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Информация о владельце:

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## Abstract to the work program of the discipline "Methodology and methods of scientific research in professional activity"

### I. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Methodology and methods of scientific research in professional activity" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations ".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Methodology and methods of scientific research in professional activity" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UC-1. Capable able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	IUC-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components. IUC-1.2. Identifies inconsistencies and gaps in the information needed to solve a problem situation, and also critically evaluates the relevance of the information sources used. IUC-1.3. Develops and substantiates a strategy for solving a problem situation on the basis of a systematic and interdisciplinary approach, taking into account the assessment of existing risks and the possibilities of minimizing them.

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;
- Marketing research;
- Economic analysis
- Pre-graduate practice.

## 3 Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
<b>1.</b>	Classroom classes	<b>28</b>	<b>28</b>	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>188</b>	<b>188</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	98	98	-
2.2	Preparing for testing	45	45	-
2.3	Independent task solving	45	45	-
	Intermediate certification			
	test/ dif. test/ exam		Экзамен	-
	<b>Total</b>	<b>216</b>	<b>216</b>	-

**3.2 Thematic plan for the study of the discipline  
(according to the forms of training)**

**3.2.1. part-time education**

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Science and scientific research	24	2	2	-	-	10
2.	The concept of the method and methodology of scientific research	24	2	2	-	-	10
3.	Philosophical and general scientific methods of scientific research	24	2	2	-	-	10
4.	Private and special methods of scientific and pedagogical research	24	2	2	-	-	10
5.	Correlation of pedagogical science and pedagogical practice Experimental method in scientific and pedagogical research Survey method: interview Methodology of pedagogical research of personality	24	2	2	-	-	10
6.	Preparatory stage of research work Organization of the research process Structure of the Master's thesis	24	1	1	-	-	10
7.	The style of the scientific and pedagogical text Identification of problematic situations in the text	24	1	1	-	-	10
	Techniques of semantic text folding Annotation and abstracting of scientific texts Scientific review						
8.	Preparation of a master's thesis	24	1	1	-	-	10
9.	Features of preparation and defense of a master's thesis	24	1	1	-	-	8
	<b>Итого</b>	<b>216</b>	<b>14</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>188</b>

## Abstract to the work program of the discipline "Foreign Language of Business and Professional Communication"

### 1. Цели, задачи и планируемые результаты обучения по дисциплине

К **основным целям** освоения дисциплины «Иностранный язык делового и профессионального общения (Foreign Language of Business and Professional Communication)» следует отнести:

- достижение практического владения иностранным языком, позволяющего использовать его в профессиональной, деловой и научно-исследовательской сферах деятельности;
- формирование и развитие способности осуществления научно-исследовательской работы, связанной с профессиональной подготовкой магистров;
- формирование межъязыковой и межкультурной компетенций, которые вместе с другими дисциплинами способствуют развитию специальных профессиональных умений и навыков студентов.

К **основным задачам** освоения дисциплины «Иностранный язык делового и профессионального общения (Foreign Language of Business and Professional Communication)» следует отнести:

- усвоение студентами знаний и навыков работы с информацией из зарубежных источников, совершенствование и развитие полученных знаний, навыков и умений в различных видах речевой деятельности;
- обеспечение студентов практикой делового аспекта общения в рамках универсальных ситуаций;
- ознакомление студентов с лексико-грамматическим аспектом научно-технической литературы;
- формирование навыка самостоятельного представления научно-исследовательских разработок (на базе научной статьи).

Обучение по дисциплине «Иностранный язык делового и профессионального общения» направлено на формирование у обучающихся следующих компетенций:

<b>Код и наименование компетенций</b>	<b>Индикаторы достижения компетенции</b>
УК-4. Способен применять современные коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия	ИУК-4.1. Устанавливает и развивает профессиональные контакты, осуществляет академическое и профессиональное взаимодействие с применением современных коммуникативных технологий, в том числе на иностранном языке. ИУК-4.2. Составляет и редактирует документацию с целью обеспечения академического и профессионального взаимодействия, в том числе на иностранном языке. ИУК-4.3. Демонстрирует коммуникативную компетентность в условиях научно-исследовательской и проектной деятельности и презентации ее результатов на различных публичных мероприятиях, включая международные, в том числе на иностранном языке.

## 2. Место дисциплины в структуре образовательной программы

Данный курс входит в перечень обязательной части, формируемой участниками образовательных отношений блока Б1 «Дисциплины (модули)». Дисциплина «Иностранный язык делового и профессионального общения (Foreign Language of Business and Professional Communication)» логически, содержательно и методически связана с другими гуманитарными дисциплинами в учебном плане, направленными на формирование коммуникативных навыков для академического и профессионального взаимодействия с использованием информационных технологий, которые направлены на формирования цифрового сознания студентов.

## 3. Структура и содержание дисциплины

Общая трудоемкость дисциплины составляет 6 зачетных единиц (216 часов).

### 3.1 Виды учебной работы и трудоемкость (по формам обучения)

Очно-заочная форма обучения

№ п/п	Вид учебной работы	Количество часов	Семестр
			1
1	<b>Аудиторные занятия</b>	<b>12</b>	12
	В том числе:		
1.1	Лекции	-	-
1.2	Семинарские/практические занятия	12	12
1.3	Лабораторные занятия	-	-
2	<b>Самостоятельная работа</b>	<b>204</b>	204
3	<b>Промежуточная аттестация</b>		
	Зачет/диф.зачет/экзамен		зачет
	<b>Итого</b>	<b>216</b>	216

### 3.2 Тематический план изучения дисциплины (по формам обучения)

3.2.1. Очно-заочная форма обучения

№п/п	Разделы/темы дисциплины	Трудоемкость, час				
		Всего	Аудиторная работа			Самостоятельная работа
			Лекции	Семинарские/практические занятия	Лабораторные занятия	
1	Семестр 1.					

1.1	Тема 1. Professional Business Issues	108		6			102
1.2	Тема 2. Professional Research Issues	108		6			102
<b>Итого</b>		<b>216</b>		<b>12</b>			<b>204</b>

# Abstract to the work program of the discipline "Cross-Cultural Analysis in Professional Activity"

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Cross-Cultural Analysis in Professional Activity" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations ".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Cross-Cultural Analysis in Professional Activity" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UC-5. Able to analyze and take into account the diversity of cultures in the process	<p>IUC-5.1. Analyzes the most important ideological and value systems formed in the course of historical development, and substantiates the relevance of their use in social and professional interaction.</p> <p>IUC-5.2. Builds social and professional interaction taking into account the common and specific features of various cultures and religions, the characteristics of the main forms of scientific and religious consciousness, business and general culture of representatives of other nations and faiths, various social groups.</p> <p>IUC-5.3. Ensures the creation of a non-discriminatory environment of interaction in the performance of professional tasks, demonstrating an understanding of the characteristics of different cultures and nations.</p>

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;
- Marketing research;
- Economic analysis
- Pre-graduate practice.

### 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

#### 3.1 Types of educational work and labor intensity

##### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
1.	Classroom classes	28	28	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
2.	Independent work	116	116	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	33	33	-
2.3	Independent task solving	33	33	-
	Intermediate certification			
	test/ dif. test/ exam		Экзамен	-
	<b>Total</b>	<b>144</b>	<b>144</b>	<b>-</b>

#### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

##### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Cross-cultural management: subject, history and methods	16	2	2	-	-	12
2.	Approaches to the classification of national business cultures. Parameters of cultural differences	16	2	2	-	-	12
3.	Culture and management of the organization. Nationally determined types of organizational cultures	16	2	2	-	-	12
4.	Features of Russian management and business culture	16	2	2	-	-	12
5.	Cross-cultural communication	16	2	2	-	-	12

6.	Features of business communication and etiquette in different cultures	16	1	1	-	-	12
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7.	Overcoming cross-cultural conflicts in the management of an organization	16	1	1	-	-	12
8.	The effectiveness of intercultural negotiations: styles of organization and conduct	16	1	1	-	-	12
9.	Models and strategies of corporate culture Culture of joint activity in a multicultural environment	16	1	1	-	-	20
	<b>Итого</b>	<b>144</b>	<b>14</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>116</b>

# Abstract to the work program of the discipline "Media Planning"

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Media Planning" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Media Planning" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
OPK-4. Able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products	IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development; IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments; IOPK-4.3 Knows the methods and techniques of developing image technologies in the promotion of scientific and technical developments

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;
- Marketing research;
- Economic analysis
- Pre-graduate practice.

### 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

#### 3.1 Types of educational work and labor intensity

##### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
<b>1.</b>	Classroom classes	<b>28</b>	<b>28</b>	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>116</b>	<b>116</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	33	33	-
2.3	Independent task solving	33	33	-
	Intermediate certification			
	test/ dif. test/ exam		<b>Экзамен</b>	-
	<b>Total</b>	<b>144</b>	<b>144</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Definition of the concept of "media planning", its goals and objectives. The main advertising media and their characteristics	16	2	2	-	-	12
2.	Topic 2. The media planner's professionogram.	16	2	2	-	-	12
3.	Topic 3. The main stages of media planning	16	2	2	-	-	12
4.	Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice	16	2	2	-	-	12
5.	Topic 5.	16	2	2	-	-	12
	Media Planning software						
6.	Topic 6. Principles selection of media carriers.	16	1	1	-	-	12
7.	Topic 7. Characteristics and features of the main placement channels: about Press about TV about Radio about Internet about Outdoor Advertising	16	1	1	-	-	12
8.	Topic 8. Effectiveness of the conducted advertising campaign in media planning	32	2	2	-	-	24
	<b>Итого</b>	<b>144</b>	<b>14</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>116</b>

# Abstract to the work program of the discipline "Internal Corporate Communications"

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Internal Corporate Communications" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Internal Corporate Communications" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UC-2. Able to manage the project at all stages of its life cycle	IUC-2.1. Develops the concept of project management at all stages of its life cycle within the framework of the designated problem: formulates the goal and ways to achieve, tasks and ways to solve them, substantiates the relevance, significance, expected results and possible areas of their application. IUC-2.2. Develops a project implementation plan in accordance with the existing conditions, necessary resources, possible risks and the distribution of areas of responsibility of project participants. IUC-2.3. Monitors the implementation of the project at all stages of its life cycle, makes the necessary changes to the project implementation plan taking into account the quantitative and qualitative parameters of the achieved interim results.
UC-3. Able to organize and manage the work of the team, developing a team strategy to achieve the goal	IUC-3.1. Demonstrates the managerial competence necessary to form a team and guide its work based on the developed cooperation strategy. IUC-3.2. Plans, organizes, motivates, evaluates and corrects joint activities to achieve the set goal, taking into account the interests, behavioral characteristics and opinions of its members. IUC-3.3. Applies methods, methods and strategies for optimizing the socio-psychological climate in the team, conflict prevention and resolution, training technologies and the development of professional and communicative competence of team members.

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:  
- Cross-Cultural Analysis in Professional Activity

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Effectiveness of Advertising and Public Relations;
- Current Problems of Management in the Field of Advertising and Public Rela;
- Advertising Technologies in Business Communication;
- Marketing research;
- Innovative Marketing
- Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
<b>1.</b>	Classroom classes	<b>32</b>	<b>32</b>	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>76</b>	<b>76</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	30	30	-
2.2	Preparing for testing	23	23	-
2.3	Independent task solving	23	23	-
	Intermediate certification			
	test/ dif. test/ exam		<b>test</b>	-
	<b>Total</b>	<b>108</b>	<b>108</b>	-

### 3.2 Thematic plan for the study of the discipline

(according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour				
		Total	Classroom work			Independent work
			Lectures	practical classes	Laboratory classes	

1.	Topic 1. The system of internal corporate communications	8	4	4	-	-	12
2.	Topic 2. An attractive corporate brand for employees	25	4	4	-	-	12
3.	Topic 3. Formation of corporate culture	25	4	4	-	-	12
4.	Topic 4. Fundamentals of corporate identity	25	2	2	-	-	12
5.	Topic 5. Communication between the Board of Directors and the company's management	25	2	2	-	-	28
	<b>Hroro</b>	<b>108</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>76</b>

# **Abstract to the work program of the discipline "Methods of Economic and Social Forecasting"**

## **1. Goals, objectives and planned results of training in the discipline**

The purpose of mastering the discipline "Methods of Economic and Social Forecasting" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations.

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Methods of Economic and Social Forecasting" is aimed at the formation of the following competencies among students:

<b>Code and name of competencies</b>	<b>Indicators of competence achievement</b>
OPK-5. He is able to analyze current trends in the development of media communication systems of the region, the country and the world for professional decision-making, based on the political and economic mechanisms of their functioning, legal and ethical regulations	IOPK-5.1 Knows the basic methods of solving communicative tasks, the basics of evaluating the effectiveness of the developed marketing support of innovative processes; IOPK-5.2 Is able to think creatively, economically on the issues of ongoing innovations at the enterprise, innovation processes in the country and abroad, to give a correct assessment of innovation policy measures, based on the analysis of market conditions to find innovations, new solutions, be able to apply the knowledge gained to solve practical problems of business innovation; IOPK-5.3 Is able to use modern technical means and information technologies in solving communicative tasks; IOPK-5.4 is able to use domestic and international experience in developing marketing support for innovative projects, introducing innovations, obtaining positive results with access to world markets; IOPK-5.5 Has the skills to read, understand and compile scientific, analytical, statistical reports in the field of professional activity, skills for independent, methodically correct solution of communicative tasks

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)". The study of the discipline is based on the following disciplines, practical training:

- Methodology and Methods of Scientific Research in Professional Activity

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;
- Marketing research;
- Economic analysis
- Pre-graduate practice.
- Evaluating the Cost of Innovation

### 3 Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

#### 3.1 Types of educational work and labor intensity

##### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
<b>1.</b>	Classroom classes	<b>28</b>	<b>28</b>	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>188</b>	<b>188</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	98	98	-
2.2	Preparing for testing	45	45	-
2.3	Independent task solving	45	45	-
	Intermediate certification			
	test/ dif. test/ exam		<b>Экзамен</b>	-
	<b>Total</b>	<b>216</b>	<b>216</b>	-

**3.2 Thematic plan for the study of the discipline  
(according to the forms of training)**

**3.2.1. part-time education**

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Introduction. General questions	24	2	2	-	-	10
2.	Forecasting within the framework of classical linear regression model	24	2	2	-	-	10
3.	Forecasting within the generalized Linear regression model (OLUM)	24	2	2	-	-	10
4.	Forecasting if available error autoregression	24	2	2	-	-	10

5.	Forecasting within the framework of a model with heteroscedasticity of residues	24	2	2	-	-	10
6.	Forecasting qualitative variables	24	1	1	-	-	10
7.	Introduction B time series analysis Fundamentals of the analysis of expert assessments	24	1	1	-	-	10
8.	Fundamentals of the analysis of expert assessments	24	1	1	-	-	10
9.	Forecasting with unknown parameters of the regression and autoregression model. Durbin procedure. The Cochrane-Orcutt iterative procedure.	24	1	1	-	-	8
<b>Total</b>		<b>216</b>	<b>14</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>188</b>

# Abstract to the work program of the discipline «Products Portfolio Management»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Products Portfolio Management" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Products Portfolio Management" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
PC-1. Able to organize work on creating and editing content	IPC-1.1 plans work on filling the site, IPC-1.2 prepares tasks for performers,

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- Cross-Cultural Analysis in Professional Activity

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Effectiveness of Advertising and Public Relations;
- Current Problems of Management in the Field of Advertising and Public Rela;
- Marketing research;
- Innovative Marketing
- Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
1.	Classroom classes	32	32	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-
1.3	Laboratory classes	-	-	-
2.	Independent work	76	76	-
	including:			

2.1	Preparation for practical classes (study of lecture material)	30	30	-
2.2	Preparing for testing	23	23	-
2.3	Independent task solving	23	23	-
	Intermediate certification			
	test/ dif. test/ exam		test	-
	<b>Total</b>	<b>108</b>	<b>108</b>	<b>-</b>

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. The essence, tasks and main provisions of project activity, analysis, evaluation and project management in infocommunications and information technologies	8	4	4	-	-	12
2.	Topic 2 The main areas of project management in infocommunications and information technologies	25	4	4	-	-	12
3.	Topic 3. Comparison of corporate project management standards in infocommunications and information technologies	25	4	4	-	-	12
4.	Topic 4. Organizational structure of project management. Organization of corporate project management in infocommunications and information technologies	25	2	2	-	-	12
5.	Topic 5. Flexible project management methodologies. Software Development Project Management	25	2	2	-	-	28
	<b>Total</b>	<b>108</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>76</b>

# Abstract to the work program of the discipline «Advertising Technologies in Business Communication»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Advertising Technologies in Business Communication" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Advertising Technologies in Business Communication" is aimed at the formation of the following competencies among students:

Training in the discipline "Advertising Technologies in Business Communication" is aimed at the formation of the following competencies among students:

<b>Code and name of competencies</b>	<b>Indicators of competence achievement</b>
OPC-2. Is able to analyze the main trends in the development of public and state institutions for their versatile coverage in the media texts and (or) media products and (or) communication products being created	IOPC-2.1 Knows the specifics of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company; IOPC-2.2 Is able to make management decisions based on various forms and technologies of protection of the results of intellectual activity of the enterprise; IOPC-2.3 Has the skills of practical application of forms and technologies for the protection of the results of intellectual activity.

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:  
- Cross-Cultural Analysis in Professional Activity

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Effectiveness of Advertising and Public Relations;
- Current Problems of Management in the Field of Advertising and Public Rela;
- Advertising Technologies in Business Communication;
- Marketing research;
- Innovative Marketing
- Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			3	-
<b>1.</b>	Classroom classes	<b>36</b>	<b>32</b>	-
	including:			
1.1	Lectures	18	18	-
1.2	Seminars/practical classes	18	18	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>108</b>	<b>108</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	29	29	-
2.3	Independent task solving	29	29	-
	Intermediate certification			
	test/ dif. test/ exam		<b>test</b>	-
	<b>Total</b>	<b>114</b>	<b>144</b>	-

**3.2 Thematic plan for the study of the discipline  
(according to the forms of training)**

3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. The advertising in the marketing communication system.	24	3	3	-	-	18
2.	Topic 2. Psychological aspects of the use of technology in advertising and public relations.	24	3	3	-	-	18
3.	Topic 3 PR technologies: varieties and basic tools	24	3	3	-	-	18
4.	Topic 4 Creative technologies in advertising and CO.	24	3	3	-	-	18
5.	Topic 5 Advertising and CO technologies in state, public, commercial structures, mass media, in the social sphere, politics, economics, production, trade, science, culture, sports	24	3	3	-	-	18
6.	Topic 6 Effectiveness of advertising and PR events	24	3	3	-	-	18
<b>Итого</b>		<b>144</b>	<b>18</b>	<b>18</b>	<b>-</b>	<b>-</b>	<b>108</b>

# Abstract to the work program of the discipline « Effectiveness of Advertising and Public Relations»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Effectiveness of Advertising and Public Relations" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Effectiveness of Advertising and Public Relations" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
OPC-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility	IOPC-7.1 Knows the specifics of evaluating the effectiveness of various types of advertising and PR;; IOPC-7.2 Knows the specifics of various methods of evaluating the effectiveness of advertising and PR. IOPC-7.3 Is able to evaluate the effectiveness of advertising products and advertising campaigns;

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- Cross-Cultural Analysis in Professional Activity
- Internal Corporate Communications

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Current Problems of Management in the Field of Advertising and Public Rela;
- Marketing research;
- Innovative Marketing
- Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			3	-
1.	Classroom classes	36	32	-
	including:			

1.1	Lectures	18	18	-
1.2	Seminars/practical classes	18	18	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	<b>Independent work</b>	<b>108</b>	<b>108</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	29	29	-
2.3	Independent task solving	29	29	-
	Intermediate certification			
	test/ dif. test/ exam		<b>test</b>	-
	<b>Total</b>	<b>114</b>	<b>144</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Advertising and PR agencies. Advertising and PR services of organizations	24	3	3	-	-	18
2.	Topic 2. Advertising - profession and art	24	3	3	-	-	18
3.	Topic 3 Principles of building advertising management (RAIS formula)	24	3	3	-	-	18
4.	Topic 4 Planning an advertising and PR campaign	24	3	3	-	-	18
5.	Topic 5 Creating an advertising and PR messages	24	3	3	-	-	18
6.	Topic 6 Evaluating the effectiveness of an advertising and PR campaign	24	3	3	-	-	18
	<b>Итого</b>	<b>144</b>	<b>18</b>	<b>18</b>	-	-	<b>108</b>

# Abstract to the work program of the discipline « Project and Program Life Cycle and Planning in Professional Activity»

## 1. Goals, objectives and planned learning outcomes in the discipline

The purpose of mastering the discipline "Life cycle and project and program planning in professional activity" is the formation of a system of knowledge, skills and abilities for working with information technology related to the functioning at all stages of their life cycle in the process of professional activity of modern enterprises.

The discipline "Life cycle and planning of the project and programs in professional activity" is studied at the 2nd year of study. This discipline is a logical continuation of a number of courses studied by students in the bachelor's program of the direction "Methodology and methods of scientific research in professional activities", including "Effectiveness of advertising and public relations", "Intra-corporate communications", "Cross-cultural analysis in professional activities" and a number of others. As a result of mastering the discipline "Life cycle and planning of projects and programs in professional activities", students will be able to apply the theoretical and practical knowledge they have gained when undergoing research practice and preparing a practice report, as well as when writing a final qualifying work.

The main tasks of studying the discipline: ensuring the optimal ratio in the assimilation by students of both theoretical and practical aspects of the educational material, taking into account the expansion of opportunities for applying the knowledge they have gained in various areas of future professional activity.

Training in the discipline "Life cycle and project and program planning in professional activities" is aimed at developing the following competencies in students:

Code and name of competencies	Competence achievement indicators
<p>UK-2. Able to determine the range of tasks within the set goal and choose the best ways to solve them, based on current legal regulations, available resources and restrictions</p> <p>OPK-1. Able to apply knowledge (at an intermediate level) of economic theory in solving applied problems</p>	<p>IUK-2.1. Formulates a set of tasks within the framework of the project goal, the solution of which ensures its achievement</p> <p>IUK-2.2. Identifies the links between the tasks set, the main components of the project and the expected results of its implementation</p> <p>IUK-2.3. Selects the best methods for planning, distributing areas of responsibility, solving problems, analyzing results, taking into account current legal regulations, available conditions, resources and restrictions, and opportunities for use</p> <p>IPOC 1.1 -Applies knowledge (at an intermediate level) of economic theory in solving applied problems, interpreting the results obtained</p> <p>IOPC 1.2-Applies knowledge of economic laws to analyze and model the real economic situation</p>

## 1. The place of discipline in the structure of the educational program

The discipline refers to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, the passage of practices:

- Methodology and Methods of Scientific Research in Professional Activity;
- Product Portfolio Management;
- Advertising technologies in business communication (Advertising Technologies in Business Communication);

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Cross-cultural analysis in professional activity (Cross-Cultural Analysis in Professional Activity);
- Methods of Economic and Social Forecasting;
- Internal Corporate Communications;
- Effectiveness of Advertising and Public Relations;

## 2. Structure and content of the discipline

The total labor intensity of the discipline is 4 credit units (144 hours).

### 2.1 Types of educational work and labor intensity

#### 3.1.1. Part-time education

	Type of study work	Number of hours	Semesters	
			3	-
<b>1.</b>	Auditory lessons	<b>36</b>	<b>36</b>	-
	including:			
1.1	Lectures	18	18	-
1.2	Seminar / practical training	18	18	-
1.3	Laboratory studies	-	-	-
<b>2.</b>	Independent work	<b>108</b>	<b>108</b>	-
	including:			
2.1	Preparation for practical exercises (study of lecture material)	36	36	-
2.2	Preparing for testing	36	36	-
2.3	Independent problem solving	36	36	-
	Intermediate certification			
	Credit/ Exam		Exam	-
	Total	<b>144</b>	<b>144</b>	-

### 3.2. Thematic plan for studying the discipline (according to the forms of education)

#### 3.2.1. Part-time education

	Sections / topics of the discipline	Amount of work					
		Total	Classroom work				Independent work
			Lectures	Tutorials	Lab. works	Practical training	
1.	Topic 1. Fundamentals of the life cycle of the project and programs in professional activities	16	2	-	-	-	14
2.	Topic 2. Models of the life cycle of the project and programs in professional activities	16	2	2	-	-	12
3.	Topic 3. Standards for the life cycle of the project and programs in professional activities	16	2	2	-	-	12
4.	Topic 4. Planning the life cycle of a project and programs in professional activities	16	2	4	-	-	10

5.	Topic 5. Resource management in the life cycle of the project and programs in professional activities	18	2	2	-	-	14
6.	Topic 6. Project and program planning technologies in professional activities	18	2	2	-	-	14
7.	Topic 7. Risks in the life cycle of the project and programs in professional activities	16	2	2	-	-	12
8.	Topic 8. Evaluation of the effectiveness and financing of the project. Content elements of project management in professional activities	20	2	2	-	-	16
9.	Final control work	8	2	2	-	-	4
	Total	<b>144</b>	<b>18</b>	<b>18</b>	-	-	<b>108</b>

# **Abstract to the work program of the discipline «Current Problems of Management in the Field of Advertising and Public Rela»**

## **1. Goals, objectives and planned results of training in the discipline**

The purpose of mastering the discipline "Current Problems of Management in the Field of Advertising and Public Rela " is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Current Problems of Management in the Field of Advertising and Public Rela " is aimed at the formation of the following competencies among students:

<b>Code and name of competencies</b>	<b>Indicators of competence achievement</b>
UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	IUC-6.1. Evaluates its resources and their limits (personal, situational, temporary), optimally uses them for the successful completion of the assigned task. IUC-6.2. Determines the priorities of professional growth and ways to improve their own activities based on self-assessment according to the selected criteria. IUC-6.3. Builds his own professional trajectory using the tools of continuing education, taking into account the accumulated experience of professional activity and dynamically changing requirements of the labor market.

## **2. The place of discipline in the structure of the educational program**

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- Media Planning

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- □ Marketing research;
- □ Pre-graduate practice.

## **3. Structure and content of the discipline**

The total labor intensity of the discipline is 4 credits (216 hours).

### **3.1 Types of educational work and labor intensity**

### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
<b>1.</b>	Classroom classes	<b>28</b>	<b>28</b>	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>116</b>	<b>116</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	33	33	-
2.3	Independent task solving	33	33	-
	Intermediate certification			
	test/ dif. test/ exam		Экзамен	-
	<b>Total</b>	<b>144</b>	<b>144</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Features of business reputation	16	2	2	-	-	12
2.	Topic 2. The media planner's professionogram.	16	2	2	-	-	12
3.	Topic 3. The main stages of Current Problems of Management in the Field of Advertising and Public Rela	16	2	2	-	-	12
4.	Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice	16	2	2	-	-	12
5.	Topic 5. Current Problems of Management in the Field of Advertising and Public Rela software	16	2	2	-	-	12

6.	Topic 6. Principles selection of media carriers.	16	1	1	-	-	12
7.	Topic 7. Characteristics and features of the main placement channels: about Press about TV about Radio about Internet about Outdoor Advertising	16	1	1	-	-	12
8.	Topic 8. Effectiveness of the conducted advertising campaign in Current Problems of Management in the Field of Advertising and Public Rela	32	2	2	-	-	24
	<b>Итого</b>	<b>144</b>	<b>14</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>116</b>

## Abstract to the work program of the discipline «Innovative Marketing»

### 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline " Innovative Marketing " is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

⌘ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline " Innovative Marketing " is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
<p>PC-3. Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization</p>	<p>IPC-3.1. develops measures for the introduction of innovative goods (services)                      IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them                      IPC-3.3 develops and implements a set of measures to attract new consumers of goods (services)                      IPC-3.4 possesses the skills of testing innovative goods (services) when they are introduced to the Russian and international markets                      IPC-3.5 has the skills to implement and improve the assortment policy of the organization                      IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)                      IPC-3.7 possesses skills development of technical specifications for the creation of the corporate identity of the organization, its brand                      IPC-3.8 possesses skills implementation of programs to increase consumer loyalty to goods (services, brands) of the organization                      IPC-3.9 has the skills to preparation of recommendations for making marketing decisions regarding goods (services, brands)</p>
	<p>IPC-3.10 able to determine the competitive range of goods and services of the organization                      IPC-3.11 able to test innovative products (services, brands)                      IPC-3.12 able to create intangible assets (brands) and introduce them to the market</p>

	<p>IPC-3.13 ability to assess the value of an organization's brands</p> <p>IPC-3.14 able to improve the organization's business processes in the field of brand management</p> <p>IPC-3.15 knows how to use project management tools for successful brands</p> <p>IPC-3.16 knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knowledge of brand management tools</p> <p>IPC-3.18 knows methods for studying the internal and external market, its potential and development trends</p> <p>IPC-3.19 knows procedures for testing goods (services), intangible assets (brands)</p> <p>IPC-3.20 knows Methods of using applied office programs to perform statistical calculations</p> <p>IPC-3.21 knows methods of using applied office programs for collecting and processing marketing information</p> <p>IPC-3.22 knows regulatory legal acts regulating marketing activities</p>
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## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1.2 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- **⌘** Marketing research;
- **⌘** Economic analysis
- **⌘** Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 6 credits (324 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			2	-
<b>1.</b>	Classroom classes	<b>32</b>	<b>32</b>	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>184</b>	<b>184</b>	-

	including:			
2.1	Preparation for practical classes (study of lecture material)	120	120	-
2.2	Preparing for testing	32	32	-
2.3	Independent task solving	32	32	-
	Intermediate certification			
	test/ dif. test/ exam		<b>exam</b>	-
	<b>Total</b>	<b>216</b>	<b>216</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1 The History of Innovative Marketing. Main Innovative Definitions and Concepts	27	2	2	-	-	23
2.	Topic 2. Innovative Marketing Environment	27	2	2	-	-	23
3.	Topic 3. Innovative Market Research	27	2	2	-	-	23
4.	Topic 4. Innovative Marketing Planning	27	2	2	-	-	23
5.	Topic 5. Innovative Marketing Strategies	27	2	2	-	-	23
6.	Topic 6. The Price Policy of the company in Innovative Marketing	27	2	2	-	-	23
7.	Topic 7. Marketing and innovation activities	27	2	2	-	-	23
8.	Topic 8. Innovative Marketing in 21 Century: Trends and Challenges	27	2	2	-	-	23
	<b>Итого</b>	<b>216</b>	<b>16</b>	<b>16</b>	-	-	<b>184</b>

## Abstract to the work program of the discipline « International Marketing »

### 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline " International Marketing" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline " International Marketing " is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
<p>PC-3. Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization</p>	<p>IPC-3.1. develops measures for the introduction of innovative goods (services)                      IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them                      IPC-3.3 develops and implements a set of measures to attract new consumers of goods (services)                      IPC-3.4 possesses the skills of testing innovative goods (services) when they are introduced to the Russian and international markets                      IPC-3.5 has the skills to implement and improve the assortment policy of the organization                      IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)                      IPC-3.7 possesses skills development of technical specifications for the creation of the corporate identity of the organization, its brand                      IPC-3.8 possesses skills implementation of programs to increase consumer loyalty to goods (services, brands) of the organization                      IPC-3.9 has the skills to preparation of recommendations for making marketing decisions regarding goods (services, brands)</p>
	<p>IPC-3.10 able to determine the competitive range of goods and services of the organization                      IPC-3.11 able to test innovative products (services, brands)                      IPC-3.12 able to create intangible assets (brands) and introduce them to the market</p>

	<p>IPC-3.13 ability to assess the value of an organization's brands</p> <p>IPC-3.14 able to improve the organization's business processes in the field of brand management</p> <p>IPC-3.15 knows how to use project management tools for successful brands</p> <p>IPC-3.16 knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knowledge of brand management tools</p> <p>IPC-3.18 knows methods for studying the internal and external market, its potential and development trends</p> <p>IPC-3.19 knows procedures for testing goods (services), intangible assets (brands)</p> <p>IPC-3.20 knows Methods of using applied office programs to perform statistical calculations</p> <p>IPC-3.21 knows methods of using applied office programs for collecting and processing marketing information</p> <p>IPC-3.22 knows regulatory legal acts regulating marketing activities</p>
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## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1.2 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Marketing research;
- Economic analysis
- Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 3 credits (162 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			2	-
1.	Classroom classes	32	32	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-

1.3	Laboratory classes	-	-	-
<b>2.</b>	<b>Independent work</b>	<b>76</b>	<b>76</b>	<b>-</b>
	including:			
2.1	Preparation for practical classes (study of lecture material)	40	40	-
2.2	Preparing for testing	18	18	-
2.3	Independent task solving	18	18	-
	Intermediate certification			
	test/ dif. test/ exam		<b>test</b>	<b>-</b>
	<b>Total</b>	<b>108</b>	<b>108</b>	<b>-</b>

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1 The History of Marketing. Main Marketing Definitions and Concepts	14	2	2	-	-	10
2.	Topic 2. International Marketing Environment	14	2	2	-	-	10
3.	Topic 3. Market Research	14	2	2	-	-	10
4.	Topic 4. International Marketing Planning	14	2	2	-	-	10
5.	Topic 5. International Marketing Strategies	14	2	2	-	-	10
6.	Topic 6. The Price Policy of the company in International Marketing	14	2	2	-	-	10
7.	Topic 7. Digital Marketing in the context of the Globalization of markets	14	2	2	-	-	8
8.	Topic 8. International Marketing in 21 Century: Trends and Challenges	10	2	2	-	-	8
	<b>Итого</b>	<b>108</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>76</b>

## **Abstract to the work program of the discipline « Evaluating the Cost of Innovation »**

### **1. Goals, objectives and planned results of training in the discipline**

The purpose of mastering the discipline " Evaluating the Cost of Innovation " is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

⌘ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline " Evaluating the Cost of Innovation" is aimed at the formation of the following competencies among students:

<b>Code and name of competencies</b>	<b>Indicators of competence achievement</b>
<p>PC-3. Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization</p>	<p>IPC-3.1. develops measures for the introduction of innovative goods (services)                      IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them                      IPC-3.3 develops and implements a set of measures to attract new consumers of goods (services)                      IPC-3.4 possesses the skills of testing innovative goods (services) when they are introduced to the Russian and international markets                      IPC-3.5 has the skills to implement and improve the assortment policy of the organization                      IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)                      IPC-3.7 possesses skills development of technical specifications for the creation of the corporate identity of the organization, its brand                      IPC-3.8 possesses skills implementation of programs to increase consumer loyalty to goods (services, brands) of the organization                      IPC-3.9 has the skills to preparation of recommendations for making marketing decisions regarding goods (services, brands)</p>
	<p>IPC-3.10 able to determine the competitive range of goods and services of the organization                      IPC-3.11 able to test innovative products (services, brands)                      IPC-3.12 able to create intangible assets (brands) and introduce them to the market</p>

	<p>IPC-3.13 ability to assess the value of an organization's brands</p> <p>IPC-3.14 able to improve the organization's business processes in the field of brand management</p> <p>IPC-3.15 knows how to use project management tools for successful brands</p> <p>IPC-3.16 knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knowledge of brand management tools</p> <p>IPC-3.18 knows methods for studying the internal and external market, its potential and development trends</p> <p>IPC-3.19 knows procedures for testing goods (services), intangible assets (brands)</p> <p>IPC-3.20 knows Methods of using applied office programs to perform statistical calculations</p> <p>IPC-3.21 knows methods of using applied office programs for collecting and processing marketing information</p> <p>IPC-3.22 knows regulatory legal acts regulating marketing activities</p>
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## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- ⌘ Finance, money circulation and credit;
- ⌘ Industry economics;
- ⌘ Risk assessment and analysis;

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- ⌘ Marketing research;
- ⌘ Economic analysis
- ⌘ Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			4	-
1.	Classroom classes	32	32	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-

1.3	Laboratory classes	-	-	-
<b>2.</b>	<b>Independent work</b>	<b>112</b>	<b>112</b>	<b>-</b>
	including:			
2.1	Preparation for practical classes (study of lecture material)	44	44	-
2.2	Preparing for testing	22	22	-
2.3	Independent task solving	22	22	-
	Intermediate certification			
	test/ dif. test/ exam		<b>exam</b>	<b>-</b>
	<b>Total</b>	<b>144</b>	<b>144</b>	<b>-</b>

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Fundamentals of valuation of innovative enterprises	16	2	2	-	-	12
2.	Topic 2. Time estimation of cash flows	16	2	2	-	-	12
3.	Topic 3. The concept of IA and IP	16	2	2	-	-	12
4.	Topic 4. Methodological foundations of the assessment of innovative enterprises	16	2	2	-	-	12
5.	Topic 5. Features of determining the value of assets of innovative enterprises	16	2	2	-	-	12
6.	Topic 6. Valuation of intellectual property Basic approaches and methods of ownership	16	2	2	-	-	12
7.	Topic 7. Assessment of the value of intellectual property by a costly approach	16	2	2	-	-	12
8.	Topic 8. Management consulting in Russia today	32	2	2	-	-	24
	<b>Итого</b>	<b>144</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>112</b>

## **Abstract to the work program of the discipline «Process Management Theory»**

### **1. Goals, objectives and planned learning outcomes in the discipline**

Mastering the discipline «Theory of process management» is study, systematization and consolidation of the foundations of the theory and practice of business process management in organizations (enterprises, firms, etc.) in modern conditions of work of business entities. formation of a complex of theoretical knowledge and practical skills necessary for the effective management of business processes.

The main tasks of studying the discipline:

- creation of the foundations for the formation of a modern image of economic and managerial thinking, ensuring the development and adoption of effective decisions in the field of business process management.
- definition of the essence of process management;
- identifying the advantages and disadvantages of process management;
- studying the practice of process management at Russian enterprises;
- studying the classifications of business processes and ways to identify business processes;
- consideration of a business process as a way to manage an organization;
- an overview of methodologies that support the effective management of business processes in an organization.

Training in the discipline «Theory of process management» is aimed at developing the following competencies in students:

<b>Code and name of competencies</b>	<b>Competence achievement indicators</b>
PC-2. Managing information from various sources	IPK-2.1 generates requests and receives information from employees of the organization; IPK-2.2 coordinates and approves information materials; IPK-2.3 organizes the transfer of information materials, comments, corrections between specialists in information resources and employees of other categories, IPK-2.4 monitors the appearance of new or necessary information in the organization, on the Internet and other sources, IPC-2.5 forms an overall assessment of the significance and priority of the information received, IPK-2.6 is able to work with large amounts of information IPK-2.7 owns software and hardware for regular communication, monitoring of information on the Internet, IPK-2.8 knows the structure of the organization, areas of responsibility and functions of departments, IPK-2.9 knows the internal rules for coordinating and approving documents, IPK-2.10 works with news aggregators, electronic subscriptions, social networks, forums

## 2. The place of discipline in the structure of the educational program

The discipline is included in section B.1. Elective disciplines №1. GEF-3 ++ in the direction of preparation of HE 42.04.01 -»Advertising and Public Relations».

To study the discipline, students need competencies formed as a result of mastering the disciplines «Methods of socio-economic forecasting», «Advertising technologies in business communications», «Effectiveness of advertising and public relations», «Life cycle and planning of a project and programs in professional activities », “Investment marketing”.

The main provisions of the discipline should be used in the future when studying the following disciplines (practices): “Processes and practices of product management in an organization”, “Neuromarketing”, “Consulting”, “Industrial practice”, professional cycle, as well as for the preparation of final qualification work.

## 3. Structure and content of the discipline.

The total labor intensity of the discipline is 4 credit units (144 hours).

### 3.1. Types of educational work and labor intensity

#### 3.1.1. Part-time education

p/p	Type of study work	Number of hours	Semesters	
			1	2
<b>1.</b>	<b>Auditory lessons</b>	32	-	32
	including:			
1.1	Lectures	16	-	16
1.2	Seminar / practical training	16	-	16
1.3	Laboratory studies	-	-	-
<b>2.</b>	<b>Independent work</b>	112	-	112
	including:			
2.1	Preparation for practical exercises (study of lecture material)	50	-	50
2.2	Preparing for testing	32	-	32
2.3	Independent problem solving	30	-	30
	<b>Intermediate certification</b>			
	credit / dif. test / exam	Exam	-	Exam
	<b>Total</b>	144	-	144

### 3.2. Thematic plan for studying the discipline

(according to the forms of education)

#### 3.2.1. Part-time education

p/p	Sections / topics of the discipline	Labor intensity, hour				
		Classroom work				Independent work
		Lectures	Practical	Laboratory	Practical	

				l e s s o n s	y s t u d i e s	t r a i n i n g	
1.	The main elements of the organization.	26	2	2	-	-	22
2.	Basic approaches to organization management	26	2	2	-	-	22
3	Fundamentals of business process	thirty	4	4	-	-	22

	management.						
4.	Basic business process modeling methodologies.	thirty	4	4	-	-	22
5.	Modern methodologies for modeling business processes.	32	4	4	-	-	24
	<b>Total</b>	<b>144</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>112</b>

# Abstract to the work program of the discipline « Processes and Practices of Products Management of Organization »

## 1. Goals, objectives and planned learning outcomes in the discipline

**Aim** mastering the discipline "Processes and practices for managing products in an organization" is study, systematization and consolidation of the foundations of the theory and practice of product management in organizations (enterprises, firms, etc.) in modern conditions of work of business entities. formation of a complex of theoretical knowledge and practical skills necessary for effective product management., the formation of practical skills in creating a balanced product portfolio in terms of maximizing sales in physical or monetary terms (revenue or profit) in the longest possible term.

The main tasks of studying the discipline:

- study of decision-making methods in the management of operational (production) activities of organizations;
- application of marketing information analysis skills in making managerial decisions in the process of product management, promoting it to the market;
- study of the methodology and tools of investment analysis when releasing a new product and promoting it to the market.
- development of measures to bring new products to the market;
- development of strategy and tactics of product management;
- studying the practice of brand management and product quality.

Training in the discipline "Processes and practices of product management in an organization" is aimed at developing the following competencies in students:

Code and name of competencies	Competence achievement indicators
PC-2. Managing information from various sources	IPK-2.1 generates requests and receives information from employees of the organization; IPK-2.2 coordinates and approves information materials; IPK-2.3 organizes the transfer of information materials, comments, corrections between specialists in information resources and employees of other categories, IPK-2.4 monitors the appearance of new or necessary information in the organization, on the Internet and other sources, IPC-2.5 forms an overall assessment of the significance and priority of the information received, IPK-2.6 is able to work with large amounts of information IPK-2.7 owns software and hardware for regular communication, monitoring of information on the Internet, IPK-2.8 knows the structure of the organization, areas of responsibility and functions of departments, IPK-2.9 knows the internal rules for coordinating and approving documents, IPK-2.10 works with news aggregators, electronic subscriptions, social networks, forums

## 2. The place of discipline in the structure of the educational program

The discipline is included in the section formed by the participants of educational relations B.1. Elective disciplines No. 1 of the discipline of the choice of GEF-3 ++ in the direction of preparation of HE 42.04.01 - "Advertising and Public Relations".

To study the discipline, students need competencies formed as a result of mastering the disciplines "Methods of socio-economic forecasting", "Advertising technologies in business communications", "Effectiveness of advertising and public relations", "Life cycle and planning of a project and programs in professional activities", "Investment marketing".

The main provisions of the discipline should be used in the future when studying the following disciplines (practices): "Processes and practices of product management in an organization", "Neuromarketing", "Consulting", "Industrial practice", professional cycle, as well as for the preparation of final qualification work.

### 3. Structure and content of the discipline.

The total labor intensity of the discipline is 4 credit units (144 hours).

#### 3.1. Types of educational work and labor intensity

##### 3.1.1. Part-time education

p/n	Type of study work	Number of hours	Semesters	
			1	2
<b>1.</b>	<b>Auditory lessons</b>	32	-	32
	including:			
1.1	Lectures	16	-	16
1.2	Seminar / practical training	16	-	16
1.3	Laboratory studies	-	-	-
<b>2.</b>	<b>Independent work</b>	112	-	112
	including:			
2.1	Preparation for practical exercises (study of lecture material)	50	-	50
2.2	Preparing for testing	32	-	32
2.3	Independent problem solving	thirty	-	thirty
	<b>Intermediate certification</b>			
	credit / dif. test / exam	Exam	-	Exam
	<b>Total</b>	144	-	144

#### 3.2. Thematic plan for studying the discipline

(according to the forms of education)

##### 3.2.1. Part-time education

p/n	Sections / topics of the discipline	Labor intensity, hour				Independent work
		Classroom work				
		Lectures	Practical exercises	Laboratory	Practical	

				e s s e n c i a l	s t u d i e s	r a i n i n g	
1.	Theoretical foundations of managing the development and implementation of a new product	14	2	2	-	-	10
2.	Research methodology for existing and new	14	2	2	-	-	10

	products.						
3	Planning and organization of new product development..	24	2	2	-	-	20
4.	Reasons for success and failure of new products	16	2	2	-	-	12
5.	New product development control	14	2	2	-	-	10
6	Managing the implementation of a new product	14	2	2	-	-	10
7	Positioning and selling new products	24	2	2	-	-	20
8	Marketing communications when promoting a new product	24	2	2	-	-	20
	<b>Total</b>	<b>144</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>112</b>

# **Abstract to the work program of the discipline «Image Technologies in Business Communication»**

## **1. Goals, objectives and planned results of training in the discipline**

The purpose of mastering the discipline Image Technologies in Business Communication is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction **42.04.01 Advertising and public relations**

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

✎ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline Image Technologies in Business Communication is aimed at the formation of the following competencies among students:

<b>Code and name of competencies</b>	<b>Indicators of competence achievement</b>
PC-1 Organization of work on creating and editing content	IPC-1.1 planning work on filling the site, IPC-1.2 prepares tasks for performers, IPC-1.3 distributes work on creating and editing content, IPC-1.4 coordinates the creation and editing of content, IPC-1.5 monitors and evaluates the results of the work, formulates comments, IPC-1.6 documents information about the processes and results of work performed by various performers IPC-1.7 is able to draw up work plans, evaluate their content and the complexity of implementation, depending on qualifications, IPC-1.8 able to work with large amounts of information IPC-1.9 ability to manage project and work documentation IPC-1.10 owns the basic principles and technologies of project management

## **2. The place of discipline in the structure of the educational program**

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- - ✎ Finance, money circulation and credit;
- ✎ Industry economics;
- ✎ Risk assessment and analysis;

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- ✎ Marketing research;

- ✂ Economic analysis
- ✂ Pre-graduate practice.

### 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

#### 3.1 Types of educational work and labor intensity

##### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			3	-
<b>1.</b>	Classroom classes	<b>16</b>	<b>16</b>	-
	including:			
1.1	Lectures	8	8	-
1.2	Seminars/practical classes	8	8	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>92</b>	<b>92</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	21	21	-
2.3	Independent task solving	21	21	-
	Intermediate certification			
	test/ dif. test/ exam		<b>зачет</b>	-
	<b>Total</b>	<b>108</b>	<b>108</b>	-

#### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

##### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Imageology as a science	18	2	2	-	-	16
2.	Topic 2. Image: essence and attributes	18	1	1	-	-	16
3.	Topic 3. Image-making	18	1	1	-	-	16
4.	Topic 4. Image-building in professional spheres	18	1	1	-	-	16
5.	Topic 5.	18	1	1	-	-	14

	Image Technologies in Business Communicationsoftware						
6.	Topic 6. Corporate image	18	2	2	-	-	14
	<b>Итого</b>	<b>108</b>	<b>8</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>92</b>

# Abstract to the work program of the discipline «Managing the Image of an Industrial Enterprise»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline Managing the Image of an Industrial Enterprise is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction **42.04.01 Advertising and public relations**".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

✎ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline Managing the Image of an Industrial Enterprise is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
PC-1 Organization of work on creating and editing content	IPC-1.1 planning work on filling the site, IPC-1.2 prepares tasks for performers, IPC-1.3 distributes work on creating and editing content, IPC-1.4 coordinates the creation and editing of content, IPC-1.5 monitors and evaluates the results of the work, formulates comments, IPC-1.6 documents information about the processes and results of work performed by various performers IPC-1.7 is able to draw up work plans, evaluate their content and the complexity of implementation, depending on qualifications, IPC-1.8 able to work with large amounts of information IPC-1.9 ability to manage project and work documentation IPC-1.10 owns the basic principles and technologies of project management

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- - ✎ Finance, money circulation and credit;
- ✎ Industry economics;
- ✎ Risk assessment and analysis;

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- ✎ Marketing research;

- ✂ Economic analysis
- ✂ Pre-graduate practice.

### 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

#### 3.1 Types of educational work and labor intensity

##### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			3	-
<b>1.</b>	Classroom classes	<b>16</b>	<b>16</b>	-
	including:			
1.1	Lectures	8	8	-
1.2	Seminars/practical classes	8	8	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>92</b>	<b>92</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	21	21	-
2.3	Independent task solving	21	21	-
	Intermediate certification			
	test/ dif. test/ exam		зачет	-
	<b>Total</b>	<b>108</b>	<b>108</b>	-

#### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

##### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Imageology as a science	18	2	2	-	-	16
2.	Topic 2. Image: essence and attributes	18	1	1	-	-	16
3.	Topic 3. Image-making	18	1	1	-	-	16
4.	Topic 4. Image-building in professional spheres	18	1	1	-	-	16
5.	Topic 5.	18	1	1	-	-	14

	Managing the Image of an Industrial Enterprise)software						
6.	Topic 6. Corporate image	18	2	2	-	-	14
	<b>Итого</b>	<b>108</b>	<b>8</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>92</b>

# Abstract to the work program of the discipline «Neuro Marketing»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline " Neuro Marketing " is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

✂ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline " Consulting" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
OPK-4. Able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products	IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development; IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments; IOPK-4.3 Knows the methods and techniques of developing image technologies in the promotion of scientific and technical developments

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- ✂ Finance, money circulation and credit;
- ✂ Industry economics;
- ✂ Risk assessment and analysis;
- ✂ Marketing research;

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			4	-
<b>1.</b>	Classroom classes	<b>32</b>	<b>32</b>	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work	<b>112</b>	<b>112</b>	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	44	44	-
2.2	Preparing for testing	22	22	-
2.3	Independent task solving	22	22	-
	Intermediate certification			
	test/ dif. test/ exam		<b>Экзамен</b>	-
	<b>Total</b>	<b>144</b>	<b>144</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Analysis and diagnostics of financial and economic activity of the enterprise	16	2	2	-	-	12
2.	Topic 2. Crisis management	16	2	2	-	-	12
3.	Topic 3. The categorical apparatus of the "Change" system. Classification of changes. Definition of "change management"	16	2	2	-	-	12
4.	Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice	16	2	2	-	-	12
5.	Topic 5. Neuro Marketing software	16	2	2	-	-	12

6.	Topic 6. Pricing for consulting services.	16	2	2	-	-	12
7.	Topic 7. Types of business consulting:	16	2	2	-	-	12
8.	Topic 8. Neuro Marketing in Russia today	32	2	2	-	-	24
	<b>Итого</b>	<b>144</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>112</b>

## **Abstract to the work program of the discipline «Consulting»**

### **1. Goals, objectives and planned results of training in the discipline**

The purpose of mastering the discipline " Consulting " is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

⌘ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline " Consulting" is aimed at the formation of the following competencies among students:

<b>Code and name of competencies</b>	<b>Indicators of competence achievement</b>
PC - 2 is able to calculate and analyze the economic indicators of the results of the organization's activities (The type of tasks of professional activity is computational and economic)	<p>IPK- 2.1. Substantiates and applies statistical, economic and mathematical, marketing methods of studying the external environment and the activities of the organization, performs calculations of financial and economic indicators, including using standard methods and regulatory legal acts</p> <p>IPK-2.2. Substantiates and calculates the planned need of enterprises and organizations for material, labor and financial resources necessary for the production of products and services, taking into account the forecasting of socio-economic processes and phenomena at the micro and macro levels</p> <p>IPK- 2.3. Conducts an economic analysis of economic activity and forms plans for the financial and economic development of the organization, taking into account the influence of internal and external factors of the organization</p>
	<p>IPK- 2.4. Calculates indicators of economic efficiency of labor organization, production, introduction of innovative technologies and determines reserves for improving the efficiency of the organization, directions for improving the forms of labor organization and management</p>

### **2. The place of discipline in the structure of the educational program**

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".  
The study of the discipline is based on the following disciplines, practical training:  
- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- ✘ Finance, money circulation and credit;
- ✘ Industry economics;
- ✘ Risk assessment and analysis;
- ✘ Marketing research;
- ✘ Economic analysis
- ✘ Pre-graduate practice.

### 3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

#### 3.1 Types of educational work and labor intensity

##### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			4	-
1.	Classroom classes	32	32	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-
1.3	Laboratory classes	-	-	-
2.	Independent work	112	112	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	44	44	-
2.2	Preparing for testing	22	22	-
2.3	Independent task solving	22	22	-
	Intermediate certification			
	test/ dif. test/ exam		Экзамен	-
	<b>Total</b>	<b>144</b>	<b>144</b>	-

#### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

##### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour				
		Total	Classroom work			Independent work
			Lectures	practical classes	Laboratory classes	

1.	Topic 1. Analysis and diagnostics of financial and economic activity of the enterprise	16	2	2	-	-	12
2.	Topic 2. Crisis management	16	2	2	-	-	12
3.	Topic 3. The categorical apparatus of the "Change" system. Classification of changes. Definition of "change management"	16	2	2	-	-	12
4.	Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice	16	2	2	-	-	12
5.	Topic 5. Consulting software	16	2	2	-	-	12
6.	Topic 6. Pricing for consulting services.	16	2	2	-	-	12
7.	Topic 7. Types of business consulting:	16	2	2	-	-	12
8.	Topic 8. Management consulting in Russia today	32	2	2	-	-	24
<b>Итого</b>		<b>144</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>112</b>

# Abstract to the work program of the discipline «Humanitarian Technologies in Professional Activity»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Humanitarian Technologies in Professional Activity" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations."

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

✂ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Humanitarian Technologies in Professional Activity" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UK-5. Able to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts	IUK-5.1. Analyzes and interprets events, the current state of society, manifestations of its intercultural diversity in socio-historical, ethical and philosophical contexts IUK-5.2. Understands the system of universal values, understands the importance for the development of civilizations of historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, as well as world religions, philosophical and ethical teachings

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Risk assessment and analysis;
- ✂ Marketing research;
- ✂ Economic analysis
- ✂ Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 1 credits (54 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-

<b>1.</b>	Classroom classes	<b>14</b>	<b>14</b>	-
	including:			
1.1	Lectures	6	6	-
1.2	Seminars/practical classes	8	8	-
1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work			-
	including:			
2.1	Preparation for practical classes (study of lecture material)			-
2.2	Preparing for testing			-
2.3	Independent task solving			-
	Intermediate certification			
	test/ dif. test/ exam		<b>зачет</b>	-
	<b>Total</b>	<b>14</b>	<b>14</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Characteristics of humanitarian technologies	6	2	4	-	-	-
2.	Topic 2. The use of humanitarian technologies in higher education	8	4	4	-	-	-
	<b>Итого</b>	<b>14</b>	<b>6</b>	<b>8</b>	-	-	-

# Abstract to the work program of the discipline «Management of Latency of Innovations in Technical Systems»

## 1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline " Management of Latency of Innovations in Technical Systems" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 42.04.01 Advertising and public relations."

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

✂ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline " Management of Latency of Innovations in Technical Systems" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
PC - 3 able to calculate and analyze the economic indicators of the results of the organization's activities (The type of tasks of professional activity is computational and economic)	IPC- 3.1. Substantiates and applies statistical, economic-mathematical, marketing methods of studying the external environment and the activities of the organization, performs calculations of financial and economic indicators, including using standard methods and regulatory legal acts

## 2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Risk assessment and analysis;
- ✂ Marketing research;
- ✂ Economic analysis
- ✂ Pre-graduate practice.

## 3. Structure and content of the discipline

The total labor intensity of the discipline is 1 credits (54 hours).

### 3.1 Types of educational work and labor intensity

#### 3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
1.	Classroom classes	16	16	-
	including:			
1.1	Lectures	8	8	-
1.2	Seminars/practical classes	8	8	-

1.3	Laboratory classes	-	-	-
<b>2.</b>	Independent work			-
	including:			
2.1	Preparation for practical classes (study of lecture material)			-
2.2	Preparing for testing			-
2.3	Independent task solving			-
	Intermediate certification			
	test/ dif. test/ exam		<b>зачет</b>	-
	<b>Total</b>	<b>16</b>	<b>16</b>	-

### 3.2 Thematic plan for the study of the discipline (according to the forms of training)

#### 3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Management of Latency of Innovations in Technical Systems	8	4	4	-	-	-
2.	Topic 2. The use of Management of Latency of Innovations in Technical Systems in higher education	8	4	4	-	-	-
	<b>Итого</b>	<b>16</b>	<b>8</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>-</b>