

## CURRICULUM

### spring semester of the 2022 academic year

	ECTS	Description of the course
<b>OBLIGATORY COURSES</b>		
Дизайн-мышление и технологии принятия решений в международном бизнесе / Design thinking and managerial decision making in international business	4	The course is aimed at developing undergraduates' skills in applying the design thinking methodology for making management decisions in international business, as well as carrying out research work in the search and substantiation of management problems, critical analysis of approaches to their solution and the development of research design.
Аналитические методы принятия управленческих решений / Business Analytics for Decision Making	3	This course will introduce students to the theory behind making decisions when being confronted with uncertainty. The emphasis will be on the development of mathematical models to represent decision situations and the use of probability and utility theory to deal with uncertainties and preferences in those models.
Международный брендинг / International branding	3	Which is the appropriate orientation in international marketing? What are the key success factors, and the key trends you have to consider in international marketing and which are the appropriate strategies to respond to it? These key questions will be addressed and answered in this lecture. The special focus will be on “glocal” branding strategies. “Glocal” means the international strategies are global and local at the same time as they consider the local and the global aspects and they are appropriate to the local and the global level. It is my conviction that being glocal is the key issue in international marketing. What are the elements and appropriate approaches in glocal branding strategies? What does glocal branding mean in the international marketing mix, the product, the communication, the price and the distribution policy?
Международный брендинг: прикладные аспекты / Applied international branding	3	In the lecture “Applied International Branding” the students get concrete real brands and they have the task to apply the "theoretical" knowledge they got in the lecture “International Branding”. The students have to work out strength and weaknesses of the brand in regard to the target groups. They have to analyze the recognition values (f.i. memorable, meaningful, likeable, transferable, adaptable, protectable) the cognitive and the emotional values of the brand concerning the target persons, the fit of the vision and the core competences of the brand and the options of brand extensions. Based on this analysis they have to develop in a clear conclusive argumentation a strategy to improve the brand, which means to find out whether and how it is appropriate to change the branding elements and to extend the brand, to increase the competitive advantage and the brand equity and the brand value. The lecture starts with a kick-off meeting, after the team building the teams can always ask for consulting meetings with the professor or the brand manager. There will be a mid-term presentation about the results of the team’s analysis and the basic strategic orientation. At the end of the course the teams have to present of their international branding strategy in detail.

Бизнес экосистемы в цифровой экономике / Business ecosystems in digital economy	3	Business ecosystems are collaborative networks of value co-creation, which start to compete with traditional value chains. They are built around online platforms. We witness an unprecedented rise of several platforms and are interested to distinguish their success factors. Another issue to be covered in the course is if traditional B2B networks are getting the business ecosystem features.
Русский язык / Russian language	3	
<b>ELECTIVE COURSES</b>		
Choice 1		
Финансовое проектирование / Financial engineering	3	The course provides an opportunity to create and evaluate new financial products and instruments and apply financial innovations to improve the efficiency of corporate financial solutions and reduce their risks. Students get acquainted with the principles of financial construction, with the main cost models, with financial innovations. This course develops the ability to analyze and objectively evaluate the processes taking place in the field of corporate finance and financial markets, and to predict their possible development in the future. Students participate in finding effective organizational and managerial solutions of an investment and financial nature and master the ways and means of obtaining, storing, processing and applying professional information.
Стратегии маркетинга и PR в сфере профессиональных услуг / Marketing and PR Strategies for Professional Service Firms	3	This course is the comprehensive and practical introduction to marketing and pr strategies for professional services firms. Whether one's career lies with a legal or hospitality sector, they face large competition from many directions. The way to escape this pressure is to develop a sustainable competitive advantage that can help you win more business and command premium fees and increase company's value. The course is designed to improve student's ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. The program is organised around the marketing process, with a core focus on designing and executing a marketing plan fit for today's globally interconnected business environment. Course topics include market-oriented strategic planning, marketing research and information systems, client's behavior, target market selection, competitive positioning, service planning and management, pricing and integrated communications, including advertising, public relations, internet marketing and social media. Course consists of a combination of interactive discussions, cases, practical examples, individual assignments, and group projects.
Choice 2		
Проектное управление в условиях цифровизации экономики / Project management in digital economy	3	The main objective of the course is to provide students with theoretical background in project management, its principles and efficient methods of application, as well as to train in practice to work in teams, to develop, to plan and to execute projects.

Инвестиционные стратегии и тактика / Investment strategies and tactics		<p>Investment management is a rather complex but fascinating process. This course introduces to foundations of investment theory.</p> <p>Investors would hold portfolios composed of different financial instruments such as the stocks, corporate and government bonds, international securities, mutual funds, structured notes, saving or deposit accounts etc. Progress in financial engineering forced the investors to face an endless array of choices. The question is how to make the right investment decision, with optimum risk level and almost certain return on investment (ROI). The course will also teach how focus on asset columns even though everyone else focuses on their income statements.</p>
Choice 3		
Операционный менеджмент в глобальной среде / Operation management in global environment		<p>The course considers typical planning tasks and current trends of production and operations management in the automotive industry. Relevance of planning tasks is motivated with many practical examples. The application of the discussed planning methods is demonstrated on the basis of case studies. The students apply their knowledge in practice units.</p>
Предпринимательские стратегии в России / Entrepreneurship opportunities in Russia		<p>The Russian market offers a great deal of opportunities in entrepreneurial activities with a significant rate of return, which the Western markets simply lack due to facing maturity in many industries. However, the ability to determine, assess and act when pursuing those opportunities, is dependent upon the understanding how the Russian Economy and business environment is organized and what the intercultural prerequisites are for crafting a successful entrepreneurial strategy. The goal of the course is to familiarize the students with critical success factors in Russia and teach them how to independently assess future opportunities, as they may bring not only profits, but great losses with wrong assumptions and assessments; and where to look for information which will help avoid losses.</p>
Term paper	2	
Total	30	