

BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
DIRECTION OF TRAINING: 03.38.02 MANAGEMENT
PROFILE: CREATIVE MANAGEMENT IN CUSTOMER-ORIENTED ORGANIZATIONS
ENROLLMENT OF 2022

LEADER
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



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Position: Head of the Department of History and Philosophy

Academic degree: Doctor of Philosophy

Academic title: Associate Professor

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PROFILE CHARACTERISTICS

The profile "Creative management in client-oriented organizations" is focused on training highly qualified and competitive creative managers in the field of client-oriented activities aimed at obtaining sustainable profits of the organization in the long term and based on three criteria: human capital management, knowledge of not only intellectual and psychological, but also creative resources of the enterprise, as well as mechanisms for the formation and management of these resources.

ADVANTAGES OF THE PROGRAM

- a university graduate needs a new type of thinking - creative. The formation of a creative type of person (homo creator) involves the development of a fundamentally new culture of thinking. In such a culture, the emphasis is not so much on the organization and processing of knowledge, as on their generation, so necessary for managing the processes of strategic and tactical planning and organization of production.
- engagement in the profile "creative management in client-oriented organizations" provides education at the intersection of humanitarian knowledge and business technologies, contributes to the formation of creative thinking. And creativity generates ideas that are difficult to copy - unlike ideas born on the basis of logic, therefore, a "business person" needs;
- the graduate will have the skills to analyze the specifics of the business activity of the organization, the mechanisms of self-determination and personality in business, the ways of psychological impact on consumer behavior, so necessary for the organization of after-sales service and service;
- competitiveness of graduates with knowledge and skills that allow them to provide leadership in the most effective way in client-oriented organizations such as banks, large trading companies, digital ecosystems, small and medium-sized businesses, etc.;
- teachers with extensive practical experience, using innovative technologies;
- the opportunity to continue their studies in a master's degree of their choice.

THE GRADUATE'S COMPETENCIES ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS FOR STATE AND MUNICIPAL EMPLOYEES

As a result of mastering the program, the graduate:

- is able to carry out tactical planning and management of customer-oriented production organization processes;
- is able to systematize and apply the regulatory framework for tactical planning and management of customer-oriented production processes;
- he is able to apply rational labor organization in the tactical management of production organization processes;
- he is able to organize the processes of analyzing the requirements for after-sales service and service and manage the relationship with consumers of products;

- is able to develop organizational schemes, standards and procedures and the implementation of the management of the processes of after-sales service and service;
- he is able to organize and coordinate interactions with the organization's departments and external contractors for after-sales and service.

FIELD OF PROFESSIONAL ACTIVITY

Our graduates work in client-oriented organizations: large and medium-sized commercial and industrial companies, information eco-systems, small and medium-sized businesses, tourism, hotel and restaurant businesses, service sector enterprises, banks, etc.

STRATEGIC PARTNERS

- JSC "Savings Bank of the Russian Federation".
- Ural Chamber of Commerce and Industry
- Leroy Merlin Vostok LLC
- Limited Liability Company LLC "Sima-land"
- The Commodity Market Committee of the Yekaterinburg City Administration
- State Budgetary Institution of the Sverdlovsk region "Center for Tourism Development of the Sverdlovsk region"
- Coca-Cola HBC Eurasia LLC
- LLC "European Medical Center "UGMK-Health"
- Ural-Auto-Invest LLC
- Forum Group CJSC, etc.

FORMS OF INTERACTION

- Conducting lectures seminars
- Coordination of WRC topics, graduation
- Excursions to the OGV and LSG bodies
- Assistance in conducting all types of practices
- Conducting practical trainings in client-oriented organizations
- Getting feedback to improve the learning process
- Participation of employers in conferences and round tables organized by the Department
- Expert opinions on employers' applications, development of draft documents, etc.

