

Educational program annotation

38.03.02_08 Marketing

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| Field of study: | 38.03.02 Management |
| Bachelor program: | 38.03.02_08 Marketing |
| Level of education: | Bachelor |

1. List of structural units in the program

The bachelor's program in the direction 38.03.02 Management is implemented at the Institute of Industrial Management of Economics and Trade.

Highly qualified teaching staff (candidates and doctors of sciences), representatives of the professional community (employers, practitioners), who teach general education and specialized disciplines of the curriculum and supervise the project and research work of students, participate in the implementation of the bachelor's training program.

Graduate School of Business and Management, Graduate School of Service and Trade, Graduate School of Engineering and Economics, Graduate School of Engineering Pedagogy, Psychology and Applied Linguistics, Graduate School of Law and Forensic Science, Graduate School of Sports Pedagogy, Graduate School media communications and public relations, as well as the Department of Fundamentals of Economics and Management, the Department of Social Sciences, which teach curriculum disciplines.

2. Mission and goals of the educational program

The mission of the main educational program of the bachelor's degree is to provide a comprehensive, high-quality, internationally competitive education, based on a combination of modern educational technologies, educational methods aimed at forming the graduate's professional qualities and developing creative potential.

The mission of the program corresponds to the tasks facing domestic enterprises of any sphere, which consists in training specialists who are able to apply the latest technologies and tools in their professional activities: to work successfully in their chosen field of activity and be successful in the labor market, to master the principles and methods of management, entrepreneurship and business. activity, ability to make effective decisions based on high professional competence.

The purpose of specialized training of bachelors in the "Marketing" profile is the formation of the following competencies: development of students' market approach to enterprise management based on the study of consumers and competitors, the use of entrepreneurial approaches in the activities of the enterprise, methods of interactive interaction with consumers, creating sustainable competitive advantages.

The uniqueness of the bachelor's program "Marketing" lies in its practical orientation not only to the traditional laws of marketing, but also to the processes of global change in modern marketing trends.

1. The program prepares specialists in the following demanded professions: marketer, marketing analyst, market research specialist,

customer relations manager, advertising and PR manager, internet marketer. The training program is aimed at developing students' skills that correspond to trends in the labor market - a complex of soft skills (intuition, the ability to work in a team and be aware of their role, reasonably express their opinions and persuasion skills, the ability to solve problems and think critically, analytical skills, skills self-education, the ability to quickly adapt, multitasking skills, the ability to think creatively) and hard skills (the ability to organize a process, the ability to delegate, communication skills and self-presentation skills, understanding the principles of content distribution, familiarity with content management systems, understanding the principles of SEO promotion, skill work with analytics tools, understanding the principles of product management and product design, copywriting and editing skills).

2. Привлечение к процессу обучения ведущих специалистов-практиков из различных сфер и отраслей экономики, с целью передачи бакалаврам практического опыта организации маркетинговой деятельности компании с целью интеграции теории и практики обучения, что делает программу более привлекательной для абитуриентов и позволяет выпускнику-бакалавру быть более конкурентоспособным и востребованным на рынке труда.

3. Integration into the curriculum of disciplines as a basic module, focused on deepening knowledge in the field of management, and a profile focus, focused on solving real cases and analytical tasks on the examples of existing organizations that implement and use digital marketing technologies.

4. A unique combination of specialized disciplines allows bachelors to form a system of "hard" professional skills that allow them to collect, process and analyze data using modern software products and statistical research methods, including the ability to systematize information, create a unique product or service, analyze traffic and user behavior and develop management decisions based on the results obtained.

5. Using in the course of training modern software products Microsoft Project - a software product for managing complex, multi-stage projects; Excel software that allows you to apply statistical research methods in the analysis of big data.

6. Combination of both classical approaches and teaching methods (lectures and practical classes) and new, active methods, case sessions, participation in scientific and practical conferences in order to get the opportunity to get acquainted and exchange experience with representatives of other Universities, including, foreign, and practitioners from the real sector of the economy.

3. Requirements

Persons who have a document on secondary general education or a document on secondary vocational education and qualifications, or a document on higher education and qualifications are allowed to master the educational program. Admission to training is carried out for the first year. The procedure and conditions for admission are regulated by the Rules for admission to undergraduate programs, specialist programs, master's

programs at Peter the Great St. Petersburg Polytechnic University, which are approved for each year of admission.

4. Areas of professional activity and (or) areas of professional activity in which graduates who have mastered the educational program can carry out professional activities:

01 Education and science (in the areas of professional and additional professional education; scientific research).

06 Communications, information and communication technologies (in the field of promotion and distribution of media products, in the creation and management of information resources on the Internet, in the sale of information and communication systems).

Graduates can carry out professional activities in other areas and (or) spheres of professional activity, provided that their level of education and acquired competencies correspond to the requirements for employee qualifications.

5. Type (types) of tasks of professional activity, for the solution of which the graduate should be ready:

- organizational and managerial;
- information and analytical;
- entrepreneurial.

6. Professional standards in accordance with which the educational program is developed:

| No | Associated professional standard or other grounds for the inclusion of professional competencies in the educational program (name and details of documents) | Selected generalized labor function | Labor function, the preparation of the implementation of which is directed by professional competence |
|----|---|---|--|
| 1. | | B. Sale of standard solutions for infocommunication systems and / or their components | B / 01.6 Search for potential customers for the purchase of infocommunication systems and / or their components B / 02.6 Preparation of commercial offers, documentation for the sale of infocommunication systems and / or their components, including for tenders |

| | | | |
|----|--|---|---|
| | 06.029 Professional standard "Sales manager of information and communication systems" approved by order of the Ministry of Labor and Social Protection of the Russian Federation dated October 05, 2015 No. 687n (registered by the Ministry of Justice of the Russian Federation on October 30, 2015, registration No. 39566) | | held in a different form, requests for proposals from clients |
| | | | B / 03.6 Establishing and maintaining contacts with existing customers to discuss their needs for infocommunication systems and / or their components |
| 2. | 06.029 Professional standard "Sales manager of information and communication systems" approved by order of the Ministry of Labor and Social Protection of the Russian Federation dated October 05, 2015 No. 687n (registered by the Ministry of Justice of the Russian Federation on October 30, 2015, registration No. 39566) | C. Sale of atypical and complex solutions for infocommunication systems and / or their components | C / 02.6 Controlling the entire sales cycle of infocommunication systems and / or their components |
| | | | C / 03.6 Management of complex projects for the sale of infocommunication systems and / or their components |

7. The structure and content of the educational program

The educational program is implemented through a system of disciplinary modules and a module of state final certification.

The undergraduate program consists of the following types of modules:

General educational module, within the framework of which the development of universal, general professional, as well as mandatory professional competencies takes place.

The "Physical culture" module, in which the mastering of universal competence takes place.

A foreign language learning module, in which the development of universal competencies takes place.

A fundamental module in which the development of universal competencies takes place.

Basic study module of the field includes a set of disciplines (modules) that form knowledge, skills and abilities in the direction of training.

A module of a specialized orientation, which determines the profile of training, within which the development of professional competencies takes place.

Mobility module is an educational cycle within the framework of an educational program, which represents an additional educational trajectory for students in addition to training in the main educational direction.

The module of project activity is an independent activity of students, focused on solving a certain practically or theoretically significant problem, implemented within the framework of disciplines, practices, research work.

The module "State final examination" includes: the defense of the final qualifying work and the state exam (s) (if any).

Optional disciplines aimed at the socio-cultural development of students.

The learning outcomes by disciplines (modules) are correlated with indicators of achievement of competencies and ensure the gradual formation of the graduate's competencies.

Structure and scope of the educational program

| Structure | Scope (credits) |
|-----------------------------------|-----------------|
| BLOCK 1 "Disciplines (modules)" | 209 |
| BLOCK 2 "Practice" | 25 |
| BLOCK 3 "State final examination" | 6 |
| Total | 240 |
| BLOCK 4 "Electives" | 6 |

7.1. Competence-based curriculum and calendar study schedule

The competence-based curriculum includes two interrelated components: Competence-formative and disciplinary-modular. The competence-forming part of the curriculum connects all the mandatory competencies of the graduate with the sequence of studying all academic disciplines, practices, etc. The disciplinary-modular part of the curriculum reflects the logical sequence of mastering the elements of the educational program that ensure the formation of competencies.

The curriculum defines the list, labor intensity (in credit units and academic hours), sequence and semester distribution of disciplines (modules), practices, forms of intermediate certification of students, state final certification, the volume of contact work of students with a teacher (by type of training) is highlighted and independent work of students.

The educational calendar indicates the periods of the types of educational activities and the periods of vacations.

7.2. Work programs of disciplines (modules), practice programs

The work program of the discipline (module) is developed in accordance with its own established educational standards, curriculum,

competency matrix, which reflects the competencies of all levels, indicators for them, as well as descriptors that ensure their achievement.

7.3. Practice programs

Practices are a compulsory section of the educational program and are a type of training sessions directly focused on the professional and practical training of students. Practitioners consolidate the knowledge and skills acquired by students as a result of mastering theoretical courses in special disciplines, develop practical skills and contribute to the integrated formation of general cultural and professional competencies of students.

The educational program "Marketing" established the following types and types of practices:

Educational practice:

- practice to acquire primary professional skills;
- organizational and managerial.

Internship:

- practice to acquire professional skills and professional experience;
- undergraduate practice.

7.4. Funds of assessment tools for the current and intermediate attestation of students in the discipline (module), practice

The fund of assessment tools for conducting the current and intermediate attestation of students in the discipline (module), practice are included in the work program of the discipline (module) and the practice program, respectively, and is drawn up in the form of attachments to the programs.

7.5. Organization of research work of students

Research work is carried out by a bachelor under the guidance of a teacher. The purpose of the bachelor's research work is to realize the creative and intellectual abilities of students, the formation and improvement of the forms of their involvement in scientific activities, ensuring the unity of educational and scientific-practical processes to improve the professional level of training of specialists with higher education.

The research work of students involves the solution of the following tasks:

- teaching students the methodology of scientific research;
- creating conditions for students to use in practice
- theoretical knowledge;
- creating conditions for the disclosure and implementation of creative and intellectual abilities of students;
- formation of skills in scientific and practical, creative and research activities.

The research work of a bachelor is divided into three types:

– Research work built into the educational process, as well as within educational and industrial practices.

– Research work that complements the educational process. This type of SRWS organization involves the individualization of training, in-depth study of the materials of the passed disciplines, the creation of prerequisites for training in master's and postgraduate studies.

– Research work parallel to the educational process, when the organization of research work involves the scientific professionalization of students, including specialization and preparation for a specific area of scientific activity.

7.6. Fund of assessment tools for state final examination

The fund of assessment means for the state final certification is developed for the implementation and protection of the final qualifying work. In the course of the state final certification, the degree of compliance of the formed competencies of graduates with the requirements of this educational standard and the educational program being implemented is assessed.

The fund of assessment means includes: the program of state final certification, including requirements for final qualifying works and the procedure for their implementation, criteria for assessing the results of defense of final qualifying works.

8. Places of practice and employment

Students can undergo industrial practice at enterprises of various fields of activity, in advertising and marketing agencies, Internet marketing agencies. There are a number of long-term agreements on internships between SPbPU and the Russian-German Center for Innovation and Entrepreneurship "Polytech Strascheg", GC "Obukhovsky", LLC "Goreltech", Internet agency "Evil Marketing" (IE Bakharev A.A.), advertising agency "Grand Media Service", research center "GORTIS", intellectual Internet marketing agency "RE: SPOND", LLC "Agency for Marketing Initiatives".

Applications for graduates are received from enterprises of the city and the region: the Internet agency "Evil Marketing", LLC "Igora Drive", LLC "Red Elephant", LLC "Lizoform-SPB", LLC "Leader Group", GC "Obukhovsky".

9. Material and technical base for educational and scientific activities

To implement the training of bachelors in the direction of Management, IMET has laboratories equipped with the necessary equipment:

Research Laboratory "Digital Technologies in Business and Education". The research laboratory was created in order to widely attract the teaching staff, graduate students, undergraduates and students. The use of the Laboratory is a necessary element of the implementation of the research and educational process. The laboratory was organized to carry out research projects funded from competitions for grants from the Russian Humanitarian Science Foundation, RFBR and other sources. Research carried out in the Laboratory is included in research plans.

The book value of the equipment is 902,968.20 rubles.

Educational laboratory "Modern technologies of management". The educational laboratory was created to provide the educational process with information and technical means and programs, as well as for the use and implementation of information technologies in scientific and innovative activities.

The book value of the equipment is RUB 1,692,480.00.

The material and technical base of the educational program of the bachelor's degree ensures the conduct of all types of classes, disciplinary and interdisciplinary training, laboratory, practical and research work of students, provided for by the curriculum and corresponding to the current sanitary and fire safety rules and regulations.

Today, student education and research is carried out using databases on various indicators of the functioning of organizations.

Equipping the laboratory allows you to solve the most modern tasks in the field of strategic planning of the company's activities, collecting, processing and analyzing information about the factors of the external and internal environment of the organization for making management decisions.

10. Competitive advantages of graduates and possible places of employment

The preparation of bachelors is carried out on the basis of IMET, laboratories, computer classes, using modern interactive teaching methods. A new format of interaction with students is the conduct of open lectures and master classes by leading practitioners from various enterprises: the Grand Media Service advertising agency, the GORTIS research center, and Evil Marketing (IP Bakharev AA).

Graduates of this program will be able not only to gain practical knowledge, but also to determine their future place of work. Part-time employment is possible already during the training period in the companies Goreltech LLC, Vympel-Communications PJSC, Chocolate Fiesta (IP Kovalevsky MM), Real Estate Agency Public Real Estate (IP Shestakov MA), GC "Obukhovsky".

11. International cooperation

The main international partners are leading foreign universities, European business schools and universities of applied sciences, including those implementing similar educational programs.

Close integration is also carried out with foreign consortia of partners, jointly implementing international research projects within the framework of, for example, cross-border cooperation programs, "Interreg Baltic Sea Region", "Erasmus +".

Cooperation and networking with international partners makes it possible to improve the quality of training of specialists through the development of academic mobility programs and inclusive education, the use of advanced foreign experience, the attraction of foreign professors from leading universities and research centers, and the attraction of students for the implementation of research projects.

12. Main scientific directions and schools

The teachers involved in the implementation of the educational program are engaged in research activities in the framework of scientific areas on the following topics: development of marketing tools in the context of digital transformation of business and innovation; modern technologies of digital marketing and management of electronic enterprises.

13. Most significant results and achievements

The main scientific and practical results of joint research of teachers and students within the framework of this educational program are presented in the reporting documentation for the following grants:

RFBR Grant No. 18-010-01119 "Management of digital transformation of an innovative industrial cluster as a backbone element of an industry digital platform: methodology, tools, practice."

RFBR grant No. 16-32-00040 "Theoretical and scientific-methodological foundations of industrial development management in the Far North".

**Annotations of educational program elements 38.03.02_08 Marketing
(subjects, practice and State Final Examination)**

| Life safety | | | | |
|---------------------------------------|---|--------------------|-------------------|------|
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of a professional safety culture, which presupposes the readiness and ability of a graduate to use the acquired body of knowledge, skills and abilities to ensure safety in the field of his activity. | | | |
| <i>Content:</i> | 1. Basics of life safety 1.1. Theoretical foundations of life safety 1.2. Biomedical fundamentals of life safety 2. Sanitation and hygiene of industrial and household activities 2.1. Microclimatic parameters and light environment 2.2. Vibroacoustic safety 2.3. Electromagnetic and radiation safety 3. Safety precautions 3.1. electrical safety 3.2. Fire safety 4. Civil protection 4.1. Peacetime and wartime emergencies 4.2. Organization of civil defense and protection of the population and territories from emergencies | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 4+16EI | 8+8EI | 27 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| History | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form students' comprehensive understanding of the cultural and historical originality of Russia, its place in world and European civilization; to give systematized knowledge about the basic laws and features of the world-historical process, with an emphasis on the study of the history of Russia; to introduce into the circle of historical problems related to the field of future professional activity, to develop skills for obtaining, analyzing and generalizing historical information. | | | |
| <i>Content:</i> | 1. History as a science, theoretical foundations of the discipline (methodology, historiography, sources) 1.1. History in the system of social sciences and humanities. The basics methodology of historical science 1.2. Researcher and Historical Source 2. History of Russia and the world before the beginning of modern times 2.1. Features of the formation of statehood in Russia and the world 2.2. Russian lands in the XIII-XV centuries. and the European Middle Ages | | | |

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|---------------------------------------|---|--------------------|-------------------|------|
| | 2.3. Russia in the XVI-XVII centuries. in the context of the development of European Civilization 2.4. Russia and the World in the 18th-19th Centuries: Attempts at Modernization and the Industrial Revolution 3. Recent and contemporary history 3.1. Russia and the world in the 20th century 3.2. Russia and the world in the XXI century | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 4+8El. | 8+16El. | 27 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Philosophy | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of an idea about the specifics of philosophy as a method of cognition and spiritual development of the world, the main sections of modern philosophical knowledge, philosophical problems and methods of their research; development of skills of critical perception and assessment of sources of information, the ability to logically formulate, state and reasonably defend their own vision of problems and ways to resolve them; mastering the techniques of discussion, polemics, dialogue. | | | |
| <i>Content:</i> | 1. Philosophy, its subject matter and place in culture 1.1. Introductory lecture. The subject of philosophy, the concept of worldview 2. Historical types of philosophy. Philosophical traditions and modernity 2.1. The emergence of philosophy. Philosophy of the ancient world 2.2. Philosophy of the Middle Ages and Renaissance 2.3. Philosophy of modern times 2.4. German classical idealism 2.5. Non-classical philosophy 2.6. The main directions and tendencies of philosophy in the XX century 2.7. Russian philosophy of the XIX-XX centuries 3. Problems of philosophy 3.1. The problem of being in philosophy 3.2. Development philosophy 3.3. Philosophy of Consciousness 3.4. Epistemological problems of philosophy 3.5. Philosophy of Science 3.6. Positivist and post-positivist concepts in the methodology of science 3.7. Social philosophy 3.8. Dynamics and typology of historical development 3.9. Philosophical anthropology 3.10. Philosophy of language | | | |

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| | 4. Forms of control 4.1. Intermediate testing 4.2. Final exam | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 4+18EI | 8+18EI | 24 | 36 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Jurisprudence | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of legal culture as a necessary component of professional training of students; familiarization of students with the basics of law and the formation on this basis of a set of theoretical knowledge and practical skills. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Foundations of the theory of state and law. 2. Fundamentals of constitutional and municipal law. 3. Basics of civil, family and inheritance law. 4. Fundamentals of administrative and criminal law. Judicial system and law enforcement agencies. 5. Fundamentals of labor relations. State regulation of professional activities. 6. Legal basis for the protection of state interests, information, ecology. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 16 | 31 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Sociology and Psychology | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: providing students with the necessary theoretical knowledge about society, its structure and elements, the social laws of its development, the social essence of the individual and social communities; getting an idea of the principles and requirements for the preparation of methods and the technique of conducting sociological research; gaining knowledge of the theoretical foundations of psychology, skills to reasonably and effectively apply existing and master new methods and models in solving problems of the professional field in the field of forecasting and understanding human behavior. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Sociology as a scientific discipline. Basic sociological categories 2. Prehistory and socio-philosophical preconditions of sociology as a science. Classical sociological theories. 3. Russian sociological thought | | | |

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|---------------------------------------|--|--------------------|-------------------|------|
| | <p>4. Contemporary sociological theories</p> <p>5. Personality and society</p> <p>6. Social groups and communities</p> <p>7. Social inequality and stratification</p> <p>8. Methods of sociological research</p> <p>9. The history of the development of psychological knowledge. Psychology: subject, object and research methods</p> <p>10. The main directions in psychology</p> <p>11. The mental warehouse of the personality. The main functions of the psyche. Development of the psyche in the process of ontogenesis and phylogenesis</p> <p>12. Principles of organization and management in mental activity</p> <p>13. Cognitive processes. Thinking and intelligence. Creation</p> <p>14. Feeling. Perception. Representation. Imagination. Attention. Mnemic processes</p> <p>15. Emotions and feelings. Communication and speech</p> <p>16. Interpersonal relationships. Intergroup relationships and interactions</p> | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32 | 60 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Physical Culture | | | | |
| <i>Objectives:</i> | <p>The purpose of studying the discipline: the formation of a personality with an active life position, independence in decision-making, a sense of responsibility, moral qualities, the ability to successfully socialize and the ability to apply various forms of physical culture and sports to maintain and strengthen health, improve the quality of life and the effectiveness of professional activity; ensuring an understanding of the social role of physical culture in the development of a personality and preparing it for professional activity; the formation of a motivational-value attitude to physical culture, the need for regular physical exercises, an attitude towards a healthy lifestyle; getting ideas about the mechanisms of adaptation of the body, about the impact of mental and physical stress on the human body; getting ideas about the mechanisms of adaptation of the body, about the impact of mental and physical stress on the human body; mastering a system of special knowledge, practical skills and abilities that ensure the preservation and strengthening of health, the formation of compensatory processes for the prevention of occupational diseases, the correction of existing deviations in the state of health, the development and improvement of psychophysical abilities, the formation of professionally significant qualities and personality traits; mastering the methodology for the formation and implementation of a complex of health-improving exercises for self-study, methods of self-control when performing physical activity, the rules of personal hygiene, a rational regime of work and rest; mastering the means and methods of counteracting unfavorable factors and working conditions, reducing fatigue in the process of professional activity and improving the quality of results; Obtaining</p> | | | |

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|---|---|--------------------|-------------------|------|
| | knowledge about the role and place of physical culture and sports in the development of society as a whole: in the world, country and region of residence. | | | |
| <i>Content:</i> | 1. Theoretical section 1.1. Introductory lecture 1.2. The general concept of the theory and methodology of physical culture 1.3. Socio-biological foundations of physical culture, diagnostics and healthy lifestyle 1.4. Independent motor activity 1.5. Means, forms and methods of physical culture in professional human activity 1.6. Sport is an integrative factor in physical fitness | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 4+18E1 | | 41 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Elective physical culture and sports | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: achievement and maintenance of the optimal level of physical fitness necessary for maintaining and strengthening health, stable performance and intensive work of students throughout the entire period of study, the formation of professionally significant qualities and personality traits; acquisition of personal experience of increasing motor and functional capabilities, providing general and professionally applied physical fitness; - improving the sportsmanship of students - athletes, the acquisition by students of the necessary knowledge on the basics of organizing sports training, preparation for work as public instructors, coaches and judges; understanding the social significance of physical culture and its role in personality development and preparation for professional activity; creation of a basis for creative and methodologically grounded use of physical culture and sports activities for the purpose of subsequent life and professional achievements; knowledge of the scientific - biological, pedagogical and practical foundations of physical culture and a healthy lifestyle; the formation of a motivational-value attitude to physical culture, an attitude towards a healthy lifestyle, physical improvement and self-education of the habits of regular exercise and sports; mastering a system of special knowledge, practical skills and abilities that ensure the preservation and strengthening of health, the formation of compensatory processes for the prevention of occupational diseases, the correction of existing deviations in health, the development and improvement of psychophysical abilities. | | | |
| <i>Content:</i> | 1. Practical section 2. Independent work of students | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |

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|---|---|--------------------|-------------------|------|
| | | 240 | 72 | 16 |
| <i>ECTS Credits:</i> | 328 h. | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Foreign language: basic course | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: practical knowledge of colloquial everyday speech for active use in everyday communication; confident use of the most common and relatively simple language means in the main types of speech activity: speaking, listening (listening), reading and writing; increasing the level of educational autonomy, the ability to self-education. | | | |
| <i>Content:</i> | 1. Personality, personal interests: travel, work and languages 1.1. Personality (personality traits, personality characteristics) 1.2. Travel and tourism (history, famous people) 1.3. Job (job description) 1.4. Learning foreign languages (ancient and modern languages) 2. Business life and education 2.1. Advertising (advertising history and modern advertising) 2.2. Business (modern business, famous business people) 2.3. Design (design history, modern design) 2.4. Education (educational systems of different countries) 3. Social life (experience of different countries) 3.1. Engineering (current trends) 3.2. Trends (history and current trends) 3.3. Art and the media (contemporary art, the role of the media in society). 3.4. Crimes (known crimes) | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | 90+96E1 | 102 | 36 |
| <i>ECTS Credits:</i> | 9 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment / Pass/Fail assessment / Graded assessment | | | |
| Foreign language: Vocational-oriented course | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the use of a foreign language in everyday professional communication; translation and business correspondence in compliance with all norms of language equivalence; work with professional literature in order to obtain professional information. | | | |
| <i>Content:</i> | 1. Career in the business world 1.1. Building a career (education and career) 1.2. Information (information systems and communications) 1.3. Quality (concept of quality, quality standards) | | | |

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|--|---|--------------------|-------------------|------|
| | 1.4. Feedback 2. Business and business problems 2.1. Increase in sales 2.2. Starting a new business 2.3. Financial control 2.4. Ethical trade | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | 112 | 59 | 45 |
| <i>ECTS Credits:</i> | 6 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment / Examination | | | |
| Management Seminar (in English) | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of students' basic ideas about approaches to management used by world-famous personalities. Trainees learn information in English and study sources in the original language. | | | |
| <i>Content:</i> | 1. Evolution of theory, tools, methods and practices of management 2. Changing the structure of planning, organization, management and control 3. Creation and presentation of customer value 4. Economic and financial analysis 5. Human resources 6. Managerial roles and effectiveness 7. Quantitative methods and information systems 8. Operations and technology management 9. New trends in theory, tools, methods and practice management | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | 16 | 83 | 9 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Maths | | | | |
| <i>Objectives:</i> | The purpose of the discipline: mastering by students the necessary mathematical apparatus that helps to analyze, model and solve applied engineering and economic problems using, if necessary, computer technology; development of students' logical and algorithmic thinking; teaching techniques and solutions to mathematically formalized problems. | | | |

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| <i>Content:</i> | <ol style="list-style-type: none"> 1. Linear algebra. Individual homework 2. Vector algebra and analytic geometry. Verification work. 3. Introduction to mathematical analysis. Verification work 4. Differential calculus of a function of one variable. Test. 5. Indefinite integral. Verification work. 6. A definite integral. Individual homework. 7. Differential calculus of functions of several variables. Test. 8. Ordinary differential equations. Individual homework. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 74 | 74 | 140 | 72 |
| <i>ECTS Credits:</i> | 10 ECTS | | | |
| <i>Assessment:</i> | Examination / Examination | | | |
| Probability theory | | | | |
| <i>Objectives:</i> | The purpose of the discipline: to study the foundations of the theory of probability, the formation of students' knowledge, skills and abilities to build and analyze mathematical models that reflect the properties, characteristics and dependencies existing in real mass random phenomena and processes. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Random events <ol style="list-style-type: none"> 1.1. Algebra of events 1.2. The probability of the event. Combinatorial elements 1.3. Algebra of probabilities 2. Random variables <ol style="list-style-type: none"> 2.1. Discrete one-dimensional random variable 2.2. Continuous one-dimensional random variable 2.3. Two-dimensional random variables 2.4. Limit theorems of probability theory 3. Elements of mathematical statistics | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 30 | 30 | 48 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Ecology | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of graduates of environmental thinking, which allows | | | |

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| | them to reasonably and effectively apply environmental knowledge in solving both professional problems and in everyday life, to master new modern methods of environmental protection and ensuring environmental safety. | | | |
| <i>Content:</i> | 1. Basics of general ecology 1.1. Introductory lecture 1.2. The subject and tasks of ecology. Biosphere, its structure and stages of development 1.3. Ecosystems and their structure. Ecosystem productivity 1.4. Environmental factors and their classification. Liebig's and Shelford's laws. Ecological niche concept 1.5. Regularities of ecosystem functioning 2. Fundamentals of Applied Ecology 2.1. The main environmental problems of our time and their causes 2.2. Basic approaches to environmental protection. Sanitary-hygienic and environmental regulation 2.3. Ecological foundations of rational nature management. Ecological economics. Environmental monitoring 2.4. Society and nature: interaction strategies | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2+36E1 | 8 | 17 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Concepts of modern natural science | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: increasing the general educational and cultural level of future specialists, forming in them the foundations of a scientific worldview, a holistic materialistic view of natural phenomena at different hierarchical levels of organization of matter, acquaintance with the generally accepted natural science picture of the world; creation of prerequisites for the formation of innovative and technological thinking of future specialists, familiarization with the natural science base of modernization processes, modern technologies; enrichment and improvement of the methodology of scientific and practical professional activities of future specialists. | | | |
| <i>Content:</i> | 1. Introduction. Subject and methodology of studying the discipline 2. Natural science in the context of human culture. Scientific method 3. The main stages of the development of natural science 4. The concept of determinism in classical natural science 5. Corpuscular and continual concepts of describing nature 6. Space and time in natural science 7. Statistical patterns in nature. Energy conservation law in macroscopic processes. The principle of increasing entropy. 8. Quantum representations in the description of the microworld | | | |

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| | 9. Structure of matter 10. What the World is Made of: Towards a Fundamental Theory of Matter 11. Evolutionary processes in the megaworld: the science of the universe 12. Evolution of the stars 13. Science of the earth 14. Fundamental properties of living matter 15. The biosocial nature of man 16. Natural science and scientific and technological progress 17. Self-organization in animate and inanimate nature | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2+30El. | 16 | 15 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Informatics | | | | |
| <i>Objectives:</i> | The purpose of the discipline: the study of information technology for information processing. The main objectives of the discipline are theoretical and practical development of information technologies and tools for solving typical general scientific problems in their professional activities by introducing and effectively using the capabilities of universal packages of applied computer programs; the discipline "Informatics" should provide the basis for the training of future specialists in the field of modern information technologies who understand the importance of information security, as well as create the necessary basis for the successful mastering of subsequent special disciplines of the curriculum; the study of the discipline should contribute to the development of students' creative abilities, the ability to formulate and solve the problems of the studied specialty, the ability to creatively apply and independently improve their knowledge, including using global computer networks. | | | |
| <i>Content:</i> | 1. Information and presentation forms 2. Hardware and software for the implementation of information processes 2.1. Hardware for the implementation of information processes 2.2. Software tools for the implementation of information processes 3. Basics of algorithms and programming 4. Technologies for preparing reporting documentation and presentation materials 4.1. Reporting documentation preparation technologies 4.2. Technologies for preparing presentation materials 5. Technologies for processing tabular information by means 6. Models for solving functional and computational problems 7. Basics of network technologies and information security | | | |

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| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 8 | 32+16EI | 43 | 45 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Introduction to the profession | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of theoretical ideas and knowledge of students about the specific features of the professional activity of a specialist in the field of management; a comprehensive understanding of the specifics of the manager's work; mastering primary knowledge about the general foundations of management of social organizations, about management and the profession of a manager; formation and development of interest in the profession of a manager; mastering primary knowledge about the history of the formation and development of management science. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Management as a special kind of activity <ol style="list-style-type: none"> 1.1. General characteristics of the profession of a manager and the direction "Management" 1.2. Manager and organization 2. Brief description of management development. Specific features of Russian and foreign management 3. Consideration of the professional and personal qualities of the manager of the organization 4. Organization management system 5. Making management decisions 6. Organizational culture 7. Features of the implemented profiles in the direction of training "Management" (bachelor level) | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 12 | 4 | 47 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Microeconomics | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: training specialists who are able to analyze and assess the state of economic processes, identify economic problems and find their effective solution at the level of individual economic entities, using a set of methods and tools of microeconomic analysis. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Introduction to Microeconomic Analysis <ol style="list-style-type: none"> 1.1. Basic concepts, categories and problems 1.2. Analysis of supply and demand. Market equilibrium 2. Theory of consumer behavior and market demand <ol style="list-style-type: none"> 2.1. Consumer choice and demand | | | |

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| | <ul style="list-style-type: none"> 2.2. Elasticity of individual and market demand 2.3. Test work 1 3. Foundations of the theory of production and costs <ul style="list-style-type: none"> 3.1. Theory of production and producer equilibrium 3.2. Manufacturer costs and profits 4. Competition and monopoly on commodity markets for goods and services <ul style="list-style-type: none"> 4.1. Market supply in perfect competition 4.2. Market supply under monopoly conditions 4.3. Market supply in conditions of imperfect competition: oligopoly and monopolistic competition 4.4. Test work 2 5. General economic equilibrium and efficiency <ul style="list-style-type: none"> 5.1. General equilibrium theory 5.2. Pareto efficiency and social welfare | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32+16EI | 46 | 18 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Graded assessment | | | |
| Macroeconomics | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: training specialists capable of analyzing and assessing the state of economic processes and institutions at the macro level; identify economic problems and find their effective solution, taking into account possible socio-economic consequences, using the apparatus of macroeconomic theory. | | | |
| <i>Content:</i> | <ul style="list-style-type: none"> 1. National economy as a system of macroeconomic ties <ul style="list-style-type: none"> 1.1. Introduction to Macroeconomics. circulation of income and expenses 1.2. Key macroeconomic indicators. Price indices. 2. Basic models of macroeconomic equilibrium <ul style="list-style-type: none"> 2.1. Aggregate demand and aggregate supply. Model AD-AS 2.2. Equilibrium in the market for goods. Model IS. 2.3. Monetary system. Equilibrium in the money market. Model LM. 3. Test work 1 4. Macroeconomic instability and government regulation of the economy <ul style="list-style-type: none"> 4.1. Types and characteristics of macroeconomic cycles 4.2. Inflation: types, causes, methods of assessment, social economic consequences. Unemployment: types, ways measurements, socio-economic implications. 4.3. The economic growth | | | |

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| | 4.4. The main goals, tools and types of state regulation of the market for goods and the market for money 5. Balance of payments and exchange rate 6. Test work 2 | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32+16EI | 19 | 45 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Enterprise economy | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form students' systems of knowledge and practical skills in the field of theory and practice of economic activity of the organization; to study the object and subject of enterprise management, factors of the external and internal environment of the enterprise, types of organizational and production structures, their characteristics; analyze the functional areas of activity and types of resources of the enterprise, the sequence of the economic analysis of the enterprise; to form an idea of the economic processes taking place at the enterprise and the economic tools for substantiating decisions in the field of organization management; to form the skills of economic analysis and calculation of indicators of production and economic activities of the enterprise. | | | |
| <i>Content:</i> | 1. Introduction to the economics of the enterprise. 1.1. Introductory lecture 1.2. The structure of the national economy. Enterprise as a primary link in the economy. 1.3. Enterprise as a subject of entrepreneurial activity 1.4. Organizational-legal and organizational-economic forms of entrepreneurial activity 1.5. Production process, organizational and production structure of the enterprise 1.6. Principles, types and forms of organization of production 1.7. Production program and production capacity of the enterprise 1.8. Knowledge control for section 1 2. Enterprise resources 2.1. Fixed assets. Fixed assets of the enterprise 2.2. Working capital of the enterprise 2.3. Labor resources of the enterprise 2.4. Enterprise costs 2.5. Knowledge control under section 2 3. Income, profit and profitability of the enterprise 3.1. Revenue, profit, profitability 3.2. Pricing policy of the enterprise 4. Fundamentals of enterprise management | | | |

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| | 4.1. Fundamentals of Enterprise Management 4.2. Effect and efficiency. Methods for assessing economic efficiency. 4.3. Knowledge control according to section 3 and section 4. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32+16EI | 32+16EI | 12 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination / Settlement and graphic work (SGW) | | | |
| Management | | | | |
| <i>Objectives:</i> | The purpose of the discipline: the formation of a basic system of knowledge among students in the field of general theory of organization management; mastering modern methods and tools for building a management system of an organization and leadership of a labor collective, obtaining skills for their systematic use in the field of managing organizations. | | | |
| <i>Content:</i> | 1. Historical and theoretical foundations of management 1.1. Introduction to the discipline 1.2. General theory of organization and organization management 1.3. The main stages of management development, schools of management 1.4. Fundamentals of organization management theory 1.5. Organizational culture and its role in managing an organization 1.6. Internal and external environment of the organization 1.7. Knowledge control for section 1 2. Management functions 2.1. Mission and goals of the organization, strategy and tactics for achieving goals 2.2. Organizational relations in management 2.3. Types of organizational management structures 2.4. Organization management system, the role and functions of the head, the control function in management 2.5. Knowledge control under section 2 3. Making management decisions 3.1. Management decision making process 3.2. Making management decisions under conditions of uncertainty and risk 3.3. Group methods for making decisions. Ranging 3.4. Knowledge control under section 3 4. Socio-psychological foundations of management 4.1. Motivation of activities in the management system 4.2. Human resource management of the organization | | | |

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| | 4.3. Conflict management in the organization 4.4. Leadership and leadership in management 4.5. Manager efficiency 4.6. Knowledge control under section 4 | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32+16EI | 32+16EI | 39 | 45 |
| <i>ECTS Credits:</i> | 5 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| History of management thought | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of students' knowledge about the main stages and patterns of development of management thought, skills and abilities of critical analysis, selection and use of methods and means of various schools, and national management models for making organizational and managerial decisions | | | |
| <i>Content:</i> | 1. The origin of management thought 1.1. Management thought of the Ancient World, the Middle Ages and the New Time 2. Genesis and main stages of development of management abroad 2.1. Sources of management thought of the 18th-19th centuries 2.2. The origin and formation of theories and schools of management (first half of the XX century.) 3. Domestic history of management thought 3.1. Formation and development of management in Russia 4. Modern management concepts 4.1. Features of national management models | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 16 | 31 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Marketing | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: preparing students for the development of sound organizational and managerial decisions, taking into account their social significance, promoting their implementation in a complex and dynamic environment and assessing their consequences. | | | |
| <i>Content:</i> | 1. Marketing environment. 1.1. Introduction to Marketing 1.2. Competition | | | |

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| | <ul style="list-style-type: none"> 2. Consumer behavior. <ul style="list-style-type: none"> 2.1. Consumer behavior of consumer goods 2.2. Consumer behavior in organizational (business) markets 3. Marketing research <ul style="list-style-type: none"> 3.1. Quality marketing research 3.2. Quantitative marketing research 4. Marketing complex. <ul style="list-style-type: none"> 4.1. Assortment and nomenclature of goods and services of the enterprise 4.2. Product development 4.3. Brand, branding 4.4. Distribution 4.5. Pricing 4.6. Complex of marketing communications and advertising 4.7. Personal sales management 4.8. Promotion of sales and public relations 5. Marketing management | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32+16EI | 16+16EI | 64 | 36 |
| <i>ECTS Credits:</i> | 5 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Accounting | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form a basic system of knowledge about accounting in students, its place and role in managing an organization, as well as skills and practical skills in conducting individual accounting transactions, documenting them, aggregating and summarizing in accounting (financial) statements, taking into account the world realities of integration. and of a technological nature. | | | |
| <i>Content:</i> | <ul style="list-style-type: none"> 1. Theoretical foundations of accounting <ul style="list-style-type: none"> 1.1. Organization of the accounting process. Accounting Regulations 1.2. Elements of the accounting method 2. Accounting for enterprise resources <ul style="list-style-type: none"> 2.1. Accounting for cash and cash documents. Accounting for financial investments 2.2. Accounting for long-term investments, fixed assets, intangible assets, R&D expenses 2.3. Accounting for inventories 2.4. Accounting for labor and wages. Accounting for compulsory pension, social and health insurance settlements 3. Accounting for the costs of production and release of finished products <ul style="list-style-type: none"> 3.1. Classification of production costs. Calculation of the cost of products, works, services | | | |

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| | 3.2. Accounting for finished products 4. Accounting for settlement transactions 4.1. Accounting for settlements with buyers and customers. Accounting for settlements with suppliers and contractors 4.2. Accounting for settlements with different debtors and creditors 4.3. Accounting for settlements on loans and borrowings. Accounting for earmarked funding 5. Accounting for the financial results of organizations. Capital accounting 5.1. Accounting for financial results from sales of products, works, services. Accounting for financial results from other income and expenses of the organization 5.2. Profit and loss accounting. Accounting for income tax calculations. Accounting for retained earnings and reserve fund 5.3. Accounting for authorized capital. Additional capital accounting 6. Accounting financial statements 6.1. General principles for the preparation of accounting financial Reporting 6.2. Characteristics of the forms of financial statements | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16E1 | 32+16E1 | 55 | 45 |
| <i>ECTS Credits:</i> | 5 ECTS | | | |
| <i>Assessment:</i> | Examination / Settlement and graphic work (SGW) | | | |
| Statistics | | | | |
| <i>Objectives:</i> | The purpose of the discipline: to prepare specialists who own existing ones and are ready to master new statistical methods for obtaining and analyzing information, who are able to independently and reasonably choose the directions and methods of data analysis for making management decisions. | | | |
| <i>Content:</i> | 1. Subject and methodology of statistics. Statistical observation. Statistical indicators 2. Methods for the analysis of empirical distributions 3. Selective observation 4. Statistical methods for studying relationships 5. Methods of time series analysis 6. Index method of analysis 7. Macroeconomic indicators in the system of national accounts 8. Statistics of national wealth 9. Statistics of money circulation, prices and inflation 10. Labor statistics 11. Population statistics | | | |

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| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16EI | 32+16EI | 28 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Finance and credit | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: professional preparation of a graduate to solve computational, analytical, research; organizational and managerial, production, entrepreneurial tasks in the field of finance, money circulation and credit | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Money and its role in financial relations 2. Foundations of the general theory of finance 3. Finances of economic entities in various fields of activity 4. World financial system 5. Credit and its role in the economy 6. Credit intermediation. Banks 7. Lending instruments | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 16+16EI | 53 | 27 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Financial management | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form specialists who can reasonably and effectively apply existing and master new methods of financial management of a company in accordance with the specifics of their activities; who are able to economically competently explain the essence of the used financial methods and models and justify the need for their application. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Introduction. Fundamental principles of financial management 2. The theory of cash flow and the time value of money 3. Risk and return 4. Price, capital structure 5. The concept of leverage in enterprise capital management 6. Business valuation 7. Profit distribution policy | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |

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|------------------------------|--|---------------|----|----|
| | 16+16El. | 30+2CW+ 16El. | 60 | 40 |
| <i>ECTS Credits:</i> | 5 ECTS | | | |
| <i>Assessment:</i> | Examination / Course paper | | | |
| Management Accounting | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form in future specialists a system of knowledge on the methodology and organization of management accounting, as well as practical skills in using information from management accounting to make informed management decisions. | | | |
| <i>Content:</i> | <p>1. Introduction to management accounting. Costs as the main object of management accounting</p> <p>1.1. Goals, objectives, main sections of the course. Management accounting and its role in the enterprise management system. Comparative characteristics of financial and management accounting</p> <p>1.2. Costs are the main object of management accounting. Essence and classification of costs.</p> <p>1.3. Cost structure by frequency of occurrence and economic elements</p> <p>1.4. Classification of costs by cost items</p> <p>1.5. Classification of costs by the way they are assigned to a cost object</p> <p>1.6. Classification of costs in relation to the volume of products</p> <p>1.7. Cost structure by management functions, regulated and unregulated costs, by management decision options</p> <p>1.8. Test work for section 1</p> <p>2. Classification of management accounting systems: classification of systems by the method of grouping costs</p> <p>2.1. Organizational aspects of management accounting, independently determined by the organization: classification of management accounting systems. Decentralization of management and accounting system by responsibility centers. The concept and types of responsibility centers</p> <p>2.2. Management accounting systems by the method of grouping costs management system by full cost (absorption / fullcosting)</p> <p>2.3. Activity-based costing system as an enterprise management tool.</p> <p>2.4. Limited cost control system (directcosting / marginalcosting)</p> <p>2.5. Test work for section 2</p> <p>3. Classification of management accounting systems by cost accounting methods. Regulatory accounting system</p> <p>3.1. Accounting and costing methods</p> <p>3.2. Custom-made method of cost accounting and the scope of its use. Process-by-process method of cost accounting and the scope of its use. Percentage method of cost accounting and the scope of its use</p> <p>3.3. The essence of the regulatory accounting system. Regulatory accounting and standard-cost-ing as tools for accounting, planning and cost control.</p> <p>3.4. Accounting for changes in norms and standards. Cost variances and their analysis as a cost control tool. Deviation analysis methods.</p> | | | |

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| | <p>4. Planning. Budgeting. Management accounting in the management decision making system</p> <p>4.1. Basics of planning and budgeting</p> <p>4.2. Development of the main budget. Development of budgets by centers of responsibility, functional areas and types of products (projects)</p> <p>4.3. The process of making management decisions. Providing relevant information for making business management decisions.</p> <p>4.4. Procedure and criteria for making short-term management decisions</p> <p>4.5. Procedure and criteria for making long-term management decisions</p> <p>4.6. Management accounting information systems</p> | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32+16EI | 16+16EI | 28 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Strategic management | | | | |
| <i>Objectives:</i> | <p>The purpose of the discipline: studying the basic concepts and concepts of strategic management, the history of its development, schools of strategic management; to form an understanding of the main stages of the process of developing and making strategic decisions; study various aspects of business integration and diversification in modern market conditions, as well as the main components of the organization's economic strategy aimed at creating sustainable competitive advantages, taking into account the dynamics of industry factors; master the methods and tools for the formation and implementation of enterprise strategies at different levels; gain skills in analyzing the strategic position of an enterprise in the market, identifying its competitive advantages</p> | | | |
| <i>Content:</i> | <p>1. Theoretical and methodological foundations of strategic management</p> <p>1.1. Introduction to the discipline</p> <p>1.2. The history of the formation and development of strategic management and planning. Strategic Management Schools</p> <p>1.3. Strategic management cycle</p> <p>2. Strategic analysis</p> <p>2.1. Strategic analysis of the organization's external environment</p> <p>2.2. Strategic analysis of the internal environment of the organization</p> <p>2.3. Organization goals setting</p> <p>3. Development of the organization's strategy</p> <p>3.1. Classification of strategies and their relationship</p> <p>3.2. Corporate and collective strategies</p> <p>3.3. Business-level strategies</p> <p>3.4. Organizational functional strategies</p> | | | |

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| | 4. Methods for the formation and implementation of the strategy 4.1. Methods for Developing Strategic Alternatives 4.2. Risks and strategic choices 4.3. Strategy implementation process | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32 | 44 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Production management | | | | |
| <i>Objectives:</i> | The purpose of the discipline: the formation of a basic system of knowledge among students in the field of management of an industrial organization (enterprise, firm, corporation), mastering modern methods and tools for the effective integrated use of all resources of an industrial organization and increasing production efficiency through the rational organization of production processes in time and space, strengthening human resources, widespread use of digital technologies; mastering the practice of their use by foreign and domestic industrial enterprises in modern economic conditions. | | | |
| <i>Content:</i> | 1. Content and evolution of operational / production management concepts 1.1. General concept of production management 1.2. Evolution of production management concepts. Modern production management tools activities. 2. Organization of design processes for innovative products and technologies 2.1. Market oriented preparation of production of a new products. Organization of scientific research and experimental design developments. 2.2. Design, technological and organizational planning preparation for the production of new products. 3. Organization of the production process at the enterprise 3.1. The production process and its structure, organizational types of production 3.2. The production cycle of a simple and complex process 3.3. Production capacity of the enterprise 3.4. Designing the location of enterprises and their production facilities 3.5. Designing the production structure of the enterprise 3.6. Organization of production processes by non-flow methods 3.7. Organization of production processes by flow methods 3.8. Organization of service industries at the enterprise 4. Production planning 4.1. Production planning methodology | | | |

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| | 4.2. Linking corporate and operational business strategies of an enterprise 4.3. Operational production planning systems 4.4. The concept of creating an integrated automated production control system | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16E1 | 16+32E1 | 28 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Advanced manufacturing technology | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the acquisition by students of knowledge about the current level and prospects for the development of advanced production technologies in Russia and the world, as well as the effectiveness of their use in solving technological problems of production development. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. The concept of advanced manufacturing technologies. Prospects for the development of advanced production technologies in Russia and the world. 2. Computer Engineering, High Performance Computing. Optimal design. Bionic design. 3. Traditional and modern construction materials. Production of modern construction materials. 4. Technologies of modern production (subtractive technologies (metal cutting, electrical erosion), Additive technologies, Casting technologies, Reverse engineering). 5. Modern robotic systems and complexes, prospects for smart automation of production (Sensorics, Human-machine interface) 6. Organization of production of the future. Digital factories, smart factories, virtual factories 7. Modern media technologies. MediaNet as one of the high-tech markets under the National Technology Initiative. 8. Aerospace engineering and technology. Development of the aviation and rocket and space industries. AeroNet as one of the high-tech markets under the National Technology Initiative. 9. Modern technological trends in the automotive industry. AutoNet as one of the high-tech markets under the National Technology Initiative. 10. Features and global trends in world shipbuilding. MaryNet as one of the high-tech markets under the National Technology Initiative 11. Modern technologies for the production of micro and nano electronics (production of electronic component base, MEMS) 12. Current trends in the energy industry (reducing the energy intensity of production, alternative energy sources in production, transmission and storage of energy). EnergyNet as one of the high-tech markets under the National Technology Initiative. 13. Application of modern information and digital technologies, as well as robotic systems in medicine. HealthNet, as one of the high-tech markets within National Technology Initiative. | | | |

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|---------------------------------------|---|--------------------|-------------------|------|
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 16 | 31 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Digital Industry Technologies | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to acquaint students with modern technologies of the digital industry and models of their optimal application in the framework of professional activities; to provide listeners with information about modern research trends in various fields of knowledge that form modern digital technologies of the industry; help students to form a general understanding of the contribution of SPbPU Institutes, as well as the University as a whole, to scientific and technological development both within the Russian Federation and abroad; assistance in career guidance, allowing future specialists to determine the area of professional interests and research activities. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Introductory (installation) lecture 2. World trends in the development of the digital industry. National Technology Initiative. NTI Markets 3. Direction "Technet" (advanced production technologies) of the National Technology Initiative. Megaproject "Factories of the Future". Digital industry. 4. Roadmap for the development of "end-to-end" digital technology "New production technologies" (within the framework of the federal project "Digital Technologies" of the national program "Digital Economy of the Russian Federation"). 5. Digital design and modeling (Smart Design). Digital twins and digital shadows 6. High performance computing. HPC. 7. Robotics and sensorics. Industrial Internet. 8. Technologies of wireless communication. 9. Quantum technologies. 10. Distributed ledger systems. 11. Big data. Machine learning. Artificial Intelligence. Neurotechnology 12. Technologies of virtual and augmented reality. 13. Laser technologies. Photonics. 14. Renewable energy sources. New energy. <p>Implementation of end-to-end digital technologies using the example of the spheres - construction (BIM technologies) and medicine (digital medicine)</p> | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2+14E1 | 16E1 | 36 | 4 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |

| Information systems and technologies | | | | |
|---|--|--------------------|-------------------|------|
| <i>Objectives:</i> | The purpose of studying the discipline: to acquaint students with the role, purpose, capabilities and functionality of modern information systems and technologies; to acquaint with the basic information technologies used in modern corporate information systems; teach to understand and be able to apply the basics of enterprise architecture modeling. | | | |
| <i>Content:</i> | 1. The role and place of information systems and technologies in the management of the organization. 2. Economic information systems. 3. Information technology. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32 | 24 | 36 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Management documentation | | | | |
| <i>Objectives:</i> | The purpose of the discipline: studying the organization of effective office work in the conditions of the functioning of a modern enterprise; formation of a system of theoretical information and practical knowledge on the preparation, editing and subsequent processing of documents, taking into account the requirements of the current Russian legislation. | | | |
| <i>Content:</i> | 1. Documentation 1.1. The concept of documents, documentation systems, information carriers. State regulation of office work 1.2. Requisites of organizational and administrative documentation 1.3. Requirements for the design of administrative and reference information documents 1.4. Business letters: classification, design, work with text 1.5. Requirements for registration of personnel documents 2. Document flow 2.1. Organization of document flow in state and municipal structures 2.2. The procedure for processing incoming, outgoing and internal documents 2.3. Electronic document management 2.4. Confidential proceedings 3. Archiving 3.1. Basic concepts of archiving. Law 125-FZ of October 27, 2004 "On archival affairs" (as amended on October 4, 2014). Standard and departmental lists of management documents 3.2. Drawing up a nomenclature of cases. Formation of documents in the case, registration of the case. Inventory of cases | | | |

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|---|--|--------------------|-------------------|------|
| | 3.3. Preparing for archival storage. Storage and destruction of documents | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 8 | 16+8EI | 31 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Mathematical methods in economics and management | | | | |
| <i>Objectives:</i> | The purpose of the discipline: to study the foundations of mathematical methods in economics, necessary for the organization and successful conduct of research, production, economic, commercial and financial activities of an enterprise (organization); training in the effective application and justification of the use of existing methods for solving management problems; development of students' rational-logical style of thinking in assessing and forecasting economic processes. | | | |
| <i>Content:</i> | 1. Theory of linear optimization 2. Multi-criteria optimization 3. Non-linear optimization | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16EI. | 32 | 80 | 36 |
| <i>ECTS Credits:</i> | 5 ECTS | | | |
| <i>Assessment:</i> | Examination / Settlement and graphic work (SGW) | | | |

Operations research

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|---------------------------------------|--|--------------------|-------------------|------|
| <i>Objectives:</i> | The purpose of the discipline: to study the foundations of mathematical methods in economics, necessary for the organization and successful conduct of research, production, economic, commercial and financial activities of an enterprise (organization); training in the effective application and justification of the use of existing methods for solving management problems; development of students' rational-logical style of thinking in assessing and forecasting economic processes. | | | |
| <i>Content:</i> | 1. Theory of linear optimization 2. Multi-criteria optimization 3. Non-linear optimization | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16EI. | 32 | 80 | 36 |
| <i>ECTS Credits:</i> | 5 ECTS | | | |
| <i>Assessment:</i> | Examination / Settlement and graphic work (SGW) | | | |

Human Resource Management

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|---------------------------------------|---|--------------------|-------------------|------|
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of a basic system of knowledge and certain practical skills in the field of theory and practice of human resource management in students, allowing future managers to form the ability to make effective personnel decisions at enterprises or organizations. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1.Theoretical foundations of human resource management 2. The concept and systems of human resource management. 3. The concept and typology of the organization's personnel policy. 4. Legal framework for human management 5. Recruitment strategy 6. Onboarding new employees in the organization 7. Personnel appraisal system 8. Professional training and personnel development 9. The system of motivation and incentives for personnel. 10. Evaluation of the effectiveness of the use of human resources. 11. Socio-economic assessment of the effectiveness of personnel activities in the organization. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16 E | 16+16 E | 53 | 27 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |

Human Resource Management in International Companies

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|--------------------|--|--|--|--|
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of a basic system of knowledge and certain practical skills in the field of theory and practice of human resource management in students, allowing future managers to form the ability to make effective personnel decisions at enterprises or organizations. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1.Theoretical foundations of human resource management 2. The concept and systems of human resource management. 3. The concept and typology of the organization's personnel policy. 4. Legal framework for human management 5. Recruitment strategy 6. Onboarding new employees in the organization 7. Personnel appraisal system 8. Professional training and personnel development 9. The system of motivation and incentives for personnel. 10. Evaluation of the effectiveness of the use of human resources. | | | |

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|---|---|--------------------|-------------------|------|
| | 11. Socio-economic assessment of the effectiveness of personnel activities in the organization. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16+16 EI | 16+16 EI | 53 | 27 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| International Business | | | | |
| <i>Objectives:</i> | The purpose of the discipline: the formation of students' practical skills and abilities that allow them to make decisions in a specific environment of international business; formation of a set of theoretical knowledge in the field of organizing international business processes; assimilation of modern theories of international trade and foreign direct investment, their most important mechanisms and methods. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. World Markets 2. International business environment 3. International Business Management 4. Management functions in international business | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 48 | 37 | 27 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Business in the context of globalization | | | | |
| <i>Objectives:</i> | The purpose of the discipline: the formation of students' practical skills and abilities that allow them to make decisions in a specific environment of international business; formation of a set of theoretical knowledge in the field of organizing international business processes; assimilation of modern theories of international trade and foreign direct investment, their most important mechanisms and methods. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. World Markets 2. International business environment 3. International Business Management | | | |

| | | | | |
|---|--|--------------------|-------------------|------|
| | 4. Management functions in international business | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 48 | 37 | 27 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| Quality management | | | | |
| <i>Objectives:</i> | The purpose of the discipline: training a bachelor in the direction 38.03.02 "Management" practical professional skills of managing an organization (enterprise) in accordance with the requirements of the educational standard and the formation of knowledge and skills in the field of quality management of enterprises. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Quality management: basic concepts and categories of management 2. Legal and regulatory framework for quality management 3. State regulation in the field of quality 4. Confirmation of the conformity of products, works, services and management systems to the established requirements 5. Modern methods and tools of quality management 6. Models for assessing the performance of organizations in the field of quality 7. Quality and competitiveness 8. Historical overview of the role of quality | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32 | 60 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| International quality management standards | | | | |
| <i>Objectives:</i> | The purpose of the discipline: training a bachelor in the direction 38.03.02 "Management" practical professional skills of managing an organization (enterprise) in accordance with the requirements of the educational standard and the formation of knowledge and skills in the field of quality management of enterprises. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Quality management: basic concepts and categories of management 2. Legal and regulatory framework for quality management 3. State regulation in the field of quality | | | |

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|---------------------------------------|--|--------------------|-------------------|------|
| | 4. Confirmation of the conformity of products, works, services and management systems to the established requirements 5. Modern methods and tools of quality management 6. Models for assessing the performance of organizations in the field of quality 7. Quality and competitiveness 8. Historical overview of the role of quality | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32 | 60 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Entrepreneurship | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form specialists who understand the characteristics of legal entities of various organizational and legal forms, the procedure for their establishment and registration, reorganization and liquidation, the basics of their activities, as well as organizational issues of privatization of state and municipal enterprises, bankruptcy of legal entities and individual entrepreneurs. | | | |
| <i>Content:</i> | 1. Business relationship 1.1. The essence of entrepreneurship and its types 1.2. Commercial organizational and legal forms of legal entities 1.3. Non-commercial organizational and legal forms of legal entities. Forms of association of legal entities 2. Organization of entrepreneurship 2.1. Establishment, registration and fundamentals of activities of legal entities 2.2. Insolvency (bankruptcy) 3. The concept and content of entrepreneurship 3.1. Introduction to entrepreneurship 3.2. The essence of entrepreneurship and its types 4. Basics of Law of Obligations 4.1. Obligations. Transactions 4.2. General provisions on the contract. Calculations 5. Business contracts 5.1. Contract of sale. Lease contract 5.2. Work agreement. Shipping. Loan 5.3. Mediation and other contracts | | | |

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|---------------------------------------|----------------------------------|--------------------|-------------------|------|
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32+10CW | 64 | 22 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Graded assessment / Course paper | | | |

Marketing communications

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|---------------------------------------|--|--------------------|-------------------|------|
| <i>Objectives:</i> | The purpose of the discipline: getting students of theoretical knowledge and practical skills in the field of planning a complex of integrated marketing communications, consisting of advertising, sales promotion, public relations, personal sales; development of advertising messages and organization of production of advertising products; choice of means of communication and media planning; definition and distribution in various areas of the budget for marketing communications; evaluating the effectiveness of marketing communications | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Complex of marketing communications <ol style="list-style-type: none"> 1.1. Characteristics of the marketing communications complex 1.2. Participants in the marketing communications process 2. Development and production of promotional products <ol style="list-style-type: none"> 2.1. Development of communication messages 2.2. Advertising production 3. The choice of means of communication and the basics of media planning <ol style="list-style-type: none"> 3.1. Characteristics of the means of communication 3.2. Basics of media planning 4. Marketing communications management <ol style="list-style-type: none"> 4.1. Determining the budget and monitoring the effectiveness of marketing communications 4.2. Planning a complex of integrated marketing communications 4.3. Promotion of sales and public relations in a complex of integrated marketing communications | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32+16CW | 24 | 40 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination / Course paper | | | |

Basics of logistics

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| <i>Objectives:</i> | The purpose of studying the discipline: to form specialists who understand the existing ones and are ready to master new tools, methods and models of transport, production, warehouse and distribution logistics; who are able to correctly explain the logistics processes occurring at an industrial enterprise and substantiate the effectiveness of their use. | | | |
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|---|--|--------------------|-------------------|------|
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Organization of the logistics system at the enterprise 2. Production logistics 3. Transport and warehouse logistics 4. Purchasing logistics 5. Planning in logistics 6. Ensuring the logistics process | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32 | 35 | 45 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Analysis and costs planning in marketing | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form specialists with competencies in assessing the impact of an organization's marketing decisions on the financial results of its activities. Students receive theoretical knowledge and practical skills in planning, economic analysis and control of marketing activities, in particular, assessing marketing costs, predicting the economic results of marketing activities, calculating the financial efficiency of an enterprise's marketing activities. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. The concept of costs in marketing <ol style="list-style-type: none"> 1.1. Classification and types of costs 1.2. Methods for determining marketing costs 2. Marketing planning. <ol style="list-style-type: none"> 2.1. Strategic analysis and planning 2.2. Development of an operational marketing plan 3. Marketing budgeting. <ol style="list-style-type: none"> 3.1. Marketing budgeting 3.2. Control and analysis of the marketing activities of the enterprise. 4. Evaluation of the effectiveness of marketing. <ol style="list-style-type: none"> 4.1. The concept and types of performance assessment in marketing 4.2. Cost-benefit analysis of marketing activities. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2 | 78 | 46 | 18 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Graded assessment / Settlement and graphic work (SGW) | | | |
| Information support for business processes | | | | |

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|---------------------------------------|---|--------------------|-------------------|------|
| <i>Objectives:</i> | The purpose of the discipline: mastering the methods of organizing information services for an enterprise and assessing information needs, studying modern information technologies and information, software and tools that support these methods; empowering students with knowledge about the information systems used at enterprises that support the most important business functions of the enterprise, their capabilities and implementation problems as part of the implementation of an enterprise architecture project, as well as the organization of their effective operation to achieve the set business goals; mastering the methods and techniques for assessing the economic efficiency of IT projects and approaches to using these techniques in practical calculations. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Management of information resources at the enterprise. 2. Economic information and information needs 3. Information service and information management in the company. 4. Information infrastructure of the enterprise. 5. Types and classification of information systems, their composition and structure. 6. The emergence and development of concepts and standards of information systems for enterprise management enterprise management. 7. Basic principles and structure of MRP / ERP systems. Types and classes of integrated (corporate) systems (CIS). 8. Characteristics, types and purpose of systems of class MRPII 9. Information systems that support pre-production processes. 10. Supplier relationship management information systems. 11. Information systems for the management of supply chains of material resources. 12. Information systems for planning and production management 13. Information systems for managing relationships with customers (buyers) 14. Information systems for managing relationships with customers (buyers) 15. Information systems for managing costs and budgets. 16. Analytical information systems 17. Methods and approaches to assessing the economic efficiency of IP. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 48 | 44 | 36 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Marketing research | | | | |
| <i>Objectives:</i> | The purpose of the discipline: to gain knowledge about the goals and objectives of marketing research (MR), their place in marketing activities, the main methods of obtaining marketing information, the main methods used in MR; about the main causes of errors in the research results; about typical MR tasks, MR hardware and software; acquire the ability to formulate a research task on the basis of a management problem, conduct | | | |

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|---------------------------------------|--|--------------------|-------------------|------|
| | research and draw up a report; apply the basic research methods in practice, use the methods of statistical information processing in the MR; evaluate the magnitude of the MR errors and optimize their magnitude; to get an idea of the trends in the development of MR methods and tools at the present stage; on the relationship between the MR and related sciences: psychology, sociology, statistics, economics, management; get the skills of drawing up questionnaires of various kinds; conducting surveys using questionnaires, conducting focus groups; search for marketing information on the Internet. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Concept, essence and role of MR 2. Formulation of the research problem 3. Research projects 4. Methods of data collection 5. Sample design and data collection 6. Analysis and interpretation of data 7. Measuring attitude 8. Practical issues of MR | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32 | 24 | 36 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Forecasting methods and models | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form in future specialists knowledge and understanding of the main categories, principles, forecasting methods and practical skills in building models and forecasts as a basis for making informed management decisions. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Basic concepts, categories, classifications. Exploring data and choosing a forecasting method <ol style="list-style-type: none"> 1.1. Basic concepts, categories, classifications. Study data and the choice of forecasting method 2. Naive forecasting methods, moving averages, exponential smoothing methods <ol style="list-style-type: none"> 2.1. Naive forecasting methods, moving averages, simple exponential smoothing, Holt exponential smoothing, Winters 3. Forecasting based on cross-sectional data models <ol style="list-style-type: none"> 3.1. One-factor models. Selection and quality assessment of models, forecasting, forecast confidence intervals 3.2. Multivariate models. Selection of factors, quality assessment models, forecasting, forecast confidence intervals 4. Forecasting methods based on time series <ol style="list-style-type: none"> 4.1. Trend Models and Forecasting 4.2. Autoregressive and factor-time models. | | | |

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|--|---|--------------------|-------------------|------|
| | Forecasting process management | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 16 | 32 | 8 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Distribution channel management | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form specialists who understand the existing and are ready to master new principles and approaches to building and improving distribution channels both in the Russian Federation and abroad, as well as those who have the ability to use the basic tools, methods and models for assessing distribution channels used by industrial enterprises and justify the effectiveness of their use. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Basic concepts of distribution <ol style="list-style-type: none"> 1.1. Concept, goals, objectives and distribution functions 1.2. Organization of distribution channels 2. Outsourcing operations in distribution <ol style="list-style-type: none"> 2.1. The choice of intermediaries and their main characteristics 2.2. Mediators. Outsourcing 3. Management and organization of the distribution of products of the enterprise <ol style="list-style-type: none"> 3.1. Commodity management 3.2. Order management 3.3. Entering new sales markets. Working with distributors 3.4. Stocks and supplies | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2 | 46 | 33 | 27 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Interactive Marketing | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to form knowledge and skills about methods of product promotion using interactive marketing methods; use various communication methods when promoting a product. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Concept and components of interactive marketing 2. Online interactive marketing <ol style="list-style-type: none"> 2.1. Email marketing 2.2. Promotion in messengers 2.3. CPA marketing | | | |

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|---|---|--------------------|-------------------|------|
| | 3. Offline interactive marketing 3.1. Event marketing 3.2. Interactive sales promotion 3.3. Experience Marketing | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32 | 17 | 27 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| International Marketing Management | | | | |
| <i>Objectives:</i> | The purpose of the discipline: to form specialists in the field of international marketing who are able to choose and use tools and methods for managing marketing in foreign markets. In particular, the discipline allows students to acquire theoretical knowledge and practical skills in the study and analysis of the socio-cultural environment, the specifics of marketing research in foreign markets, marketing management in multinational companies, strategic marketing in foreign markets and the entry of organizations into foreign markets. | | | |
| <i>Content:</i> | 1. The essence of international marketing management 1.1. Globalization of the world economy as a prerequisite for the development of international marketing 1.2. International Marketing Management Environment 2. Information support of decision making in international marketing 2.1. International marketing research 2.2. Features of segmentation, selection of foreign markets and positioning 3. Opportunities for entering foreign markets 3.1. Ways to enter and consolidate in foreign markets 3.2. Foreign direct investment and activities of transnational corporations 4. International Marketing Management 4.1. Commodity and pricing policy in foreign markets 4.2. Marketing communications and distribution of goods in international markets 4.3. Essence of International Marketing and International Product Management | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2 | 34 | 9 | 27 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Strategic Marketing | | | | |
| <i>Objectives:</i> | The purpose of the discipline: obtaining by students basic theoretical knowledge about models and | | | |

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|---------------------------------------|---|--------------------|-------------------|------|
| | approaches in strategic marketing, the marketing management system, the principles and methodology of the marketing management process in an industrial enterprise; the formation of strategic thinking. The discipline helps to form specialists who understand the existing ones and are ready to master new tools, methods and models of strategy development, planning and marketing management at enterprises of various directions and fields of activity. | | | |
| <i>Content:</i> | 1. Basic concepts of marketing management 1.1. Strategic Marketing Management 1.2. Marketing management at the instrumental level 2. Functional connections of marketing in enterprises 2.1. Marketing Management Organizational Structures 2.2. Enterprise Marketing Functions 3. Strategic marketing planning in enterprises 3.1. Strategic Marketing Alternatives 3.2. Positional strategies 3.3. Marketing plan | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 22 | 33 | 17 | 36 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination | | | |
| Educational foresight | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of an idea of the practice of using online learning in the modern educational process, the use of educational analytics to assess the progress of one's own educational process, the disclosure of modern methods of building an educational trajectory to empower students. Exploring the specific uses of online courses in the educational process. | | | |
| <i>Content:</i> | 1. Basic concepts and definitions of e-learning and online learning 1.1. Electronic information and educational resources: definition and types 1.2. Overview of educational platforms 2. Acquaintance with online resources hosted on open educational platforms. Acquaintance with foreign educational platforms. 2.1. Features of courses hosted on various educational platforms. 3. Independent study of an online resource. Mandatory study of a resource posted on a foreign platform. 3.1. Choosing a course for self-study. 4. Passing intermediate tests of an online resource to demonstrate the progress of the study of the material 4.1. Integration of an online course into the educational process. 5. Work on the forum of an online resource 5.1. Communication in the online space. | | | |

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|---|---|--------------------|-------------------|------|
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 6 | - | 327 | 27 |
| <i>ECTS Credits:</i> | 10 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment / Pass/Fail assessment / Pass/Fail assessment | | | |
| Career adaptability | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of an idea of the practice of using online learning in the modern educational process, the use of educational analytics to assess the progress of one's own educational process, the disclosure of modern methods of building an educational trajectory to empower students. Exploring the specific uses of online courses in the educational process. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Basic concepts and definitions of e-learning and online learning <ol style="list-style-type: none"> 1.1. Electronic information and educational resources: definition and types 1.2. Overview of educational platforms 2. Acquaintance with online resources hosted on open educational platforms. Acquaintance with foreign educational platforms. <ol style="list-style-type: none"> 2.1. Features of courses hosted on various educational platforms. 3. Independent study of an online resource. Mandatory study of a resource posted on a foreign platform. <ol style="list-style-type: none"> 3.1. Choosing a course for self-study. 4. Passing intermediate tests of an online resource to demonstrate the progress of the study of the material <ol style="list-style-type: none"> 4.1. Integration of an online course into the educational process. 5. Work on the forum of an online resource <ol style="list-style-type: none"> 5.1. Communication in the online space. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 6 | - | 327 | 27 |
| <i>ECTS Credits:</i> | 10 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment / Pass/Fail assessment / Pass/Fail assessment | | | |
| Practice for obtaining primary professional skills and abilities | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: practice is carried out in order to form and consolidate professional knowledge, skills and abilities obtained as a result of theoretical training, as well as to study production | | | |

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| | experience, acquire organizational skills and form a system of key competencies; the purpose of educational practice is to deepen the knowledge gained in the process of theoretical training and the acquisition of the necessary professional skills and abilities in accordance with the chosen direction of training. | | | |
| <i>Content:</i> | 1. Preparatory stage: 1.1. Development of an individual task. 1.2. Organizational meeting to clarify the goals, objectives, content and order of internship. 1.3. Acquaintance with the place of the practice. 2. The main stage: 2.1. Collection and processing of regulatory, industrial and technological information. 2.2. Implementation of an individual assignment. 3. Final stage: 3.1. Preparation and execution of the practice report. 3.2. Report protection (intermediate attestation). | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | - | 72 | - |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Practice for obtaining professional skills and professional experience | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: practice is carried out in order to form and consolidate professional knowledge, skills and abilities obtained as a result of theoretical training, as well as to study production experience, acquire organizational skills and form a system of key competencies; the purpose of the industrial practice is to gain practical experience, including independent activity at the enterprise (in the organization) and competencies in the fields and (or) spheres of professional activity. | | | |
| <i>Content:</i> | 1. Preparatory stage: 1.1. Development of an individual task. 1.2. Organizational meeting to clarify the goals, objectives, content and order of internship. 1.3. Acquaintance with the place of the practice. 2. The main stage: 2.1. Collection and processing of regulatory, industrial and technological information. 2.2. Implementation of an individual assignment. 3. Final stage: 3.1. Preparation and execution of the practice report. 3.2. Report protection (intermediate attestation). | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | - | 252 | - |

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| <i>ECTS Credits:</i> | 7 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment/ Pass/Fail assessment | | | |
| Undergraduate practice | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: practice is carried out in order to form and consolidate professional knowledge, skills and abilities obtained as a result of theoretical training, as well as to study production experience, acquire organizational skills and form a system of key competencies; the purpose of educational practice is to deepen the knowledge gained in the process of theoretical training and the acquisition of the necessary professional skills and abilities in accordance with the chosen direction of training. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Preparatory stage: <ol style="list-style-type: none"> 1.1. Development of an individual task. 1.2. Organizational meeting to clarify the goals, objectives, content and order of internship. 1.3. Acquaintance with the place of the practice. 2. The main stage: <ol style="list-style-type: none"> 2.1. Collection and processing of regulatory, industrial and technological information. 2.2. Implementation of an individual assignment. 3. Final stage: <ol style="list-style-type: none"> 3.1. Preparation and execution of the practice report. 3.2. Report protection (intermediate attestation). | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | - | 288 | - |
| <i>ECTS Credits:</i> | 8 ECTS | | | |
| <i>Assessment:</i> | Graded assessment | | | |
| Project work on innovation and investment management | | | | |
| <i>Objectives:</i> | The purpose of the discipline: the formation of students' ideas about the conceptual approaches and foundations of innovation and investment management at modern enterprises, ideas about the domestic and foreign experience of innovation and investment management; students gaining knowledge about the organization of innovation and investment activities and their assessment, taking into account the modern requirements of innovative development and the state of the investment climate; students gaining skills in the development and design of innovations, the application of methods and tools for managing innovations, as well as providing investment support for innovative projects for their successful commercialization at enterprises of various forms of ownership and types of activity; obtaining by students the skills of practical application of models of economic evaluation of investments. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Place and role of innovation management in the organization's management system. 2. Organization and forms of innovation management 3. Planning and forecasting in the innovation sphere | | | |

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| | 4. Efficiency of activity in the innovation sphere 5. Forms and features of investment in the form of capital investments 6. Cash flow as a key element of investment analysis 7. Assessment of the economic efficiency of investments 8. Methods for determining the discount rate 9. Types and forms of investment financing 10. Analysis and assessment of investment project risks 11. Software and information support for investment analysis | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 32 | 32+32CW | 121 | 35 |
| <i>ECTS Credits:</i> | 7 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment + Course paper / Pass/fail Examination with evaluation + Course paper | | | |
| Business design | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the formation of students' practical skills and abilities that allow them to make business decisions; the formation of theoretical knowledge and practical skills in the field of business planning; mastering investment design and evaluating the effectiveness of investment projects of modern companies in the sphere of material production and the sphere of services. | | | |
| <i>Content:</i> | 1. Content of business planning and investment planning 2. Development of a business plan 3. Assessment of risks, financial viability of the business plan and the commercial effectiveness of the results of its implementation 4. Use of modern computer technologies in business design | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 32+10CW | 10 | 40 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Examination / Course paper | | | |
| Project work on the technical and economic analysis | | | | |
| <i>Objectives:</i> | The purpose of the discipline: mastering by students a system of knowledge and skills to identify the relationship between technical characteristics and economic results of production; mastering the methods of ensuring the scientific and economic feasibility of the plans of the enterprise; study of methods for determining the economic efficiency of the use of material, labor and financial resources; mastering control methods for the compliance of the enterprise with the principles of self-sufficiency, self-financing. | | | |
| <i>Content:</i> | 1. Analysis of production and sales of products | | | |

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| | 2. Analysis of the production potential of the enterprise and its use 3. Analysis of production costs 4. Analysis of financial results | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | 16+16CP | 36 | 24 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Graded assessment / Course project | | | |
| Project work on the development of IT-architecture of the enterprise | | | | |
| <i>Objectives:</i> | The purpose of the discipline: acquaintance with the methodological foundations of IT architecture management, best practices in organizing the activities of an IT service, various concepts and models of IT management; mastering the methods, standards and means of organizing the process approach and managing the quality of the provision of IT services that meet the business needs of the enterprise. | | | |
| <i>Content:</i> | 1. IT architecture as an element of building an effective enterprise management system 2. IS architecture as a basic element of IT architecture and enterprise architecture. 3. Proprietary IP implementation methodologies. 4. Project management of IS implementation. 5. Maintenance of IS. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 22 | 22+10CW | 32 | 22 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Graded assessment / Course paper | | | |
| Complex course project | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: development of abilities for independent work in solving the developed professional tasks, problems and issues; consolidation, deepening and generalization of the knowledge gained by students in theoretical and practical classes in the framework of previous periods of study, the application of knowledge, skills and abilities in solving complex professional problems. | | | |
| <i>Content:</i> | 1. Essence, goals, basic principles of research activities 2. Conducting research on secondary sources of information 3. Research methods. Conducting research with collection primary information 4. Determination of issues to be developed in a comprehensive course project. Formulation of the problem. 5. Collection of information and analysis of the collected results. Preparation of the defense of a complex course project | | | |

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| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2 | 33+10CW | 77 | 22 |
| <i>ECTS Credits:</i> | 4 ECTS | | | |
| <i>Assessment:</i> | Graded assessment / Course paper | | | |
| Organizational and managerial practice | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: practice is carried out in order to form and consolidate professional knowledge, skills and abilities obtained as a result of theoretical training, as well as to study production experience, acquire organizational skills and form a system of key competencies; the purpose of the industrial practice is to gain practical experience, including independent activity at the enterprise (in the organization) and competencies in the fields and (or) spheres of professional activity. | | | |
| <i>Content:</i> | 1. Preparatory stage: 1.1. Development of an individual task. 1.2. Organizational meeting to clarify the goals, objectives, content and order of internship. 1.3. Acquaintance with the place of the practice. 2. The main stage: 2.1. Collection and processing of regulatory, industrial and technological information. 2.2. Implementation of an individual assignment. 3. Final stage: 3.1. Preparation and execution of the practice report. 3.2. Report protection (intermediate attestation). | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | - | 288 | - |
| <i>ECTS Credits:</i> | 8 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Basics of project activities | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: familiarizing students with the basics of project activities in order to further apply the acquired knowledge and skills to solve specific practical problems using the project method; developing students' consciousness of the importance of collective work for obtaining a result, the role of cooperation, joint activities in the process of performing creative tasks; development of the ability to communicate. | | | |
| <i>Content:</i> | Module 1. Initiation (design) 1. General understanding of project activities 2. Team building | | | |

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| | 3. Team communication 4. Generation of ideas, evaluation and selection of project ideas 5. Development of requirements for the result Module 2. Preparation and planning (development) 6. Project life cycle 7. Project planning Module 3. Implementation 8. Execution of the project 9. Control of project implementation Module 4. Completion (presentation of results) 10. Completion of the project. Preparation of SGW | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2+14El. | 8+8El. | 67 | 9 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment/ Settlement and graphic work (SGW) | | | |
| Project management by industry and type of economic activity | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: studying the basics of project management necessary for the organization and successful conduct of research, production, economic, commercial and financial activities of an enterprise (organization); training in the effective application and justification of the use of existing management technologies; familiarization with the tools and methods of project management at all stages of the project life cycle. | | | |
| <i>Content:</i> | 1. Project Integration Management 2. Project Scope Management 3. Project time management 4. Project cost management 5. Project quality management 6. Project resource management 7. Project communications management 8. Risk management 9. Procurement management 10. Stakeholder management | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 24 | 16+10CP | 7 | 51 |
| <i>ECTS Credits:</i> | 3 ECTS | | | |

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| <i>Assessment:</i> | Examination / Course Project | | | |
| Defense of the final qualifying work, including preparation for the defense procedure and the defense procedure | | | | |
| <i>Objectives:</i> | State final examination is carried out in order to establish the level of preparedness of a graduate of a higher educational institution to perform professional tasks and the compliance of his training with the requirements of independently established educational standards and the main educational program in the direction of training (specialty) of higher education. | | | |
| <i>Content:</i> | The final work should contain the following sections: Title page; The task; Abstract; Content; Introduction; Main part; Conclusion; List of sources used; Applications. | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | - | 216 | - |
| <i>ECTS Credits:</i> | 6 ECTS | | | |
| <i>Assessment:</i> | | | | |
| Creative semesters | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: to provide students with the necessary theoretical knowledge, the methodology of creative analysis in the system of socio-cultural education by means of performing arts for the formation of a creative personality of a human figure, a competitive specialist of the "new generation"; the formation of a comprehensively and harmoniously developed personality, capable of creative and professional self-development in the professional sphere. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Musical content: a composer's message or an agreement with the listener? 2. Music and words are sworn friends 3. Musical time. Temporary and temporary 4. From the style of the era - to the composer's style 5. Program in music: hint or blinkers 6. Tradition and Innovation in the Art of Music 7. Cultural transfer in the system of literary interactions 8. The creative individuality of the poet and writer as an object of Study 9. Communication strategies "I" -narrative | | | |

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|---|--|--------------------|-------------------|------|
| | 10. Genres and genre generalizations in the professional sphere | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 16 | - | 16 | 4 |
| <i>ECTS Credits:</i> | 1 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Information resources and information retrieval technologies | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: acquiring basic knowledge that allows you to effectively search for information resources from the library fund - printed publications, electronic resources and databases - for the successful development of various disciplines; the formation of universal competencies in the use of information resources, including taking into account the peculiarities of licensing restrictions for electronic resources on the Internet. | | | |
| <i>Content:</i> | <ol style="list-style-type: none"> 1. Classification of information resources 2. The concept and main components of the information infrastructure of society 3. Goals and objectives of state policy in the field of information resources 4. Government and commercial reference information systems 5. Educational resource: traditional, modern 6. Definition, types and features of application in the educational process 7. Digital libraries: areas of work 8. Electronic textbook. Electronic tutorial 9. Objects of information retrieval 10. The structure of the tree-like thematic directory 11. Simple search. Advanced Search 12. Building a complex query. Semantic search | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 1+9El. | 13El. | 45 | 4 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| The basics of working in an electronic information and educational environment | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: studying the principles of teaching in the electronic information and educational environment of the university. As a result of studying the discipline, students must confidently master the skills of gaining access to electronic information and educational resources and personal services. | | | |
| <i>Content:</i> | 1. E-learning at SPbPU. Electronic information and educational environment and its components. Personal services for students. | | | |

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| | 2. Online courses in the educational process. Resources of the information and library complex | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | 2 | 4 | 21 | 9 |
| <i>ECTS Credits:</i> | 1 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |
| Professionally oriented course of the second foreign language | | | | |
| <i>Objectives:</i> | The purpose of studying the discipline: the use of a foreign language in everyday professional communication; translation and business correspondence in compliance with all norms of language equivalence; work with professional literature in order to obtain professional information. | | | |
| <i>Content:</i> | 1. A career in the business world. 1.1. Building a career (education and career) 1.2. Information (information systems and communications) 1.3. Quality (concept of quality, quality standards) 1.4. Feedback 2. Business and business problems 2.1. Increase in sales 2.2. Starting a new business 2.3. Financial control 2.4. Ethical trade | | | |
| <i>Teaching and learning methods:</i> | Lecture | Practical training | Independent study | Exam |
| | - | 30 | 33 | 9 |
| <i>ECTS Credits:</i> | 2 ECTS | | | |
| <i>Assessment:</i> | Pass/Fail assessment | | | |