

Peter the Great St. Petersburg Polytechnic University

THE PASSPORT OF EDUCATIONAL PROGRAM

38.03.06_01 "Organization and management
of business processes in trade"

in the field of study

38.03.06 "Trade and Commerce"

Qualification: bachelor

St. Petersburg
2021

The description of educational program

The goal of the program 38.03.06_01 "Organization and management of business processes in trade" is the formation of the competencies of graduates to solve complex problems in the field of organization and management of business in trade.

The knowledge, abilities and skills that allow graduates to collect, store, process, analyze and evaluate information necessary for organizing and managing entrepreneurial activities; develop business development strategies based on the information received and evaluate their results; study and form the identified needs of buyers; to select and implement a pricing strategy, predict business processes at trade enterprises and evaluate their effectiveness, identify, maintain records and legal protection of the results of intellectual activity and exercise such rights, are formed.

The educational program contains disciplines that form competencies in studying market needs for goods and services, analyzing the results of financial and economic activities and efficiency of resource use, managing trade and technological processes at an enterprise, developing and implementing an investment strategy of a company, and managing a labor collective of an enterprise.

Key features of the program

A distinctive feature of the program is the high demand for graduates in the labor market. Graduates of this educational program are specialists in the field of trade and procurement activities at enterprises in the field of commodity circulation.

The knowledge gained in the disciplines of the professional block allows students to create their own business already during their studies. In addition, students of this educational program have the opportunity to undergo internships and internships with further employment in managerial positions in large Russian and foreign companies.

With partners of the program - federal trade networks are implemented employment programs for graduates. These programs provide for internships for graduate students in vacant positions of line managers. Students who have successfully completed the internship are registered for work as deputy store director, store director, main specialist of the purchasing department.

Also, students perform science and research works commissioned by the Government of St. Petersburg and, if they successfully defend, receive an invitation to work in the executive bodies of state power.

Principal subject

- Business planning (economics and trade)
- E-commerce
- Organization, technology and design of trade enterprises
- Management of capital of a trade enterprise

- Marketing research in trade
- Organization of remuneration at a trade enterprise
- Commodity management
- Evaluation and forecasting of trade and procurement activities
- Organization of small business in trade

Graduate professions

- Wholesale / retail business head
- Developer of the own business
- Head (specialist) at various levels in government bodies
- Purchasing manager
- Sales Manager
- Trade Company Development Manager
- Operations manager
- Trade Enterprise Loss Specialist

Examples for topics of scientific and research works

- The consumer market of St. Petersburg and its development trends
- Retail chain management and development
- Development of a business plan for a trade enterprise
- Strategic planning of the company's activities on the Internet
- Retail Inventory Management
- Improving the organization of support and development of small business in St. Petersburg
- Digital tools for organizing commercial activities of a trade enterprise

Scientific and research projects

- Promotion in the international market of the retail trade network format "convenience store"
- Marketing innovative technologies in organization and management improving of business processes of a trading company
- Identification code construction of an information security label with a given level of uniqueness
- The main models of the formation of an innovative new production socio-economic environment in the context of globalization and regionalization
- Laying down of a trade development program for the city of Cherepovets for 2012-2016.
- Analysis and forecasting of the consumer market stability in St. Petersburg
- Development of the institutional environment for resource provision of the consumer market of St. Petersburg
- Assessment and forecasting of the territorial distribution of shopping facilities in the infrastructure of the municipal district

Partners

- X5 Retail Group
<https://www.x5.ru/ru>
- PJSC "Magnit"
<https://magnit.ru/>
- JSC "Dieta18"
<https://dieta18.ru/>
- LLC "Stopexpress"
<https://stopexpress.ru/>

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