

Peter the Great St. Petersburg Polytechnic University

PASSPORT OF THE EDUCATIONAL PROGRAM

38.04.02_50 "Digital business management"

Major: 38.04.02 «Management»

Qualification: Master

Approved «_» _____

Saint-Petersburg

Description of the educational program

The program is aimed at studying disciplines related to various aspects of digital transformation of business, and allows graduates to make effective management decisions for business development in modern conditions of digitalization of the economy, which provides ample opportunities for the development of electronic enterprises in various sectors of the national economy, on the Internet and in others. digital online / offline communication channels.

Key features of the program

A feature of this educational program is the combination in the educational process of both classical theories and methods of management, as well as modern interactive methods of gamification and even online learning. Teaching a range of professional disciplines by specialists from the industry allows us to provide students with a modern and very wide range of competencies that are really needed in today's digital world. The curriculum of this educational program is a successful combination of digital disciplines from different fields of activity, such as communications, marketing, business processes, investments. Successful mastering of the entire range of disciplines of the curriculum of this educational program will allow graduates to create new digital enterprises or develop their own unique model of digital transformation of existing enterprises.

Profile disciplines

- Modeling of business processes
- Automation of business processes
- Investment tools of digital business
- Mobile and e-business
- Digital Marketing and Social Media
- Business communications in digital business
- Digital business service management

Graduated students professions

- Director of Business Transformation
- Business analyst
- Specialist in electronic and mobile business systems
- Specialist in business promotion in a digital environment
- Project manager at a digital enterprise

Examples of graduation paper topics

- Methods of business restructuring in the context of digitalization of activities
- Development of a model for a scalable and replicable architectural solution of an online retail store
- Development of a business model and strategy for a digital enterprise
- Reengineering of business processes of an enterprise in the implementation of e-business components
- Research of approaches to the use of cloud services to support software development projects
- Development and application of scenarios for the use of the "Internet of Things" to improve the level of service of the operated automobile
- Formation of a project for the implementation of a mobile business system in the company

- Application of integrated marketing communications in the promotion of educational services for additional professional education
- Using internet marketing techniques to improve the efficiency of your online store

Research projects

RSF grant "Digital transformation of Russian business: development of theory and methodology"
RFBR Grant "Increasing the Economic Efficiency of Management of Medical Organizations in the Context of Digital Transformation"
RFBR grant "Methodology for the implementation of end-to-end digital technologies in the system of geographically distributed medical organizations"
RFBR Grant No. 18-010-01119 "Management of digital transformation of an innovative industrial cluster as a backbone element of an industry digital platform: methodology, tools, practice"
RFBR Grant No. 19-010-00610 / 19 "Theory, Methods and Techniques for Forecasting Economic Development by Autoregressive Models of Complex Variables"

Partners

LLC "Dialogue IT"
https://dialogit.ru/
<p>We have been engaged in complex automation since 1996. We develop information systems based on "1C: ERP" and "1C: UPP", provide support for systems, implement design solutions.</p> <p>Our approach to work is always to focus on efficiently solving complex business problems. The accumulated practical experience and a fine-tuned analysis methodology allow you to quickly and deeply explore the specifics of your business in order to achieve solutions that help companies become industry leaders.</p>
LLC "KORUS Consulting CIS"
https://www.esphere.ru/
<p>A developer and provider of cloud services for automating B2B supply chain management and settlement processes. Almost all retail chains and their suppliers, international manufacturing companies, logistics and telecommunications operators, TOP-20 banks and financial organizations of the Russian Federation, housing and communal services providers, etc. are the clients of SberCorus (legal company Corus Consulting CIS).</p>
SAP
<p>SAP SE is a German company, manufacturer of software for organizations.</p> <p>The company develops automated control systems for such internal processes of the enterprise as: accounting, trade, production, finance, personnel management, warehouse management, etc. Applications can usually be adapted to the legal context of a particular country. In addition to supplying software, the company offers services for its implementation, using its own implementation methodology (the original name ASAP - Accelerated SAP, later - ValueSAP).</p>

Contacts

E-mail: zaychenko@spbstu.ru

Phone number: +7 (812) 550-36-52