Ministry of Education and Science of the Russian Federation
Federal State Budgetary Educational Institution of Higher Learning
Southwest State University

Professional Development Program
EXECUTIVE DOCTORATE IN CONTEMPORARY BUSINESS MANAGEMENT

PROGRAM HANDBOOK
2021-2022

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HIGHER EDUCATION SYSTEM IN FEDERATION OF RUSSIA

Higher education in Russia is similar in structure to the central European system, with a few key differences. The system is divided into four main sections – primary, secondary, higher and postgraduate education. 776 higher education institutions across 82 regions in Russia accept international students. It takes 11 years to complete a secondary education in Russia before student can enter the higher education system. After successfully finishing their ninth year of schooling, students will receive a certificate of Basic General Education with the option of pursuing two more years of secondary education. After finishing the two additional years, a Certificate of Complete Secondary Education will then be awarded. This certificate serves as proof that the student is eligible to pursue their higher education. Universities offer a broad range of programs on all levels. Academies place a larger emphasis on research and practical skills, normally dedicated to specific subject areas such as art, architecture or science. Institutes are independent branches of universities or academies which offer professional educational courses. The higher education system in Russia is renowned for its achievements and emphasis in the field of science and technology. Many of the courses offered at state-funded institutions are focused on the sciences, but a large variety of humanities, social sciences and economics and business programs are offered as well! In recent years, private higher education institutions have emerged to complement these traditional Russian institutions, offering programs in other fields such as economics, business and law. While education in Russia is largely based on the Bologna principles, education in Russia structures degrees slightly differently than other countries in Europe. Upon completion of secondary education, students can pursue either a bachelor's or Specialist's degree, both qualifying students to later pursue a master's degree. Bachelor's degrees are given after four years of full-time study at a university. Specialist degrees are awarded after a minimum of five years of study and are more focused on practical education in a student's chosen field. Both qualifications require students to successfully defend a thesis and pass examinations. This degree is conferred in all fields except medicine, where the first stage of education lasts for six years. Master's degrees are awarded after two years of study with one year dedicated to research which includes practice and preparation for a thesis defense. Students who possess a master's degree are eligible to pursue their PhD studies. Postgraduate education is divided into two parts in Russia, and two degrees are required to confirm students' status as a scientist. Postgraduate studies can only be pursued at a university or scientific institute. After successful completion of the first part of their postgraduate education; students are awarded a Candidate of Sciences degree. The final Doctoral or Executive Doctoral degree is obtained after an additional 1-4 years of study in postgraduate education. This certification then leads to a Doctorate degree. As there is a 10-year gap between both degrees. Bachelor's, Master's and Doctoral degrees existed in the Soviet system and were introduced to conform the Russian education system to international standards in accordance with the Bologna Process. This change has helped Russian higher education qualifications receive recognition and acceptance abroad, which was a previous problem for international alumni, and explains the rising number of international students choosing Russia as their study abroad destination.

ABOUT SOUTHWEST STATE UNIVERSITY

Southwest State University was founded in 1964 in Kursk, Russia. It was originally named Kursk Polytechnical Institute and in 2010 it was renamed to Southwest State University.

The university offers bachelor's, master's, PhD and specialist degrees throughout its eight faculties: mechanics and technology; fundamental and applied IT-technology; economics and management; construction and architecture; science; law; linguistics and intercultural communication; and public management and international relations. Many of the students have gone on to work in computer technology, nanotechnology, bioengineering and robotechnics among other industries.

Students have a range of activities and facilities to enjoy on campus, from the swimming pool to the 18 free sports clubs, to the dormitories. Students can learn choreography, art, athletics and create and design new technologies. Students come to Southwest State from 57 countries, creating a diverse student environment.

The city of Kursk is vibrant with every season due to the large presence of nature. There is a wealth of culture and history to be enjoyed, including the Trinity Monastery, the tremendous display of Elizabethan Baroque style in the Sergievsko-Kazansky Cathedral, and Command Station Bunker and Museum. Home to several universities, Kursk has gained a significant student population, making it a great environment for Southwest State University's students to meet likeminded friends and peers.

PROFESSIONAL DEVELOPMENT PROGRAM

Professional development program, or CPD, is the ongoing process of developing, maintaining and documenting students' professional skills. These skills may be gained formally, through courses or training. Some professions use the term '*continuing profession development* ' formally and require a certain amount of professional development activity to be carried out and documented each area as a condition of maintaining membership or registration with a professional body, or acquiring a professional recognition from an Institution of Higher Learning. In other areas, CPD is used for Professional Recognition of a participant's achievements in a program. A commitment to learning and improving is, however, generally expected of anyone in a professional capacity.

DOCTORATE IN CONTEMPORARY BUSINESS MANAGEMENT

1. The goal of the professional development program Contemporary Business Management.
The purpose of the professional development programmed is to form a system of professional knowledge, skills and practical skills in the field of contemporary business management to train managers and entrepreneurs who are able to create and develop businesses in various fields and of various scales, to manage organizations of all types.

Tasks of the professional development program.
In the course of studying disciplines within the framework of professional training the following tasks are set:
a). To form a system of knowledge about the business development laws as an initiative economic activity undertaken for financial gain.
b). To reveal the modern requirements of the business community for training personnel in the field of innovation management, change and risk management, organizational design of business development.
c). To form a set of knowledge in the field of theoretical foundations of strategic analysis, development and implementation of the strategy of personnel management and strategic human resource management.
d). To train to analyze, predict and plan the strategic development of organization staff;
e). To give practical recommendations on the development and implementation of a personnel management strategy in management of change, including resistance**.**
f). To train to solve cross-cultural problems in personnel management, develop talent. management strategies and put them into practice of contemporary business management.
g). To reveal modern approaches to personnel management, self-organization and work-life balance.
h).To train to develop and implement optimal business strategies based on an in-depth analysis of the external environment, generalization of industry, micro-and macro-economic trends; describe and model business processes of any complexity, carry out business restructuring and reengineering of business processes, strategic positioning and strategic updating.
i.) To train to carry out research in the field of strategic marketing, development and implementation of projects in various fields of modern business, effective work as part of a multinational team and initiative activities.

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2. Contemporary Business Management Training plan.

The training plan of professional development program Contemporary Business Management is presented as following:

№	The name of the sections	Total hours	Including		
			lectures	practice lessons	independent work
1.	**Modern HR approach**	**72**	**18**	**18**	**36**
	1.1. Patterns of business development as an initiative economic activity.	8	2	2	4
	1.2 Strategic management of the organization and personnel	8	2	2	4
	1.3 HR management strategies and human resource development	8	2	2	4
	1.4 Management of strategic change	8	2	2	4
	1.5 Cross-cultural issues in personnel management	8	2	2	4
	1.6 Talent Management	8	2	2	4
	1.7 Effective business management	8	2	2	4
	1.8 Human Resources Management Modern approaches	8	2	2	4
	1.9 Perspectives of modern business management	8	2	2	4
2.	**Positioning strategy**	**32**	**8**	**8**	**16**
	2.1 Leading strategy	8	2	2	4
	2.2 External analysis	8	2	2	4
	2.3 Internal analysis and competitive advantage	8	2	2	4
	2.4 Strategic positioning and strategic updating	8	2	2	4
3.	**Group consulting project**	**48**	**12**	**12**	**24**
	3.1. Strategic marketing	8	2	2	4
	3.2. Project management	8	2	2	4
	3.3. Communications management	8	2	2	4
	3.4. Management under uncertainty	8	2	2	4
	3.5. Effective data representation	8	2	2	4
	3.6. Team Building Management	8	2	2	4
4	Preparing and defense of the final project	64			
	Total	216	38	38	76

3. Professional development program Contemporary Business Management.

CORE MODULES AND COMPULSORY SUBJECTS

Section 1 Modern HR approach (72 hours).

Topic 1.1 Patterns of business development as an initiative economic activity. (8 hours)
Practice of forming a contemporary business community. Features of creation and functioning of businesses. Goals and objectives of modern businesses. Organizational structures in modern businesses. Innovation management. Research of the external and internal business environment.

Topic 1.2 Strategic management of the organization and personnel. (8 hours)
Strategy, strategic thinking, strategic analysis, strategic management. Approach, schools, and reference strategies evolution. Relationship between the organization's strategy and personnel strategy. Stages of development of the organization's strategy and personnel management. Selecting a personnel management strategy.

Topic 1.3 HR management strategies and human resource development. (8 hours)
Personnel management system. Stages of the strategic HR management: from HR analytics to results assessment. HR strategy, HR brand strategy, HR audit. Development and implementation of a personnel management strategy based on a balanced system of indicators. Organization of strategic personnel management. HR practice. Human resource development.

Topic 1.4 Management of strategic change. (8 hours)
Crisis as a condition for change. Basic change management strategies. Change management, including resistance. Stages of development and implementation of the change management strategy. Methods for managing changes. Differentiated and integrated change management.

Topic 1.5 Cross-cultural issues in personnel management. (8 hours)
Problems of intercultural communication. Cross-cultural interactions in modern business. Cross-cultural research. Cross-cultural behavioral skills and ethnocentrism. Personnel management in a cross-cultural environment. Methods for solving cross-cultural communication problems.

Topic 1.6 Talent Management. (8 hours)
Business talent. Professional competency. Competencies corresponding to the level of development of managerial skills. Talent management in the personnel management system. Talent management strategy. The practice of talent management. HR policies and procedures in the field of talent management.

Topic 1.7 Effective business management. (8 hours)
Principles of effective business management. Effective communication. Effective planning. Timely brainstorming. Dynamic environment. Power and responsibility. Resource management. Teamwork. Time management. Self-development. Work-life balance. Power and responsibility. Resource management. Teamwork. Time-management. Self-development. The balance between work and private life.

Topic 1.8 Human Resources Management Modern approaches. (8 hours)
The main modern approaches of HR Management. Economic style of HR Management. Social orientation of HR Management. Technologies and forms of HR Management. Anti-crisis HR Management. HR Management development. HR performance management. HR Engagement Management.

Topic 1.9 Perspectives of modern business management. (8 hours)
The trends of modern business. Digital economics. Development management. Modern trends in the development of business education. Educational platform. Business environment changes. The theory of generations. The stakeholders of business education.

Section 2 Positioning strategy (36 hours).
Topic 2.1 Leading strategy (8 hours)
The main point of the positioning strategy. Business processes implementation. Types of positioning strategies. Marketing segmentation and positioning. 7 approaches of positioning. The role of positioning in creating a brand.

Topic 2.2 External analysis (8 hours)
External and internal business environment. Methods and models for analyzing the external and internal environment. Search for opportunities, risks, trends, strategic uncertainties and strategic alternatives.

Topic 2.3 Internal analysis and competitive advantage (8 hours)
Competition. Strategic analysis of competitive advantages. Sustainable competitive advantage. Sources of competitive advantages. The competitiveness of products and enterprise. System, strategic and complex analysis.

Topic 2.4 Strategic positioning and strategic updating (8 hours)
Implementing a positioning strategy. The algorithm of the strategic positioning of the business. Key strategic positioning environment. Corporate strategy. Strategic update. Updating the implementation strategy. Updating of the HRM strategy.

Section 3 Group consulting project (48 hours)
Topic 3.1 Strategic marketing (8 hours)
Research in strategic marketing. Data collection, analysis, and interpretation. Methods of marketing research. Supply and demand. Market research. Research of
consumers and sales systems. Advertising. Forecasts in marketing. Methods of marketing decisions.

Topic 3.2 Project Management (8 hours)
The main point of project work. Project management. Consulting project. Planning, managing and completing a consulting project. Project budget. Project management methods. Time scale of the project. Project services.

Topic 3.3 Communication Management (8 hours)
Effective communication skills. Negotiation skills. Assistance skills. Communication and relationship building. Interaction and communication. Communication skills. Professional communications.

Topic 3.4 Management under uncertainty (8 hours)
Uncertain external environment. Structure of the external environment. Complexity, variability, and uncertainty of the environment. The process of adaptation to changes in the external environment. Generalized types of uncertainty. Innovative solution of the problems of uncertainty.

Topic 3.5 Effective data representation (8 hours)
Information data arrays. Data presentation. Oral data presentation. Written data submission. Visual data representation. Logical and accurate arguments.

Topic 3.6 Team Building Management (8 hours)
Multinational teams. Team building theory and practice. Team building technology in business. Stages of team building. Building an effective team. Principles of team building. Team building trainings.

GROUP CONSULTING PROJECT MODULES

1.1 Fintech
Fintech (Financial Technology) is a concept which is rooted in technology and finance. It is used as a term which applies to disruption, innovation and efficiency in the financial sector. This has become possible using technology which helps companies manage their activities in finance. These activities are underpinned by the introduction of distributed ledger technology also known as the Blockchain, Big Data analytics and data visualization. These tools have acted as the catalyst for a significant amount of disruption in the financial services industry. To understand fintech is to have a good grasp of innovation, data management, visualization, Blockchain and online business models. Participants investigate finance theories and their applications, and you will look at how technology such as the Blockchain and Big Data can inform innovation within financial activities. The course will be supported with Trading Room which will be providing up-to-date market data and financial analysis tools giving you a feel for how real investment decisions are made in industry and to learn how to deal responsibly with financial and economic market data.

1.2 IR 4.0

In Industry 4.0, a major paradigm shifts due to the amalgamation of internet technologies with advanced technologies. Devices, sensors, machines can communicate with humans with prime technology called the Internet of Things (IoT). This methodology is known as Cyber-Physical Systems (CPS) where every element of the system, machine to machine, machine to human, communicate with each other from the process of manufacturing to utilization. Talents are essentially required with basic knowledge to work in the Industry Revolution for instance knowledge on IT development, processing, and ability to work with multiple interfaces. Participants will learn about the leading technologies that include AI, Machine learning, Internet of things (IoT), Blockchain, Cloud computing, Augmented reality, and many more. This module emphasizes concepts like Automation, Big Data Analytics, RPA, and Cybersecurity. By hands-on training under the guidance of a dedicated team of trainers, students will be acquainted with various applications of IR4.0 much needed to grab the worthy jobs in various technology-driven industries.

1.3 Digitalization of Business

Digitalization of business helps to improve the efficiency of its process, consistency, and quality. It can: Integrate conventional records or files into a digitalized form, eliminating redundancies and shortening of communications chain. Improve and facilitate a better informational exchange. In these digital skills professional training course, participants learn about strategy formulation and performance control with digital tools. This is the most important task as it determines clarity on all actions and resources leading up to audience engagement and spends by the company. Participants will learn why we need to do these tasks and how to do them effectively with digital tools and techniques. They will learn the inputs and expected outputs for these tasks and how it can be measured for performance management.

PROFESSIONAL DEVELOPMENT PROGRAM RESULTS EVALUATION AND VIVA

Professional development program results evaluation is carried out by the Commission on final certification. Final certification is carried out in the form of preparation and defense of the final project. At the final certification (project defense) the examination Committee evaluates the results of the program (competence) and gives the level of the results for each student individually. Members of the examination Commission have 0.5 hours during the defense process to evaluate the student's proficiency in the competencies listed in paragraph 1 of this program and establish the level of results of each group of competencies specified there. The final conclusion about the level of competence results of the student is made by the Commission members, depending on the level of the most proficiency (more than 50%) of the competence groups specified.
The level of competence established by the members of the Commission is the most important criterion for determining the final evaluation for projects defense. When determining the final grade, members of the examination Committee also take into account other criteria.

Criteria for the final project defense evaluation

The "Excellent" Grade:

- High level of results of most competencies.
- Relevance, independence and practical significance of the project.
- Originality of solutions and novelty of the results obtained.
- Using of a sufficient and necessary number of information sources, including electronic ones.
- Ability to report succinctly on the work done, convincingly justify their judgment and conclusions, reasoning, fully and deeply answer the questions asked.
- Irreproachable quality of the project.
- Positive feedback and review.

The "Good" Grade:
- Advanced level of results of most competencies:
- Relevance, independence and social significance of the project.
- The correctness of the solutions and the results obtained.
- Using of sufficient and necessary number of information sources, including electronic ones.
- Ability to clearly report on the work done, justify their judgment and conclusions, reason, answer the questions.
- Good quality of the project.
- Generally positive feedback and review, but with comments.

The "Satisfactory" Grade:
- Threshold level of results of most competencies;
- Traditional theme, low level of independence and practical significance of the project.
- Insufficiency and / or controversy of individual decisions and/or results.
- Using of small number of information sources, including electronic ones.
- Acceptable quality of the project, but with some shortcomings.
- Incompleteness of the report on the accomplished work, insufficiently justified judgments and conclusions, errors in the construction of reasoning, superficial answers to the questions.
- Feedback and review with comments.

The "Unsatisfactory" Grade is issued if the student:
- Has insufficient level of formation of most competencies.
  Does not own the content of the work, cannot comment on its basic statements

GRADING SYSTEM

GRADING SCHEME AND, GRADE DISTRIBUTION GUIDANCE
There are three passing grades plus two fail grades (D, E).

A+;A;A-	Excellent
B+;B	Good
B-	Passed
C+;C	Unsatisfactory
D;E	Failed

1 ECTS – 24 H
Program requirement: The student has to complete academic hours corresponding to:
19 core subjects (216 academic hours)
1 final project.

ENTRY REQUIREMENTS

We welcome all applications for the Executive Doctorate in Contemporary Business Management, particularly from applicants whose interests complement the expertise of our program (Accounting, Finance and Economics; People, Organization and Entrepreneurship; Logistics, Supply Chain and Technology; International Business, Marketing and Branding).

For the EDCBM, candidates should have:

- A Bachelor's degree in any field.

- A minimum of five years' relevant managerial work experience.

- Two references.

DURATION OF THE PROGRAM

The Executive Doctorate in Contemporary Business Management program will take 12 Months (1 year) to complete upon registration with Southwest State University. Failure to complete the program within stipulated time period will require re-registration.

AWARD

Successful students who have completed the program will be awarded the following.

1. Certificate in Contemporary Business Management from Federal State Budget Educational of Higher Education/Federation of Russia.

2. Executive Doctorate in Contemporary Management from Southwest State, Kursk, Federation of Russia.

PROFESSIONAL STATUS

This certificate allows the holder to practice a regulated profession equal to Executive Doctorate In Contemporary Business Management.
General information on Russian Education: www.mon.gov.ru
General information on Southwest State University: www.swsu.ru
National information center: www.nic.gov.ru