

Peter the Great St. Petersburg Polytechnic University

THE PASSPORT OF EDUCATIONAL PROGRAM

38.04.06_02 "Business Process Organization and Management in
Trade"

in the field of study
38.04.06 "Trade and Commerce"

Qualification: master

St. Petersburg
2021

The description of educational program

The goal of the program is to train a high-level trade specialist, proactive, socially responsible, enterprising, ready to solve multifaceted tasks related to the business design of trading activities. The concept of training a Master of Business in the field of "Organization and management of business processes in the field of trade" is to develop students' entrepreneurial skills and abilities based on mastering in-depth competencies in organizing and managing business processes in the field of commercial activities, economics, marketing, trade and intermediary activities. The uniqueness of the program lies in the formation of the master's adaptive abilities to change the direction of professional activity within the framework of the sphere of commodity circulation, based on the breadth and depth of basic professional training.

Principal subject

- Analysis of consumer behavior
- Analysis of the effectiveness of the on-line store
- Designing the process of selling goods and services
- Resource potential management and geomarketing in trade
- Budgeting in the professional sphere
- Innovative business technologies in trade
- Business design of commercial activities
- Business process reengineering

Graduate professions

- Head of a trade enterprise
- Head of sales department
- Head of purchasing department
- Specialists of the consumer market departments of district and municipal administrations
- Developer of the own business
- Supervisor

Examples for topics of scientific and research works

- Formation of an effective system for organizing vending trade
- Management of innovative business processes at trade enterprises
- Assessment of the activities of a large network organization and ways to improve its efficiency
- Assessment of global trends in the development of retail and the prospects for their use in the Russian market
- Development of modern trading formats in the Russian market
- Budgeting and development of budgetary regulations in a trade organization

Scientific and research projects

- Elaboration of the development concept of the State Unitary Enterprise "Prodovolstvenny Fond" in the framework of ensuring food security of St. Petersburg
- Directions for improving the investment and business climate in St. Petersburg Analysis and forecasting of the sustainability of the consumer market in St. Petersburg
- Ensuring the stability of the functioning of network business structures in conditions of economic turbulence