

**INTERNATIONAL ACADEMIC COMPETITION
FOR MASTER'S APPLICANTS «MASTERSIUM»**

38.04.01 INTERNATIONAL BUSINESS

**METHODOLOGICAL RECOMMENDATIONS FOR PREPARATION
TO THE FINAL STAGE OF THE COMPETITION**

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FINAL STAGE

The nature and difficulty level of the Olympiad problems are aimed at achieving the goals of the Olympiad: identifying and supporting individuals who have demonstrated outstanding abilities; stimulating students' educational, cognitive, and research activities; developing students' intellectual and creative abilities; creating the necessary conditions for developing a high-quality contingent of master's students focused on continuing their academic careers; developing a system of continuous interaction with gifted and talented youth; disseminating and popularizing scientific knowledge; attracting talented youth, including those from foreign countries, to study for a master's degree.

The tasks vary in difficulty and require varying amounts of time to complete a correct and complete solution. The tasks are designed to test participants' intellectual potential, analytical skills, and creative thinking, among other things.

The in-person stage of the Olympiad is conducted in written form only. Each Olympiad participant receives a task form containing five tasks. The following is required:

1. Scientific and theoretical level of assignment completion and presentation;
2. The degree of creativity and independence in approaching the case analysis and its solution;
3. Completeness of the case solution;
4. Literacy of oral and written speech;
5. Having your own views on the problem

Assignment assessment criteria:

Task type	Evaluation criteria	Maximum points for the task
Question 1. Working with information	<p>5 points: The answer is absolutely accurate and contains all the requested facts.</p> <p>3-4 points: The answer is partially correct (only the year or only the city is indicated, or there is a minor inaccuracy).</p> <p>0-2 points: The answer is incorrect or missing.</p>	5
Question 2. Understanding key actions	<p>9-10 points: A complete, structured answer. All key steps are listed clearly and in the correct sequence, without adding incorrect information.</p> <p>7-8 points: The answer is correct, but incomplete or contains minor inaccuracies in the wording.</p> <p>4-6 points: The answer is fragmentary, superficial, contains factual errors or excessive generalizations.</p> <p>0-3 points: Significant factual errors or lack of understanding of the essence of the issue.</p>	10
Question 3 Find cause and effect	<p>18-20 points: In-depth analysis. The answer logically and clearly explains the cause-and-effect chain: how a specific principle or decision led to short-term and long-term consequences. Terms from the text are used, and conclusions are justified.</p> <p>14-17 points: The connection is established correctly, but the analysis is somewhat superficial or does not cover all aspects of the consequences (only for the company or only for the industry). The logic may have minor gaps.</p> <p>8-13 points: The answer is a retelling of related parts of the text without a deep analysis of the connections. Cause and effect are stated, but the relationship is poorly explained.</p> <p>0-7 points: The answer does not demonstrate an understanding of cause-and-effect relationships and contains factual errors.</p>	20
Question 4 Evaluation/ comparative question	<p>25-30 points: A clear and well-reasoned comparison. Fundamental differences in approaches are highlighted. The explanation of the strategy's effectiveness is multifaceted (mentioning crisis management, gaining trust, and long-term benefits). Specific examples from the text are used.</p> <p>19-24 points: The comparison is made, the key difference is identified, but the argument for effectiveness is less detailed or partially limited to a retelling of events. Some aspects of the assessment may be missing.</p> <p>10-18 points: There is an attempt at comparison, but it is descriptive. The argumentation is weak, and the conclusions are general.</p> <p>0-9 points: The answer does not contain a comparison or evaluation, is replaced by a retelling, or the conclusion does not correspond to the facts of the text.</p>	30

<p>Question 5 Work on the application of knowledge and creative thinking</p>	<p>27-35 points: A creative and well-thought-out solution. The proposed strategy is realistic, structured, and directly follows from the principles described in the case study. The risks or specifics of the new context are clearly identified and analyzed.</p> <p>18-26 points: A logical solution based on the text is proposed, but it may be less detailed or partially utopian. The new context is taken into account, but the analysis of its challenges is superficial.</p> <p>11-17 points: The proposed solution is generic and formulaic, weakly connected to the specifics of the case or the new context. It lacks depth and originality.</p> <p>0-10 points: The answer does not correspond to the essence of the question, the proposed strategy is not feasible or is not relevant to the material.</p>	<p>35</p>
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LIST OF CONTENT ELEMENTS INCLUDED IN THE OLYMPIAD TASKS OF THE FINAL STAGE OF THE 2025/2026 ACADEMIC YEAR

BUSINESS SITUATION

Read the text below and answer the questions in details.

One of the world's largest global companies Nike has been criticized since the early 1990s from various public organizations both in the United States ("Campaign for Labor Rights", "Global Exchange"), and in developing countries in Asia, where Nike locates its enterprises or where the enterprises fulfilling the company's orders are located. The company is accused of exploiting and humiliating employees, violating environmental regulations, etc. In the mid 1990s protest groups began calling for a boycott of the company.

1. How to revise the company's strategy in this situation?
2. What actions should this transnational take?

Literature for preparation

1. Deren, V. I. Economics and international business: a textbook and practical course for universities / V. I. Deren, A. V. Deren. - 2nd ed., corrected . and additional. - Moscow: Yurait Publishing House , 2019. - 297 p.
2. Deren, V. I. Economics and international business: monograph / V. I. Deren, A. V. Deren. - 3rd ed., corrected . and additional. - Moscow: Yurait Publishing House , 2025. - 302 p.