

Federal State Autonomous Educational Institution of Higher Education
Peter the Great St. Petersburg Polytechnic University

PASSPORT OF THE EDUCATIONAL PROGRAM

38.03.05_02 E-Business
in the direction of training
38.03.05 «Business Informatics»
Qualification: Bachelor

St. Petersburg

Description of the educational program

The high pace of technology development provides ample opportunities for the development of electronic enterprises in a variety of business sectors. The successful development of an electronic enterprise, be it retail, manufacturing or transport, is largely determined by the quality of management and the level of information technology support. This leads to a great demand for specialists in the field of creating and managing an electronic enterprise. The educational program "Electronic Business" is aimed at forming a complex of knowledge and competencies that are associated with analytical and managerial activities for the creation, management and development of e-commerce enterprises and other types of e-business.

Profile disciplines

- Enterprise architecture
- Modeling of business processes
- Managing the development of digital enterprises
- Electronic business
- Management of services for electronic and mobile business
- Innovative business models
- Basics of user interface design
- Digital Marketing and E-Commerce
- Management of the life cycle of information systems
- Management of investments in the development of e-business

Graduate professions

- Analyst on application development projects
- Specialist-consultant for e-business development
- Specialist of the department of organizational development
- Business analyst
- Specialist in the integration of information systems
- Business / IT architect

Examples of graduation work topics

- Integration of the information system "1C: Salary of a budgetary institution" with "1C-Bitrix: Corporate Portal "
- Development of recommendations for choosing a project management software package, taking into account particularities of the organization
- Implementation of a CRM system in the company
- Designing an e-commerce system for a company
- Application of business intelligence tools to solve the problem of sales management in a service company
- Modernization of the company's website based on the results of an SEO audit
- Justification of the feasibility of introducing a marketing information system

Research projects

RSF 2019-2021: Digital transformation of Russian business: development of theory and methodology (Supervisor Ilin I.V.)

RFBR 2019-2021: Increasing the economic efficiency of the management of medical organizations in conditions of the digital economy (Supervisor Ilin I.V.)

RFBR 2019-2019: Theories, methodologies and techniques for predicting economic development by autoregressive models of complex variables (Supervisor Svetunkov S.G.)

Project on the formation of requirements for IT services of the information system supply module in LPM-Sistema LLC

Scientific laboratories

Research Laboratory of Digital Technologies in Education and Business

Partners

Corus Consulting GC

<https://korusconsulting.ru/>

LLC «Dialog IT»

<http://www.dialogit.ru/>

Megaphone

<https://megafon.ru/>

LLC «Netrika»

<https://netrika.ru/>

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