

**Peter the Great St. Petersburg Polytechnic University**

**THE PASSPORT OF EDUCATIONAL PROGRAM**

38.03.06\_02 "International trade"

in the field of study

38.03.06 "Trade and Commerce"

Qualification: bachelor

St. Petersburg  
2021

## **The description of educational program**

Students in this educational program specialize in sphere of international trade. The curriculum provides for the study of two foreign languages, which is an undoubted advantage in the modern world.

As part of the educational program, students master the competencies that allow them to search for business partners abroad, negotiate with foreign partners, prepare and conclude foreign trade contracts, draw up customs and other documents, as well as study the world commodity market and know the tools for its regulation.

The educational program is carried out in English. A high level of English knowledge allows students to take an active part in international academic mobility programs within the framework of agreements with foreign partner universities of the program.

## **Key features of the program**

In the course of training, students can receive two degrees: the first - from the Peter the Great St. Petersburg Polytechnic University, and the second - under the program "International Management in the Baltic Region" of the University of Applied Sciences in Stralsund (Hochschule Stralsund - University of Applied Sciences, Germany). To obtain a second degree, study at a partner university is carried out in the second semester of the third year. Teaching at the partner university is carried out in English. The defense of the scientific and research work takes place in English with the on-line participation of professors of the University of Applied Sciences Stralsund. Thanks to the practical orientation, the program received the highest rating in the student employment ranking from the German Center for the Development of Higher Education. Students from more than 15 countries of the world are recruited to the program annually. In addition, students enrolled in the International Trade program have the opportunity, within the framework of the International Mobility program, to study for one semester at the University of Applied Sciences in Wiesbaden, Germany.

## **Principal subject**

- Second foreign language (German): basic course
- Customs
- Support of foreign trade transactions (in English)
- International trade regulation instruments
- Mergers and Acquisitions (in English)
- Investment Strategies (in English)
- Business planning (economics and trade) (in English)
- Business Planning (Markets and Communications) (in English)
- Social Media Marketing (in English)
- Internet-Marketing (in English)
- International Marketing (in English)

## **Graduate professions**

- Specialist in the field of foreign economic activity
- Development Manager
- Import manager
- Export manager
- Chamber of Commerce and Industry Specialist
- Business consultant for international companies
- Customs Broker
- Customs officer
- Business analyst

## **Examples for topics of scientific and research works**

- Analysis and assessment of the export potential of the enterprise
- Competitiveness of Russian exports and tools for increasing the efficiency of its promotion to the world market
- Organization of import operations and their improvement when purchasing special equipment
- Planning an international transaction based on a study of the conjuncture of the commodity market
- Assessment and development prospects of global and national catering markets
- Development of a business process for supporting a foreign trade transaction
- Development strategies for international retail chains
- Evaluation of the efficiency of export operations in foreign trade
- Improvement of sales promotion methods in an international trade organization
- Commercial activities management of a foreign trade enterprise

## **Scientific and research projects**

Defense of the national economic interests of the business community of the Russian Federation on the WTO platform. Development of a methodology for assessing the export potential of the region

## **Partners**

- University of Applied sciences, Stralsund, Germany (HOST – Hochschule Stralsund)  
<https://www.hochschule-stralsund.de/>
- University of Applied sciences, Wiesbaden, Germany  
<https://www.hs-rm.de/en/>

- LLC "Dieta+"  
<https://dieta18.ru/>
- Insellogistik Rügen/Hiddensee GmbH  
<http://www.insellogistik.com/>

## **Contacts**

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