

Educational course
GENERAL THEORY OF NOONOMY
at the Ural State University of Economics



The Ural State University of Economics (USUE) became one of the pilot sites where the discipline *General Theory of Noonomy* began to be taught in the academic year 2020-2021.

The course *General Theory of Noonomy* aims to identify the prospects of socio-economic development based on the analysis of the trends of technological and economic processes developing in modern society. It shows the emergence of a new industrial society and the conditions for its emergence; describes the causes and manifestations of the crisis of a new industrial society, manifested in the deindustrialization and financialization of the economy, the emergence of the so-called «new normal», etc.; gives a detailed economic analysis of the new technological revolution, also called the industrial revolution; systematically describes the concept of the new industrial society of the second generation (NIS.2). On this basis, the opportunities brought by the acceleration of technological development and the associated risks are revealed; the mechanisms of transformation of human needs in new conditions and the ways to satisfy them are shown; the thesis of the need to strengthen the humanitarian component of socio-economic development through the promotion and development of culture is proved; finally, the main conceptual provisions of Noonomy are described, based on a new way of interaction between society and the (economic) production system.

The course is based on the textbook *General Theory of Noonomy*, the monographs *To Come. New Industrial Society: Reloaded*, *Noonomy*, and *Noonomy: Trajectory of Global Transformation* by S. Bodrunov.

The discipline program was developed.

The participants of the new curriculum are the Ural State University of Economics and Management and officials of the Sverdlovsk region (Governor's and Government Office of the Sverdlovsk region, Legislative Assembly of the Sverdlovsk region, Ministry of Digital Development and Communications of the Sverdlovsk region, Ministry of State Property Management of the Sverd-

lovsk region, Chamber of Accounts of the Sverdlovsk region, Ministry of Labor and Employment of the Sverdlovsk region, etc.), who are doing internship in additional professional programs.

The course is conducted by S.G. Pyankova, Doctor of Economics, Professor of the Department of Regional and Municipal Economics and Management at the Ural State University of Economics.

Course content:

Topic 1: The subject and method of the general theory of Noonomy.

Topic 2: The development of industrial production.

Topic 3: On the threshold of a new technological revolution.

Topic 4: The new industrial society of the second generation (NIS.2).

Topic 5: The potential of new technologies and the danger of a civilizational rupture.

Topic 6: The interplay of simulative and non-simulative needs.

Topic 7: The death of economic rationality and culture as an internal criterion of the new rationality.

Topic 8: Noonomy as a non-economic form of production social organization.

Topic 9: The necessity of re-industrialization of Russia as a prerequisite for the transition to NIS.2 and Noonomy.

The program is intended for students enrolled in the program 38.04.01 «Economics» who are pursuing a master's degree.

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