shaping business decisions, achieving competitive advantage, and avoiding legal pitfalls. This course provides an introduction to the civil law legal system with focus on international business activity and cross border transactions. Legal cases are studied to trace the development of the civil law and to illustrate actual business problems that business professionals will encounter throughout their careers.	4 ECTS	Autumn 2020
	Business and Management Psychology	Objectives of the discipline is to form student's knowledge and skills for psychological typing of employees using MBTI model, as well as effective management and the creation of work teams taking into account the psychological characteristics of the participants, and application of motivational techniques, taking into account personal employee aspects	4 ECTS	Autumn 2020
	International Corporations in The Conditions of Globalization	The goal of the course is to provide students with understanding of the implications of operating across national borders, analyses of different combinations of international strategies and organizational structures, understanding of the roles of, and challenges facing, MNC subsidiaries and headquarters.	4 ECTS	Autumn 2020

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	International Logistics and Supply Chain Management	The course explores the main issues in international logistics and supply chain management to underline their strategic importance to firms. It first places international logistics and supply chain management in the context of international business. It then discusses the core concepts of international logistics and supply chain management, supply chain strategies, and international logistics operations. When introducing the operational aspects of international logistics, the course highlights the roles of inventory management, international transportation, international payment, and information systems in a firm's international operation. The later part of the course focuses on the designing of global supply chain to counter risks, enhance efficiency, and promote sustainability.	6 ECTS	Autumn 2020
	Financial Management	This course focuses on the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations. The primary purpose of this course is to provide an integrated overview of the most important concepts in Corporate Finance, both in theory and in practice and in some cases even methodologically. The subject extends the student's knowledge about the context in which corporations operate. Also course will provide students with relevant theories, methods and models for valuing companies and their securities, primarily equity.	6 ECTS	Autumn 2020
	Cross-Cultural Management	An increasing number of firms have activities spread around the world and a critical reflection on the impact of culture on business activities and individuals in this	4 ECTS	Autumn 2020

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		context is of vital importance. In this course, various levels of culture will be studied, with a special focus on national cultures and whether and how they affect the behavior of firms and individuals. Students will be given the opportunity to collect specialized insights into certain themes, firms or cultures through focused assignments.		
	International Business	The course introduces students to the basic concepts of international business. Topics include internationalization theories; the impact of technology on multinational corporations; understanding documentation used in the international business arena; financing multinational operations; and international governance issues. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concepts covered.	5 ECTS	Autumn 2020
	Human Resources Management	During this course, students will be able to decide what staffing needs you have and whether to use independent contractors or hire employees to fill these needs, recruiting and training the best employees, ensuring they are high performers, dealing with performance issues, and ensuring your personnel and management practices conform to various regulations.	5 ECTS	Autumn 2020
	International Management	The International Management course focuses on opportunities and challenges created by globalization. It examines cross-cultural and management issues related to management in an international marketplace. The aim of this course is to enable students to better analyze and	4 ECTS	Autumn 2020

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		understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets. Special attention is placed upon different tools and analytic competences available to the different specialized managerial roles when competing internationally		
	Sales Management in International Company	The sale is the primary interface between the customer and the company. This course covers the topics of international sales strategy, sales channels management and alignment, sales organization leadership. Also it includes topics on the structure and planning of a sales system to coordinate and control the overall sales organization (covering both, wholesale and retail levels). Students learn about maximizing both customer satisfaction and loyalty.	4 ECTS	Autumn 2020
	Risk Management in International Business	Global companies continually face an increasing variety of business, political, economic and security risks that can directly impact both operation and profit. This course identifies and analyses the multi-level risk environments facing today's global businesses and investigates strategies to identify, assess, manage and mitigate international and geopolitical risk. Focusing upon multinational enterprise and expropriation; sovereign risk and corruption; political and regulatory risk; brand and corporate reputation risk; financial and economic risk; risk from NGOs; consumer, human right and protest group risks; and terrorism risk, students investigate the various analytical approaches involved in	4 ECTS	Autumn 2020

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		designing risk identification systems, reporting and monitoring protocols, and how risk is able to be assessed, prioritized and effectively managed.		
	Geopolitics	This course is focused on geopolitical theories and understanding of how geographical location affects the political policies of the region. Taking this course, you will get a better understanding of international environment and current state of foreign affairs.	5 ECTS	Spring 2020
	International Relations	The course aims to deeply study modern theories of international relations, designed to explain the nature of international politics: the composition of participants, the driving forces and patterns of politics. The course introduces the emergence and brief evolution of theories of international relations, based on an analysis of the debates between theoretical schools and their implications for the further evolution of science. Further, traditional theoretical paradigms are studied: neorealism, neoliberalism, globalism.	4 ECTS	Spring 2020
<b>INTERNATIONAL TRADE</b>	Business Plan (Economics and Trade)	The course aimed on business plan development, during it students will reach required skills for realizing they own business idea in retail area. Complex course include itself all aspects of the modern retail company: market analysis, marketing, pricing, accounting, risk analysis and key economic indicators forecast. Skills of public performances will be strengthened by business idea and business plan presentation.	5 ECTS	Spring 2020
	Investment Strategies	The course contains issues related to studying the theoretical and practical bases of investment, investment activities in the sphere of commodity	5 ECTS	Spring 2020

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		circulation, investment financing, efficiency evaluation at different stages of development and implementation of investment projects, taking into account inflation, risk and uncertainty in assessing the effectiveness of investment projects, choosing the most effective options investment based on the criteria of economic efficiency.		
	E-Commerce	The discipline's goal is at studying of the company's activities in internet. During the course students will create they own e-shop, exploring their target audience, considered details of web-analytics and internet advertising.	5 ECTS	Spring 2020
	Business Plan (Markets and Communication)	The study of the main elements of business processes: planning, market research, personnel management, strategic and operational marketing, financial flows and material resources management.	5 ECTS	Spring 2020
	Social Media Marketing	The Social Media Marketing provides you with the fundamental skills needed to assess your company's needs and remain competitive in your industry. The focus will be on learning to use social media as a marketing tool to establish and maintain your small business' online presence. By using hands-on experience, this course teaches you how to plan, execute, monitor, control, and close an innovative online marketing campaign. Course consists of the following topics: blogging and microblogging; social networking; media sharing; social news and bookmarking; ratings and reviews and more.	5 ECTS	Spring 2020
	Mergers and Acquisitions	The study of economic processes of business and capital enlargement occurring at macro and microeconomic	5 ECTS	Spring 2020

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		levels, as a result of which larger companies appear on the market.		
	Marketing	This course builds on understanding of marketing essentials. It further encourages your appreciation of the practical value of identifying, anticipating and satisfying customer requirements profitably. Outcomes aimed at getting practical skills in exploring: theories and tools for winning marketing strategy and marketing planning, techniques and tips for segmentation, targeting and positioning; marketing-mix tools; branding.	4 ECTS	Autumn 2020
<b>FINANCE</b>	Financial Markets and Financial Institutions	The goal of the course is to provide an understanding the theory of financial instruments, markets and financial intermediary and the basics of practical functioning of financial markets and institutions. The main subjects under consideration within the course are the basics of financial institutions, financial intermediaries, asset management firms and other types of financial institutions; various types of financial assets, including governmental and municipal securities, bonds, shares and asset-based securities, their properties, pricing and characteristics of market organization and functioning; theoretical models of financial markets, including structure of interest rates, risk/return and asset pricing models. Core principles of the course organize students' thinking and then examine the models as real-world scenarios from a practitioner's perspective. Cases increase students' interest by applying theory to real-world data and examples. Examples and exercises allow students to put into practice the concepts that they are	3 ECTS	Spring 2020

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		learning. Studying the course students develop the critical-thinking and problem-solving skills necessary to respond to challenging situations in their future careers. <b>Course project.</b> The theme of the course project: «Analysis of the financial market». The implementation of the project provides for an analysis of the dynamics of one of the financial markets (money market, bond market, equity market, currency market, mortgage securities market) for the specified period of at least six months. The specified task is issued by the teacher individually, taking into account the current changes in the financial markets.		
	Quantitative Methods of Financial Decision-Making	The course introduces the decision-making theory in the financial sector and application of mathematical models in the optimization of economic problems. The course contains information on the following topics: the basic models of decision-making, the construction of econometric models in the financial sector, the basic principles of data in financial models, the analysis of optimization financial models, the assessment of the model adequacy. The course allows students to research the methods of linear programming, to decide mathematical economic models in the financial sector. The course is associated with a number of other disciplines related to the construction of optimization models and methods to solve them.	5 ECTS	Spring 2020
	Econometrics (Advanced level)	The main objective of the course is to introduce the advanced econometrics topics to the first-year master students following the programs «Economics» and	3 ECTS	Autumn 2020

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		<p>«Management». This course demands knowledge of statistics, linear algebra and econometrics from bachelor programs. It is of applied nature, meaning that it focuses more on the economic essence of the used procedures rather than on their technical presentation and proof. The course includes topics on analysis of cross section, time series and panel data. The material also includes examples of empirical studies with their realization in STATA. After the course students should be able to design their own econometrics research and conduct it used contemporary econometrics procedures and software. In particular, they should become familiar with statistical package STATA MP 15 and be able to program their research in the do-files. During this course, the progress of the students is evaluated through writing a final test, home assignments and writing an empirical project in small groups. Students' progress on the theoretical part of the course is evaluated through the final test, which is based on theoretical materials, presented in the course lectures and practical activities, and home assignments. Students' progress on the practical part of the research is evaluated through assessment of the empirical project, which should be written in accordance with the IMRAD structure and focused on detailed presentation of the intermediate calculations and research stages, performed by the students</p>		
<b>BUSINESS ENGINEERING</b>	Business Process Management	The focus of the course is on the basic concepts of process management, process system as an essential	4 ECTS	Autumn 2020

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		element of the enterprise architecture, prerequisites for effective process modeling , development of a coherent process structure, modeling as is and to be, the design of the organizational structure, managing projects of business processes reengineering		
	Enterprise Architecture	The aim of this course is to give students an insight into modeling and managing the enterprise architecture as a mainstream concept of business management. It leads to understanding of the basic models and approaches to the description of the elements of the enterprise architecture as well as principles, standards and guidelines that provide the integrity of the architecture description. It focuses on modeling business processes, organizational structures, informational flows, IT systems and technical infrastructure as a whole system. The course provides understanding of organizational issues related to the management of the process of formation and development of the enterprise architecture	5 ECTS	Autumn 2020
	Enterprise Information Systems	The course contains the following sections: IT within the enterprise architecture; the role of information in business management; basic types, purpose and possibilities of enterprise information systems; problems of implementation and using of enterprise information systems; application of knowledge for choosing the appropriate IT solution.	5 ECTS	Autumn 2020
	Software Engineering	The main objective of the course is to understand the project management approach as an effective management tool while facing unique business challenges, implementing changes and innovative	5 ECTS	Autumn 2020

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		solutions. The course contains following topics: SWEBok overview, Object-Oriented modeling, introduction to UML (Use Case diagrams, Class diagrams, Sequence diagrams, State diagrams, Activity diagrams), introduction to Model Driven Architecture.		
	Software Quality Management	The main objective of the course is to form a complex vision of software quality management discipline and its different aspects, which include requirements management, testing discipline and variety of approaches to managing systems complexity. The focus of the course is on structure of software development processes, approaches to software processes assessment and improvement, requirements engineering discipline, quality assurance and testing of software products.	5 ECTS	Autumn 2020
	Use Interface Design	The main objective of the course is to know the basics of user interface design, to understand the Design Thinking process and its application for software development and be able to use tools and techniques to create prototypes of mobile applications and web-sites. The course contains the following sections: UI Design process, UI Design principles and user-friendly interface guidelines, introduction to color and typography adaptation, stages of Design Thinking process, introduction to prototyping tools and techniques, creating an interface of a solution (low and high fidelity).	5 ECTS	Autumn 2020
	IT Service Management	The course enables the learners to understand how an integrated IT Service Management framework can be utilized to achieve IT -business integration, cost reductions and increased productivity. The course	4 ECTS	Spring 2020

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		contains the following sections: core concepts of IT Service Management; concepts of Quality Framework; core concepts of Service Management System; service delivery processes; the main processes of ITSM and their relationships: resolution processes, relationship processes and control processes; operational issues of implementing IT Service Management Best Practices; standards for IT Service Management: ISO 20000 and ITIL.		
	Business Intelligence and Data Warehouse	Acquaintance to modern concepts in the field of business analysis and data warehouse management to increase of business efficiency. Acquaintance to the tools and techniques that are used to define business requirements for Business Intelligence (BI) projects. Acquisition of skills of use of the existing business analysis methods for the solution of managerial, strategic and technical issues, associated with developing and deploying Business Intelligence. Mastering of the tools and techniques of business analysis and data warehouse management to improve decision-making and business processes. Basic concepts and technologies used to successfully deploy Business Intelligence projects. Defining business requirements for BI projects in organizations of any size. Design of data warehouse with using DBMS Oracle. Extract, Transform and Load (ETL) technologies. Data presentation with OLAP tools for enterprise-ready BI solutions.	5 ECTS	Spring 2020
	Intercultural management	Students will learn the importance of intercultural management, the main theoretical and empirical	5 ECTS	Spring 2020

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<b>INTERNATIONAL BUSINESS DEVELOPMENT</b>		research that examines the impact of different national cultures on work and personnel management. Students will gain knowledge of comparative management and human resource management models, their application in different national contexts and the international context in which TNCs operate.		
	Management of Investments	Students will gain theoretical knowledge on the evaluation of investment projects and practical skills for its operation. Students will learn to use a systematic approach to investment management, allowing them to set goals investments inspect purposes, select and describe the tasks of investment management at every stage of the investment. Students will learn the skills of presentations of investment projects.	5 ECTS	Spring 2020
	Export and international sales management	Students acquire knowledge on the basics of export management and on the activities of the specialist department of export and foreign trade. Also, students will become familiar with export procedures and related documentation, to study the requirements of the various countries with regard to export activities. Attendees will learn how to make a decision on the choice of methods of structuring and organization of export best way to carry out the selection and preparation of products for export purposes, as well as create a strategy of export and international sales, coordinate the activities of the personnel working in the export department.	4 ECTS	Autumn 2020
	Corporate Finance	The main objective of the course is to give students skills and knowledge in the field of corporate finance. After studying this discipline, students will obtain theoretical	4 ECTS	Autumn 2020

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		and practical skills and will be able: to make a rational choice of investment instruments depending on macroeconomic indicators, risk factors, legal environment and other factors; to form a personal financial plan and determine a rational structure of personal financial flows; to apply techniques of financial and managerial accounting data analysis for making financial decisions and evaluating the financial condition of the organization; to make capital budgeting decisions; to carry out operations in foreign exchange and stock markets and assess their risk and profitability.		
	International financial reporting standards and taxation	Students will acquire knowledge of major aspects of financial statements preparation according to International Financial Reporting Standards (IFRS) and US Generally Accepted Accounting Principles as well as principles of international taxation. Students will be able to use and interpret financial statements to make business decisions, including application of ratio analysis, benchmarking, forecasting, valuation, and other aspects of financial statement analysis for decision making as well as use corporate taxation policy for increasing company's effectiveness.	3 ECTS	Autumn 2020
<b>INNOVATIVE ENTREPRENEURSHIP</b>	Personal Skills and Leadership	The focus is on personal development and the development of emotional intelligence. Starting points are your unique strengths. During the course you will learn how to integrate new behaviors and mindsets that help you to be more effective for the challenges you are facing. After successfully completing this course you will: know how the concept of leadership has emerged and	5 ECTS	Spring 2020

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		evolved understand how managerial behavior is shaped by the cultural and organizational context, and by personal experiences; have an understanding of the importance of emotional intelligence; have enhanced your personal and interpersonal effectiveness.		
	Managerial economics	Students will get acquainted with the theoretical concepts of managerial economics and their applications in Russian and international companies. Students will be provided with the knowledge about the major economic processes in organizations and their interactions in micro and macro environments.	4 ECTS	Autumn 2020
	Entrepreneurship	During the discipline studies students will acquire knowledge with regard to enterprising competencies and with regard to a few selected topics of entrepreneurship theory and research, will develop insight into, and actual development of your own enterprising competencies, will be able to apply a range of theories and constructs in the scholarly domain of entrepreneurship to a case study.	5 ECTS	Autumn 2020
	International Purchasing and Supply Chain Management	Students should know after this course about: internationally recognized approaches to operations strategy development for enterprises with focus on Supply Chain Management; basics of material flows planning in supply chains; inventory management methods in supply chains; internationally recognized methods of mid-term planning for industrial enterprises.	6 ECTS	Autumn 2020