

Educational program annotation

38.04.02_01 Strategic Management

Program field: 38.04.02 Management
Master's program: 38.04.02_01 Strategic Management
Qualification: Master

1. List of structural units in the program

The master's program in the field 38.04.02 Management is implemented at the Institute of Industrial Management, Economics and Trade, graduating from the Graduate School of Business and Management.

In the implementation of the Master's program there are involved Graduate School of Business and Management, Graduate Linguistics and Translation school, as well as the Graduate School of Economy Basics and Management, who teach disciplines of the curriculum: for the Graduate School of Business and Management there are fixed profile courses for the direction and basic educational programs, for the Graduate Linguistics and Translation school - discipline "Foreign language in professional communication", teachers of the Graduate School of Economy Basics and Management teach "History and methodology of science."

2. Mission and goals of the educational program

The mission of the main educational programs included in the cluster is to train highly qualified management personnel capable of solving complex problems of the professional sphere, including through the use of information and communication technologies, the integration of engineering and economic education, as well as the development of personal growth skills.

The mission of the program corresponds to the tasks, standing in front of the domestic enterprises and is in training highly qualified specialists of higher management levels that can apply the methods of scientific work when solving management problems.

The purpose of the main educational program 38.04.02_01 "Strategic Management" is the professional training of highly qualified specialists in the field of 38.04.02 "Management". The study of the basic disciplines of the direction 38.04.02 "Management" allows you to apply the methods of scientific work in solving managerial problems, and in-depth study of disciplines related to various aspects of strategic management of business development, obtaining theoretical knowledge, practical skills and abilities, allows the graduate to freely and confidently carry out strategic analysis of the company's activities, and on this basis to identify competitive advantages, set tasks, differentiate the criteria and methods for their solution both at the stage of development and implementation of the enterprise development strategy, and when assessing the level of achievement of the goals, including on the basis of calculating economic efficiency indicators enterprises.

The uniqueness of the master's program "Strategic Management" lies in the possibility and development of professional competencies by students on the basis of building an individual learning path. Due to the fact that the curriculum is built without specifics for a particular industry, students choose the objects for performing research and final qualification works on their own after consultation with their supervisor based on their own preferences, as well as career ambitions.

1. The program prepares graduates for work in the following positions: business analyst, business development director, executive director, commercial director. The training program is aimed at the formation of skills in students that correspond to trends in the labor market - a complex of soft skills (the ability to work in a team and be aware of their role, give reasoned opinion, the ability to solve problems and think critically) and hard skills (skills in data management and analysis, building and evaluating models, the ability to use various statistical packages, basic programming skills).

2. Involvement in the training process of leading practitioners from various spheres and sectors of the economy, in order to transfer masters of practical experience in managing enterprises of various industries and forms of ownership, can significantly increase the level of attractiveness of the program for applicants, and ensure that students (students) receive relevant professional skills, which is an undoubted competitive advantage of graduates in the labor market.

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 practical cases and analytical problems on the examples of existing organizations that are implementing and using digital technologies in business management solutions in business.

4. A unique combination of specialized disciplines allows the masters to form a system of "tough" professional skills that allow them to: make organizational and managerial decisions and assess their consequences; manage enterprises, departments, groups (teams) of employees, projects and networks; develop corporate, competitive and functional strategies; use modern methods of corporate finance management to solve strategic business development problems; use quantitative and qualitative methods for scientific research and business process management; master the methods of economic analysis of the behavior of economic agents and markets in the global business environment; own the methods of strategic analysis; prepare analytical materials for managing business processes and assessing their effectiveness; generalize and critically evaluate the results obtained by domestic and foreign researchers; identify and formulate topical scientific problems; have the ability to conduct independent research in accordance with the developed program; to have the ability to apply modern methods and techniques of teaching management disciplines; have the ability to develop curricula and methodological support for teaching disciplines of a specialized orientation.

5. Use of modern software products in the course of training, including the Arhi software product, which uses the ArchiMate modeling

language - a tool for modeling enterprise architecture and analyzing business processes of enterprises, including those focused on the digital transformation of their activities, Microsoft Project - program for the management of complex, multistage projects; Excel software that allows you to apply statistical research methods in the course of data analysis.

6. Combining both classical approaches and teaching methods (lectures and seminars), as well as new, active methods, case sessions, participate in scientific and practical conferences with a view to be able to explore and exchange experience with representatives of other universities, number, foreign, and practitioners from the real sector of the economy.

3. Requirements

Persons with higher education of any level, the presence of which is confirmed by a document of the established form, are allowed to master the MEP. Admission to training is carried out for the first year. The procedure and conditions for admission are regulated by the Admission Rules adopted by the decision of the Academic Council of SPbPU dated October 26, 2020 and approved by Order No. 1696 dated October 29, 2020.

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).

08 Finance and economics (in the field of internal and external financial control and audit, financial consulting, risk management, procurement).

40 Cross-cutting types of professional activity in industry (in the areas of strategic and tactical planning and organization of production, logistics in transport, organization of supply chains).

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;
- research;
- analytical.

6. Professional standards, in accordance with which OPOP VO 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.	40.033 "Specialist in strategic and tactical planning and organization of production", approved by order of the Ministry of Labor and Social Protection of the Russian Federation dated September 8, 2014 No. 609n	C7. Strategic management of projects and programs for the implementation of new methods and models of organization and production planning at the level of an industrial organization	C / 01.7. Organization of research and development of promising methods, models and mechanisms of organization and production planning
			C / 02.7. Project management of reengineering of business processes of an industrial organization using modern information technologies

2.	08.018 "Risk Management Specialist" approved by order of the Ministry of Labor and Social Protection of the Russian Federation No. 591n dated September 7, 2015 (registered by the Ministry of Justice of the Russian Federation on October 8, 2015, registration No. 39228) .	B2. Ensuring the effective operation of the risk management system	B / 02.7. Maintaining effective communications and motivating employees of the unit
			B / 04.7. Development of a risk management system
		C7. Methodological development, maintenance and coordination of the risk management process	C / 01.7 Development of methodological documents
			C/01.7 C / 01.7 Consulting on corporate risk management

7. Structure and content of MEP

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

The Master's program consists of the following types of modules:

General scientific module (Fundamentals), within which the development of universal, general professional, as well as mandatory professional competencies takes place. The general scientific module includes compulsory disciplines: History and methodology of science; Foreign language in professional activities; Scientific discourse.

Professional modules (Professional), within the framework of which the development of universal, general professional, as well as professional competencies takes place, which include:

a) basic module of the direction - a set of disciplines (modules) that form knowledge, skills and abilities in the direction of training.

b) a module of a profile orientation, which determines the orientation of training.

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 (Project) is an independent activity of students, focused on solving a certain practically or theoretically significant problem, implemented in the framework of disciplines, practices, research work.

The module "State final certification" 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 competencies of the graduate of MPEP HE.

Structure and scope of the educational program

The structure of MPEP HE	Volume MPEP HE (w .)
BLOCK 1 "Disciplines (modules)"	60
BLOCK 2 "Practice"	54
BLOCK 3 " State final certification"	6
Total	120
BLOCK 4 "Electives"	4

7.1. Competence- based curriculum and curriculum

The competence- based curriculum includes two interrelated components: competency- forming 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 MEP that ensure the formation of competencies.

The curriculum defines a 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 working program of discipline (module) is developed according to the SIES, the curriculum, the matrix of competencies, which reflects the competence of all levels, indicators to them, as well as descriptors, provide them achievement.

7.3. Practice programs

Practices are a mandatory section of MEP and are a type of training sessions directly focused on the professional and practical training of

students. Practices 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.

In the MEP " Strategic Management " the following types and types of practices are established:

educational practice:

– practice to acquire primary professional skills.

production practice:

– practice to acquire professional skills and professional experience;

– research work;

– undergraduate practice.

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

The fund of assessment tools for conducting the current and intermediate certification of students in the discipline (module), practice is 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 carried out Master om under the guidance of the scientific supervisor. The topics of research works correspond to the focus of the main educational program and are determined in accordance with the topic of the master 's final qualification work. The purpose of the research work is to integrate the educational process with the development of the professional sphere of activity in the areas of training masters to ensure the formation of students' research competencies necessary in conducting research and solving professional problems. The documents regulating the organization of students' research work are developed and executed in accordance with the University's Educational Policy, EMS in the direction 38.04.0 2 Management and the requirements of professional standards.

Master's research work includes:

1. Dispersed research work.

2. Concentrated research work.

Documents regulating the organization of research work of students, designed and executed in accordance with the work programs of disciplines "dispersed RW", " concentrated RW" and methodical recommendation pits and on registration of scientific and research work of students reporting.

7.6. Fund of assessment tools for state final certification

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 state final certification, the degree of compliance of the formed competencies of graduates with the requirements of this educational standard and the implemented educational program 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 practical training at Dialogue IT LLC, KORUS CONSULTING CIS LLC, ODK-Klimov JSC, TGK-1 JSC, ODK-Klimov JSC, SPO Arktika JSC. There are a number of long-term internship agreements between SPbPU and JSC "UEC-Klimov", LLC Dialogue IT, PJSC TGK-1, JSC Research Institute of Command Instruments.

Applications for graduates are received from enterprises of the city and region from LLC KORUS CONSULTING CIS, JSC ODK-Klimov, PJSC GAZPROM-Neft and many others.

9. Material and technical base for educational and scientific activities

To implement the training of masters in the direction 38.04.0 2 Management, IIMET has:

- auditoriums for lectures, practical classes;
- research laboratories;
- classrooms for independent work of students.

For the implementation of the basic educational program "Strategic Management" for the preparation of masters in IIMET there are 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 RUB 902,968.20.

Educational laboratory "Modern management technologies». 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 1,692,480.0 0 rubles.

The material and technical base of the educational program of the magistracy 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 training of undergraduates is carried out on the basis of IIMET, 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 specialists from enterprises - industry leaders.

As part of the program on a regular basis in accordance with the schedule of student conduct leading specialist 's practices, such as a PhD, business architect AO NII TM grave DY, Ph.D. PhD., director of development the «Nevsky oil" Ar the e NCB ES Graduates of this program will be able not only to gain practical knowledge, but also to determine their future place of work during the period of mastering the competencies of the discipline read by practicing teachers. Part-time employment is possible already during the training period, so KORUS CONSULTING CIS LLC provides part-time employment of our graduate students.

11. The international cooperation

Mainly international partners are leading foreign universities, European business schools and universities of applied sciences, including one 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 learning, 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

Teachers involved in the implementation of educational programs that are engaged in research activities within the research areas topics: Strategic aspects of management of various social and economic entities, including regions, clusters and enterprises of various organizational and legal forms; development of digital transformation strategies; digital transformation of business, including personnel management systems.

13. The 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."

Grant of the Russian Science Foundation No. 14-38-00009 " Program-targeted management of the integrated development of the Arctic zone of the Russian Federation ".

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

Agreement No. 20-110-50325 / 20. Review of approaches to interstate interaction of circumpolar countries in the development of the Arctic.

Grant RFBR № 19-010-00610 / 19 "theory, methods and techniques of forecasting economic development autoregressive models of complex variables".

Annotations of educational program elements 38.04.02_01 Strategic Management (subjects, practice and State Final Examination)

Foreign language in professional communication				
Objectives:	The purpose of the discipline is to achieve practical knowledge of a foreign language, which allows to use it in their future careers and research work, as well as in everyday conversation; in creating a base for correct understanding, translation and processing of foreign language texts; in the development of communicative competence of the academic, which allows the student to represent scientific production (articles, essays, reports, etc.) in an academic environment.			
Content:	<ol style="list-style-type: none"> 1. The profession of an accountant. Financial and managerial aspects. Accounting standards and audit. Discussion of negotiations to conclude an alliance. 2. The main aspects of accounting practice. Accounting and financial reporting. Discussion of negotiations on the conclusion of an alliance. 3. Assets, liabilities, equity of the company. Tangible and intangible assets. Discussion of negotiations to conclude an alliance. 4. Accounting for purchases and cash payments. Main log book. Business accounts. Discussion of negotiations on the conclusion of an alliance. 5. Breakeven point. Overheads. Fixed costs. Discussion of negotiations on the conclusion of an alliance. 6. Inventories, accounting systems, valuation and accounting of stocks of company divisions. Discussion of negotiations on the conclusion of an alliance. 7. Banking practice. Financial statements. Automated accounting systems. Discussion of negotiations on the conclusion of an alliance. 8. Audit of a company as a check of the correctness of its performance indicators. Discussion of negotiations on the conclusion of an alliance. 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		48	50	10
ECTS Credits:	3 ECTS			
Assessment:	Graded assessment			
History and Methodology of Science				
Objectives:	The purpose of studying the discipline is to form students' methodological and scientific culture, a system of knowledge, abilities and skills in the field of organizing and conducting scientific research; obtaining knowledge of the basics of methodology, methods and concepts of scientific research; the formation of practical skills and abilities in the application of scientific methods; education of moral qualities, instilling ethical norms in the process of carrying out scientific research.			
Content:	1. The emergence of science. About ENERAL position.			

	<ol style="list-style-type: none"> 2. Scientific knowledge during the Middle Ages and Renaissance. 3. Arab Scientific Heritage. 4. Classical science of XVIII-XIX centuries. 5. Concept of scientific research. 6. Methods of theoretical and empirical research. 7. The concept of systemic methodology. 8. Communications and their specificity in modern science . 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		16	83	9
ECTS Credits:	3 ECTS			
Assessment:	Pass/Fail assessment			
Digital resources in scientific research				
Objectives:	The purpose of studying the discipline is to acquire skills in working with information: problem statement; formulation of goals and objectives; substantiation and choice of directions for searching and extracting information for conducting scientific research; in the acquisition and skills and understanding of the various types of digital resources needed to conduct scientific research; in acquiring the skills of conducting scientific research.			
Content:	<ol style="list-style-type: none"> 1. Working with Information: problem statement; formulation of goals and objectives; substantiation and choice of directions for searching and extracting information for conducting scientific research <ol style="list-style-type: none"> 1.1. Information for scientific research. 1.2. Database. Base of publications. 2. Types of digital resources and stages of scientific research. <ol style="list-style-type: none"> 2.1. Types of scientific research. 2.2. Types of Digital Resources Needed for Scientific Research. Stages of scientific research. 2.3. Definition of the research problem and formulation of the topic. 3. Research Skills. <ol style="list-style-type: none"> 3.1. The problem in a broad sense. 3.2. Systematic problems of the global level. 3.3. Modeling a scientific problem by methods of mathematical formalization: well-structured or quantitatively expressed problems. 3.4. Modeling a scientific problem by methods of mathematical formalization: poorly structured or poorly quantitatively expressed problems. 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	2+14(Э)	14+12(Э)	62	4
ECTS Credits:	3 ECTS			

Assessment:	Pass/Fail assessment			
Research methods in management				
Objectives:	The purpose of studying the discipline is to use both existing and implementation of new tools and research methods in solving management problems ; c and identification of problems in the field of management and search for information about the problem ; assessing the reliability of the information received and making decisions when there is a lack of information ; in the receipt and information on technologically complex or innovative markets and products .			
Content:	<ol style="list-style-type: none"> 1. Research in Management: Basic Concepts and Problems 2. Explore data using a mixture of quantitative and qualitative analysis methods: <ol style="list-style-type: none"> 2.1. Q-methodology. 2.2. Content analysis . 2.3. Conjoint analysis . 2.4. Perception maps . 3. Special tasks and areas of research : <ol style="list-style-type: none"> 3.1. Personnel research . 3.2. Strategy and tactics of searching for market information . 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	16	31	9
ECTS Credits:	2 ECTS			
Assessment:	Pass/Fail assessment			
Modern Strategic Analysis				
Objectives:	The purpose of studying the discipline is to teach students, when conducting strategic analysis, to make sound organizational and managerial decisions, to assess their operational and organizational effectiveness, and social significance, to ensure their implementation in conditions of complex (including cross-cultural) and dynamic environment ; To teach students to apply modern methods of strategic analysis of the organization's activities, including assessing the industry and competition in it .			
Content:	<ol style="list-style-type: none"> 1. The concept of strategy and the role of strategic analysis in the activities of the organization: <ol style="list-style-type: none"> 1.1. The essence, goals, basic principles of the development of organizations. 1.2. Strategic development of the organization 2. Directions, methods and models of modern strategic analysis: <ol style="list-style-type: none"> 2.1. Competition and competitiveness 2.2. Strategic Analysis Methods and Models 2.3. Industry analysis . 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam

	16	32	42	18
ECTS Credits:	3 ECTS			
Assessment:	Graded assessment			
Managerial Economics				
Objectives:	The purpose of studying the discipline is to form students' deep knowledge of the patterns of development of the modern economy and the general principles of behavior of firms in market conditions; in the formation of skills for the development of rational management decisions on the optimal distribution of limited resources between competing areas of work, both in the private and public sectors of the economy.			
Content:	<ol style="list-style-type: none"> 1. An introduction to management economics. The firm and its behavior 2. Demand analysis and consumer behavior 3. Demand functions and elasticity of demand. Demand assessment. 4. Theory and evaluation of production. 5. Theory and cost estimation. 6. Market structure. Pricing decisions and 7. production volumes in different types of markets. 8. Economic analysis of long-term investments in conditions 9. certainty and risk analysis. 10. The economic role of government. 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	42	54
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Corporate financial reporting				
Objectives:	The purpose of studying the discipline is to economically competently analyze the financial statements of corporations for making subsequent management decisions in the production of non-economic activities of industrial corporations; about elaborated and effectively apply existing guides and develop new methods and models for solving of Adachi in the professional field.			
Content:	<p>Economic content and functions of corporate finance Problems of formation and standardization of corporate financial reporting Modigliani-Miller theorems and their implications for the theory of corporate finance. Compromise models of capital structure formation Stakeholder theory and corporate value The market for corporate control: mergers and acquisitions Problems, limitations and applicability of recommendations of various theories of capital structure.</p>			

Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	42	54
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Corporate Finance				
Objectives:	The purpose of studying the discipline is to economically competently explain the essence of the methods and models used and substantiate the need for their application in ensuring the competitiveness of the management of production and economic activities of industrial corporations; about bosnovanno and effectively apply existing and develop new methods and models for solving of Adachi in the professional field.			
Content:	<ol style="list-style-type: none"> 1. Economic content and functions of corporate finance 2. Modigliani - Miller theorems 3. Stationary Ratio Models 4. Asymmetric information models 5. Stakeholder theory and corporate value 6. The market for corporate control: mergers and acquisitions 7. Problems, limitations and applicability of recommendations of various theories of capital structure. 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	42	54
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Formation of a risk management system				
Objectives:	The purpose of studying the discipline is the formation and knowledge necessary for making managerial decisions in conditions of uncertainty and risk ; in the formation of skills for choosing the optimal portfolio (project) of investments, ensuring the minimization of risks and organizing compensation for losses in the event of risky situations; in the formation of skills necessary for building a model of a corporate risk management system			
Content:	<p>The place and role of economic risks in the management of organizations:</p> <ol style="list-style-type: none"> 1.1. Place and role of risks in economic activity 1.2. Risk management system 2. Place and role of economic risks in the management of organizations <ol style="list-style-type: none"> 2.1. Matrix games. Performance Criteria in Full Uncertainty 2.2. Optimal Decision Making in the Context of Economic Risk 3. Financial risk management <ol style="list-style-type: none"> 3.1. Financial risks 			

	3.2. Models and methods for assessing the rate of return on capital 4. Risk minimization and loss compensation 4.1. General principles of risk management. Diversification 4.2. Risk insurance. Hedging 5. Management of investment projects in conditions of risk			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32+6(KP)	5	49
ECTS Credits:	3 ECTS			
Assessment:	Examination, Course work			
Innovative product management				
Objectives:	The purpose of studying the discipline is to form specialists who know the concepts of product management, methods used at various stages, who have practical skills in project management at various stages of its life cycle, from analyzing the product range, generating ideas for new products and modifying existing ones to eliminating obsolete products			
Content:	1. Product line SWOT analysis 2. Assortment analysis 3. Generation of product modification ideas 4. Setting a price for a new product 5. Calculating the level of novelty of a new product 6. New product concept check			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	15	9
ECTS Credits:	2 ECTS			
Assessment:	Pass/Fail assessment			
Business process modeling				
Objectives:	The purpose of studying the discipline is to teach students the theoretical foundations of process management, modeling and analysis of business processes; in the acquisition and practical skills of modeling business processes using special software; in providing the basis for the training of future specialists in the field of modern information technologies			
Content:	1. Process approach to management. 2. Business process description methodologies: 2.1. Business process and its components. 2.2. General principles of modeling activities.			

	2.3. Process modeling notations. 2.4. Organizational structure modeling. 3. Designing an integrated enterprise management system. 3.1. The strategic complex of the enterprise 3.2. Reengineering of business processes .			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	51	9
ECTS Credits:	3 ECTS			
Assessment:	Pass/Fail assessment			
Documentary support of business processes				
Objectives:	The purpose of studying the discipline is to provide students with theoretical knowledge of documentation support for processes of all types, modeling document flow and analyzing the movement of documents in an organization; in obtaining students of practical skills and abilities of modeling business processes, taking into account their documentation support.			
Content:	1. Information resources in modern business 1.1. The concept of information, history of information development, methods preservation and distribution, the concept of workflow 1.2. The concept of a document, the reasons for the need for documents 1.3. The reasons for the separation of document circulation and business processes. Mutual influence of workflow and bp. 1.4. Life cycles of documents and their main types 2. Ways of development and improvement of document flow 3. Information systems supporting workflow processes. xECM, EDMS 4. Description of the project for the implementation of document management 5. Shared service centers in business 5.1. Shared service centers concept, development history 5.2. Benefits for a business when implementing a SSC 5.3. Prospects for the development of SSC.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		32	31	9
ECTS Credits:	2 ECTS			
Assessment:	Pass/Fail assessment			
Cross-Cultural Management				

Objectives:	The purpose of studying the discipline "Comparative Management" is to study the theoretical and practical aspects that affect the management process in a multicultural business environment. With the help of a variety of theoretical materials, as well as practical tools, specially designed cases, students gain knowledge and experience in making managerial decisions in a modern business environment, taking into account the national characteristics of the managerial mentality of representatives of various business cultures and corresponding models of behavior.			
Content:	<ol style="list-style-type: none"> 1. Introduction to Comparative Management <ol style="list-style-type: none"> 1.1. Cross-cultural management fundamentals 1.2. The concept of culture shock and techniques for overcoming it 2. The history of the development of the theoretical foundations of comparative (cross-cultural) management and the initial theories of cross-cultural management <ol style="list-style-type: none"> 2.1. The history of the development of the theoretical foundations of cross- cultural management. George Murdoch's theory of cultural universals. Cultural-class approach to the classification of national cultures 2.2. The theory of basic and instrumental values Rokeach and theory the inner content of the personality 3. Modern theories of national cultures <ol style="list-style-type: none"> 3.1. Richard Lewis Theory 1 3.2. Geert Hofstede's theory of cultural dimensions 3.3. Trompennars theory 3.4. Hall theory 4. Features of business behavior of representatives of different national cultures <ol style="list-style-type: none"> 4.1. Russian style of business behavior and features of management mentality 4.2. German style of business behavior and features of management mentality 4.3. British style of business behavior and features of management mentality 4.4. North American style of business behavior and features of management mentality 4.5. French style of business behavior and features of management mentality 4.6. Japanese and Chinese style of business conduct and features management mentality 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	6	18
ECTS Credits:	2 ECTS			
Assessment:	Graded assessment			
Corporate governance				
Objectives:	The purpose of studying the discipline is to review the basic concepts and evolution of corporate governance; in the systematization of the types of corporate associations and their characteristics; in determining the Corporation's management bodies, as well as subjects and objects in Corporate governance; in conducting the analysis of the legal framework governing corporate pack a systematic way in the Russian Federation and, in learning and corporate			

	culture and principles of implementation of corporate social responsibility; in consideration of corporate conflicts and methods of their resolution; in the formalization of corporate governance strategies, the advantages and disadvantages of their implementation; in the identification and analysis of e IU corporate management; in determining the effectiveness of the corporate governance system.			
Content:	<ol style="list-style-type: none"> 1. Introduction. Corporate governance concept 2. Types of corporations and their classification 3. Corporation governing bodies 4. Corporate governance models: concept, types, features 5. Legal and regulatory framework governing corporate 6. management in the Russian Federation 7. State control over the activities of corporations 8. Corporate culture of the organization 9. Corporate conflicts 10. Corporate social responsibility 11. Corporate strategies 12. Corporate governance mechanisms 13. Assessment of the effectiveness of corporate governance 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	48	89	27
ECTS Credits:	5 ECTS			
Assessment:	Examination			
Strategic personnel management				
Objectives:	The purpose of the discipline "Strategic personnel management" is the ability to determine the needs for development and training; the ability to coordinate FIELD OPERA Inost subordinate departments, to use in their deyatelnos five achievements OTE qualitatively and foreign science and technology, patents, scientific and informational 's materials, computer and office equipment and advanced methods of work; formation and development of the creative initiative of employees; the formation of skills in the selection, certification and assessment of the scientific activities of the organization's employees, their qualification improvement; the ability to form wages commensurate with the personal contribution to the overall results of work.			
Content:	<ol style="list-style-type: none"> 1. Fundamentals of strategic personnel management <ol style="list-style-type: none"> 1.1. The concept of strategic personnel management 1.2. Strategic Human Resources Management Process 2. Practice of strategic personnel management <ol style="list-style-type: none"> 2.1. Formulation and implementation of HR strategy 2.2. The strategic contribution of human resources management to the success of the organization 3. Organizational and functional strategies 			

	3.1. Organizational development strategies 3.2. Functional development strategies 4. Prospects for the development of strategic personnel management.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	33	27
ECTS Credits:	3 ECTS			
Assessment:	Examination			
Business analytics and management decision making				
Objectives:	The purpose of studying the discipline is to study the foundations of methods, models and other tools of business analytics necessary for the organization and successful conduct of research, production, economic, commercial and financial activities of an enterprise (organization); in teaching the effective application and substantiation of the use of existing methods and models of business intelligence for solving management problems; in the development of students' rational-logical style of thinking in the analysis and forecasting of economic processes			
Content:	1. Business analytics in economics. 2. Theoretical Foundations of Business Intelligence. 3. Competition analysis. 4. Demand analysis. 5. Analysis of the economic situation. 6. Analysis of the management system. 7. Predictive analytics .			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	48	125	27
ECTS Credits:	6 ECTS			
Assessment:	Examination			
Formalization and presentation of research results				
Objectives:	The purpose of studying the discipline is to prepare masters for the correct presentation, design and presentation of the results of various types of scientific research in accordance with the requirements of GOST, regulations of the university, institute and higher school in this area.			
Content:	1. Types, structure, methods of registration and presentation of the results of scientific research 1.1 Forms of presentation of scientific results 1.2 Basics of registration and presentation of the results of scientific research. 2. Registration and submission of the final qualification work 2.1 Registration of the final qualification work 2.2 Presentation of the final qualification work.			

Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		16	47	9
ECTS Credits:	2 ECTS			
Assessment:	Pass/Fail assessment			
Enterprise architecture				
Objectives:	The purpose of the discipline is about Buchan students the theoretical foundations of modeling and analysis of the enterprise as a complex system of interrelated and mutually imozavisimyh objects, including organizational units, business processes, prog ammnoe and hardware; in providing a comprehensive view of future specialists on the branch tasks they solve in the field of development, implementation and adaptation of modern information technologies			
Content:	<ol style="list-style-type: none"> 1. Basic concepts of enterprise architecture 2. Modeling the business layer architecture 3. Modeling the application layer and technology layer, development of requirements for IT services 4. Building a transition plan for the target architecture 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	105	27
ECTS Credits:	5 ECTS			
Assessment:	Examination			
Career Adaptability				
Objectives:	The purpose of mastering the discipline is to expand the area of the students subject knowledge to increase the scope of professional activity.			
Content:	<ol style="list-style-type: none"> 1. Building a careerogram. 2. Career management in an organization. 3. Self-diagnosis of personality and self-coaching. 4. Preparing and submitting a reflective essay. 5. Intermediate control over the course (discipline). 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	2		152	26
ECTS Credits:	5 ECTS			
Assessment:	Pass/Fail assessment			
Educational Foresight				

Objectives:	The purpose of mastering the discipline is to form 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, and the disclosure of modern methods of constructing an educational trajectory to expand the capabilities of students. Exploring the specific uses of online courses in the educational process.			
Content:	<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 studying the material <ol style="list-style-type: none"> 4.1. Integration of an online course into the educational process. 5. Working on the online resource forum <ol style="list-style-type: none"> 5.1. Communication in the online space. 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	2		152	26
ECTS Credits:	5 ECTS			
Assessment:	Pass/Fail assessment			
Practice for obtaining primary professional skills				
Objectives:	<p>The 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.</p> <p>The purpose of educational practice is to deepen the knowledge gained in the process of theoretical training and acquire the necessary professional skills and abilities in accordance with the chosen direction of training</p>			
Content:	<p>.Preparatory stage:</p> <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. <p>2. The main stage:</p> <ol style="list-style-type: none"> 2.1. Collection and processing of regulatory and legal, production and technological information. 2.2. Implementation of an individual assignment. <p>3. Final stage:</p> <ol style="list-style-type: none"> 3.1. Preparation and execution of the practice report. 3.2. Report protection (intermediate attestation). 			

Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			216	
ECTS Credits:	6 ECTS			
Assessment:	Pass/Fail assessment			
Practice for obtaining professional skills and professional experience				
Objectives:	<p>The 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.</p> <p>The purpose of the internship is to acquire practical work experience, including independent activity at the enterprise (in the organization) and competencies in the fields and (or) spheres of professional activity.</p>			
Content:	<p>1. Preparatory stage:</p> <p>1.1. Development of an individual task.</p> <p>1.2. Organizational meeting to clarify the goals, objectives, content and order of internship.</p> <p>1.3. Acquaintance with the place of the practice.</p> <p>2. The main stage:</p> <p>2.1. Collection and processing of regulatory and legal, production and technological information.</p> <p>2.2. Implementation of an individual assignment.</p> <p>3. Final stage:</p> <p>3.1. Preparation and execution of the practice report.</p> <p>3.2. Report protection (intermediate attestation).</p>			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			324	
ECTS Credits:	9 ECTS			
Assessment:	Pass/Fail assessment			
Undergraduate practice				
Objectives:	<p>The practice is carried out in order to create and consolidate professional knowledge and skills, get nnyh as a result of theoretical training, as well as for the study of manufacturing experience, purchase org anizatorskih skills and key competencies formation system.</p> <p>The purpose of the internship is to acquire practical work experience, including independent activity at the enterprise (in the organization) and competencies in the fields and (or) spheres of professional activity.</p>			
Content:	<p>1. Preparatory stage:</p> <p>1.1. Development of an individual task.</p> <p>1.2. Organizational meeting to clarify the goals, objectives, content and order of internship.</p>			

	1.3. Acquaintance with the place of the practice. 2. The main stage: 2.1. Collection and processing of regulatory and legal, production 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).			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			324	
ECTS Credits:	9 ECTS			
Assessment:	Graded assessment			
Research work (concentrated)				
Objectives:	The practice is carried out in order to form and consolidate professional knowledge, skills and habits obtained as a result of theoretical training, as well as to study production experience, acquire organizational work skills and form a system of key competencies. The purpose of 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.			
Content:	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 and legal, production 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).			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			216	
ECTS Credits:	6 ECTS			
Assessment:	Graded assessment			
Research work (dispersed), part 1				
Objectives:	The practice is carried out in order to form and consolidate professional knowledge, skills and abilities obtained as a			

	<p>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 internship is to gain experience in practical work, including independent activity at the enterprise (in the organization) and competencies in the fields and (or) spheres of professional activity.</p>			
Content:	<p>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 and legal, production 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).</p>			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			288	
ECTS Credits:	8 ECTS			
Assessment:	Pass/Fail assessment			
Research work (dispersed), part 2				
Objectives:	<p>The 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 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.</p>			
Content:	<p>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 and legal, production 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).</p>			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam

			288	
ECTS Credits:	8 ECTS			
Assessment:	Pass/Fail assessment			
Research work (dispersed), part 3				
Objectives:	The 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 for the study of production experience, acquisition of organizational skills and the formation of a system of key competencies. The purpose of 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.			
Content:	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 and legal, production 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).			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			288	
ECTS Credits:	8 ECTS			
Assessment:	Pass/Fail assessment			
Defense of the graduate qualification work, including preparation for the defense and the defense procedure				
Objectives:	State final certification 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 the EMS and the main educational program in the direction of training (specialty) of higher education.			
Content:	The WRC should contain the following sections: 1. Title page 2. The task 3. abstract 4. Content 5. Introduction 6. Main part 7. Conclusion			

	8. List of sources used 9. Applications.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			216	
ECTS Credits:	6 ECTS			
Assessment:				
Fundamentals of work in the UIEE				
Objectives:	The purpose of mastering the discipline is to study 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.			
Content:	1. E-learning at SPbPU. Electronic information and educational environment and its components. Personal services for students. 2. Online courses in the educational process. Resources of the information and library complex			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	2	4	26	4
ECTS Credits:	1 ECTS			
Assessment:	Pass/Fail assessment			