

CURRICULUM OF THE STUDY PROGRAMME
38.04.05_05 «DIGITAL MARKETING AND E-BUSINESS»

Index	Description	Total hours	Total credits	Semester	Assessment
K.M.01	General scientific module	324	9		
K.M.01.01	Foreign language in professional communication	108	3	2	Exam
K.M.01.02	History and methodology of science	108	3	1	Academic assessment
K.M.01.03	Digital resources in scientific research	108	3	1	Academic assessment
K.M.02	Basic module	504	14		
K.M.02.01	Enterprise architecture	216	6	1	Exam, CW
K.M.02.02	Business process management	144	4	1	Exam
K.M.02.DV.01	Disciplines (modules) optional 1 (DI.1)	144	4		
K.M.02.DV.01.01	Project management	144	4	3	Exam
K.M.02.DV.01.02	IT project management	144	4	3	Exam
K.M.03	Profile module	1152	32		
K.M.03.01	Information infrastructure of electronic enterprises	180	5	2	Exam
K.M.03.02	Data analysis, metrics and measurements in digital marketing	144	4	3	Exam, CP
K.M.03.03	Media planning, contextual advertising and search engine optimization	144	4	1	Exam
K.M.03.04	Social media marketing and CRM systems	144	4	2	Exam
K.M.03.05	Development of mobile applications, websites of online stores and selling pages	108	3	4	Exam, CP
K.M.03.06	Strategic management of a modern enterprise	180	5	4	Academic assessment, Exam
K.M.03.06.01	Innovation management	108	3	4	Exam
K.M.03.06.02	Modeling socio-economic processes	72	2	4	Academic assessment
K.M.03.07	Registration and presentation of research results	72	2	5	Academic assessment
K.M.03.DV.01	Disciplines (modules) optional 1 (DI.1)	180	5		
K.M.03.DV.01.01	Branding and advertising design	180	5	3	Exam
K.M.03.DV.01.02	Computer design	180	5	3	Exam

K.M.04	Mobility module	180	5		
K.M.04.DV.01	Additional profile disciplines	180	5		
K.M.04.DW.01.01	Career adaptability	180	5	3	Academic assessment
K.M.04.DV.01.02	Educational foresight	180	5	3	Academic assessment
K.M.05	Project activity module	1944	54		
K.M.05.01 (P)	Practice for obtaining professional skills and professional experience (including technological practice)	432	12	2.5	Exam
K.M.05.02 (PD)	Undergraduate practice	324	9	5	Exam
K.M.05.03	Research projects	864	24		
K.M.05.03.01 (U)	Research work on business process management	252	7	2	Exam
K.M.05.03.02 (U)	Research work on Business Analysis Technologies	216	6	2	Exam
K.M.05.03.03 (U)	Research work on e-business Architecture	180	5	3	Exam
K.M.05.03.04 (U)	Research work on project management	216	6	4	Exam
K.M.05.04 (U)	Practice for obtaining primary professional skills and abilities	108	3	2	Academic assessment
K.M.05.05 (P)	Research work	216	6	4	Exam
K.M.06	State final certification	216	6		
K.M.06.01 (D)	Defense of the final qualifying work, including preparation for defense and defense procedure	216	6	5	
FTD.	Electives. Variable part	216	6		
FTD.B.01	Adaptation module	216	6		
FTD.B.01.01	Business Engineering Seminar	72	2	1	Academic assessment
FTD.B.01.02	Basics of work in EIOS	36	1	1	Academic assessment
FTD.B.01.03	Econometric data analysis	108	3	3	Exam

Basic part - 15 ZETS *

Variable part, compulsory disciplines - 31 ZET *;

The variable part, optional disciplines - 14 ZET *;

Practice block - 54 ZETS *;

State final certification - 6 ZET *;

* 1 ZET - 36 hours.

Summary data

		Course 1			Course 2			Course 3			Sum
		Sem. 1	Sem. 2	Sum	Sem. 3	Sem. 4	Sum	Sem. 5	Sem. 6	Sum	
	Theoretical teaching and Practices	12 4/6	15 1/6	27 5/6	12 4/6	15 1/6	27 5/6	1 2/6		1 2/6	57
E	Exam sessions	2 3/6	5 1/6	7 4/6	2 3/6	5 1/6	7 4/6	3/6		3/6	15 5/6
L	Learning practice		2	2							2
P	Industrial practice		2	2		4	4	6		6	12
Up	Undergraduate practice							7		7	7
D	Defense of graduation qualification work, including Preparation for the Defense Procedure and the Defense Procedure							4		4	4
H	Holidays		10	10		10	10	5 2/6		5 2/6	25 2/6
*	Non-working Holidays (not including Sundays)	1 3/6 (9 Days)	1 (6 Days)	2 3/6 (15 Days)	1 3/6 (9 Days)	1 (6 Days)	2 3/6 (15 Days)	1 5/6 (11 Days)		1 5/6 (11 Days)	6 5/6 (41 Days)
Duration of studying (not including non-working holidays and holidays)		More than 39 weeks			More than 39 weeks			Not less than 12 weeks and not more than 39 weeks			
Sum		16 4/6	35 2/6	52	16 4/6	35 2/6	52	26		26	130