Educational program annotation
38.04.02_36 Innovative Entrepreneurship (international educational program)

Field of study: 38.04.02 Management
Master's degree program: 38.04.02_36 Innovative Entrepreneurship (international educational program)
Degree: master

1. List of structural units in the program

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

The Master's degree program is developed by the High School of Management and Business, the High School of Linguodidactics and Translation, as well as the Department of Fundamentals of Economics and Management. The Graduate High School of Management and Business offers major subjects of the study field and degree program, the High School of Linguodidactics and Translation – subject "Foreign language in professional communication" and professors in the Department of Fundamentals of Economics and Management develop the subject " Methodology of Science and Research ".

2. Mission and goals of the educational program

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

The mission of the program corresponds to the tasks facing domestic enterprises and consists in the professional training of highly qualified specialists at the highest levels of management who are able to apply the methods of scientific work in solving managerial problems.

The objectives of the program 38.04.02_36 "Innovative Entrepreneurship" is the professional training of highly qualified specialists in the innovation field, possessing the skills to create and develop innovative business, commercialization of projects and ideas. The focus of the program is the development of applied skills in the creation and development of innovative business, the commercialization of projects and ideas. The program involves the simultaneous participation of Russian and European teachers, training on the program provides ample opportunities for academic mobility of students to foreign universities with a similar specialization, including double degree programs.

Key features: the program is entirely in English; option of double degree and semester internships at partner universities; internship-oriented approach to teaching; lectures and trainings from leading foreign professors, consultants and business trainers; training in intercultural teams; participation in computer business simulations.

1. The industrial orientation of the program allows its graduates to gain opportunities to create their own business based on scientific and technical ideas.

2. Involvement in the training process of leading specialists from various spheres and sectors of the economy, in order to transfer to master students 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 receive relevant professional skills, which is an undoubted competitive advantage of graduates in the labor market.

3. Integration into the subject programs as a basic module, focused on deepening knowledge in the field of management, and a specialized module, focused on solving practical cases and analytical problems through the examples of existing organizations implementing and using digital technologies in business management solutions in business.

4. The unique combination of major subjects allows the master students 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; have the ability to apply modern methods and techniques of teaching management subjects; have the ability to develop curricula and methodological support for teaching disciplines of a specialized orientation.

5. Combination of both classical approaches and teaching methods (lectures and seminars) 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 ones, and specialists from the real sector of the economy.

6. In the educational process of modern unique teaching methods, such as Lego Serious Play, the concept of flipped classroom, online learning, interactive seminars and business simulators "Inchainge", "The Fresh Connection", "The Cool Connection", "The Blue Connection" for teaching, as well as enhanced language training.

3. Requirements

People who have completed the higher education program of any level and received a diploma of higher education are eligible to apply for the

program. Students are admitted 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 spheres of professional and additional professional education; scientific research).

31.001 Specialist in industrial engineering in the automotive industry.

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 the qualifications of an employee.

5. Type (types) of tasks of professional activity, which graduates should be ready to solve:

- organizational and managerial;
- research;
- analytical.

6. Professional standards for developing the educational program of higher education:

No	Associated professional standard or other grounds for the inclusion of professional competence in the educational program (name and details of documents)	Selected generalized labor function (OTF)	Labor function (TF)
1.	Professional standard 31.001 "Industrial engineering specialist in the automotive industry", approved by order of the Ministry of Labor and Social Protection of the Russian Federation dated October 13, 2014 No. 712н (registered by the Ministry of Justice of the Russian Federation 11.11.2014 No. 34642)	Forming policy and organizing the development of industrial engineering organization	Formation of a policy in the field of management and development of the production system

			Implementation of the management of the functioning and development of industrial engineering of the organization

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 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 subjects: History and methodology of science; Foreign language in professional activities; Scientific discourse.

Professional modules (Professional), within which the universal, general professional, as well as professional competencies develop, include:

a) basic module of the study field - a set of subjects (modules) that form knowledge, skills and abilities in the field of study.

б) module of specialized orientation, which determines the orientation of training.

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

Project activity module (Project) independent activity of students, focused on solving a certain practically or theoretically significant problem, implemented within the framework of subjects, internships, research work.

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

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

The learning outcomes by subjects (modules) are correlated with indicators of achievement of competencies and ensure the gradual formation of the competencies of graduates.

Structure and scope of the educational program:

Structure of the educational program of high education	Scope (ECTS)
BLOCK 1 "Subjects (modules)"	60
BLOCK 2 "Internship"	54
BLOCK 3 “State final examination”	6
Total	120
BLOCK 4 “Electives”	4

7.1. Competence-based curriculum and calendar training schedule

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 subjects, internships, etc. The disciplinary-modular part of the curriculum reflects the logical sequence of mastering the elements of 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 subjects (modules), internships, forms of intermediate examination of students, state final examination, the scope of contact work of students with a teacher (by type of training) and independent work of students.

The calendar training schedule indicates the periods for the implementation of types of educational activities and periods of vacations.

7.2. Subject programs (modules), internship programs

The subject program (module) is developed according to the educational standarts (SUOS), the curriculum, the competency matrix, which reflects the competencies of all levels, indicators for them, as well as descriptors that ensure their achievement.

7.3. Internship programs

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

There are following types of internships in the educational program "Innovative Entrepreneurship" (International Educational Program)":

educational internship:

– internship for obtaining primary professional skills.

internship:

– internship for obtaining professional skills and professional experience;

– research;

– undergraduate internship.

7.4. Funds of assessment tools for the current and intermediate examination of students in the subject (module), internship

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

7.5. Documents regulating the organization of student research

Research is carried out by a master student under the guidance of a scientific advisor. 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 SUOS in the study field 38.04.02 Management and the requirements of professional standards.

Master's research work includes:

1. Research work dispersed.
2. Concentrated research work.

Documents regulating the organization of students 'research work are developed and drawn up in accordance with the subject programs "Dispersed research", "Concentrated research", as well as guidelines for the preparation of reports on students' research work.

7.6. Fund of assessment tools for state final examination

The assessment funds for the state final examination is developed for the implementation and protection of the final qualifying work. In the course of the state final examination, 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 assessment fund includes: the program of state final examination, 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 internship and employment

Students can undergo industrial internship at the Biotechnological Company BIOCAD, the Russian-German Center for Innovation and Entrepreneurship "Polytech Strascheg", Business Incubator "Ingria".

There are a number of long-term internship agreements between SPbPU and AO ODK-Klimov, PAO TGK-1, AO Research Institute of Command Instruments.

Applications for graduates are received from enterprises of the city and region from OOO KORUS CONSULTING, AO ODK-Klimov, PAO GAZPROM-Neft and many others.

9. Material and technical base for educational and scientific activities

For the implementation of the basic educational program in the Institute of Industrial Management, Economics and Trade 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 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, RFFI 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 1,692,480.00 rubles.

The material and technical base of the master educational program 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.

Over the past few years, the key foreign professors involved in the implementation of educational programs have become: Roland Heger and Kao Viet Hao, subject "Export and International Sales Management (in English)", Suely Klara, subject "Digital Resources in Scientific Research (in English)", Beifert Anatoli subject "Information Integration in Logistics Systems", Nellie Elze subject "Intercultural Management", Olaf Hauer, subject " Personal Skills and Leadership ". In addition, guest lectures and master classes are actively conducted by leading foreign professors in the framework of the study field "Management". Lars Magnusson (Sweden) conducts regular master classes on the SCOR model as the main international cross-industry standard in planning, controlling and supply chain management. The master class entitled "Future technologies of enterprise management" is regularly held by Professor Albrecht Riecken (Germany) Vice President of SAP (SAP is one of the world leaders in the corporate applications market) with an emphasis on the digital economy. Naufel Schikrow (Switzerland) Professor of Supply Chain Management and Operations Management at the University of Applied Sciences of Western Switzerland gave a guest lecture on "Modern trends in supply chain management: best internships of Swiss companies."

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 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.

Double degree options are implemented with the Technical University of Berlin, Germany.

The program provides opportunities for academic mobility within the second or third semester of study with the possibility of obtaining Erasmus + and DAAD scholarships.

12. Main scientific directions and schools

Teachers involved in the implementation of the educational program are engaged in research activities within the framework of scientific areas on the following topics: strategic aspects of management of various socio-economic objects, including regions, clusters and enterprises of various organizational and legal forms; development of digital transformation strategies; digital transformation of business, including personnel management systems; international logistics systems, international business, technology transfer etc.

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:

Grant for the international project Erasmus + "Development of entrepreneurial competencies among IT students through the introduction of interdisciplinary courses in educational programs" - project No. 609870-EPP-1-2019-DE-EPPKA2-CBHE-JP, Grant agreement No. 2019-1966 / 001-001.

Grant of the Russian Foundation for Humanities No. 18-010-01119 "Management of digital transformation of an innovative industrial cluster as a backbone element of an industry digital platform: methodology, tools, internship", 2018-2020, R&D AAAA-A16-116040710219-2.

Annotations of educational program elements 38.04.02_36 Innovative Entrepreneurship (international educational program) (subjects, practice and State Final Examination)

Business English				
Objectives:	The purpose of studying the subject is to achieve practical knowledge of a foreign language, allowing them to use it in their future professional activities and scientific work, as well as in everyday communication; creation of a base for correct understanding, translation and processing of foreign language texts; development of communicative academic competence, allowing undergraduates to present scientific products (articles, abstracts, reports, etc.) in the academic environment.			
Content:	1. The profession of an accountant. Financial and managerial aspects. Accounting standards and audit. Discussion of negotiations on the conclusion of an alliance. 2. The main aspects of accounting internship. Accounting and financial reporting. Discussion of negotiations on the conclusion of an alliance. 3. Assets, liabilities, equity capital of the company. Tangible and intangible assets. Discussion of negotiations on the conclusion of an alliance. 4. Accounting for purchases and cash payments. Main log book. Business accounts. Discussion of negotiations on the conclusion of an alliance. 5. Break-even point. Overheads. Fixed costs. Discussion of negotiations on the conclusion of an alliance. 6. Inventories, accounting systems, assessment and accounting of stocks of the company's divisions. Discussion of negotiations on the conclusion of an alliance. 7. Banking internship. Financial statements. Automated accounting systems. Discussion of negotiations on the conclusion of an alliance. 8. Audit of the company as a check of the correctness of its indicators work. 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			
Methodology of Science and Research				
Objectives:	The purpose of studying the subject 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. General Provisions 2. Scientific knowledge during the Middle Ages and Renaissance 3. Arab scientific heritage 4. Classical science of the 18th-19th centuries. 5. Concept of scientific research 6. Methods of theoretical and empirical research 7. The concept of systems methodology 8. Communications and their specificity in modern science			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		16	83	10
ECTS Credits:	3 ECTS			
Assessment:	Pass/Fail assessment			
Digital Resources in Research				
Objectives:	The purpose of studying the subject 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 scientific research; the acquisition of skills and understanding of the various types of digital resources necessary for conducting scientific research; acquiring the skills of conducting scientific research.			
Content:	1. Work with information: problem statement; formulation of goals and objectives; substantiation and choice of directions for searching and extracting information for conducting scientific research 1.1. Information for scientific research. 1.2. Database. Base of publications. 2. Types of digital resources and stages of scientific research. 2.1. Types of digital resources required for scientific research. 2.2. Types of scientific research. 2.3. Stages of scientific research. 2.4. Determination of the research problem and formulation of the topic. 3. Skills of conducting Research. 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.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	2	14	88	4
ECTS Credits:	3 ECTS			

Assessment:	Pass/Fail assessment			
Research Methods in Management				
Objectives:	The purpose of studying the subject is to use existing and introduce new tools and research methods in solving management problems; identification of management problems and search for information about the problem; assessing the reliability of the information received and making decisions in case of lack of information obtaining information about technologically complex or innovative markets and products.			
Content:	1. Research in management: basic concepts and problems 2. Explore data using a mixture of quantitative and qualitative analysis methods 2.1. Q-methodology 2.2. Content analysis 2.3. Conjoint Analysis 2.4. Perception maps 3. Special tasks and directions of research 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 subject is to master the basic concepts of strategic analysis and strategic management: definition of strategy, classification of strategies, the process of strategic planning; mastering the technology of implementing strategies, studying the role of a leader and leadership in implementing strategies, the influence of national cultures; mastering by students of strategic analysis tools: SWOT analysis, VRIN analysis, value chain, matrix analysis, choice of alternative strategies, analysis of competitive strategies.			
Content:	1. Introduction to modern strategic analysis 1.1. Definition of strategy, classification of strategies 1.2. Corporate strategies, analysis tools when choosing a corporate strategy 2. The process of strategic management, business strategies and tools for strategic analysis of the competitive position of the business 2.1. Stages of strategic management 2.2. Analysis of the external business environment, GETS model and PESTEL analysis 2.3. Analysis of the internal business environment, analysis tools			

	2.4. Building a competitive advantage profile, VRIN model, value chain analysis 3. Analysis of sources of formation of competitive advantages of business 3.1. Growth strategy, business size as a source of competitive advantage, structural dynamics 3.2. Differentiation as a source of competitive advantage 3.3. Concentration as a source of competitive advantage 4. Leadership in strategy implementation 4.1. Basic leadership theories, tools for analyzing and identifying your own leadership style 4.2. Features of the Russian leadership style, approaches to strategic management			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	42	18
ECTS Credits:	3 ECTS			
Assessment:	Examination			
Managerial Economics				
Objectives:	The purpose of the subject is the development by students of a system of knowledge and skills to identify the economic results of production; mastering the methods of ensuring the scientific and economic feasibility of the enterprise; study of methods for determining the economic efficiency of the use of resources; mastering control methods for the compliance of the enterprise with the principles of self-sufficiency, self-financing.			
Content:	1. The concept of "managerial economics" and the behavior of a firm in society 1.1. Basic concepts of the subject. Functions of the firm in society 1.2. Basic and alternative models of the firm's behavior in society 2. Methods of optimization in different variants of the solution environment 2.1. Making a decision in conditions of certainty 2.2. Decision making in the face of risk 2.3. Decision making in the face of uncertainty 3. Demand: estimation and forecasting 3.1. Consumer Equilibrium Models and Their Application in Internship 3.2. Types of demand elasticities and their application in production planning, marketing and management at the macro level 3.3. Demand assessment. Construction of a one-dimensional and multidimensional demand function 4. Production and costs 4.1. Production Factors and Assessment of Production Function 4.2. Estimating the cost function			
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 subject 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; reasonably and effectively apply existing and master new methods and models in solving problems in the professional field.			
Content:	1. Economic content and functions of corporate finance 2. Modigliani - Miller theorems 3. Stationary relation models 4. Models of asymmetric information 5. Stakeholder theory and corporate value 6. 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			
Corporate financial reporting				
Objectives:	The purpose of studying the subject is to economically competently analyze the financial statements of corporations for making subsequent management decisions in the production and economic activities of industrial corporations; reasonably and effectively apply existing and master new methods and models when solving problems in the professional field;			
Content:	1. Economic content and functions of corporate finance 2. Problems of formation and standardization of corporate 3.financial reporting 4. Theorems Modigliani-Miller and their significance for the theory of corporate finance. 5. Compromise models of capital structure formation 6. Stakeholder theory and corporate value 7. Market for corporate control: mergers and acquisitions 8. 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	
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Objectives:	The purpose of studying the subject is to form students' systemic scientific basic knowledge about the functions, principles, methods and forms of business planning, as well as the analysis of investment projects in order to substantiate and select the most effective ways of their implementation; study of the principles, forms and methods of project management in the oil and gas complex; mastering the modern concept for the development of the oil and gas complex, based on the need to implement a number of large-scale projects in the industry on the territory of Russia; mastering methods for managing and evaluating the effectiveness of investment projects, as well as managing specific risks of oil and gas projects; study of the basics of business planning, used in vertically integrated oil companies in the development of various-scale investment projects; studying the principles of development and implementation of international projects, taking into account the differences in national approaches to management.			
Content:	1. Purpose, main characteristics and structure of a business plan in enterprises 2. Organization of the business planning process and calculation of the main indicators of its effectiveness 3. Business project management and ways to attract investment resources 4. Project financing and investment project budgeting 5. Key performance indicators of investment projects and methods of their assessment 6. The main elements of the analysis of investment projects and general provisions for their development 7. Methods for assessing and managing risks of investment projects 8. Modern concepts, methods and software for investment design			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	51	45
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Consumer Behavior				
Objectives:	The purpose of studying the discipline is to master the theoretical foundations of studying consumer behavior; mastering the methods of analyzing a complex of factors influencing consumer behavior; formation of the ability to model purchasing behavior, leading the consumer to making a purchase decision.			

Content:	1. The conceptual and practical significance of studying consumer behavior. 2. History of consumer behavior research 3. Models of consumer behavior as an algorithm for studying consumer behavior. 4. Factors of external influence on consumer behavior 5. Factors of internal influence on consumer behavior 6. Stages of making a purchase decision. 7. Psychology of the purchasing decision-making process 8. Interaction between the seller and the buyer 9. Sales technology management			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	48	44	36
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Innovation Marketing				
Objectives:	The goal of studying the subject is to form students' knowledge and practical skills in the field of using marketing tools for the development and promotion of innovative products in the B2B and B2C markets, assessing the competitiveness of products, working with customers and partners based on the concept of co-creation of value in the context of the development of the digital economy and information - communication direction in marketing.			
Content:	1. Fundamentals of Marketing Innovation 1.1. Marketing innovation: basic concepts, categories, processes 1.2. Buyer behavior towards new products 2. Features of the marketing mix of innovative products 2.1. Developing competitive innovations 2.2. Pricing for innovative products 2.3. Sales and service of innovative products 2.4. Features of branding in innovation-oriented firms and the promotion of innovation in the market 2.5. Information, information technology and innovation marketing 3. Features of marketing innovations in certain areas of activity 3.1. Intellectual property and technology marketing 3.2. Engineering Marketing			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32+6(KP)	23	31
ECTS Credits:	3 ECTS			

Assessment:	Examination, course paper			
Entrepreneurship				
Objectives:	The purpose of studying entrepreneurship is to form specialists who understand the peculiarities of the organization and functioning of business entities, who are able to carry out the formation and implementation of entrepreneurial initiatives and who have modern entrepreneurial thinking.			
Content:	1. Business environment 1.1. Examining the existing business environment 1.2. Business Environment Assessment Models 2. Business planning 2.1. Entrepreneurship planning stages 2.2. Entrepreneurial decision making 2.3. Entrepreneurial audit 2.4. Entrepreneurial spirit 3. Foundations of the theory of entrepreneurial risks 3.1. The concept of risk, principles and criteria for its formation 3.2. Types of entrepreneurial risks 3.3. Business risk management			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	87	45
ECTS Credits:	5 ECTS			
Assessment:	Examination			
Investment Management				
Objectives:	The purpose of studying the subject is to form a basic system of knowledge among students in the field of economic and financial analysis of investments; the formation of practical skills in the development and evaluation of investment projects.			
Content:	1. Introduction to the subject 1.1. Object and subject, purpose and objectives, course structure 1.2. Concept and classification of investments 1.3. Investment activity, the mechanism of its implementation 2. Sources of financing for investment activities 2.1. General overview of sources of financing for investment activities 2.2. Investing and lending 2.3. The cost of capital obtained from various sources 3. Investment project			

	3.1. Concept, classification and purpose of an investment project 3.2. General overview of "Methodological recommendations for evaluating the effectiveness of investment projects" 3.3. Investment cycle stages 4. Investment efficiency 4.1. The concept of effect and effectiveness. Principles for evaluating investment efficiency, types of efficiency 4.2. Dynamic methods for evaluating investment performance 4.3. Taking into account risks when assessing the effectiveness of investment projects 4.4. The use of computer programs in the analysis of investment projects 4.5. Comparative analysis of alternative investment projects			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	48	125	27
ECTS Credits:	6 ECTS			
Assessment:	Examination			
Presentation of research results				
Objectives:	The purpose of studying the subject 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 design and presentation of the results of scientific research. 2. Registration and presentation of the final qualifying work 2.1 Registration of the final qualifying work 2.2 Submission of the final qualifying work.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		16	47	9
ECTS Credits:	2 ECTS			
Assessment:	Pass/Fail assessment			
Intercultural Management				
Objectives:	The purpose of studying the subject is to teach differences in cultural aspects and approaches of intercultural management, to master the tools and methods of overcoming various intercultural difficulties; familiarize with intercultural management in organization, motivation, leadership,			

	intercultural communication and decision-making, negotiation and confidence building, conflict and dispute resolution, corporate social responsibility.			
Content:	1. Introduction to Intercultural Management 2. Approaches to intercultural management 3. Arabian approach to management 4. Hofstede's approach 5. Culture and strategy 6. Conflict and culture. Conversation			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	96	36
ECTS Credits:	5 ECTS			
Assessment:	Examination			
International Purchasing and Supply Chain Management				
Objectives:	The purpose of studying the subject is to master the existing internationally recognized approaches to supply chain management and international procurement.			
Content:	1. Basic concepts of supply chain management. Supply chain management strategy 2. The process of planning sales and operations as a process of medium-term planning of the organization's activities 3. Demand management process 4. Inventory management in supply chains 5. Procurement management			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	60	36
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Educational foresight				
Objectives:	The goal of mastering the subject is to form an idea of the internship 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 empower students. Exploring the specific uses of online courses in the educational process.			

<table>
<tr><td>Content:</td><td colspan="4">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.</td></tr>
<tr><td rowspan="2">Teaching and learning methods:</td><td>Lecture</td><td>Practical training</td><td>Independent studyy</td><td>Exam</td></tr>
<tr><td>2</td><td></td><td>169</td><td></td></tr>
<tr><td>ECTS Credits:</td><td colspan="4">5 ECTS</td></tr>
<tr><td>Assessment:</td><td colspan="4">Pass/Fail assessment</td></tr>
<tr><td colspan="5">Career adaptability</td></tr>
<tr><td>Objectives:</td><td colspan="4">The purpose of mastering the subject is to expand the area of subject knowledge of the undergraduate to increase the scope of professional activity.</td></tr>
<tr><td>Content:</td><td colspan="4">1. Building a careerogram
2. Career management in the organization
3. Self-diagnosis of personality and self-coaching.
4. Preparation and delivery of a reflective essay.
Intermediate control over the course (subject).</td></tr>
<tr><td rowspan="2">Teaching and learning methods:</td><td>Lecture</td><td>Practical training</td><td>Independent study</td><td>Exam</td></tr>
<tr><td>2</td><td></td><td>169</td><td></td></tr>
<tr><td>ECTS Credits:</td><td colspan="4">5 ECTS</td></tr>
<tr><td>Assessment:</td><td colspan="4">Pass/Fail assessment</td></tr>
<tr><td colspan="5">Internship for obtaining primary professional skills</td></tr>
<tr><td>Objectives:</td><td colspan="4">The internship 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</td></tr>
</table>

	organizational work skills and form a system of key competencies. The purpose of educational internship 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.			
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 internship. 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 internship 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			
Internship for obtaining professional skills and professional experience				
Objectives:	The internship 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 work skills and form a system of key competencies. The purpose of the internship is to gain practical experience, including independent activities at the enterprise (in the organization) and competencies in the areas 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 internship. 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 internship report. 3.2. Report protection (intermediate attestation).			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			324	

ECTS Credits:	9 ECTS			
Assessment:	Pass/Fail assessment			
Undergraduate practice				
Objectives:	The internship 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 work skills and form a system of key competencies. The purpose of the internship is to gain practical experience, including independent activities at the enterprise (in the organization) and competencies in the areas 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 internship. 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 internship report. 3.2. Report protection (intermediate attestation).			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			324	
ECTS Credits:	9 ECTS			
Assessment:	Pass/Fail assessment			
Research work (concentrated)				
Objectives:	The internship 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 work skills and form a system of key competencies. The purpose of the internship is to gain practical experience, including independent activities at the enterprise (in the organization) and competencies in the areas 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 internship. 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 internship 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 internship 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 work skills and form a system of key competencies. The purpose of the internship is to gain practical experience, including independent activities at the enterprise (in the organization) and competencies in the areas 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 internship. 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 internship 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			
Research work (dispersed), part 2				
Objectives:	The internship 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 work skills and form a system of key competencies. The purpose of the internship is to gain practical experience, including independent activities at the enterprise (in the organization) and competencies in the areas 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 internship. 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 internship 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			
Research work (dispersed), part 3				
Objectives:	The internship 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 work skills and form a system of key competencies. The purpose of the internship is to gain practical experience, including independent activities at the enterprise (in the organization) and competencies in the areas 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 internship. 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 internship 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 final qualifying work, including preparation for defense and defense procedure				
Objectives:	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 the SUOS and the main educational program in the study field (specialty) of higher education.			
Content:	The thesis should contain the following sections: Title page Task Abstract Content Introduction Main part Conclusion References Appendices			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
			216	
ECTS Credits:	6 ECTS			
Assessment:				
Basics of work in the Electronic Information and Educational Environment				
Objectives:	The purpose of mastering the subject is to study the principles of teaching in the electronic information and educational environment of the university. As a result of studying the subject, 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			