

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

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



**Plakhin Andrey  
Evgenievich**

**Position:** Head of the Department of Management and Entrepreneurship

**Academic degree:**

Doctor of Economics

**Academic title:** Associate Professor

**E-mail:** [apla@usue.ru](mailto:apla@usue.ru)



**Kochergina Tatiana  
Viktorovna**

**Position:** Academic Secretary of the Department of Management and Entrepreneurship, Associate Professor

**Academic degree:**

Candidate of Economic Sciences

**Academic title:** Associate

**ProfessorE-mail:**

[kochergina\\_tv@usue.ru](mailto:kochergina_tv@usue.ru)

**PROFILE CHARACTERISTICS**

**The purpose of the program:** is to train specialists and heads of structural divisions in the fields of economics and finance, marketing, assortment development, strategic and project management for Russian enterprises in various fields of activity who have the necessary competencies, strong analytical abilities and leadership qualities, project experience and teamwork skills that allow them to effectively participate in solving the tasks of increasing the competitiveness of companies and the country in the innovative economy of the XXI century.

**The main objectives of the program:**

- formation and development of managerial skills and professional competencies of bachelors;
- providing the region's economy with competitive specialists-analysts and management personnel;
- facilitating the process of dissemination of modern business technologies and organization management.

**Main educational results:** as a result of mastering the program, the graduate receives systematic knowledge in the field of management, economics and law and is ready to carry out professional activities.

**ADVANTAGES OF THE PROGRAM**

- the competitiveness of graduates is determined by the formation of knowledge and skills that allow them to work as specialists in economic divisions, structures for the development of companies with the prospect of taking a managerial position, in such positions as the head of a division (shop, site, bureau, laboratory, department) and a controlling specialist, a department controller, a project.
- obtaining a high level of practical training on the basis of practical training at all training courses in various organizations of economic sectors, as well as government agencies, on the basis of practical training agreements;
- qualified teaching staff of the department, providing a high level of graduate training; teachers of the department have extensive practical experience, use innovative technologies in teaching, build the learning process based on analytical materials and the study of applied situations;

- learning a foreign language; mastering modern business information technologies necessary for successful professional activity;
- the opportunity to continue studying for a master's degree in various areas of training.

## GRADUATE COMPETENCIES

**As a result of mastering the program, the graduate should be able to solve the following professional tasks:**

- to carry out search, critical analysis and synthesis of information, apply a systematic approach to solving the tasks
- to collect, process and analyze data, including factors of the external and internal environment of the organization necessary to solve management tasks, using modern tools and intelligent information and analytical systems
- to develop sound organizational and managerial decisions taking into account their social significance, promote their implementation in a complex and dynamic environment and assess their consequences
- to identify and evaluate new market opportunities, develop business plans for the creation and development of new activities and organizations
- to use modern information technologies and software tools in solving professional tasks, including the management of large amounts of data and their intellectual analysis
- to manage the implementation of typical tasks of tactical production planning, manage the processes of production organization
- to form a set of initial data for operational planning
- to coordinate and integrate individual plans into a single plan of material, financial and information flows
- to generate control results in the form of reports on the implementation of approved plans
- to participate in the development and implementation of the corporate and competitive strategy of the organization, as well as functional strategies (marketing, financial, personnel)
- to design organizational structures, effectively implement the distribution of powers and responsibilities
- to use methods of making strategic, tactical and operational decisions competently
- to evaluate the effectiveness of management decisions
- to organize interactions between participants of corporate relations
- to explore and realize the potential of the investment attractiveness of the organization
- to participate in the development and implementation of projects aimed at the development of an organization (enterprise, state or municipal government)

## AREAS OF PROFESSIONAL ACTIVITY

Graduates work in the fields of strategic and tactical planning and organization of production, logistics, organization of network supplies as specialists and heads of functional departments, project managers, managers in organizations of various organizational and legal forms and forms of ownership, ready for organizational and managerial, information and analytical and entrepreneurial activities.

## STRATEGIC PARTNERS

## FORMS OF INTERACTION

<ul style="list-style-type: none"> <li>• Ministry of Industry and Science of the Sverdlovsk Region</li> <li>• Ministry of Economy and Territorial Development of the Sverdlovsk Region</li> <li>• Ministry of Investment and Development of the Sverdlovsk Region</li> <li>• Foundation for Technological Development of Industry of the Sverdlovsk Region</li> <li>• Ural Chamber of Commerce and Industry</li> <li>• JSC "Corporation for the Development of the Middle Urals</li> <li>• Technopark of High Technologies of the Sverdlovsk region "University</li> <li>• JSC "UGMK-Holding"</li> <li>• JSC "Sinar Pipe Plant</li> <li>• JSC "Ural Optical and Mechanical Plant"</li> </ul>	<ul style="list-style-type: none"> <li>• provision of internship places for students by strategic partners on the basis of cooperation agreements</li> <li>• providing internship opportunities for teachers of the department</li> <li>• attracting strategic partners to participate in the state final certification</li> <li>• involvement of strategic partners as experts in scientific events held for students of the educational program (conferences, forums, round tables, expert sessions, etc.)</li> <li>• implementation of research projects for the development of organizations - strategic partners</li> <li>• interaction with strategic partners in organizing extracurricular activities for students of the educational program (excursions, master classes, field events, etc.)</li> </ul>
--	---