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Ural State University of Economics

Approved

Chairman of the department

05.12.2022

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Department Head Falchenko O.D.

Approved

The Council on Educational and  
Methodological Issues and Education Quality of  
Education

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Chairman

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(signature)

## MODULE PROGRAMME

Module title	Innovation and risk management in international business
Field of study	38.04.02 MANAGEMENT
Profile	International Business (in English)
Mode of study	Full time
Enrollment year	2023
Developed by:	
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2022

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## INTRODUCTION

The program of the subject is part of the main professional educational program of higher education - the master's program, developed in accordance with the Federal State Educational Standard of Higher Education

FSES of HE	Federal State Educational Standard of Higher Education - Master's degree in the direction of preparation 04.38.02 Management (order of the Ministry of Education and Science of Russia No. 952 dated 08.12.2020)
PS	

### 1. PURPOSE OF LEARNING THE SUBJECT

Formation of knowledge, skills and abilities in areas related to risk management and innovation in international business.

### 2. PLACE OF SUBJECT IN THE STRUCTURE OF OBOR

Discipline refers to the variable part of the curriculum.

### 3. SCOPE OF SUBJECT

Summative Assessment	Hours					Credits
	Total for a semester	Contact work. (Academic study)			Self-study including preparation of control and coursework	
		Total	Lectures	Practical classes, including course design		
Semester 3						
Graded credit	144	16	4	12	101	4

### 4. LEARNING OUTCOMES

As a result of mastering the Programme , the graduate must have the competencies established in accordance with the Federal State Educational Standard of Higher Education.

Code and name of competence	Indicators of Competence achievement (IC)
UC-1 Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	IC-1.UC-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
	IC-2.UC-1 Can identify problem situations, search for information and solutions

<p>UC-1 Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy</p>	<p>IC-3.UC-1 Know methods of critical analysis; system approach methodology; methods of identifying a problem situation</p>
<p>UC-5 Able to analyze and take into account the diversity of cultures in the process of intercultural interaction</p>	<p>IC-1.UC-5 Know the basics of social interaction aimed at solving professional problems; mechanisms of intercultural interaction in society</p>
	<p>IC-2.UC-5 Can present professional information in the process of intercultural interaction; analyze the features of social interaction, taking into account national, ethnocultural characteristics</p>
	<p>IC-3.UC-5 Have practical experience in organizing interaction in a professional environment, taking into account national and ethnocultural characteristics; intercultural skills taking into account the diversity of cultures</p>

Professional competencies (PC)

Code and name of competence	Competence achievement indicators
Organizational and managerial	
<p>PC-3 Planning of foreign economic activity of the organization</p>	<p>IC-1.PC-3 Know:</p> <ul style="list-style-type: none"> <li>Normative legal acts regulating foreign economic activity</li> <li>International agreements in the field of standards and requirements for products</li> <li>Normative legal acts regulating state support of foreign economic activity</li> <li>Types, forms and instruments of state support for foreign economic activity</li> <li>Methods and foundations of system analysis of foreign economic information</li> <li>Rules for the preparation of documentation for a foreign trade contract</li> <li>The order of document flow in the organization</li> <li>Fundamentals of risk management in foreign economic activity</li> <li>Business planning basics</li> <li>Conditions of a foreign trade contract</li> <li>Marketing and pricing features</li> <li>Business Ethics and Negotiation Rules</li> <li>English (threshold upper intermediate level B2)</li> <li>Basics of economic theory</li> <li>Fundamentals of the labor legislation of the Russian Federation</li> <li>Administrative document flow rules</li> <li>The procedure for drawing up the established reporting</li> <li>Fire safety rules</li> </ul> <hr/> <p>IC-2.PC-3 Can:</p> <ul style="list-style-type: none"> <li>Use computing, copying, auxiliary equipment and various types of telecommunications communications</li> <li>Summarize and systematize information on the objectives of the organization in the field of foreign economic activity</li> <li>Develop strategic and current plans for the organization's foreign economic activity</li> <li>Summarize and systematize information on the directions of the organization</li> </ul>

	<p>IC-3.PC-3 Have practical experience (labor actions):</p> <ul style="list-style-type: none"> <li>Preparation of a draft plan of foreign economic activity, taking into account the priorities of the organization's foreign economic activity</li> <li>Presentation of the organization's foreign economic activity plan</li> <li>Making, if necessary, additions and changes to the plan of foreign economic activity of the organization</li> <li>Coordination and presentation in the organization of the final plan of foreign economic activity</li> </ul>
<p>PC-4 Carrying out the strategy and control over implementing the plan of the foreign economic activity of the organization</p>	<p>IC-1.PC-4 Know:</p> <ul style="list-style-type: none"> <li>Normative legal acts regulating foreign economic activity</li> <li>International agreements in the field of standards and requirements for products</li> <li>Normative legal acts regulating state support of foreign economic activity</li> <li>Business planning basics</li> <li>Administrative document flow rules</li> </ul>
	<p>IC-2.PC-4 Be able to:</p> <ul style="list-style-type: none"> <li>Determine the priorities and key factors for the development of the organization's foreign economic activity</li> <li>Interact with departments of the organization to identify the overall development strategy of the organization</li> <li>Coordinate the actions of the organization's employees involved in the implementation of the foreign economic activity plan</li> <li>Manage the organization's resources to implement the foreign economic activity plan</li> </ul>
	<p>IC-3.PC-4 Have practical experience in:</p> <ul style="list-style-type: none"> <li>Determining areas of responsibility in the organization for the implementation of the foreign economic activity plan of the organization</li> <li>Monitoring the implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan</li> <li>Monitoring deviations from implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan</li> <li>Preparation of proposals for adjusting the plan of foreign economic activity of the organization</li> </ul>

## 5. SYLLABUS

Theme	Hours						
	Theme title	Total hours	Contact work (Academic study)			Self-study	Self-study control
			Lectures	Laboratory work	Practical classes		
<b>Semester 3</b>		<b>117</b>					
Theme 1.	The concept and essence of innovation and risk management in international	22	2		4	16	
Theme 2.	The role of innovation and risk management in economic development	15,5	0,5		2	13	
Theme 3.	Development of innovative potential in industrialized countries and the Russian	26,5	0,5		2	24	
Theme 4.	National innovation systems and models of innovative development of countries	26,5	0,5		2	24	
Theme 5.	International technology exchange. International agreements in the field of standards and requirements for products.	26,5	0,5		2	24	

## 6. FORMS OF FORMATIVE AND SUMMATIVE ASSESSMENT

Section / Theme	Type of assessment	Description of assessment	Criteria of assessment
<b>Formative assessment (Appendix 4)</b>			
Theme 1.	Test (Appendix 4)	Multiple choice test of 10 questions.	10 points
Theme 3.	Test (Appendix 4)	Multiple choice test of 10 questions.	10 points
Theme 5.	Case (Appendix 4)	Case study (individual or group)	10 points
<b>Summative assessment (Appendix 5)</b>			
Term 3 (Graded Credit)	Test (Appendix 5)	Multiple choice test of 10 questions. Case study (individual)	100 points

## MARKING SCALES

The indicator for assessing the development of the Programme is formed on the basis of combining the formative and summative assessment of the student.

The rating indicator for each subject is expressed as a percentage, which shows the level of the student's preparation.

Formative assessment. A 100-point grading system is used. The assessment of the student's work during the semester is carried out by the teacher in accordance with the system for assessing educational achievements in the course of training in this subject.

In the programs of subjects and practices, the types of formative assessment, planned results of control activities and criteria for assessing educational achievements are fixed.

During the semester, the teacher conducts at least 3 control activities to assess the student's performance. If attendance at classes in a discipline is included in the rating, then this indicator is no more than 20% of the maximum number of points in the subject.

Summative assessment. A 5-point grading system is used. The assessment of the student's work at the end of studying the subject (or part of the subject) is carried out by the teacher in accordance with the system for assessing the student's achievements. Summative assessment is carried out at the end of the formation of competencies.

The procedure for transferring the rating provided by the assessment system, by subject, into a five-point system.

High level - 100% - 70% - excellent, good.

Average level - 69% - 50% - satisfactory.



Assessment indicator	According to five-point system	Indicator characteristics
100% - 85%	Excellent	have theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	Good	have theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate the results.  Deficiencies may be made, corrected by the student independently in the process of work (answer, etc.)
69% - 50%	Satisfactory	have general theoretical knowledge, are able to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at an average level. Mistakes are made which the student finds difficult to correct on their own.
49 % or less	Unsatisfactory	have an incomplete amount of general theoretical knowledge, do not know how to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities for solving professional problems are not formed
100% - 50%	Credit (Pass)	the characteristic of the indicator corresponds to "excellent", "good", "satisfactory"
49 % or less	No credit (No pass)	the characteristic of the indicator corresponds to "unsatisfactory"

## 7. CONTENT OF THE SUBJECT

### 7.1. Content of lectures

Theme 1. The concept and essence of innovation and risk management in international business  
Innovative focus of economic growth. Innovation as a systemic indicator of economic development in the modern era. Development of the theory of innovation. Basic concepts of research of innovations in foreign and domestic traditions. J. Schumpeter's concept of innovative development. Innovative activity from the standpoint of non-equilibrium macroeconomic dynamics. Characteristics of interrelated categories in innovation: "new", "novation", "innovation", "innovative idea", "innovative activity", "innovation process". Typology of innovations by content: product, technological, social, complex innovations. Classification of innovations by the degree of novelty: radical and modifying innovations, pseudo innovations. Innovation life cycle and innovation life cycle. International innovation management. Concept and main stages of development. Risk management.

Theme 2. The role of innovation and risk management in economic development  
Theoretical studies of the role of international innovation management in the world economy. Conceptual directions for assessing the role of small, medium and large businesses in the innovation process and its involvement in the innovation process. Assessment of the degree of participation of small, medium and large businesses in the innovation process in foreign countries and Russia. Limiting factors of innovation for entrepreneurs. Factors determining the success of innovative entrepreneurship. Effects of the development of innovative entrepreneurship. Risks in innovative entrepreneurship. Marketing and pricing in the field of international innovative entrepreneurship

Theme 3. Development of innovative potential in industrialized countries and the Russian Federation  
Stages of development of innovation management in industrialized countries and the Russian Federation. Forms and methods of forming a system of innovative entrepreneurship in foreign countries and the Russian Federation. The main tools for the formation of a system of innovative entrepreneurship in industrialized countries and the Russian Federation. Innovation policy, regulation and system of state support for innovative activities in industrialized countries and the Russian Federation.

Theme 4. National innovation systems and models of innovative development of countries  
National innovation systems - definition, essential characteristics.  
The specifics of the formation of national innovation systems in the United States, Western Europe, Japan. National innovation system of the Russian Federation. Models of innovative development of the countries of the world: traditional (market) model, Asian model, alternative models.

Theme 5. International technology exchange. International agreements in the field of standards and requirements for products.  
International technology transfer: concept and place in modern international economic relations. Leading countries in the global technology market. The most important normative international documents in the field of technology transfer. The main types of international technology exchange. Forms of international technology transfer: engineering, franchising, management contracts. International engineering and the specifics of engineering services. Organization and technology of trade in know-how licenses.  
Normative legal acts regulating foreign economic activity in the field of innovative entrepreneurship. International agreements in the field of standards and requirements for products.  
Normative legal acts regulating state support of foreign economic activity in the field of innovative entrepreneurship. Types, forms and instruments of state support for foreign economic activity in the field of innovative entrepreneurship. Rules for the preparation of documentation for a foreign trade contract and risk assessment. The order of document flow in the organization.

## 7.2 Content of practical classes and laboratory work

<p>Theme 1. The concept and essence of innovation and risk management in international business. In the form of discussion. Key questions:</p> <ol style="list-style-type: none"><li>1. Innovative orientation of economic growth. Innovations are the drivers of economic development in the modern era.</li><li>2. Development of the theory of innovation. Basic concepts of research of innovations in foreign and domestic traditions.</li></ol> <p>Presentations:</p> <ol style="list-style-type: none"><li>1. Innovative ratings of the countries of the world.</li><li>2. <u>The role of international innovation management in the world economy.</u></li></ol>
<p>Theme 2. The role of innovation and risk management in economic development. In the form of discussion. Key questions:</p> <ol style="list-style-type: none"><li>1. How can you define the role of innovation and international innovation management in the development of a modern economy?</li><li>2. What are the roles of small, medium and large businesses in the innovation process?</li><li>3. What are the features of international management at small, medium and large businesses?</li></ol>
<p>Theme 3. Development of innovative potential in industrialized countries and the Russian Federation. In the form group structured discussion. Key questions:</p> <ol style="list-style-type: none"><li>1. Stages of development of innovative management in industrialized countries.</li><li>2. Stages of development of innovation management in the Russian Federation.</li></ol> <p>Presentations:</p> <ol style="list-style-type: none"><li>1. The evolution of the development of innovative management in the countries of the world (country - at the student's choice).</li></ol>
<p>Theme 4. National innovation systems and models of innovative development of countries. In the form of group structured discussion. Key questions:</p> <ol style="list-style-type: none"><li>1. National innovation systems - definition, essential characteristics.</li><li>2. Specificity of the formation of national innovation systems in the USA, Western Europe, Japan.</li><li>3. National innovation system of the Russian Federation.</li></ol> <p>Presentations:</p> <ol style="list-style-type: none"><li>1. National innovation systems of the countries of the world (country - at the student's choice).</li></ol>
<p>Theme 5. International technology exchange. International agreements in the field of standards and requirements for products. In the form of discussion Key questions:</p> <ol style="list-style-type: none"><li>1. Forms of international technology transfer: engineering, franchising, management contracts.</li><li>2. Features of organizing and conducting foreign economic transactions in the field of international technology transfer.</li></ol>

### 7.3. Content of self-study

Theme 1. The concept and essence of innovation and risk management in international business

The goal is to study the basic concepts of innovation and the specifics of innovation management.

Objective: to identify the essence, specifics of innovative business in an international context.

Methodical recommendations: study lectures on Theme 1 and additional literature.

Basic concepts: innovation, innovative entrepreneurship, international innovative entrepreneurship.

Self-study assignments

Assignment - to prepare a report-presentation on the topic (student's choice):

1. Innovative orientation of economic growth.
2. Innovation - drivers of economic development in the modern era.
3. Basic concepts of research of innovations in foreign and domestic traditions.
4. Innovative ratings of the countries of the world.
5. The role of international innovation management in the world economy.

Theme 2. The role of innovation and risk management in economic development

The goal is to study the role of innovation management in the development of the economy.

Objective: to identify the role of small, medium, large innovative businesses in the international context.

Methodical recommendations: study lectures on Theme 2 and additional literature.

Basic concepts: the role of small, medium, large innovative entrepreneurship, international management.

Self-study assignments

Assignment - to prepare a report-presentation on the topic (student's choice):

1. The role of innovation and international innovation management in the development of the modern economy.
2. The role of small business in the innovation process.
3. The role of medium-sized businesses in the innovation process.
4. The role of big business in the innovation process.
3. Features of international management at small, medium and large businesses.

Theme 3. Development of innovative potential in industrialized countries and the Russian Federation

The goal is to study the development of innovative management in different countries of the world.

Objective: to identify the features of the development of innovative entrepreneurship in industrialized and developing countries, to analyze the development of innovative entrepreneurship in the Russian Federation.

Methodical recommendations: study lectures on Theme 3 and additional literature.

Basic concepts: stages of development of innovation management.

Self-study assignments

Assignment - to prepare a report-presentation on the topic (student's choice):

1. Stages of development of innovative management in industrialized countries.
2. Stages of development of innovation management in the Russian Federation.
3. Evolution of development of innovative management in the countries of the world (country at student's choice).

#### Theme 4. National innovation systems and models of innovative development of countries

The goal is to study national models of innovative business and national innovation systems of the countries of the world.

Objective: to conduct a comparative analysis of national models of innovative business and national innovation systems.

Methodical recommendations: study lectures on topic 4 and additional literature.

Basic concepts: national models of innovative business, national innovation system.

Self-study assignments

Assignment - to prepare a report-presentation on the topic (optional):

1. The specifics of the formation of the US national innovation system.
2. Specificity of the formation of the national innovation system of the EU countries (country of choice).
3. Specificity of the formation of the national innovation system in Japan.
4. Specificity of the formation of the national innovation system in China.
5. National innovation system of the Russian Federation.

Assignment for independent work:

Based on the material studied on the topic, complete the tasks and answer the questions.

In the modern world, the position of the state is determined by its competitiveness, which largely depends on the country's effective innovation system.

The national innovation system (NIS) is understood as a set of interconnected organizations engaged in the production and (or) commercial implementation of knowledge and technologies, and a set of legal, financial and social institutions that ensure the interaction of educational, scientific, entrepreneurial and non-profit organizations and structures in all spheres of the economy and social life.

There are several models of innovative development of countries that determine the specifics of national innovation systems. Consider three basic models of innovative development:

1. "Traditional" model. This model is presented mainly in developed countries. In essence, this is a model of a complete innovation cycle, i.e. from the formation of an innovative idea to the mass production of an embodied idea. The best example of the traditional model is the US national innovation system.

The "traditional" model includes all components of the structure of the innovation system: fundamental science, applied science, research, development, prototype production and mass production, various types of structures for expertise, financing and personnel reproduction. Thus, the basis of the US national innovation system is approximately 150 first-class universities, i.e. the bulk of innovative research is concentrated in US universities. Also, one of the features of the US national innovation system is the national laboratories, which represent huge institutions, the main activity of which is the development of one of the important areas of applied science.

The national innovation systems of large Western European countries work somewhat differently.

This type of innovation systems has been developed in large European countries with a long intellectual and scientific tradition: Great Britain, Germany, France and Italy. Unlike the US model, corporations are less involved in financing fundamental research, preferring to commercialize the results of applied research, often commissioned by corporations by large universities.

The innovation system of small highly developed European countries is based on a high level of fundamental science, which is financed, as a rule, by the state. These countries include: Sweden, the Netherlands, Denmark, Switzerland, Finland, which have universities known throughout the world. Regional high-tech projects are also of great importance, using the Silicon Valley in the United States as a model - for example, the Energy Valley in Groningen (Netherlands), the main purpose of which is to develop energy-saving technologies and alternative fuels to hydrocarbons.

2. "Asian model". Significantly different from the "traditional" model. This model is presented by the countries of East Asia, such as Japan, South Korea, Singapore, and China.

The innovation cycle of the presented model, as a rule, lacks a component of fundamental and often even applied science. This innovative model is focused on the export of high-tech products. In its implementation, all technologies are borrowed from the countries of the "traditional" model. Abroad, this approach to creating "new" technology was called "reverse engineering", that is, "reconstruction". In this sense, the Asian model is very similar to the Soviet one, especially in terms of civilian industry - with the only difference that in the future, the production of the USSR had a very limited internal circulation, while the Asian economies were characterized by a high propensity to export.

Japan is a prime example of the Asian model (Figure 1.4). It is noteworthy that it was within the framework of the Japanese system that the first forms of trilateral cooperation called "San-Kan-Gaku" (1912) emerged: industry (San), government (Kan) and academy (Gaku). Despite the existence and further development of such practices, the national innovation system of Japan was later focused on technical innovations and the

Theme 5. International technology exchange. International agreements in the field of standards and requirements for products.

The goal is to study the essence and features of international technology exchange at the present stage.

Objective: to study the organization and technique of commercial transactions in the field of international technology exchange.

Methodical recommendations: study lectures on topic 5 and additional literature.

Basic concepts: international technology exchange, intellectual property, technology transfer.

Self-study assignments

Assignment - to prepare a report-presentation on the topic (student's choice):

1. Forms of international technology transfer: license agreement.
2. Engineering as a form of international technology transfer.
3. Forms of international technology transfer: franchising, management contracts.
4. Features of organizing and conducting foreign economic transactions in the field of international technology transfer.

7.3.1. Sample questions for self-study for a credit / exam  
Appendix 1.

7.3.2. Practical tasks for self-study for a credit / exam  
Appendix 2.

7.3.3. List of term papers  
Coursework is not included in the curriculum

7.4. Student's electronic portfolio  
Placement of materials in the student's electronic portfolio is not planned

7.5. Methodical recommendations for completing control work  
Control work is not planned

7.6 Methodical recommendations for the completing course work  
Course work is not planned

## **8. ORGANIZATION OF EDUCATIONAL PROCESS FOR PERSONS WITH DISABILITIES**

### *At the student's request*

In order to provide access to study the program for persons with disabilities, if necessary, the department provides the following conditions:

- a special order of mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;
- study of the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance educational technologies, which provide for the possibility of receiving and transmitting information in forms accessible to them.
- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the program.

## **9. BIBLIOGRAPHY**

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<http://lib.usue.ru/>

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## **10. INFORMATION TECHNOLOGIES, INCLUDING LIST OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS**

### **Licensed software:**

My Office Standard. Agreement No. SK-281 dated June 7, 2017. The date of conclusion is 07.06.2017. The license is valid for an unlimited period.

Astra Linux Common Edition. Contract No. 1 dated June 13, 2018, act dated December 17, 2018. The license is valid for an unlimited period.

Microsoft Windows 10. Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020. The licensed period is 30.09.2023.

Microsoft Office 2016.Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020 License validity period 30.09.2023.

### **Information reference systems, resources of the information and telecommunications network "Internet":**

Legal reference system Consultant +. Contract No. 163/223-U/2020 dated 12/14/2020. The license is valid until 31.12.2021



The Garant legal reference system. Contract No. 58419 dated December 22, 2015. The license is valid for an unlimited period of time

## **11. MATERIAL AND TECHNICAL BASE**

Teaching the subject is carried out using the material and technical base of USUE, which ensures the conduct of all types of training sessions and research and independent work of students:

Special rooms are classrooms for all types of classes, group and individual consultations, monitoring and summative assessment.

Premises for self-study of students are equipped with computers connected to the Internet and provide access to the electronic information and educational environment of USUE.

All rooms are equipped with specialized furniture and multimedia equipment, special equipment (information and telecommunication, computers), access to information, reference and legal systems, electronic library systems, databases of current legislation, and other information resources to present educational information to a large audience.

For lecture-type lessons, presentations and other teaching aids provide thematic illustrations.