



BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
DIRECTION OF TRAINING: 03.38.01 "ECONOMICS"
PROFILE: "CORPORATE BUSINESS AND PROJECT MANAGEMENT"
ENROLLMENT OF 2022

LEADER
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL

PROGRAM LEADER - Head of the Department of Economic Theory and Corporate Governance **Tkachenko Irina Nikolaevna** - Doctor of Economics, Professor, Honorary Worker of Higher Professional Education of the Russian Federation, winner of the Award of the Governor of the Sverdlovsk Region in the nomination "Professor of the Year - 2019".

E-mail: Tkachenko@usue.ru

ХАРАКТЕРИСТИКА ПРОФИЛЯ: The profile is aimed at solving fundamentally new tasks for preparing bachelors of economics for organizational, managerial, analytical and entrepreneurial activities in any corporate type organizations, holdings, network structures based on the study of economics and management technologies at all levels of the organizational hierarchy: from the board of directors and the CEO to an economist-manager.

PROGRAM ADVANTAGES: This is the only undergraduate educational program in the Urals region aimed at developing project thinking and skills in using advanced technologies for corporate business management. Corporate business is the most developed area of application of modern approaches and management methods, including project management. Project management is an internationally recognized professional activity. *Project management* - refers to professional skills and abilities, and general trends in development corporatization *of the economy* aim at the fact that high-tech areas of business development and advanced technologies appear primarily in large integrated structures of a corporate type.

aim at the fact that high-tech areas of business development and advanced technologies appear primarily in large integrated structures of a corporate type a specialist in working with investment projects, the requirements of the National Association for Project Management "SOVNET". On the basis of the department, the Regional Center for Assessment and Development of Project Management has been opened, which gives graduates the opportunity to obtain a project manager certificate according to the PM STANDARD. The teachers of the department have International certificates in project management IPMA and national certificates PM STANDARD.

Graduates of the profile can continue their studies in the Master's program in the direction of "Economics" under the program "Corporate Business in the World and National Economy" and under the programs "Project and Program Management" and "Strategic and Project Management" (together with the Department of Management and Entrepreneurship) in the direction " Management"; continue education in postgraduate study at USUE on scientific specialty 08.00.05.

Successful mastering of the program will allow:

1. To obtain modern, practice-oriented knowledge in the field of corporate business and project management, to form managerial and leadership skills.
2. To form a unique configuration of organizational, managerial, analytical and behavioral competencies that ensure long-term demand in the labor market.
3. To create a basis for career growth and development in the field of business management, business intelligence, business design, entrepreneurship, anti-crisis management of a corporation, investment management, risk management.

COMPETENCES OF THE GRADUATE allow solving the following professional tasks: Graduates of the profile acquire knowledge: about economic activity in corporate-type organizations; on the basics of economic analysis and strategic management in the implementation of investment projects; about the basics of investment management; master the tools of modern business management, including project management; master modern methods of assessing

the effectiveness of investment projects, are able to assess the economic condition of the organization and predict the results of activities; formulate strategic goals and monitor the progress of business development projects; make an investment decision; evaluate business and manage value; assess risks and manage performance; own: modern tools for conducting economic activities; project management methods; methods of risk management of an investment project; be able to make organizational and managerial decisions; develop a strategy for financing investment projects.

AREA OF PROFESSIONAL ACTIVITY: Graduates work as heads of services and departments of organizations in various fields of activity, in project-oriented companies in construction, manufacturing, social, educational and other areas, banks, government agencies, business analysts, risk managers; project managers of any level in various fields of activity, specialists and experts in the field of attracting investments, financial and investment consultants, and can also create and manage their own business.

Main professional disciplines: Students receive basic knowledge of economics and study disciplines of the professional cycle: corporate management; fundamentals of corporate governance; business valuation and management; corporate sustainable development management; economic analysis of the potential of the corporation; capital market and its instruments; change management and corporate life cycle; fundamentals of strategic analysis; project management; organization and management of project activities; project risk management, economic assessment of investments; feasibility study of the investment project; legal expertise of investment projects; fundamentals of investment management; controlling and budgeting within the framework of an investment project; business modeling; other.

Strategic partner employers include government authorities (the Ministry of Investment and Development of the Sverdlovsk Region, the Ministry of Industry and Science of the Sverdlovsk Region, the Ministry of Economy of the Sverdlovsk Region), investment companies, corporate business companies in various fields of activity: UMMC-holding, TMK, NPO Avtomatiki, Russian Copper Company, Uralsky Optical and Mechanical Plant, JSC Atomstroykompleks, Machine Building Plant named after Kalinin, etc .; companies in the banking sector of the economy: PJSC VTB, Ural Bank of Sberbank of Russia, Ural Bank for Reconstruction and Development, etc. Interaction with employers is carried out in various forms: holding open lectures, coordinating FQP topics, certification, assistance in organizing and conducting all types of practices, participation of employers in conferences and round tables, scientific competitions organized by the department, preparation of expert opinions at the request of employers, etc.