

Peter the Great St. Petersburg Polytechnic University

**PASSPORT OF THE EDUCATIONAL PROGRAM**

38.04.02\_30 "International Business Development (international educational program)"

Major: 38.04.02 «Management»

Qualification: Master

Approved «\_» \_\_\_\_\_

Saint-Petersburg

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## **Description of the educational program**

The international educational program "International Business Development" has been accredited by the ACQUIN agency in accordance with European requirements. The aim of the program is to develop students' leadership, cross-cultural, entrepreneurial, organizational and analytical qualities necessary in business management, organization of foreign trade, production and logistics and international marketing activities.

## **Key features of the program**

- the program is entirely in English;
- option of double degree and semester internships at partner universities;
- practice-oriented approach to teaching;
- lectures and trainings from leading foreign professors, consultants and business trainers;
- training in intercultural teams;
- participation in computer business simulations.

## **Profile disciplines**

- Export and International Sales Management (in English)
- Research of international markets (in English)
- Intercultural Management (in English)
- International workforce management (in English)
- International Financial Reporting Standards and Taxation (in English)
- International controlling (in English)

## **Graduated students professions**

- Head of financial and economic / administrative divisions
- Head of departments (services) of scientific and technical development
- Head of small industrial organizations and enterprises
- Director of Business Development
- Director or manager for foreign economic activity
- Leader or manager of international projects

## **Examples of graduation paper topics**

- Research on the role of customer value in creating a business in the context of entrepreneurial marketing
- Analysis of Brazilian-Russian relations and their impact on intra-industry trade
- Evaluation of mergers and acquisitions in the e-commerce industry: focus on the consolidation process and performance
- Study of the specifics of doing business in Turkey based on intercultural management models
- Increasing the creative potential and loyalty of employees of the research department in the long term (on the example of the pharmaceutical company "Biocad")
- Event marketing as a communication tool in the international market
- Studying youth leadership styles in international companies

## **Research projects**

Research on employment opportunities and barriers for overseas graduates
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Analysis of the existing and forecast needs of the automotive industry companies of the Leningrad region and St. Petersburg for engineering support of auto components

Theoretical and scientific-methodological foundations of industrial development management in the Far North regions

A support system for making investment and credit decisions for corporate borrowers based on information-statistical and fuzzy-multiple approaches

Effective services of professional, social and household support and securing international specialists of various categories in the universities participating in the project to increase the competitiveness of the leading universities of the Russian Federation