

Peter the Great St. Petersburg Polytechnic University

PASSPORT OF THE EDUCATIONAL PROGRAM

38.03.02_26 "International Business (international educational program)"

Major: 38.03.02 «Management»

Qualification: Bachelor

Approved «_» _____

Saint-Petersburg

Description of the educational program

The aim of the program is to prepare highly competent bachelors of management for effective professional activity in the field of international business activity, as well as to develop students' personal qualities necessary for organizing and developing their own business or for performing managerial functions in international companies carrying out cross-border operations.

Key features of the program

All disciplines of the program are taught in English.

Profile disciplines

- International logistics and supply chain management
- Sales management in an international company
- International strategic alliance
- Legal environment of international business
- International relationships
- Risk management in international business
- Management and business psychology
- International marketing
- Cross-cultural management
- E-business technologies
- Introduction to the world economy

Graduated students professions

- Developers of international start-up projects. International entrepreneurs;
- Specialists and heads of purchasing departments in international companies;
- Specialists of the department of export-import operations;
- Employees and managers of sales, marketing, advertising, public relations in international companies;
- Employees and heads of financial services, investor relations departments, insurance companies, banks and other financial institutions involved in foreign economic activity;
- Employees and heads of logistics services, transport and logistics international companies;
- Employees and heads of HR services and other HR departments in international companies;
- Analysts from consulting companies.

Examples of graduation paper topics

- Development of a strategy for an international company
- Development of an e-business project using innovative technologies;
- Influence of the factor of international relations on the conduct of the activities of international companies;
- Assessment of the prospects for the introduction of network-centric technologies in order to increase the efficiency of an international innovation company;
- Development of a strategy for the activity of a Russian company in international markets, taking into account current and future sanctions risks;
- Strategies for hedging foreign exchange risks of international companies;

- Analysis of the effectiveness of the implementation of the international strategic alliance;
- Analysis of the effectiveness of the use of Big data in multinational companies;
- Impact of gamification on organizational behavior in an international company.

Partner Universities

Seinäjoki University of Applied Sciences	https://www.seamk.fi/en/
Saimaa University of Applied Sciences	https://www.saimia.fi/en-fi/
Woosong University SolBridge	https://www.solbridge.ac.kr/story/main/index.jsp
University of Bologna	https://www.unibo.it/en
Universidad Santo Tomás	https://www.usta.edu.co
ISCTE Business School	https://ibs.iscte-iul.pt/
TH Wildau	https://en.th-wildau.de/

Contacts

E-mail: gsbm@spbstu.ru

Phone number: +7 (931) 310-68-94