

## Bachelor's program curriculum

### «38.03.02\_08 Marketing»

Index	Name	Total Hours	Total Credits	Semester	Assessment
<b>K.M. Complex modules</b>		<b>8640</b>	<b>240</b>		
K.M.01	<b>General education module</b>	<b>468</b>	<b>13</b>		
K.M.01.01	Life safety	72	2	4	Pass/Fail assessment
K.M.01.02	History	72	2	2	Pass/Fail assessment
K.M.01.03	Philosophy	108	3	1	Examination
K.M.01.04	Jurisprudence	72	2	1	Pass/Fail assessment
K.M.01.05	Sociology and Psychology	144	4	1	Examination
K.M.02	<b>Physical Culture</b>	<b>72</b>	<b>2</b>		
K.M.02.01	Physical Culture	72	2	2	Pass/Fail assessment
K.M.02.02	Elective physical culture and sports	328	-	1234	Pass/Fail assessment, Pass/Fail assessment, Pass/Fail assessment, Pass/Fail assessment
K.M.03	<b>Foreign language learning module</b>	<b>648</b>	<b>18</b>		
K.M.03.01	Foreign language: basic course	324	9	123	Pass/Fail assessment, Pass/Fail assessment, Graded assessment
K.M.03.02	Foreign language: Vocational-oriented course	216	6	45	Pass/Fail assessment, Examination
K.M.03.03	Management Seminar (in English)	108	3	6	Pass/Fail assessment
K.M.04	<b>Fundamental module</b>	<b>792</b>	<b>22</b>		
K.M.04.01	<b>Math module</b>	<b>504</b>	<b>14</b>		
K.M.04.01.01	Maths	360	10	12	Examination, Examination
K.M.04.01.02	Probability theory	144	4	3	Examination
K.M.04.02	<b>Natural science module</b>	<b>144</b>	<b>4</b>		
K.M.04.02.01	Ecology	72	2	3	Pass/Fail assessment
K.M.04.02.02	Concepts of modern natural science	72	2	1	Pass/Fail assessment

K.M.04.03	<b>Information technology module</b>	<b>144</b>	<b>4</b>		
K.M.04.03.01	Informatics	144	4	1	Examination
K.M.05	<b>Basic study module of the field</b>	<b>2952</b>	<b>82</b>		
K.M.05.01	Introduction to the profession	72	2	3	Pass/Fail assessment
K.M.05.02	<b>Economic theory</b>	<b>288</b>	<b>8</b>		
K.M.05.02.01	Microeconomics	144	4	1	Graded assessment
K.M.05.02.02	Macroeconomics	144	4	1	Examination
K.M.05.03	Enterprise economy	144	4	2	Examination, Settlement and graphic work (SGW)
K.M.05.04	<b>Management theory</b>	<b>252</b>	<b>7</b>		
K.M.05.04.01	Management	180	5	3	Examination
K.M.05.04.02	History of management thought	72	2	3	Pass/Fail assessment
K.M.05.05	Marketing	180	5	3	Examination
K.M.05.06	Accounting	180	5	3	Examination, Settlement and graphic work (SGW)
K.M.05.07	Statistics	144	4	4	Examination
K.M.05.08	Finance and credit	144	4	3	Examination
K.M.05.09	Financial management	180	5	4	Examination, Course paper
K.M.05.10	Management Accounting	144	4	4	Examination
K.M.05.11	Strategic management	144	4	5	Examination
K.M.05.12	Production management	144	4	5	Examination
K.M.05.13	<b>General engineering disciplines</b>	<b>144</b>	<b>4</b>		
K.M.05.13.01	Advanced manufacturing technology	72	2	1	Pass/Fail assessment
K.M.05.13.02	Digital Industry Technologies	72	2	2	Pass/Fail assessment
K.M.05.14	<b>Information and documentation support</b>	<b>180</b>	<b>5</b>		
K.M.05.14.01	Information systems and technologies	108	3	2	Examination
K.M.05.14.02	Management documentation	72	2	1	Pass/Fail assessment
K.M.05.ДВ.01	<b>Disciplines (modules) optional 1 (ДВ.1)</b>	<b>180</b>	<b>5</b>		
K.M.05.ДВ.01.01	Mathematical methods in economics and management	180	5	4	Examination, Settlement and graphic work (SGW)

K.M.05.ДВ.01.0 2	Operations research	180	5		Examination, Settlement and graphic work (SGW)
K.M.05.ДВ.02	<b>Disciplines (modules) optional 2 (ДВ.2)</b>	<b>144</b>	<b>4</b>		
K.M.05.ДВ.02.0 1	Human Resource Management	144	4	5	Examination
K.M.05.ДВ.02.0 2	Human Resource Management in International Companies	144	4	5	Examination
K.M.05.ДВ.03	<b>Disciplines (modules) optional 3 (ДВ.3)</b>	<b>144</b>	<b>4</b>		
K.M.05.ДВ.03.0 1	International Business	144	4	5	Examination
K.M.05.ДВ.03.0 2	Business in the context of globalization	144	4	5	Examination
K.M.05.ДВ.04	<b>Disciplines (modules) optional 4 (ДВ.4)</b>	<b>144</b>	<b>4</b>		
K.M.05.ДВ.04.0 1	Quality management	144	4	4	Examination
K.M.05.ДВ.04.0 2	International quality management standards	144	4	4	Examination
K.M.06	<b>Module of the specialized orientation</b>	<b>1296</b>	<b>36</b>		
K.M.06.01	Entrepreneurship	144	4	5	Graded assessment, Course paper
K.M.06.02	Marketing communications	144	4	7	Examination, Course paper
K.M.06.03	Basics of logistics	144	4	6	Examination
K.M.06.04	Analysis and costs planning in marketing	144	4	7	Graded assessment, Settlement and graphic work (SGW)
K.M.06.05	Information support for business processes	144	4	7	Examination
K.M.06.06	<b>Research and forecasting in marketing</b>	<b>180</b>	<b>5</b>		
K.M.06.06.01	Marketing research	108	3	6	Examination, Settlement and graphic work (SGW)
K.M.06.06.02	Forecasting methods and models	72	2	6	Pass/Fail assessment
K.M.06.07	<b>Promotion and distribution</b>	<b>216</b>	<b>6</b>		
K.M.06.07.01	Distribution channel management	108	3	6	Examination
K.M.06.07.02	Interactive Marketing	108	3	6	Examination
K.M.06.08	<b>Strategic and international marketing</b>	<b>180</b>	<b>5</b>		
K.M.06.08.01	International Marketing Management	72	2	8	Examination
K.M.06.08.02	Strategic Marketing	108	3	8	Examination

K.M.07	<b>Mobility module</b>	<b>360</b>	<b>10</b>		
K.M.07.ДВ.01	<b>Additional profile disciplines</b>	<b>360</b>	<b>10</b>		
K.M.07.ДВ.01.01	Educational foresight	360	10	567	Pass/Fail assessment, Pass/Fail assessment, Pass/Fail assessment
K.M.07.ДВ.01.02	Career adaptability	360	10	567	Pass/Fail assessment, Pass/Fail assessment, Pass/Fail assessment
K.M.08	<b>Project activity module</b>	<b>1836</b>	<b>51</b>		
K.M.08.01(У)	Practice for obtaining primary professional skills and abilities	72	2	2	Pass/Fail assessment
K.M.08.02(П)	Practice for obtaining professional skills and professional experience	252	7	68	Pass/Fail assessment, Pass/Fail assessment
K.M.08.03(Пд)	Undergraduate practice	288	8	8	Graded assessment
K.M.08.04	Project work on innovation and investment management	252	7	56	Pass/Fail assessment, Course paper, Graded assessment, Course paper
K.M.08.05	Business design	108	3	7	Examination, Course paper
K.M.08.06	Project work on the technical and economic analysis	108	3	6	Graded assessment, Course project
K.M.08.07	Project work on the development of IT-architecture of the enterprise	108	3	8	Graded assessment, Course paper
K.M.08.08	Complex course project	144	4	8	Graded assessment, Course paper
K.M.08.09 (П)	Organizational and managerial practice	288	8	7	Pass/Fail assessment
K.M.08.10	Basics of project activities	108	3	4	Pass/Fail assessment, Settlement and graphic work (SGW)
K.M.08.11	Project management by industry and type of economic activity	108	3	7	Examination, Course project
K.M.09	<b>State final examination</b>	<b>216</b>	<b>6</b>		
K.M.09.01(Д)	Defense of the final qualifying work, including preparation for the defense	216	6		

	procedure and the defense procedure				
<b>ФТД. Electives</b>					
<b>Variable part</b>		<b>216</b>	<b>6</b>		
ФТД.В.01	Creative semesters	36	1	1	Pass/Fail assessment
ФТД.В.02	Information resources and information retrieval technologies	72	2	2	Pass/Fail assessment
ФТД.В.03	The basics of working in an electronic information and educational environment	36	1	1	Pass/Fail assessment
ФТД.В.04	Professionally oriented course of the second foreign language	72	2	6	Pass/Fail assessment

Basic part – 119 Credits\*

Variable part, compulsory disciplines – 72 Credits\*;

Variable part, optional disciplines – 18 Credits\*;

Practice block – 25 Credits\*;

State final examination – 6 Credits\*;

\*1 Credit – 36 hours.

