

Educational program annotation

38.04.02_50 Digital business management

Program field:	<u>38.04.02 Management</u>
Master's program:	38.04.02_50 Digital business 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_50 "Managing a digital business" 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 digital business transformation allows graduates to make effective managerial decisions for business development in modern conditions of digitalization of the economy, which provides ample opportunities for the development of electronic enterprises in various sectors of the economy, in the Internet environment and in other digital online / offline communication channels.

The target audience of trainees can be considered as students with a stable educational path, who continue their studies in "Management", as well as students who received a bachelor's degree in a variety of areas,

including technical and humanitarian, but who have felt the need in the labor market for knowledge, skills and abilities to create or manage a digital business, as well as develop and implement a digital transformation concept of the existing business.

A feature of this educational program is a combination in the educational process as classical theories and methods of management, as well as modern interactive ways of gamification and even online learning. Teaching a number of professional disciplines by industry experts allows to provide students with a modern and very wide range of competencies that are really needed in today's digital world. The curriculum of this educational program is a successful combination of digital disciplines from different areas of activity, such as communications, marketing, business processes, investments. Successful mastery of the entire range of disciplines in this curriculum will allow graduates to create new digital enterprises or develop their own unique model of digital transformation of existing enterprises.

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 to form a system of "hard", professional skills of masters, which allows to carry out: make organizational and management decisions on digital business transformation and assess their consequences; manage enterprises, departments, groups (teams) of employees, projects and networks, including within digital enterprises; use modern business management methods in the digital economy; use quantitative and qualitative methods for scientific research and business process management; prepare analytical materials for business process management and evaluation of their effectiveness; summarize 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 digital disciplines; have the ability to develop curricula and methodological support for teaching disciplines of the profile.

5. The use during training of modern software products, including the software product Arhi, which uses a modeling language ArchiMate modeling - a tool for modeling enterprise architecture and analysis of business processes of enterprises, including those focused on the digital transformation of its activities, Business Studio - software product for modeling enterprise architecture, Microsoft Project - software product for managing complex, multi-stage projects; Excel software product that allows to apply during 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).

06 Communication, information and communication technologies (in the field of information technology management, sales of information and communication systems).

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:

o	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
	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 / 02.7. Project management of reengineering of business processes of an industrial organization using modern information technologies
	06.029 "Information and Communication Systems Sales Manager", approved by Order of the Ministry of Labor and Social Protection of the Russian Federation dated October 05, 2015, No. 687n (registered by the Ministry of Justice of the Russian Federation on October 30, 2015, registration No. 39566)	D3. Selling infocommunication systems and/or components to key customers and managing the project team for the transaction	B/03.7 Project management for the sale of infocommunication systems and/or components to a key customer

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 "Managing a digital business" 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 get practical training at Dialog IT LLC, KORUS CONSULTING CIS LLC, JSC ODK-Klimov, JSC TGK-1. There are a number of long-term internship agreements between SPbPU and JSC ODK-Klimov, JSC TGK-1, JSC Research Institute of Command Instruments.

There are requests for graduates from enterprises of the city and the region from LLC Dialog IT LLC KORUS CONSULTING CIS, PJSC "GAZPROM-oil" 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 "Managing a digital business" 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 1,692,480.00 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.

Within the framework of the implementation of the program on a regular basis in accordance with the schedule classes with students are conducted by leading experts-practitioners, such as D.Y. Mogilko, PhD in Economics, Business Architect of JSC Research Institute TM, Candidate of Technical Sciences, Associate Professor, Senior Specialist of production and digital supply chain sector of SAP CIS in St. Petersburg, K.V. Frolov, , M. Silenov, PhD in Economics, the head of mobile services department of PJSC "Alfa Bank", business-trainer, consultant, coordinator of St. Petersburg Club of IT-project managers, managing partner of the Training Center BIPLUSE Vasilyev A.V. Graduates of this program will not only get practical knowledge but also define the future place of work during mastering the competence of the discipline taught by practical trainers. Part-time employment is possible already during the studies, thus KORUS CONSULTING CIS LLC and Dialog IT LLC provide part-time employment for our master 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 the educational program, are engaged in research activities in the framework of scientific areas on topics: Modern aspects of business management in various industries, including the construction of digital corporate architecture, development and improvement of business models, management of IT services, etc.; management of digital business transformation, construction and management of digital business.

13. The most significant results and achievements

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

Grant of the Russian Science Foundation "Digital Transformation of Russian Business: Development of Theory and Methodology".

Grant from the Russian Foundation for Basic Research "Increasing the Economic Efficiency of Management of Medical Organizations in Conditions of Digital Transformation".

Grant from the Russian Foundation for Basic Research "Methodology for the Introduction of End-to-end Digital Technologies in the System of Territorially-Distributed Medical Organizations".

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

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

Grant from the Russian Foundation for Basic Research "Digital Transformation of Russian Business: Development of Theory and Methodology".

Project "Performing works on survey and re-engineering of business processes and document flow system, modeling of document collection template and list of main organizational documents for medical organizations being established, as well as on modeling and analysis of business and IT architecture" by order of IMC Sogaz LLC.

**Annotations of educational program elements 38.04.02_50 Digital business 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:	<ol style="list-style-type: none"> 1. The emergence of science. About ENERAL position. 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			
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 of practical skills and abilities 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:	<ol style="list-style-type: none"> 1. Process-based approach to management 2. Methods for describing business processes: <ol style="list-style-type: none"> 2.1. Business process and its components 2.2. General principles of activity modeling 2.3. Process modeling notations 2.4. Organizational structure modeling 3. Designing an integrated enterprise management system <ol style="list-style-type: none"> 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+6(КП)	48	42
ECTS Credits:	4 ECTS			
Assessment:	Examination, Course project			
Business process automation				
Objectives:	The purpose of studying the discipline is to obtain theoretical knowledge about the methodology and tools for automating business processes; in the development of practical skills in the basic techniques of automating business processes.			
Content:	<ol style="list-style-type: none"> 1. Architecture of a modern enterprise <ol style="list-style-type: none"> 1.1. The role and place of business processes in enterprise architecture 1.2. Modern management standards 1.3. Business process reengineering 2. Modeling business processes of an enterprise <ol style="list-style-type: none"> 2.1. Business process modeling methods 2.2. Business Process Modeling Tools 3. Practical application of tools for business modeling: designing an enterprise management system using Business Studio <ol style="list-style-type: none"> 3.1. Initial data for the development of an organization's management system. The main elements of the control system. Stages of work in Business Studio. 3.2. Initial data for the development of an organization's management system. The main elements of the control system. Stages of work in Business Studio. 3.3. Enterprise data streams. Organizational structure of the enterprise 3.4. Responsibility matrices. Objects of the enterprise 3.5. Draft terms of reference for an information system 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	16	49	27
ECTS Credits:	3 ECTS			
Assessment:	Examination			
Investment tools of digital business				
Objectives:	The purpose of studying the discipline is to economically competently explain the essence of the methods and models used and justify the need for their application in the formation of a firm's investment strategy; to acquire the skills of a reasonable choice of traditional and modern tools for attracting financial sources for the			

	implementation of innovative projects.			
Content:	<ol style="list-style-type: none"> 1. Fundamentals of investment theory 2. Problems of the formation of cash flows for assessing the effectiveness of investments 3. Methods for assessing the effectiveness of investment projects 4. The problem of finding and choosing sources of investment financing. The cost of funding sources. 5. Consequences of the introduction of the digital economy for investment and innovation support. 6. Digital currencies and cryptographic tokens as tools investment 			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	32	32	17	27
ECTS Credits:	3 ECTS			
Assessment:	Examination			
Mobile and e-business				
Objectives:	<p>The purpose of studying the discipline is to acquire theoretical knowledge and practical skills in the field of information interaction and e-business, which make it possible to significantly increase business efficiency; acquaintance with the main achievements in the field of telecommunications, network structures, information systems, which make it possible to significantly increase the efficiency of business and create fundamentally new directions for its development. The aim is to give a theoretical basis for the organization and functioning of e-business enterprises, practical skills to design, improve and operate the systems of infocommunication enterprises of e-business.</p>			
Content:	<ol style="list-style-type: none"> 1. Information interaction on the Internet and the basics of e-business. <ol style="list-style-type: none"> 1.1. Information computer technologies (ICT) and their role in the information society. 1.2. Basic concepts, advantages, disadvantages, prospects for the development of electronic business. 1.3. Components of the foundation of e-business. Major clusters of e-business. 1.4. Internet business models. 2. E-commerce, marketing and advertising on the Internet. <ol style="list-style-type: none"> 2.1. Information and reference systems and their classifications. 2.2. E-commerce. 2.3. Marketing and advertising on the Internet. 3. Information interaction in distance work and distance learning. <ol style="list-style-type: none"> 3.1. Distance learning and work. 3.2. Distance educational resources. 4. Electronic financial market structures and legal aspects of electronic business. <ol style="list-style-type: none"> 4.1. Electronic financial market structures. 4.2. Payment systems. 4.3. Information protection in electronic business. 			

	4.4. Legal aspects of e-business. 5. Planning and organization of e-business. 5.1. Planning e-business. 5.2. Electronic showcase of e-commerce enterprises. 5.3. Efficiency of functioning of e-business enterprises.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	60	36
ECTS Credits:	4 ECTS			
Assessment:	Examination			
Digital Marketing and Social Media				
Objectives:	The purpose of studying the discipline is to develop students' abilities to carry out long-term forecasting of sales of infocommunication systems and / or their components to key customers; in the development of students' abilities to develop a set of measures to increase the volume of sales of infocommunication systems and / or their components to key customers			
Content:	1. Introduction to digital marketing 1.1. Classic and digital marketing 2. Digital Marketing Tools 2.1. Representation of the company in the digital environment 2.2. Search engine optimization 2.3. contextual advertising 2.4. Media planning and display advertising 2.5. Social media marketing 2.6. Analyzing the effectiveness of digital marketing advertising campaigns 2.7. E-commerce			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	32	24	36
ECTS Credits:	3 ECTS			
Assessment:	Examination			
Business communications in digital business				
Objectives:	The purpose of studying the discipline is to master the methods of motivating personnel, including employees of IT companies, and IT departments of companies and enterprises of various sizes; studying the basics of time management and conflict management for managing the working time of personnel and resolving conflicts in the working team.			

Content:	1. Introduction to Business Communication 1.1. The main types and forms of communication 1.2. Features of business communications. 1.3. Cross-cultural communication 1.4. Communicative competence. 2. Features of oral and written business communications 2.1. Features of oral business speech. 2.2. Preparation of presentation and public speaking. 2.3. Features of written communication 3. Management of business conflicts. 3.1. Basic rules of conflict management. 4. Corporate culture 4.1. Stages and patterns of the emergence and development of corporate culture. 4.2. Features of corporate culture in the era of digitalization. 5. Leadership and leadership 5.1. Types of leadership in companies. 5.2. Teamwork. 5.3. Time management technologies in the era of digitalization.			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
		32	58	18
ECTS Credits:	3 ECTS			
Assessment:	Graded assessment			
Project management				
Objectives:	The purpose of the discipline is to provide students with knowledge, skills and abilities in project management, including through the application of project management standards at all stages of the project life cycle.			
Content:	1. Project management approach 2. Basic principles of project management 3. Aspects of project management 4. Organization of project process management			
Teaching and learning methods:	Lecture	Practical training	Independent study	Exam
	16	48	116	36
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 to teach students the theoretical foundations of modeling and analysis of an enterprise as a complex system of interrelated and interdependent objects, including organizational units, business processes, software and hardware; in providing a comprehensive view of future specialists on the industry tasks they are solving in the field of development, implementation and adaptation of modern information technologies.			
Content:	1. Basic concepts of enterprise architecture 2. Modeling the business layer of the architecture 3. Modeling the application layer and the technology layer, development of requirements for IT services 4. Building a plan for the transition to 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:	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:	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 studying the material 4.1. Integration of an online course into the educational process. 5. Working on the online resource forum 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:	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 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			
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:	Pass/Fail assessment			
Practice for obtaining professional skills and professional experience				
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 to study production experience, acquire organizational skills and form a system of key competencies. 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.			
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
			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> <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:	Graded assessment			
Research work (concentrated)				
Objectives:	<p>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.</p> <p>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:</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>			

	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:	<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 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:</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
			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.</p> <p>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:	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			
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 UIIE				
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			