

**FEDERAL STATE BUDGET EDUCATIONAL  
INSTITUTION OF HIGHER EDUCATION  
“LOMONOSOV MOSCOW STATE UNIVERSITY”**

**FACULTY OF ECONOMICS**

**«APPROVED»**

Dean of the Faculty of Economics, MSU

professor \_\_\_\_\_ A.A.Auzan

«\_\_\_» \_\_\_\_\_ 2021

**COURSE SYLLABUS**

**Course title:**

**RESEARCH AND PRACTICE SEMINAR III (IN ENGLISH)**

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**Level of higher education:**

MASTER STUDIES

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**Field of study:**

38.04.02. MANAGEMENT

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**Mode of study:**

FULL-TIME

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Course syllabus is considered and approved by  
*the Educational and Methodological Council of the Faculty of Economics*  
(minutes №\_\_\_\_\_, date)

Moscow 2021

The course syllabus is developed in accordance with the self-established MSU educational standard (ES MSU) for implemented main professional educational programs of higher education for Master's degree in the field of study 38.04.02. Management

ES MSU is approved by the decision of MSU Academic Council dated December 28, 2020, minutes №7

Year (years) of enrollment: 2021 and forthcoming

## 1. Place and status of the course in the structure of the Master program

Course status: *obligatory*

Trimester: 3<sup>rd</sup>

## 2. Course Prerequisites

*This discipline is based on the knowledge and skills acquired as a result of studying following courses:*

— Research and practice seminar II.

## 3. Intended learning outcomes (ILO) of the course associated to the required competencies of the graduates

Competencies of graduates (codes)	Indicators of achievement of competencies	Intended learning outcomes of the course (module) associated to the required competencies of the graduates
UC-1. Capable of carrying out a critical analysis of problematic situations based on a systematic approach, developing a strategy of actions, formulating scientifically based hypotheses, applying the methodology of scientific knowledge in professional activity	UC-1.I-1. Analyzes the problem situation as an integral system, identifying its components and the connections between them	UC-1.I-1.K-1. Knows the methodology of setting a goal and determining ways to achieve it
		UC-1.I-1.A-1. Able to determine the essence of the problem situation and the stages of its resolution, taking into account variable contexts
		UC-1.I-1.A-2. Able to collect, systematize and critically analyze the information necessary to develop a strategy for resolving a problematic situation
	UC-1.I-2. Develops solutions to the problem situation based on a critical analysis of available information sources	UC-1.I-2.A-1. Able to assess the adequacy and reliability of information about a problem situation, to work with contradictory information from different sources
		UC-1.I-2.A-2. Able to find a solution to a problem situation based on actions, experiment and experience
		UC-1.I-2.A-3. Able to identify possible solutions to a problem situation based on the analysis of cause-and-effect relationships
	UC-1.I-3. Develops a strategy of actions to solve a problem situation in the form of a sequence of steps, anticipating the result of	UC-1.I-3.A-1. Able to implement and argue the choice of a strategy to solve a problem situation, understanding the advantages and disadvantages of the chosen strategy
		UC-1.I-3.A-2. Able to develop an action plan to solve a problem

	each of them	situation, identifying and evaluating the practical consequences of implementing actions to resolve a problem situation
<b>GPC-5.</b> Capable of summarizing and critically evaluating scientific research in management and related fields, carrying out research projects	<b>GPC-5.I-1.</b> Summarizes and critically evaluates scientific research in management and related fields	<b>GPC-5.I-1.K-1.</b> Knows the current state of scientific research in management and related fields
		<b>GPC-5.I-1.A-1.</b> Able to develop their own point of view on the basis of generalization and critical evaluation of scientific achievements obtained by domestic and foreign researchers
	<b>GPC-5.I-2.</b> Develops and carries out research projects	<b>GPC-5.I-3.K-1.</b> Knows methods of conducting scientific research in management and ways of presenting research results
		<b>GPC-5.I-3.A-1.</b> Able to independently develop a research plan, conduct research, present and defend the results in the form of a presentation/report
<b>PC-1.</b> Capable of conducting scientific research (experiments, observations) and development as a responsible executor or together with a supervisor	<b>PC-1.I-1.</b> Identifies and formulates current scientific issues	<b>PC-1.I-1.K-1.</b> Knows current issues in the chosen subject/professional area
		<b>PC-1.I-1.A-1.</b> Able to formulate a topic of scientific research that reflects a current issue in the chosen subject/professional area
		<b>PC-1.I-1.A-2.</b> Able to provide arguments and reasoning for the relevance, theoretical and practical significance of the chosen research topic
	<b>PC-1.I-2.</b> Uses quantitative and qualitative methods to conduct scientific research	<b>PC-1.I-2.K-1.</b> Knows quantitative and qualitative research methods
		<b>PC-1.I-2.K-2.</b> Knows the features and limitations of scientific research conducted with the use of various quantitative and qualitative methods
<b>PC-2.</b> Capable of designing/developing plans and methodological research programs, developing tools independently and determining the theoretical and methodological basis of a study	<b>PC-2.I-1.</b> Conducts independent research in accordance with a developed program	<b>PC-1.I-2.A-1.</b> Able to conduct independently or in a team scientific research for business process management with the use of qualitative and quantitative methods
		<b>PC-2.I-1.K-1.</b> Knows the main steps and current methods of research in the chosen subject area
		<b>PC-2.I-1.A-1.</b> Able to formulate goals, hypotheses and research questions
	<b>PC-2.I-2.</b> Determines the theoretical basis of a study, chooses a methodology and	<b>PC-2.I-1.A-2.</b> Able to design, develop and adjust a research program that allows testing research hypotheses and finding answers to research questions
		<b>PC-2.I-2.K-1.</b> Knows the methods of critical analysis and evaluation of modern scientific achievements in the field of professional activity
		<b>PC-2.I-2.A-2.</b> Able to correctly choose methods and tools for solving the

	develops tools in accordance with the tasks set	formulated research problem
<b>PC-3.</b> Capable of generalizing and presenting scientific results within a separate study	<b>PC-3.I-1.</b> Presents the results of a study in the form of a scientific report, article or presentation	<b>PC-3.I-1.K-1.</b> Knows current requirements for the structure of the main forms of presenting research results, including a scientific report, article and presentation
		<b>PC-3.I-1.A-1.</b> Able to present the results of research activities in an oral and written form to the professional community

#### 4. Workload of the course by types of activity

The workload of the discipline is 5 ECTS: 180 academic hours, including 88 academic hours of contact work with a professor, 92 academic hours of self-directed studies.

#### 5. Learning format

Full-time, with the use of educational platform On.Econ (use of distant learning technologies is allowed if necessary).

#### 6. Content of the course structured by topics (sections) indicating the number of academic hours allocated to them and types of training

Title and brief content of sections and topics of the course (module),  Form of assessment for the course (module)	Total (hours)	Contact work (work in contact with a professor) <i>Types of contact work, hours</i>				Student self-directed studies <i>Types of self-directed studies, hours</i>			
		Seminars	Group consultations	Individual consultations	Total	Business case and teaching notes	Practical assignments	Presentation of theoretical framework and literature review	Total
Topic 1. Designing theoretical framework of research based on literature review	<b>32</b>	4	-	4	<b>8</b>	-	-	24	<b>24</b>
Topic 2. Business case-study development	<b>28</b>	4	-	4	<b>8</b>	20	-	-	<b>20</b>
Topic 3. Career development in multinational companies	<b>26</b>	8	-	8	<b>16</b>	-	10	-	<b>10</b>
Topic 4. Behavioral Finance: the emergence and	<b>42</b>	16	-	16	<b>32</b>	-	10	-	<b>10</b>

development trends									
Topic 5. New trends in International Marketing	<b>24</b>	8	-	8	<b>16</b>	-	8	-	<b>8</b>
Midterm assessment (control): — <i>Presentation of theoretical framework of the research</i>	<b>24</b>	4	-	4	<b>8</b>	20	-	-	<b>20</b>
<b>Total</b>	<b>180</b>	<b>44</b>	-	<b>44</b>	<b>88</b>	<b>40</b>	<b>28</b>	<b>24</b>	<b>92</b>

### Brief content of the course topics

#### Topic 1. Designing theoretical framework of research based on literature review.

Approaches to construct theoretical framework of research. Methods of searching for academic articles in electronic databases. Methods of searching for statistical data about companies in open and closed databases.

#### Topic 2. Business case-study development

The concept of a business case. Approaches to writing a business case and teaching notes. The structure of the business case. The principles of writing a note on teaching a business case.

#### Topic 3. Career development in multinational companies

How to build career in multinational company. Multiple opportunities – endless choice.

Career building and different shades of same role: example of Project Manager.

Preparing an application or for an interview.

#### Topic 4. Behavioral Finance: the emergence and development trends

The long way to behavioral finance. Financial market anomalies. Reasons for Irrational Behavior. Cognitive Dissonance Theory. Financial Bubbles: definition, types of bubbles, factors of emergence and growth, models of financial bubbles.

#### Topic 5. New trends in International Marketing

International marketing key trends for effective business acceleration.

#### Midterm assessment

Presentation of theoretical framework of the research.

*Main and additional literature should be selected by each student in accordance with the student's research area.*

## 7. Assessment tools to assess the course learning outcomes

### 7.1. Sample assessment tools:

Learning outcomes of the course	Types of assessment tools
<b>UC-1.I-1.K-1.</b> Knows the methodology of setting a goal and determining ways to achieve it	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-1.A-1.</b> Able to determine the essence of the problem situation and the stages of its resolution, taking into account variable contexts	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-1.A-2.</b> Able to collect, systematize and critically analyze the information necessary to develop a strategy for resolving a problematic situation	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-2.A-1.</b> Able to assess the adequacy and reliability of information about a problem situation, to work with contradictory information from different sources	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-2.A-2.</b> Able to find a solution to a problem situation based on actions, experiment and experience	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-2.A-3.</b> Able to identify possible solutions to a problem situation based on the analysis of cause-and-effect relationships	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-3.A-1.</b> Able to implement and argue the choice of a strategy to solve a problem situation,	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> </ul>

understanding the advantages and disadvantages of the chosen strategy	<ul style="list-style-type: none"> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>UC-1.I-3.A-2.</b> Able to develop an action plan to solve a problem situation, identifying and evaluating the practical consequences of implementing actions to resolve a problem situation	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>GPC-5.I-1.K-1.</b> Knows the current state of scientific research in management and related fields	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>GPC-5.I-1.A-1.</b> Able to develop their own point of view on the basis of generalization and critical evaluation of scientific achievements obtained by domestic and foreign researchers	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>GPC-5.I-3.K-1.</b> Knows methods of conducting scientific research in management and ways of presenting research results	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>GPC-5.I-3.A-1.</b> Able to independently develop a research plan, conduct research, present and defend the results in the form of a presentation/report	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-1.I-1.K-1.</b> Knows current issues in the chosen subject/professional area	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-1.I-1.A-1.</b> Able to formulate a topic of scientific research that reflects a current issue in the chosen subject/professional area	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-1.I-1.A-2.</b> Able to provide arguments and reasoning for the relevance, theoretical and practical	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> </ul>



significance of the chosen research topic	<ul style="list-style-type: none"> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-1.I-2.K-1.</b> Knows quantitative and qualitative research methods	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-1.I-2.K-2.</b> Knows the features and limitations of scientific research conducted with the use of various quantitative and qualitative methods	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-1.I-2.A-1.</b> Able to conduct independently or in a team scientific research for business process management with the use of qualitative and quantitative methods	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-2.I-1.K-1.</b> Knows the main steps and current methods of research in the chosen subject area	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-2.I-1.A-1.</b> Able to formulate goals, hypotheses and research questions	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-2.I-1.A-2.</b> Able to design, develop and adjust a research program that allows testing research hypotheses and finding answers to research questions	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-2.I-2.K-1.</b> Knows the methods of critical analysis and evaluation of modern scientific achievements in the field of professional activity	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-2.I-2.A-2.</b> Able to correctly choose methods and tools for solving the formulated research problem	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> </ul>

	<ul style="list-style-type: none"> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-3.I-1.K-1.</b> Knows current requirements for the structure of the main forms of presenting research results, including a scientific report, article and presentation	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>
<b>PC-3.I-1.A-1.</b> Able to present the results of research activities in an oral and written form to the professional community	<ul style="list-style-type: none"> <li>• Business case and teaching notes</li> <li>• Practical assignments</li> <li>• Presentation of theoretical framework and literature review</li> </ul>

## 7.2. Course assessment criteria (scores):

Types of assessment tools	Score
Business case and teaching notes	50
Practical assignments: career development assignment, assignment in behavioral finance, assignment in international marketing issues	150
Presentation of theoretical framework and literature review	50
<b>Total</b>	<b>250</b>

## 7.3. Grade for the course is determined based on the following criteria:

Grade	Minimum score	Maximum score
<i>Excellent</i>	212,5	250
<i>Good</i>	162,5	212,4
<i>Satisfactory</i>	100	162,4
<i>Failed</i>	0,0	99,9

**Note:** in case a student's score obtained during the trimester is less than 20% of the maximum score of the discipline, the following rule of passing the course should be applied at the midterm assessment (and further re-examination): 'a student can obtain only a satisfactory mark and only in case she/he receives for the midterm assessment, including all the course material, no less than 85% of the score allocated to this assessment'.

#### 7.4. Typical tasks and other materials necessary to assess the learning outcomes:

##### — *Business case development*

Students will author one teaching case and teaching notes.

Students are assumed to pick a theoretical theme within the topic of strategic management (more guidance is provided in a teaching note template).

Sample questions that a student can be asked when presenting the business case:

- What subject(s) and/or theoretical concepts or models your business case is linked to?
- What are the types of questions used in the business case? What is the role of specific questions you have formulated?

##### — *Practical assignments*

Sample assignment: application for a job of a choice. Sample tasks:

Choose 2-3 companies to apply for a job.

Draw a table for each company you are applying to indicating: (1) What you like – pluses, (2) What you found non ideal – has flaws – minuses, (3) Propose your suggestions how to improve it.

Write down in 3 sentences the summary of your research projects/academic interests. Write down in 3 sentences the summary of your work experience.

##### — *Presentation of theoretical framework and literature review*

Students should present a theoretical framework and literature review to their thesis.

The assignment requires students:

- to identify key concepts in their research area,
- to evaluate and explain relevant theories,
- to show how their research fits in.

#### 7.5. Methodological guidelines and assignment requirements:

##### — *Business case development*

It is required to write a teaching case and teaching notes on about 6-8 pages, where the teaching notes is about 50%.

Students are recommended to use the following assistance materials: (1) a teaching note template, (2) readings, (3) slides, (4) grading template.

Students are assumed to pick a theoretical theme within the topic of strategic management (more guidance is provided in a teaching note template). It is recommended to choose a topic that is familiar to the student.

The following questions will guide the grading:

- In what respect has the student used the enclosed readings?
  - How well has the student connected the case with the chosen theoretical theme
  - How well written and well-argued are the teaching notes?
- (more details are provided in the grading template)

— *Presentation of theoretical framework and literature review*

Students should present a theoretical framework and literature review to their thesis.

The assignment requires students:

- to identify key concepts in their research area,
- to evaluate and explain relevant theories,
- to show how their research fits in.

Students should present existing theory and research results that are relevant for the subject matter of the thesis. The frame of reference often takes a funnel approach, starting with more general theory e.g. on internationalization, but it should soon narrow down on topics that are directly relevant for the thesis, e.g. literature on entry strategies.

Thesis authors should try to:

- Have a clear focus on theory they can use in their work
- Try to add value to the literature review rather than writing a shopping list of previous research
- Make clear how the theory is going to be used, e.g. by constructing an analytical framework.

Questions students should ask themselves and cover in the presentation:

- What are the main perspectives in a field of literature? What do people agree/disagree on?
- What are the strengths and weaknesses of different perspectives?
- Do you feel that there are important questions that are not/seldom asked in the literature?
- What additional questions are identified in the literature?
- How can you use the literature to design your empirical study and to perhaps narrow down/revise your purpose?

## **8. Resources**

### **8.1. List of main and additional literature**

#### **9. Main and additional literature:**

##### **Main literature:**

Literature should be selected by each student and should be relevant to the student's research area.

Academic articles and publications could be accessed via FE MSU Institutional Subscription. [https://www.econ.msu.ru/elibrary/is/inst\\_subs/](https://www.econ.msu.ru/elibrary/is/inst_subs/)

Literature on Behavioral Finance:

Kahneman D., Tversky A. «Heuristics and Biases». Cambridge University Press, 2001.

Kahneman D., Tversky A. «Prospect Theory: An Analysis of Decision Making Under Risk». // Econometrica, 47, № 2, 1979.

H. P. Minsky, "Financial Crisis, Financial Systems, and the Performance of the Economy"

**Additional literature:**

Kindelberger C. A Financial History of Western Europe // New York: Oxford University Press. (1978).

Shiller R. Do Stock Prices Move Too Much to be Justified by Subsequent Changes in Dividends? // American Economic Review, 1981, Vol. 71.

Teoh, Welch and Wong (1998) "Earnings management and the long-run market performance of initial public offerings"

Daniel, Hirshleifer and Subramaniam (1998), "A theory of overconfidence, self-attribution, and security market under- and over-reactions".

Lyndon H. LaRouche "The Science of Physical Economy as the Platonic Epistemological Basis for All Branches of Human Knowledge," Executive Intelligence Review, Vol. 21, №9-11 (1994).

## 8.2. List of licensed software

Package of Software 'Microsoft Office'.

## 8.3. List of professional databases and information referral systems

Institutional subscription resources of the Faculty of Economics, MSU: : [https://www.econ.msu.ru/elibrary/is/inst\\_subs/](https://www.econ.msu.ru/elibrary/is/inst_subs/)

## 8.4. List of Internet resources (if necessary)

— ScienceDirect: <https://www.sciencedirect.com/>

— SpringerLink <https://link.springer.com/>

— JSTOR <https://www.jstor.org/>

— eLibrary <https://www.elibrary.ru/defaultx.asp>

## 8.5. Description of material and technical support

For the appropriate organization of classes, the following equipment is needed:

- ‘ON.ECON’ electronic educational information environment of the Faculty of Economics, Lomonosov Moscow State University;
- multimedia class with a video projector, Internet access
- Institutional subscription resources of the Faculty of Economics, MSU.

**10. Language of instruction:** English

**11. Professor (professors):** assistant Maria E. Ulyanova, PhD in Economics, assoc. professor Oksana R. Martanus, PhD in Economics, assoc. professor Alexander N. Oleynik

**12. Syllabus authors:** assistant Maria E. Ulyanova, PhD in Economics, assoc. professor Oksana R. Martanus, PhD in Economics, assoc. professor Alexander N. Oleynik