

Peter the Great St.Petersburg Polytechnic University

PASSPORT OF THE EDUCATIONAL PROGRAM

38.04.01_26 «Digital Economy and Business Analytics»
in the field of training
38.04.01 «Economy»
Qualification: master's degree

Approved « » __ __

Saint-Petersburg

Description of the educational program

The aim of the program is to train specialists in the field of economics based on new methods of generating, processing, storing, transmitting data and digital computer technologies.

Key features of the program

- training of practice-oriented highly qualified senior management specialists for the largest domestic and foreign enterprises;
- creating a unique educational environment in which the student interacts with the most successful representatives of the chosen profession and scientists-representatives of different scientific schools;
- implementation of a multidisciplinary approach, in which the student receives knowledge of a systematic nature.

Specialized subjects

- The Digital Economy
- Economics of Innovation
- Financial Analytics
- Enterprise Architecture
- Digital Technologies of Financial Markets

Graduate professions

- Financial Analyst
- Analyst
- Economist in the field of enterprise innovation
- Specialist in the field of digital economy

Examples of graduate qualification paper

- Assessment of the economic efficiency of education digitalization projects
- Assessment of the economic efficiency of public administration digitalization projects
- Human capital management in the context of digitalization
- Financing of innovative projects for the introduction of digital technologies
- Enterprise risk management in the digital economy

Research projects

Methodology for assessing the level of development of the digital environment and key institutions of the regional innovation system
Formation and development of regional Innovation systems in the Russian Economy

Scientific laboratories

Scientific Laboratory «Economics and Innovation Management»

Partners

Aalto University	https://www.aalto.fi/en
Brandenburg University of Technology Cottbus-Senftenberg	https://www.b-tu.de/en/
TGC-1	http://www.tgc1.ru/

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