

Undergraduate track program: Business and Management

1. Olympiad winner's skill set

To win the Olympiad, you should have a firm grasp of business and management concepts, namely:

- Fundamentals of Economics, Management, Marketing and Entrepreneurship: an understanding of how business works, how to manage a company and set up your own business.
- Situation Analysis: the ability to look at situations from different points and draw the right conclusions, to understand what data is important for solving the task at hand.
- Analyzing social phenomena: understanding how society affects business and vice versa.
- Digital literacy: requires a basic understanding of digital technologies and the ability to use them to solve educational problems.
- Global Context: understanding the interconnectedness of the world and the impact of business on global processes.
- Innovation: knowledge of how new technologies are changing the world and business.
- The role of entrepreneurs: understanding the impact of entrepreneurs on economic growth.

2. List of degree programs covered by the subject area

2.1 List of bachelor's programs

38.03.02 – Management

38.03.06 – Trade

3. Content

Decision-Making in Management

Topics in Social Studies:

1. Worldview of its types and forms. Thinking and activities.
2. The role of information in decision-making.
3. Decision-making models: rational and non-rational approaches.
4. Types of management decisions.
5. Human decision-making needs and abilities. Problems and obstacles in decision-making.
6. System approach in management and decision-making.

Strategic Management

Topics in Social Studies:

1. Management as a specialized type of human activity. The history of management.
2. Principles of management. Henry Fayol's Principles of Management. Modern principles of management.
3. The goal in management. Setting and achieving a goal. Personal and professional goals.
4. Control functions. Planning, motivation, coordination and control.
5. Motivation. Motives and needs.
6. The organization as an object of management. Firm. The environment of the organization.
7. Strategic management, its essence and areas of application. The essence of the strategy. Strategy levels. Elements of strategic management.

Organizational Behavior and Human Resource Management

Topics in Social Studies:

1. Interaction of people in organizations. Factors influencing behavior. Conflicts and how to resolve them. Motivation.

2. Employment procedure. Procedure for conclusion and termination of employment contract. Employer rights and obligations. Rights and obligations of the employee.
3. Social control. Types of social norms. Deviant behaviour and its types.
4. Labor market and unemployment. Factors affecting the state of the labour market. Unemployment. Causes and types of unemployment.
5. Salary. Factors affecting the amount of wages. Wage forms.

Business analytics and digital transformation of business

Topics in Mathematics:

1. Statistics, data analysis and probability theory. Elements of combinatorics. Tasks with economic content.

Topics in Computer Science:

2. Information and information processes: types of information, information distortion, information system and its components, and information modelling.
3. Human information activity: information resources, ethics, and security.

International Business and Management

Topics in Social Studies:

1. Globalization. Main manifestations of Globalization.
2. World religions and their impact on doing business.
3. International law. International economic organizations.
4. World economy: concept, structure, distinguishing features. Global market. Types of economic integration.
5. International trade, state foreign trade policy.

Management of Technology and Innovation

Topics in Social Studies:

1. Innovative activity. The basic concepts of innovation activity. Innovation and novelty. The essence of innovation. Types and role of innovations.
2. The impact of innovation on economic development. Innovations and scientific and technological progress. Industrial revolutions.
3. The life cycle of innovation.
4. The role of the state in the development of innovations. Scientific, technical, and innovation policy.
5. Actors of innovation activity. The role of an entrepreneur in innovation.
6. Creativity and sources of ideas for innovation.
7. The essence of innovation management. Innovation management in the organization. Prerequisites for successful innovation management. Methods and tools for managing innovation activities in an organization.

Entrepreneurship

Topics in Social Studies:

1. Entrepreneurship: definition, essence, role in the economy. Entrepreneurial activity. Subjects and objects of entrepreneurship. Types of entrepreneurship. Basic principles governing entrepreneurial activity. Functions of entrepreneurship. Organizational forms of entrepreneurship.
2. Entrepreneurial skills. Personality of the entrepreneur. Functions of the entrepreneur.
3. Factors influencing the development of entrepreneurship. Market, demand, supply, price, risks, competition.
4. The main indicators of business activity: profit, costs, and production costs.

5. Marketing: content, goals, objectives, tasks, functions. The role of marketing in the management of the firm. Principles of organization of the company's marketing activities.

4. Recommended references

4.1. Reading list

Decision-Making in Management

Sources in English	Corresponding topic
1. Alyafei O. Analysis of Leadership Style: A Case of One Leader. Journal of Human Resource and Sustainability Studies, 2023, 11, P. 511-520. DOI: 10.4236/jhrss.2023.113029 https://www.scirp.org/journal/paperinformation?paperid=127192 (free access).	3-6
2. Baker D., Bridges D., Hunter R. Guidebook to Decision-Making Methods, January, 2001. 45 p. https://www.researchgate.net/publication/255621095_Guidebook_to_Decision-Making_Methods (free access).	1-6
3. Mardani A. Jusoh, K.I MD Nor, Z. Khalifah, and etc. Multiple criteria decision-making techniques and their applications – a literature review from 2000 to 2014, Economic Research-Ekonomska Istraživanja, 2015, P. 516-571. https://hrcak.srce.hr/file/253067 (free access).	2, 3, 4, 6

Sources in Russian	Corresponding topic
1. Важенин А.Г. Обществознание для профессий и специальностей технического, естественно-научного, гуманитарного профилей: учебник для сред. проф. образования. – М.: Издательский центр «Академия», 2014. 432 с. https://www.bolohovomt.ru/doc/obsestvoznanie.pdf (свободный доступ)	1,5
2. Микони С.В. Теория принятия управленческих решений. – Санкт-Петербург: Лань, 2022. 384 с. https://e.lanbook.com/book/261191 (доступ по подписке)	3-6
3. Найденова Л.И. Разработка и принятие управленческих решений: учеб. пособие. – Пенза: Изд-во ПГУ, 2020. 56 с. https://dep_siup.pnzgu.ru/files/dep_siup.pnzgu.ru/razrabotka_i_prinyatie_upravlencheskih_resheniy.pdf (свободный доступ)	3-6
4. Обществознание. Учеб. пособие для учителей, учащихся старших классов и колледжей. – СПб.: Островитянин, 2011. 320 с. https://olympiada.spbu.ru/images/digest/obtschestvoznanie/2015_obtschestvoznanie_vol_1.pdf (свободный доступ)	2, 3, 4, 6

Strategic Management

Sources in English	Corresponding topic
1. Principles of Management. University of Minnesota Libraries Publishing. 2015.	All topics

https://open.umn.edu/opentextbooks/textbooks/34 (free access).	
2. Principles of Management. Version 4.0. Talya Bauer, Berrin Erdogan, and Jeremy Short. 2018. https://scholar.flatworldknowledge.com/books/31293/fwk-127512-chpr (access restricted).	All topics
3. The John Adair Handbook of Management and Leadership Edited by Neil Thomas. Thorogood. 10-12 Rivington Street London. 2004. 242 p. https://www.booksfree.org/wp-content/uploads/2022/03/Handbook_of_Management_and_Leadership.pdf (free access).	All topics

Sources in Russian	Corresponding topic
1. Айдаркина Е.Е., Ласкова Т.С. Менеджмент : учебное пособие. Южный федеральный университет. – Ростов-на-Дону; Таганрог: Издательство Южного федерального университета, 2022. 176 с. https://znanium.ru/catalog/product/2039087 (доступ по подписке).	All topics
2. Кудина М.В., Рыбакова М.В., Пушкарева Г.В. и др. Обществознание: учебник для 10-11 классов общеобразовательных организаций. Базовый уровень. В 2 ч. Ч1. / под ред. В.А. Никонова – 2-е изд. – М.: ООО «Русское слово - учебник», 2020. 384 с. https://www.studentlibrary.ru/ru/book/ISBN9785533012188.html (доступ по подписке)	Topics 3, 5
3. Ружанская Л.С., Котляревская И.В. и др. Общий менеджмент: учебное пособие. — Екатеринбург: Изд-во Урал. ун-та, 2017. 116 с. https://elar.urfu.ru/bitstream/10995/54029/1/978-5-7996-2255-8_2017.pdf (свободный доступ)	All topics

Organizational Behavior and Human Resource Management

Sources in English	Corresponding topic
1. Amani I. J. Prevalence of, and Factors Associated with, Unemployment among Graduates: Evidence from Tanzania. Afr. Educ. Rev., 2017. Vol. 14, no. 3–4, P. 230–244. https://www.researchgate.net/publication/321752115_Prevalence_of_and_Factors_Associated_with_Unemployment_among_Graduates_Evidence_from_Tanzania (free access).	4-5
2. Groot W. and Van Den Brink H.M. Overeducation in the labour market: a meta-analysis," Econ. Educ. Rev., 2000. Vol. 19, no. 2, P. 149–158. https://www.sciencedirect.com/science/article/pii/S0272775799000576?via%3Dihub (free access).	1-3
3. Wilkes D. L. Workplace Envy: Exploring the Effect of Envy on Team Communication and Organizational Information Sharing. Open Journal of Business and Management, 2023. Vol, 11, P. 1757-1786. https://www.scirp.org/journal/paperinformation?paperid=126512 (free access).	1-3

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1. Важенин А.Г. Обществознание для профессий и специальностей технического, естественно-научного, гуманитарного профилей: учебник для сред. проф. образования. – М.: Издательский центр «Академия», 2014. 432 с. https://www.bolohovomt.ru/doc/obsestvoznanie.pdf (свободный доступ)	All topics
2. Васяйчева В.А., Слатов Д.Г. Рынок труда и трудовая миграция: учеб. пособие. – Самара: Изд-во Самарского университета, 2018. 96с. http://repo.ssau.ru/bitstream/Uchebnye-izdaniya/Rynok-truda-i-trudovaya-migraciya-Elektronnyi-resurs-ucheb-posobie-72901/1/%D0%92%D0%B0%D1%81%D1%8F%D0%B9%D1%87%D0%B5%D0%B2%D0%B0%20%D0%92.%D0%90.%20%D0%A0%D1%8B%D0%BD%D0%BE%D0%BA%20%D1%82%D1%80%D1%83%D0%B4%D0%B0%202018.pdf (свободный доступ)	4-5
3. Гончарова Н.В., Дайнеко Л.В., Зайцева Е.В. Управление человеческими ресурсами организации в условиях современного рынка труда: учебное пособие.– Екатеринбург: Изд-во Урал. ун-та, 2021. 162 с. https://elar.urfu.ru/bitstream/10995/105676/1/978-5-7996-3298-4_2021.pdf (свободный доступ)	1,2,4
4. Резник С.Д., Черниковская М.В. Организационное поведение в рисунках, схемах, определениях: учебное пособие для студентов высших учебных заведений. – Пенза: ПГУАС, 2014. 180 с. https://library.pguas.ru/xmlui/bitstream/handle/123456789/440/%D0%A0%D0%B5%D0%B7%D0%BD%D0%B8%D0%BA%20%D1%87%D0%B5%D1%80%D0%BD%D0%B8%D0%BA%D0%BE%D0%B2%D1%81%D0%BA%D0%B0%D1%8F.pdf?sequence=3&isAllowed=y (свободный доступ)	All topics
5. Рыбкина М. В., Кангро М. В. Управление социально-экономическими процессами: учебное пособие. – Ульяновск: УлГТУ, 2023. 190 с. http://lib.ulstu.ru/venec/disk/2023/83.pdf (свободный доступ)	1,3
6. Спивак В.А. Организационное поведение: учебное пособие для вузов. – Москва: Издательство Юрайт, 2023. 207 с. URL: https://urait.ru/bcode/510594 (доступ по подписке)	All topics

Business analytics and digital business transformation

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1. David Diez, OpenIntro, Christopher D. Barr, Mine Çetinkaya-Rundel. Advanced high school statistics. 2019. https://www.biostat.jhsph.edu/~iruczins/teaching/books/2019.openintro.statistics.pdf (free access).	1
2. Introduction to Informatics. Uttarakhand Open University. 2024. https://uou.ac.in/sites/default/files/slm/CGIS-501.pdf (free access).	2-3
3. Statistics. High school Textbook. 2020. https://assets.openstax.org/oscms-prodcms/media/documents/Statistics-WEB.pdf (free access).	1
4. Yatsko A., Suslow W. Insight into Theoretical and Applied Informatics. Introduction to Information Technologies and Computer Science. 2015. https://doi.org/10.1515/9783110469882 https://www.degruyter.com/document/doi/10.1515/9783110469882-002/html (free access).	2-3

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1. Балакирев С.М. Теория вероятностей для школьников (с абсолютного нуля): учебное пособие, 2019. 73 с. https://proproprogs.ru/files/balak_scool_tp.pdf (свободный доступ)	1
2. Бидерман В. И. Элементы теории вероятностей: учебное пособие / В. И. Бидерман; [науч. ред. В. Я. Прудников]. – Хабаровск: Изд-во Тихоокеан. гос. ун-та, 2017. 232 с. https://pnu.edu.ru/media/filer_public/6a/20/6a209c6d-1ced-4eb5-b398-ba73e52fb4fe/biderman_to_2017.pdf (свободный доступ)	1
3. Салгараева Г.И. Информатика: учебник для 11 класса естеств. математич. направления общеобраз. школы. - Нур Султан: Изд-во Арман - ПБ, 2020. 272 с. https://emektep.kz/catalog/books/informatika_11_klass_estestvenno_matem_aticheskiy/html5/ (свободный доступ)	2-3
4. Стариченко Б.Е. Теоретические основы информатики. Учебник для вузов. М.: Горячая линия – Телеком, 2016. 400 с. https://lib.tau-edu.kz/wp-content/uploads/2022/04/Стариченко-Б.Е.-Теоретические-основы-информатики-1.pdf (свободный доступ)	2-3
5. Фалин Г.И. Элементы математической статистики для школьников. - М.: 2017. 55 с. http://mech.math.msu.su/~falin/files/%D0%A4%D0%B0%D0%BB%D0%B8%D0%BD-%D0%AD%D0%BB%D0%B5%D0%BC%D0%B5%D0%BD%D1%82%D1%8B_%D0%BC%D0%B0%D1%82%D0%B5%D0%BC%D0%B0%D1%82%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B9_%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B8_%D0%B4%D0%BB%D1%8F_%D1%88%D0%BA%D0%BE%D0%BB%D1%8C%D0%BD%D0%B8%D0%BA%D0%BE%D0%B2.pdf (свободный доступ)	1

International Business and Management

Sources in English	Corresponding topic
1. Fuchs M. Market Entry Modes. International Management: The Process of Internationalization and Market Entry Strategies. – Berlin, Heidelberg: Springer Berlin Heidelberg, 2022. 337p. https://link.springer.com/book/10.1007/978-3-662-65870-3 (free access).	All topics
2. Luthans F., Doh J. P. International Management: Culture, strategy, and behaviour. – McGraw-Hill, 2018. 692p. https://www.academia.edu/80752559/_at_2020_International_Management_Culture_Strategy_and_Behavior_by_Fred_Luthans_Jonathan_Doh (free access).	All topics
3. Rahman M., Nath S., Siddqu M. and Hossain S. The Impact of Government Expenditure on Economic Growth: A Study of SAARC Countries. Open Journal of Business and Management, 11, 2023. Pp. 1691-1703. https://doi.org/10.4236/ojbm.2023.114095 (free access).	3-5

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1. Данильченко А. В. Международный менеджмент: учеб.-метод. комплекс. – Минск: БГУ, 2016. 191 с. https://elib.bsu.by/bitstream/123456789/167726/1/Danilchenko_Yakushenko.pdf (свободный доступ)	3-5
2. Капустина Л.М. Международный менеджмент. Учеб. пособие Уральского федерального университета. – Екатеринбург: Изд-во Урал. ун-та, 2017. 142 с. https://meu.usue.ru/images/docs/uch_p/%D0%9C%D0%B5%D0%B6%D0%B4%D1%83%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D1%8B%D0%B9%20%D0%BC%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%20%D0%9A%D0%B0%D0%BF%D1%83%D1%81%D1%82%D0%B8%D0%BD%D0%B0%20%D0%9A%D0%BE%D0%BD%D0%B4%D1%80%D0%B0%D1%82%D0%B5%D0%BD%D0%BA%D0%BE%20%D0%9C%D1%8B%D1%81%D0%BB%D1%8F%D0%BA%D0%BE%D0%B2%D0%B0%20%D0%A3%D0%9F.pdf (свободный доступ)	4,5
3. Пискунова Л.П. Международный бизнес: новые тенденции теории и практики: учебное пособие. – Екатеринбург: Изд-во Урал. ун-та, 2020. 150 с. https://elar.urfu.ru/bitstream/10995/94643/1/978-5-7996-3158-1_2020.pdf (свободный доступ)	1, 2

Management of Technology and Innovation

Sources in English	Corresponding topic
1. Ten Types of Innovation - The Discipline of Building Breakthroughs. Larry Keeley, Helen Walters, Ryan Pikkell, Brian Quinn. Wiley. 2013. 288 p. https://www.litres.ru/static/or3/view/or.html?art_type=4&bname=Ten%2520Types%2520of%2520Innovation.%2520The%2520Discipline%2520of%2520Building%2520Breakthroughs&art=28321755&user=0&uuiid=c9b8a153-e704-11e7-97d5-0cc47a5453d6&cover=%2Fpub%2Fc%2Fcover%2F28321755.jpg&uilang=r&trial=1 (access restricted).	All topics
2. The Innovator's Solution: Creating and Sustaining Successful Growth Clayton M. Christensen, Michael E. Raynor Harvard Business Review Press, 2013. 304 p. https://books.google.ru/books?id=ZUsn9uIgkAUC&redir_esc=y (access restricted).	All topics
3. The John Adair Handbook of Management and Leadership Edited by Neil Thomas. Thorogood. 10-12 Rivington Street London. https://www.booksfree.org/wp-content/uploads/2022/03/Handbook_of_Management_and_Leadership.pdf (free access).	All topics
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1. Инновационный менеджмент: учебное пособие / И.Г. Салимьянова, И.Р. Валиахметов; под общей ред. д-ра экон. наук, проф. А.Г. Бездудной. 2-е изд., доп. и перераб. – СПб.: Изд-во СПбГЭУ, 2023. 265 с. https://sovman.ru/wp-content/uploads/2023/09/ss75_compressed.pdf (свободный доступ)	All topics
2. Исмагилова Г.В., Щемерова О.Г., Кельчевская Н.Р. Инновационный менеджмент: учебное пособие для студентов. – Екатеринбург: УрФУ, 2012. 175 с. https://elar.urfu.ru/handle/10995/28630 (свободный доступ)	All topics
3. Кудина М.В., Рыбакова М.В., Пушкарева Г.В. и др. Обществознание: учебник для 10-11 классов общеобразовательных организаций. Базовый уровень. В 2 ч. Ч1. / под ред. В.А. Никонова – 2-е изд. – М.: ООО «Русское слово - учебник», 2020. 384 с. https://www.studentlibrary.ru/ru/book/ISBN9785533012188.html (доступ по подписке)	All topics
4. Ласкова Т.С., Никитаева А.Ю. Экономика и управление инновациями (микроуровень): учебник. – Южный федеральный университет. – Ростов-на-Дону; Таганрог: Издательство Южного федерального университета, 2021. 172 с. https://znanium.com/catalog/product/1894421 (доступ по подписке)	All topics

Entrepreneurship

Sources in English	Corresponding topic
1. Butler Eamonn. An introduction to Entrepreneurship. Afghanistan Economic and Legal, 2023.121p. https://aelso.org/files/books/an-introduction-to-entrepreneurship-en.pdf (free access).	All topics
2. Carpenter K. Introduction to Entrepreneurship, 2021. 73p. https://kpu.pressbooks.pub/introtoentrepreneurship/chapter/different-types-of-entrepreneurship/ (free access).	All topics
3. Mellor R., Coulton G., Anne Chick, Antonia Bifulco, Noha Mellor and Alan Fisher (2009) Entrepreneurship for Everyone A Student Textbook, 2009. 233p. http://repository.stikesrspadgs.ac.id/56/1/Enterpreneurship%20for%20everyone-257hlm.pdf (free access).	All topics
4. Nihalani. Fundamentals of entrepreneurship introduction about entrepreneurship, 267p. https://goeswarcollege.ac.in/upload/mooc/1695467261.pdf (free access).	All topics

Sources in Russian	Corresponding topic
1. Кошелева Т.Н. Основы предпринимательской деятельности. — СПб.: Издательство Санкт-Петербургской академии управления и экономики, 2009. 226 с. https://www.spbume.ru/file/pages/80/kosheleva.pdf (свободный доступ)	All topics
2. Кудина М.В., Рыбакова М.В., Пушкарева Г.В. и др. Обществознание: учебник для 10-11 классов общеобразовательных организаций. Базовый	1-3

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3. Основы экономики и предпринимательства: учебное пособие / Кравченко В.С., Ангелова О.Ю., Борисова И.И. и др. – Нижний Новгород: Нижегородский университет, 2015. 125с. https://iee.unn.ru/wp-content/uploads/sites/9/2018/04/Bas_Ec.pdf (свободный доступ)	All topics
4. Предпринимательство: учебно-методическое пособие. – Барнаул. Изд-во Алт.ун-та, 2023. 112с. http://elibrary.asu.ru/xmlui/bitstream/handle/asu/13950/read.7book?sequence=1&isAllowed=y (свободный доступ)	All topics
5. Предпринимательство: учебное пособие / Н. Ю. Никитина, С. М. Корунов, А. А. Яшин, И. Д. Опарин; под общ. ред. Н. Ю. Никитиной. – Кельчевская Екатеринбург: Изд-во Урал. ун-та, 2020. 256 с. https://elar.urfu.ru/bitstream/10995/94357/1/978-5-7996-3107-9_2020.pdf (свободный доступ)	All topics

4.1. Recommended online courses

Decision-Making in Management

Online courses in English	Link	Summary
1. Legal Argumentation	https://stepik.org/course/172087	This course equips students with the essential skills and knowledge necessary to effectively construct and deliver compelling legal arguments. The course consists of: Introduction. Chapter 1. The notion of legal argumentation: a brief introduction to the problems. Chapter 2. Legal argumentation - is it a science or art? On the methodology of the problem. Chapter 3. Rhetorical bases of the legal argumentation. Chapter 4. Logical bases of the legal argumentation. Chapter 5. Using the analogy in the legal argumentation. Chapter 6. Legal argumentation in legal practice.
2. Real-life project management practices	https://stepik.org/course/172076	This course provides a comprehensive introduction to the principles and practices of

		project management, a fundamental skill set for individuals and organizations operating in various sectors, from small businesses to large corporations and national development initiatives. While emphasizing the core concepts and general approaches to project management, the course will explore the practical applications of these principles across diverse industries and organizational contexts.
3. Negotiation Technologies	https://stepik.org/137321	

Online courses in Russian	Link	Summary
1. Методы принятия решений	https://openedu.ru/course/msu/DECMAKINGMETHODS/?session=spring_2024	The main goal of the course is the formation of theoretical concepts and the development of practical skills in international negotiations. The theoretical part includes the approaches to the analysis of negotiations developed in Russia and abroad, as well as the structural elements of negotiation (stages of negotiation - preparation, conduct and analysis of the results of negotiations, stages of negotiations and tactics). The second, practical, part is aimed at practising practical negotiation skills, which involves correctly finding and using the structural elements of the negotiation process in a real negotiation situation.
2. Теория принятия решений	https://postnauka.org/courses/28275	This course delves into the fundamental principles of decision-making, and examines a wide range of decision-making models and frameworks, analyzing their strengths and limitations in various contexts, including political processes,

		organizational settings, and personal life.
3. ОСНОВЫ МЕНЕДЖМЕНТА	https://openedu.ru/course/ITMO/University/FUNMAN/?session=self_2024	The course outlines the basic provisions of the organization's management. An original interpretation of the meaning and content of management as the interaction of managers and performers in the process of managing the organization is proposed. Management functions, methods and tools for influencing managers on the behavior of performers are disclosed. The impact of the external and internal environment, organizational culture, social responsibility, and ethics of behaviour on the interaction of managers and performers is analyzed.

Strategic management

Online courses in English	Link	Summary
1. Strategic Management in the Context of Organizational Evolution	https://stepik.org/course/172746	This course is recommended for those who approach the development of their professional competencies in business management from the standpoint of a systems approach, and who seek to acquire fundamental organizational and economic knowledge of strategic planning and management.
2. How to make your professional career	https://openedu.ru/course/spbstu/PROFCAR/?session=spring_2024	This course provides a comprehensive framework for understanding and managing one's professional development, enabling individuals to take proactive control of their career trajectory and achieve greater fulfilment in their professional lives. The course emphasizes the development of essential

		self-management skills and provides participants with the knowledge and tools necessary to effectively navigate the complexities of professional growth.
3. Conflict and Stress Management	https://openedu.ru/course/spbu/C ONFST_ENG/?session=self_pac ed_2023	The course aims at shaping the complex knowledge of the theory and methodology of organizational conflict management and stress management, forming practical skills in using different conflict resolution techniques which learners can further use in their professional activities. In addition to theoretical information, many practical tasks and cases are provided by the authors of this course.

Online courses in Russian	Link	Summary
1. Системное и критическое мышление в бизнесе	https://openedu.ru/course/mephi/mephi_skmb/?session=spring_2024	The purpose of the course is to acquire and practice skills in systems and critical thinking. The course includes video lectures, presentation materials, and online tests. The course is dedicated to the development of such competencies as systemic and critical thinking, teamwork and leadership, self-organization, and self-development.
2. Менеджмент	URL:https://openedu.ru/course/spbstu/MANAG/?session=fall_2024	The study of the discipline allows students to form a basic system of knowledge in the field of organization management theory, introduces them to modern tools for building management systems and methods of managing labour collectives, provides skills for their systematic use in the domestic economy and state

		(municipal) management bodies in modern macroeconomic conditions.
3.Современный менеджмент	URL:https://openedu.ru/course/spbu/MODERNMANA/?session=self_paced_2022	The purpose of the course is to form ideas about the essence of management, the difference between the roles of a manager and an entrepreneur, the change in management functions in the process of company development, and the principles of forming management teams. The main objective of the course is to form an understanding of the content of modern management in the context of theories of the company's life cycle and theories of business culture.

Organizational Behavior and Human Resource Management

Online courses in English	Link	Summary
1. Advanced Project Management	https://stepik.org/course/104151	This intensive online course provides a comprehensive exploration of project management, encompassing both theoretical frameworks and practical applications. Designed for individuals seeking to excel in project management roles, the course equips participants with the necessary skills and knowledge to confidently lead projects in today's dynamic and uncertain environments.
2. Cross-Cultural Features of Personality and Social Behaviour	https://stepik.org/course/74495	This course delves into the fascinating intersection of personality, social behaviour, and cultural influences. It examines the interplay between universal and culturally specific aspects of personality, exploring how cultural contexts shape individual traits, socialization

		processes, personality development, and interpersonal relationships. The course emphasizes an interdisciplinary approach, drawing upon insights from psychology, anthropology, sociology, and cross-cultural studies.
3. Strategic Management in the Context of Organizational Evolution	https://stepik.org/course/172746	This course examines the essential principles and practices of strategic management, focusing on the translation of organizational visions and intentions into tangible results. It delves into the critical role of organizational evolution in shaping strategic decision-making and implementation, exploring the interplay between strategic choices and dynamic organizational change.

Online courses in Russian	Link	Summary
1. Введение в профессию: финансы, экономика, устойчивое развитие	https://stepik.org/course/129032/promo?search=4655038539	The course will help students prepare for Olympiads in economics, social studies, financial literacy, entrepreneurship, etc.; entrance tests for undergraduate, speciality, graduate programs in finance, microeconomics, macroeconomics, world economy, economic theory; state exams and attestations (GIA, USE, OGE and others), mastering the program of universities in economic disciplines. The course is designed to give new and updated knowledge, skills, and skills to students. The course is not only theoretical but also allows you to solve practical applied problems.

2. Организационная диагностика	https://stepik.org/course/114100/promo?search=4655038538	<p>In this course, participants:</p> <ul style="list-style-type: none"> - learn about existing approaches, methods and tools of organizational diagnostics used by managers of organizations, consultants and researchers to identify bottlenecks and growth points in the organization; - independently analyze their managerial errors, and organizational pathologies, determine the stage of the life cycle, identify the main organizational problems, and build the structure of the problem field of their organizations to accurately determine priority problems; - develop their plan of necessary changes to achieve the goals of the organization, and increase its efficiency and competitiveness; - learn about typical mistakes, organizational problems and other features of the national management in Russian SMEs as well as about major ways to overcome them.
3. Технологии рекрутинга	https://stepik.org/course/109813/promo?search=4655038540	<p>This course covers the basic recruitment tools. The purpose of the course is to gain the basic knowledge needed by a recruiter. The main sections of the course:</p> <ol style="list-style-type: none"> 1. Organization of personnel selection 2. Types of recruitment 3. Recruitment tools 4. Evaluation of candidates for vacant positions 5. Final stage in recruitment

Business analytics and digital transformation of business

Online courses in English	Link	Summary
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1. An Intuitive Introduction to Probability	https://www.courses.com/university-of-zurich/an-intuitive-introduction-to-probability	This engaging course, «An Intuitive Introduction to Probability», presented by the University of Zurich, provides a solid foundation in Probability Theory. Through 5 modules, participants will gain an intuitive understanding and practical application of probability in various real-life scenarios. Learn fundamental concepts such as Probability, Conditional Probability, Random Variables, and Normal Distribution. Acquire a «toolbox» of methods to effectively handle uncertainty in daily life. Engage in lively and entertaining module presentations, with 5 exercise sessions to reinforce learning. Explore intriguing topics like the Monty Hall Problem and the Birthday Problem, enhancing problem-solving skills. Upon completion, participants will possess the skills and confidence to apply Probability Theory in diverse contexts, making informed decisions and effectively managing uncertainty.
2. High School Algebra - Probability and Statistical Analysis	https://alison.com/course/high-school-algebra-probability-and-statistical-analysis	«Probability and Statistical Analysis» is a free online course that discusses the principles and methods of these important elements of algebra. It covers Venn diagrams, methods of evaluating probabilities, and Bernoulli's experiments with probability, explores the concepts of statistics, modes of displaying data, measures of dispersion, and normal distribution.
3. Probability and Statistics	https://www.lektorium.tv/course/23046	Lectorium platform, a course from Plekhanov Russian University of Economics,

		International Business School PRUE, which includes 10 online lectures in an accessible and understandable format about the basic concepts of probability theory and statistics.
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Online courses in Russian	Link	Summary
1. Теория вероятностей для школьников	https://project.lektorium.tv/probability-theory	This course by George Wolfson is dedicated to probability theory – mathematics in conditions of uncertainty, which is very useful for schoolchildren to understand the modern world and develop thinking.
2. Теория вероятностей для школьников	https://rutube.ru/plst/244821/	This course by George Wolfson is dedicated to probability theory – mathematics in conditions of uncertainty, which is very useful for schoolchildren to understand the modern world and develop thinking.
3. Цифровая грамотность	https://openedu.ru/course/spbstu/DIGLIT/?session=spring_2024	The Digital Literacy online course is designed to provide knowledge and skills related to digital hygiene, digital ethics, communication, information and consumer security, the Internet of Things, augmented, virtual and mixed reality technologies, as well as other key concepts that form a simple digital literacy that ensures informed personal activity in today's digital environment.

Subject area 5. International Business and Management

Online courses in English	Link	Summary
1. Introduction to International Business	https://alison.com/course/introduction-to-international-business	This free online course offers a comprehensive overview of the complexities and

		opportunities inherent in international business, equipping participants with the knowledge and skills necessary to navigate the global marketplace. The course explores the key challenges and best practices of conducting business across borders, examining the unique factors that influence international trade, marketing, finance, and management.
2. Russia and its Regions: Geography, Economy and Geopolitics	https://stepik.org/course/145489	The course will open new knowledge and dispel stereotypes about Russia. In a simple and friendly format, it tells about modern methods of researching arrays of statistical information from various databases and the principles of creating effective infographics.
3. Cross-Cultural Features of Personality and Social Behaviour	https://stepik.org/course/74495	This course delves into the fascinating intersection of personality, social behaviour, and cultural influences. It examines the interplay between universal and culturally specific aspects of personality, exploring how cultural contexts shape individual traits, socialization processes, personality development, and interpersonal relationships. The course emphasizes an interdisciplinary approach, drawing upon insights from psychology, anthropology, sociology, and cross-cultural studies.

Online courses in Russian	Link	Summary
1. Деловые коммуникации	https://stepik.org/course/87737/promo?search=4661177455	This course focuses on developing the essential soft skills of effective business communication, equipping students with the knowledge

		and skills needed to excel in professional settings. Recognizing that strong communication is the foundation of successful management, the course emphasizes the principles and practices of building impactful and persuasive communication in a variety of business contexts.
2. Мировая экономика: основы	https://stepik.org/course/122403/promo?search=4661186355	This course introduces the stages of the formation of the world economy, theoretical concepts, as well as with the concept of economic growth, its dynamics, with the trends and problems facing the world economy at the present stage. The course does not require specialized knowledge, but basic knowledge of international economic relations is welcome.
3. Мировая экономика: субъекты и ресурсы	https://stepik.org/course/122447/promo?search=4661186356	This course introduces students to the main subjects of the world economy and provides information on the scale and proportions of such economic resources as human capital, financial and real capital, and natural resources. The course does not require specialized knowledge, but basic knowledge of international economic relations is welcome.

Management of Technology and Innovation

Online courses in English	Link	Summary
1. Basic Skills of Constructive Communication	https://openedu.ru/course/spbstu/BSCONCOM/	This course provides a comprehensive and engaging approach to developing effective interpersonal communication skills, empowering students to build strong relationships,

		communicate confidently, and navigate the complexities of human interaction in various personal, social, and professional contexts.
2. Fundamentals of Economics and Management	https://open.etu.ru/courses/course-v1:etu+FEM101+spring_2024/about	The course covers the basic principles of economics and management, including the essence of the economic system and economic models, as well as reveals the issues of leadership and management in modern conditions.
3. How to make your professional career	URL:https://openedu.ru/course/spbstu/PROFCAR/?session=spring_2024	This course provides a comprehensive framework for understanding and managing one's professional development, enabling individuals to take proactive control of their career trajectory and achieve greater fulfilment in their professional lives. The course emphasizes the development of essential self-management skills and provides participants with the knowledge and tools necessary to effectively navigate the complexities of professional growth.

Online courses in Russian	Link	Summary
1. Инновационная экономика и технологическое предпринимательство	URL:https://openedu.ru/course/ITMOUniversity/INNOEC/?session=self_2024	The purpose of the course is to form students' complex theoretical knowledge and practical skills in the field of economics, technological entrepreneurship and management of innovative projects.
2. Основы управления инновациями и интеллектуальная собственность	URL:https://openedu.ru/course/spbu/INNMAN/?session=fall_2020	The course is devoted to the practical aspects of innovation and intellectual property management and is aimed at developing basic competencies in the field of legal, economic and

		managerial aspects of intellectual property.
3. Основы создания инновационного предприятия	URL:https://openedu.ru/course/mephi/mephi_013_neterprisebasic/?session=spring_2024	The objectives of the course are to form students' understanding of the methods of work of innovative organizations and their management, understanding of the ways of examination of innovative projects and enterprises, as well as the formation of knowledge about the patent and licensing activities of enterprises and the marketing of innovations.

Entrepreneurship

Online courses in English	Link	Summary
1. Global Social Entrepreneurship	https://courses.philanthropyu.org/courses/course-v1:PhilanthropyU+SocialEntrepreneurship_101+10_3.19_20200930/about	Through a combination of theoretical insights, practical exercises, and real-world case studies, the course provides a comprehensive overview of the principles and practices of social entrepreneurship.
2. IsraelX: Introduction to Innovation and Entrepreneurship (Open EDX)	https://www.edx.org/learn/entrepreneurship/israelx-introduction-to-innovation-and-entrepreneurship?index=product&queryID=47171be3b9ab3eb5e02cf311e2d1f299&position=8&linked_from=autocomplete&c=autocomplete	This course delves into the fundamental principles and practices of innovation and entrepreneurship, equipping participants with the knowledge and skills to navigate the rapidly changing landscape of the 21st century. Through a combination of theoretical frameworks, practical exercises, and real-world case studies, the course emphasizes the importance of innovation and entrepreneurial thinking for personal and professional success.
3. MITx: Becoming an Entrepreneur (Open EDX)	https://www.edx.org/learn/entrepreneurship/massachusetts-institute-of-technology-becoming-an-	From developing new business ideas and doing market research to designing and testing your offering and

	entrepreneur?index=product&queryID=e6a038af8604e918475d7b0403bc58f9&position=1&results_level=second-level-level-results&term=Entrepreneurship&objectID=course-5f0e63ca-98e1-4886-9b88-9e2aa492895c&campaign=Becoming+an+Entrepreneur&source=edX&product_category=course&placement_url=https%3A%2F%2Fwww.edx.org%2Fsearch	<p>pitching, this course follows LaunchX's successful approach to entrepreneurship that leverages MIT's Disciplined Entrepreneurship, lean methodologies, and design thinking. There will be a combination of short videos and activities that will challenge students to get away from their computer screens and into the community to make a real impact.</p>
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Online courses in Russian	Link	Summary
1. Инновационная экономика и технологическое предпринимательство	https://openedu.ru/course/ITMOUniversity/INNOEC/?session=self_2024	<p>The course will provide the necessary skills and knowledge in the field of innovation economy and technological entrepreneurship to further reduce risks by being well prepared. The course will help to build knowledge and skills that will be useful when promoting your high-tech project.</p>
2. Основы бизнеса (Openedu.ru)	https://openedu.ru/course/spbu/BUSART/?session=spring_2021	<p>The course with a focus on practical orientation, thanks to which, in a fairly short period, students will be able to obtain not only quality economic education in the field of entrepreneurship, but also knowledge that will help in opening a successful business regardless of the intended field of activity, and for those who already have it, to improve business processes, improve the quality of management and leadership characteristics.</p>
3. Основы предпринимательства для немеджеров	https://openedu.ru/course/hse/BASENTREP/?session=2022#	<p>The course will contribute to the formation of entrepreneurial thinking. As a result, students will be able to</p>

PROGRAM

		find and evaluate business opportunities, master the tools for analyzing the competitive business environment, and have the skills to develop entrepreneurial projects.
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