

Bachelor's Track Program: Business and Management

1. Open Doors winner's skill set

Winning the Open Doors competition requires a firm grasp of business and management concepts:

- fundamentals of economics, management, marketing, and entrepreneurship;
- situation analysis;
- data analysis;
- global processes in the global context;
- innovation;
- new technologies and their effect on the world and business;
- the role of entrepreneurs.

The winner is expected to demonstrate a solid command of the following skills:

- analyzing social phenomena;
- understanding business operations, company management, and the process of starting a business;
- evaluating situations from multiple perspectives and drawing well-reasoned conclusions;
- choosing relevant data for solving tasks;
- understanding the mutual influences between business and society;
- recognizing the interconnectedness of the world and the influence of business;
- understanding the impact of entrepreneurs on economic growth.

2. List of degree programs covered by the subject area:

2.1. List of bachelor's degree programs

38.03.02 Management

38.03.05 Business Informatics

38.03.06 Trade

3. Content

Field of science 1. Decision-making in management

Social studies

1. Management activities and their agents.
2. Socioeconomic relations and management methods.
3. Social management technologies in the digital age.
4. Sustainability and social responsibility in governance.
5. Cognitive biases in decision-making.

Field of science 2. Strategic management

Social studies

1. Economic activity and its agents; economic relations and economic interests; rational behavior of people in the economy.
2. Firms in the economy; companies' economic objectives; company performance indicators; basic principles of management; impact of competition on companies' activities; Russia's import substitution strategy; sustainable development strategies.

Field of science 3. Organizational behavior and human resource management

Social studies

1. Interaction of people in organizations; factors influencing behavior; conflicts and methods of conflict resolution; motivation.
2. Employment procedure; procedures for concluding and terminating employment contracts; employer rights and obligations; employee rights and obligations.

3. Social control; types of social norms; deviant behavior and its types.
4. Labor market and unemployment; factors affecting the labor market; causes and types of unemployment.
5. Remuneration; factors influencing remuneration levels; forms of remuneration.

Field of science 4. Business analytics and digital transformation of business

Mathematics

1. Probability and statistics.
2. Functions and their properties; basics of modeling.
3. Introduction to mathematical analysis (fundamentals of calculus).
4. Numbers, calculations, and financial mathematics.
5. Equations, inequalities, and systems.

Field of science 5. International business and management

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; national trade policies.

Field of science 6. Management of technology and innovation

Social studies

1. Innovation and technological progress.
2. The role of the state in the economy; economic functions of the state.
3. Key macroeconomic indicators; economic growth; factors of long-term economic growth.
4. The essence and role of innovation in economic development; economic cycles; phases of economic cycles; causes of cyclical economic development.

Field of science 7. Entrepreneurship

Social studies

1. Entrepreneurship: essence and role in the economy; agents and objects of entrepreneurship; entrepreneurial activity; types and forms of entrepreneurship; basic principles governing entrepreneurial activity; functions of entrepreneurship.
2. Organizational forms and legal regime of entrepreneurship; small business; franchising; development and support of small and medium-sized businesses in Russia.
3. Motives for entrepreneurial activity; entrepreneurial skills; personality of the entrepreneur; functions of the entrepreneur; ethics of entrepreneurship.
4. Factors influencing the development of entrepreneurship: market, demand, supply, price, risks, and marketing.

4. Preparation materials

4.2. Recommended reading

Field of science 1. Decision-making in management

Reading list in English
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

URL: https://www.scirp.org/journal/paperinformation?paperid=127192
2. Baker D., Bridges D., Hunter R. Guidebook to Decision-Making Methods, January, 2001. 45 p. URL: https://www.researchgate.net/publication/255621095_Guidebook_to_Decision-Making_Methods
3. Ian Pownall. Effective Management Decision Making: An Introduction. 2012. 236 p. URL: http://mahavirlibrary.org/files/effective-management-decision-making.pdf

Field of science 2. Strategic management

Reading list in English
1. Principles of Management. University of Minnesota Libraries Publishing. 2015. URL: https://open.umn.edu/opentextbooks/textbooks/34 (free access).
2. Principles of Management. Version 4.0. Talya Bauer, Berrin Erdogan, and Jeremy Short. 2018. URL: https://scholar.flatworldknowledge.com/books/31293/fwk-127512-chpr
3. Strategic Management. Kennedy, Reed. Strategic Management. Blacksburg, VA: Virginia Tech Publishing. 2020. URL: https://vtechworks.lib.vt.edu/server/api/core/bitstreams/cc2d8f83-02c2-4ef3-8060-87b225ec0615/content

Field of science 3. Organizational behavior and human resource management

Reading list in English
1. Dessler, Gary Human resource management/Gary Dessler.—15 Edition Copyright. 2017, 2015, 2013 by Pearson Education, Inc. or its affiliates. Library of Congress Cataloging-in-Publication Data ISBN 978-0-13-423545-5—ISBN 0-13-423545-2 URL: https://www.advisory21.com/mt/wp-content/uploads/2022/11/Human-Resource-Management-by-Gary-Dessler-15th-ed.pdf
2. Economics: Principles, Problems, and Policies, Campbell R. McConnell, Stanley L. Brue, Sean M. Flynn, Published by McGraw-Hill Education, 2 Penn Plaza, New York, NY 10121. Copyright, 2018 by McGraw-Hill Education. Printed in the United States of America. Previous editions 2015, 2012, and 2009. URL: https://ieoeconomics.org.cn/wp-content/uploads/2024/11/Economics-Irwin-Economics-21th-Campbell-McConnell.pdf
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. URL: https://www.scirp.org/journal/paperinformation?paperid=126512

Field of science 4. Business analytics and digital transformation of business

Reading list in English
1. David Diez, OpenIntro, Christopher D. Barr, Mine Çetinkaya-Rundel. Advanced high school statistics. 2019. 422 p. URL: https://www.biostat.jhsph.edu/~iruczins/teaching/books/2019.openintro.statistics.pdf
2. Math Handbook of Formulas, Processes and Tricks. 187 p. URL: https://www.mathguy.us/Handbooks/AlgebraHandbook.pdf (free access).
3. Michael Artin. Algebra. Pearson Prentice Hall, 2011. 543 p. URL: https://openlibrary.org/books/OL27015803M/Algebra

Field of science 5. International business and management

Reading list in English
1. Fuchs M. Market Entry Modes. International Management: The Process of Internationalization and Market Entry Strategies. – Berlin, Heidelberg: Springer Berlin

Heidelberg, 2022. 337p. URL: https://link.springer.com/book/10.1007/978-3-662-65870-3
2. Luthans F., Doh J. P. International management: Culture, strategy, and behavior. – McGraw-Hill, 2018. 692p. URL: https://www.academia.edu/80752559/at_2020_International_Management_Culture_Strategy_and_Behavior_by_Fred_Luthans_Jonathan_Doh
3. Rahman M., Nath S., Siddiqui 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. doi: 10.4236/ojbm.2023.114095 . URL: https://www.sciencedirect.com/science/article/pii/S0272775799000576?via%3Dihub

Field of science 6. Management of technology and innovation

Reading list in English
1. Arrow K.J., Intriligator M.D. Handbook of The Economics of Innovation. Elsevier. 2010. 803 p. URL: https://users.metu.edu.tr/pamukcu/HandbookofInno2010.pdf
2. Ten Types of Innovation - The Discipline of Building Breakthroughs. Larry Keeley, Helen Walters, Ryan Pikkell, Brian Quinn. Wiley. 2013. 288 p. URL: 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&uid=c9b8a153-e704-11e7-97d5-0cc47a5453d6&cover=%2Fpub%2Fc%2Fcover%2F28321755.jpg&uilang=ru&trial=1
3. The John Adair Handbook of Management and Leadership Edited by Neil Thomas. Thorogood. 10-12 Rivington Street London. URL: https://industri.fatek.unpatti.ac.id/wp-content/uploads/2019/03/Handbook_of_Management_and_Leadership.pdf

Field of science 7. Entrepreneurship

Reading list in English
1. Butler Eamonn. An introduction to Entrepreneurship. Afghanistan Economic and Legal, 2023. 121p. URL: https://aelso.org/files/books/an-introduction-to-entrepreneurship-en.pdf
2. Carpenter K. Introduction to Entrepreneurship, 2021. 73p. URL: https://kpu.pressbooks.pub/introtoentrepreneurship/
3. Mellor R., Coulton G., Anne Chick, Antonia Bifulco, Noha Mellor and Alan Fisher. Entrepreneurship for Everyone A Student Textbook, 2009. 233p. URL: http://repository.stikesrspadgs.ac.id/56/1/Enterpreneurship%20for%20everyone-257hlm.pdf

4.1. Recommended online courses

Field of science 1. Decision-making in management

Online courses in English	Link	Course description
1. Legal Argumentation	URL: https://stepik.org/course/172087	This course equips students with essential skills and knowledge to construct and deliver compelling legal arguments. It explores the notion of legal argumentation, examines its dual nature as both science and art, and addresses its methodological foundations. The course also focuses on the rhetorical and logical bases of legal argumentation, the use of

		analogy, and its application in legal practice.
2. Real-life project management practices	URL: https://stepik.org/course/172076	This course provides a comprehensive introduction to the principles and practices of project management, a fundamental skillset 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 explores the practical applications of these principles across diverse industries and organizational contexts.
3. Negotiation Technologies	URL: https://stepik.org/137321	This course focuses on the practical application of knowledge in real-world international negotiation scenarios. The theoretical component examines approaches to negotiation analysis developed both in Russia and internationally, while outlining key structural elements of negotiations. The practical component develops negotiation skills, emphasizing the effective identification and use of these structural elements in the negotiation process.

Field of science 2. Strategic management

Online courses in English	Link	Course description
1. Conflict and Stress Management	URL: https://openedu.ru/course/spbu/CONFST_ENG/	This course aims to develop comprehensive knowledge of the theory and methodology of organizational conflict and stress management, as well as practical skills in applying various conflict resolution techniques relevant to professional settings. In addition to theoretical content, the course includes numerous practical tasks and case studies.
2. Leadership and Management in Organizations	URL: https://alison.com/course/leadership-and-management-in-organizations	This course covers the fundamentals of organizations at a management level, including major areas of organizational behavior: managing individuals; managing groups; theories of motivation; power and politics; conflict management; communications; and organizational change. It explores the nature of

		organizations and examines the history of organizational behavior as a discipline.
3. Strategic Management in the Context of Organizational Evolution	URL: https://stepik.org/course/172746	This course is intended for those seeking to develop their professional competencies in business management from a systems perspective and aiming to acquire fundamental organizational and economic knowledge of strategic planning and management.

Field of science 3. Organizational behavior and human resource management

Online courses in English	Link	Course description
1. Advanced Project Management	URL: 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	URL: https://stepik.org/course/74495	The course is designed to develop students' understanding of personality, social behavior, 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. How to make your professional career	URL: https://openedu.ru/course/spbstu/PROFCAR	This course provides a comprehensive framework for understanding and managing professional development, enabling participants to take proactive control of their career trajectory and achieve greater fulfillment in their professional lives. The course emphasizes the development of essential self-management skills and offers the knowledge and tools necessary to effectively navigate the

		complexities of professional growth.
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Field of science 4. Business analytics and digital transformation of business

Online courses in English	Link	Course description
1. Diploma in High School Algebra II	URL: https://alison.com/course/diploma-in-high-school-algebra-ii	This course provides a comprehensive study of key algebra topics, including linear, quadratic, polynomial, exponential, logarithmic, and trigonometric functions. It also introduces probability and statistics, focusing on solutions to equations, graphing, and real-world applications.
2. LSE: Maths Essentials	URL: https://www.edx.org/learn/math/the-london-school-of-economics-and-political-science-maths-essentials	This course introduces basic mathematical methods with a focus on practical applications. Participants will learn to manipulate algebraic expressions, differentiate and integrate simple functions, and perform fundamental financial calculations, developing skills in algebra and calculus.
3. Math for Data Science	URL: https://alison.com/course/math-for-data-science	This course provides the mathematical foundation for data science and analytics, covering essential topics in linear algebra, probability, and statistics as they relate to real-world applications in data science.
4. Probability Theory, Statistics and Exploratory Data Analysis	URL: https://openedu.ru/course/hse/probability-theory-stat/	This online course introduces essential probability and statistics for data science. Learn about random variables, conditional probability, and their dependencies and explore the connection between random variables and data.

Field of science 5. International business and management

Online courses in English	Link	Course description
1. Introduction to International Business	URL: https://alison.com/course/introduction-to-international-business	This 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. Introduction to International Trade	URL: https://alison.com/course/introduction-to-international-trade	This course develops students' understanding of global participation in international trade and examines the factors that shape trade-related decision-making.
3. Cross-Cultural Features of Personality and Social Behaviour	URL: https://stepik.org/course/74495	This course delves into the fascinating intersection of personality, social behavior, 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.

Field of science 6. Management of technology and innovation

Online courses in English	Link	Course description
1. Fundamentals of Economics and Management	URL: https://open.etu.ru/courses/course-v1:etu+FEM101+spring_2024/about	This course covers fundamental principles of economics and management, examining the nature of economic systems and models, and addressing key issues related to leadership and management in contemporary contexts.
2. Introducing technology and innovation management	URL: https://www.open.edu/openlearn/science-maths-technology/introducing-technology-and-innovation-management/content-section-0?active-tab=description-tab	This course provides a comprehensive overview of technology and innovation management. It covers innovation types and processes, as well as the management activities underpinning the innovation and value creation process. No prior experience or background in technology and innovation is required to complete this course.
3. Technology, innovation and management	URL: https://www.open.edu/openlearn/money-business/technology-innovation-and-management/content-section-0?active-tab=description-tab	This course provides a critical understanding of technological innovation and management. This free course will provide you with an overview and introduction to a range of related concepts, ideas and debates. The course adopts a broad definition of innovation and emphasizes that a core characteristic of any innovation is its

		ability to generate value.
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Field of science 7. Entrepreneurship

Online courses in English	Link	Course description
1. Becoming an Entrepreneur	URL: https://alison.com/course/becoming-an-entrepreneur	This course focuses on the basic principles of entrepreneurship, with modules covering the entrepreneurial journey and the process of entrepreneurial discovery. Participants learn to identify the entrepreneurial spark—an attitude characteristic of successful entrepreneurs. The course presents a model of entrepreneurship that is both contextually adaptive and individually grounded. It offers a solid foundation in entrepreneurial thinking and the path to entrepreneurial success, providing valuable insight for making informed personal and professional choices.
2. Entrepreneurship: Creating the Business	URL: https://alison.com/course/entrepreneurship-creating-the-business-revised	This course provides students with a conceptual framework for understanding entrepreneurship, focusing on four key areas: entrepreneurial mindset, business ecosystem, business models, and marketing strategies. Participants analyze the characteristics of successful entrepreneurs, develop an entrepreneurial mindset through practical methods such as networking and skill-building resources, and examine foundational business and marketing frameworks.
3. Global Social Entrepreneurship	URL: https://courses.philanthropyu.org/courses/course-v1:PhilanthropyU+SocialEntrepreneurship_101+10_3.19_20200930/about	This course enables students to apply acquired knowledge to real-world scenarios in social entrepreneurship. The course covers designing a venture's mission, values, and vision; setting and achieving goals; structuring the venture; driving growth; and measuring impact.