

Brief description of the program

Profession

The effectiveness of any enterprise, the ability to adapt to changing environmental conditions depends on the professionalism of managers of enterprises and its key divisions. A competent leader is able to analyze performance of enterprise, identify existing problems, and on this basis make management decisions regarding the development of a system of measures to optimize the enterprise.

Educational Process

This program draws special attention to the combination of educational technologies and innovative teaching methods, as well as attraction to the educational process, along with university professors, of practitioners from the real sector of the economy. The field of professional activity of bachelors includes:

- organizations of any legal form (commercial, non-profit, state, municipal) in which graduates work as executors or managers of various levels in various services of the administrative apparatus;
- bodies of state and municipal administration.

Disciplines

- ✓ Management theory
- ✓ Economics
- ✓ Accounting management accounting
- ✓ Strategic marketing
- ✓ International management and marketing
- ✓ Management of advertising and PR projects
- ✓ Theory and management mechanism of public and private enterprises
- ✓ Ethics and business communications of a public servant
- ✓ Business planning and investment project management
- ✓ Fundamentals of entrepreneurship
- ✓ Assessment of the competitiveness of the company
- ✓ Public relations management
- ✓ Design and research organizations
- ✓ Production management
- ✓ Public and private partnership
- ✓ Human resource management

Practical Training

Students undergo three types of practical training:

- 1) practical training in obtaining primary professional skills;
- 2) practical training in obtaining professional skills and experience of professional activity;
- 3) pre-graduation practical training.

Students take all types of practical training at enterprises of various organizational and legal forms of ownership, enterprise planning services, and economic and managerial departments of organizations.

Career

Graduates of this bachelor's degree program can be employed as leading specialists in economic departments of commercial and state enterprises, heads of project offices of organizations, heads of investment policy services of territorial authorities, as well as heads of their own business structures.

Graduates can continue their studies taking a master's degree program, for example, "Organization and Management of Commercial Activities" or "Marketing".