



SOCIOLOGY OF MANAGEMENT AND SOCIAL MANAGEMENT

M.A. IN AREA STUDIES



PROGRAM ADVANTAGES

- ✓ Optimal combination of theoretical and applied research.
- ✓ Highly professional teaching staff: Department of Sociology is one of the pioneers of sociological education in contemporary Russia.
- ✓ Participation in research work: Laboratory for Sociological and Focus-Group Research conducts studies of a wide range of pressing social problems.
- ✓ Opportunities for continuing education and academic career: Master's graduates interested in scientific work can apply for the RUDN Sociology PhD Program.
- ✓ Experience of studying, living and conducting scientific research in different countries (Russia and China). Knowledge of the Chinese language is mandatory, as education at Shandong University is in Chinese.
- ✓ RUDN Journal of Sociology is indexed in Scopus, WoS, RCSI and Russian Higher Attestation Commission databases.
- ✓ Regular collections of undergraduate and postgraduate students' works.
- ✓ International cooperation and internships: international contacts of the Department of Sociology allow students to participate in numerous projects in cooperation with many scientific and education centers.



- ✓ Regular visiting courses and master classes by outstanding professors.
- ✓ Opportunities for internships and cooperation with future employers in the leading sociological and marketing research companies.
- ✓ Career opportunities: Master's graduates are successful professionals both in Russia and abroad.
- ✓ All necessary information-technical equipment: multimedia and statistical data processing software.
- ✓ Master's Program was approved by the European Certification Agency DEVA AAC (AGAE).



STUDYING PROCCCESS

120 credits.

Lectures, practical classes and students' independent work, research seminars, professional and pedagogical practice.

The first-year students are studying at Shandong University (PRC), the second year in RUDN University. The first three semesters of the master's program students study theoretical disciplines and engage in research work, the fourth semester is devoted to practices and preparation of final work (master's thesis). And then students receive two master's degrees (Shandong University and RUDN University).



PHILOSOPHY AND METHODOLOGY OF SOCIAL SCIENCES

- The concept of science in classical philosophy.
- Object, subject and textual nature of humanities.
- Extra-linguistic context; neopositivist ideal of scientific knowledge.
- Logic of scientific knowledge (K. Popper).
- Hermeneutic tradition in humanities and social sciences.
- 'Research programs'.
- 'Paradigm' and 'scientific revolution'.
- 'Methodological anarchism' and social sciences.



ORGANIZATIONAL CULTURE

- Theoretical foundations for the study of organizational culture.
- Economic, entrepreneurial and corporate culture.
- Key approaches to the analysis of organizational culture.
- Types of organizational cultures.
- The social-economic system impact on organizational culture.
- Features of business culture in different countries.
- Features of the Soviet and contemporary Russian business culture.



CONTEMPORARY METHODS OF SOCIOLOGICAL RESEARCH

- Repertory grids technique.
- Features of semantic differential.
- Procedures and tools for content analysis.
- Challenges of 'insincere answers'.
- The choice of questions and answers wording and forms in the studies of sensitive issues.
- Projective techniques.
- Features and types of expert surveys.



CONTEMPORARY BUSINESS STRATEGIES

- Strategic management as a scientific discipline.
- Analysis of fundamental strategies.
- Schools of design, planning and positioning.
- Foundations and features of the school of entrepreneurship.
- School of configuration.
- Strategic planning and strategic management.
- Business strategic plan and strategic planning under the crisis.



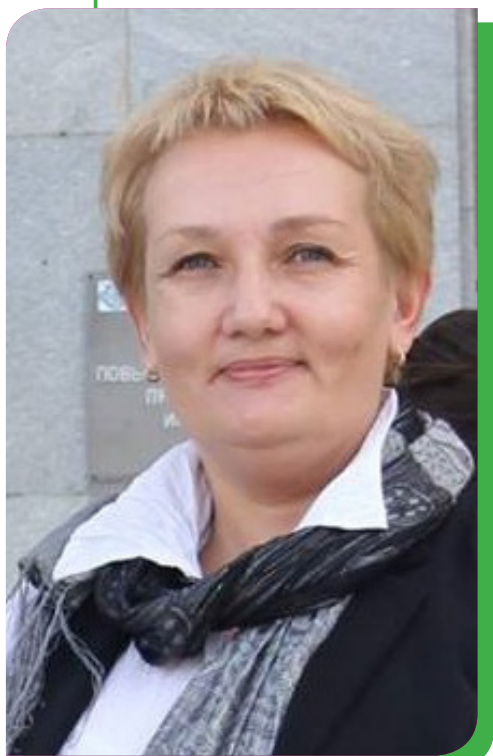
HUMAN RESOURCE MANAGEMENT

- Contemporary approaches to personnel management.
- HR planning and HR policy.
- Head of the personnel management system.
- Organization of the HR department work.
- Staff training and development.
- Staff motivation.
- Communication and feedback in management.
- Efficiency and assessment of the staff.
- Labor disputes and conflicts.
- Legal regulation of labor relations.



ACADEMIC DIRECTOR OF THE PROGRAMME

ZHANNA V. PUZANOVA



DSc (Sociology), Professor, Head of the Laboratory for Sociological and Focus Group Research.

DSc thesis: 'Sociological Dimension of Loneliness'.

SCIENTIFIC INTERESTS: methodology of sociological research, theory of measurement and data analysis in sociological research, contemporary methods of sociological research, sociology of management, sociology of personality.

- Author of many scientific articles in the peer-reviewed Russian and international journals, monographs and tutorials; regular presenter at international and all-Russian scientific forums.
- Member of the RUDN Sociological Dissertation Council, Dissertation Council of the Institute of Sociology of the Federal Center of Theoretical and Applied Sociology of the Russian Academy of Sciences, Expert Council of the Higher Attestation Commission on Philosophy, Sociology and Cultural Studies.
- Supervisor of the 16 defended PhD theses.
- Head of numerous research projects supported by international and Russian scientific foundations and the Russian Ministry of Education and Science.