

Brief description of the program

Profession

Future careers: graduates in this area of study can work as heads of IT services, planning and economic departments, specialists in project management, and university professors.

Educational process

You will be taught:

- to use most effectively the opportunities of modern information technologies for business development through creation of online stores, promotion of sites, etc.;
- to work with packages of professional computer programs, including project management, enterprise management, etc.;
- to evaluate economic effectiveness of IT solutions;
- to take managerial decisions in the field of e-business, including information infrastructure.

Disciplines

- √ Methodology and tools for modeling business processes,
- √ Strategic management of the development of enterprise information systems,
- √ Cognitive business analytics,
- √ Internet entrepreneurship,
- √ Electronic business in information technology,
- √ Enterprise architecture,
- √ Business models in the Internet

Practice

Academic training takes place in organizations directly engaged in the development of Internet resources of various types of complexity: sites of enterprises and organizations, Internet representation; creation and promotion of online stores, maintenance of on-line trade, development of an effective IT-infrastructure of the enterprise (Snow-Media, DemisGroup, etc.).

Career

Graduates can work at enterprises of all kinds of activities (industry, construction, energy, consulting companies, etc.), any kind of property, in small enterprises, start their own competitive electronic business.