

**BUSINESS CARD**  
**MAIN PROFESSIONAL EDUCATIONAL PROGRAM**  
**HIGHER EDUCATION - BACHELOR'S PROGRAMS**  
**DIRECTION OF TRAINING: 38.03.02 MANAGEMENT**  
**PROFILE: INTERNATIONAL MANAGEMENT**  
**ENROLLMENT OF 2022**

**LEADER**  
**BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL**



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**Position:** Head of the Department of Marketing and International Management, Honorary Worker of Higher Professional Education.

**Academic degree:** Doctor of Economics

**Academic title:** Professor

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**PROFILE CHARACTERISTIC**

The International Management profile is focused on training highly qualified specialists with knowledge of a foreign language, which are in demand by international companies and Russian enterprises carrying out commercial operations abroad.

**PROGRAM ADVANTAGES**

- Comparability with the list and content of professional disciplines, curricula of European universities.
- Studying two foreign languages (the student's choice of a second foreign language: German, French, Spanish, Chinese and Italian, subject to the formation of complete groups) and a number of professional disciplines in English in the senior courses. Students of the profile in the 3rd and 4th courses study together with foreign students who come to USUE for a semester within the framework of academic mobility programs, which allows them to acquire practical skills in intercultural communication.
- The use of innovative educational technologies in the educational process - case methods, role and situational games, trainings, master classes of practicing managers, software products of the German company SAP. The competition in English "Marketing Challenge of Trento" is held annually, within the framework of which students, together with Italian students, prepare projects for Russian and Italian companies.
- Provision of international mobility: it is possible to study during a semester at foreign universities - partners of USUE in Italy, Bulgaria, Germany, China, France, Hungary. Students have the opportunity in the future to continue their studies in a magistracy abroad or at USUE, including in English.
- Obtaining additional qualifications - a diploma of an interpreter in the field of professional communication.
- Organization of student participation in all-Russian and international scientific conferences on topical problems of modern management, in the Olympiads of the International Union of Economists and Financiers, in the All-Russian Student Forum of USUE "Territorial Competitiveness", in the international Olympiad of St. Petersburg State University of Economics in international business in English.

## COMPETENCES OF THE GRADUATES ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS OF THE PROFESSIONAL STANDARDS "EXPERTS IN EXTERNAL ECONOMIC ACTIVITIES" AND "SPECIALIST IN EXHIBITION PERFORMANCE

As a result of mastering the program, the graduate masters the following competencies:

- Preparation for the conclusion of a foreign trade contract.
- Documentary support of a foreign trade contract.
- Organization of transport and logistics support of a foreign trade contract.
- Control over the fulfillment of obligations under a foreign trade contract.
- Management of the preparation process for participation in a trade and industrial exhibition of an exhibitor organization: development and coordination with the management of a strategy and program for the participation of an exhibitor organization in a trade and industrial exhibition; organization of effective preparation for participation in a trade and industrial exhibition; evaluation of the effectiveness of participation in a trade and industrial exhibition.

### AREA OF PROFESSIONAL ACTIVITIES

Graduates of international management are in demand in the modern labor market and work in federal and regional government bodies, ministries and departments, state and commercial firms and organizations conducting international business, incl. joint ventures with foreign partners, international companies, banks, investment and insurance companies, foreign trade organizations, research and production associations, as well as in the field of small and medium-sized businesses.

Specialists of the "International Management" profile occupy positions:

- (specialist) expert in foreign economic activity,
- manager for participation in exhibitions,
- export and import manager,
- manager for the promotion of goods in the foreign market,
- a development manager,
- Head of Marketing Service, Department in an international company,
- head of an international project,
- the head of the foreign representative office of the company.

### STRATEGIC PARTNERS

- Ural commercial and industrial board
- Ministry of International and Foreign Economic Relations of the Sverdlovsk Region
- JSC "Pnevmostroy Mashina"
- JSC "Production Association" Ural Optical and Mechanical Plant named after E.S. Yalamov "
- LLC "AUCHAN"
- LLC "Leroy Merlin Vostok"
- Coca-Cola HBC Eurasia LLC
- LLC "United Breweries Heineken"
- PJSC "MTS" ("MobileTeleSystems")
- Yekaterinburg branch of KPMG JSC

### FORMS OF INTERACTION

- Organization of production, pre-diploma practice and internships for students
- Conducting student excursions
- Organization of master classes, round tables with employers
- Participation of company representatives in the work of state examination boards
- Teaching by the employees of the companies of the disciplines of the curriculum of the bachelor's degree program "International Management"
- Coordination of curricula in accordance with the requirements of the Ural region market and international standards.