

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



Ogorodnikova
Ekaterina Sergeevna

Position: Associate Professor of the Department of Management and Entrepreneurship

Academic degree:
Candidate of Economic Sciences

Academic title: Associate Professor

E-mail: ogoroes@usue.ru

PROFILE CHARACTERISTICS

The profile "Small Business Management" is focused on the training of highly qualified specialists for organizational and managerial and information and analytical activities in the field of management of small and medium-sized enterprises in accordance with the requirements of the Federal State Educational Standard VO++, capable of forming viable business models and making appropriate management decisions.

The main objectives of the program:

- formation and development of entrepreneurial and managerial skills among students;
- development of market thinking of entrepreneurs-owners, as well as obtaining the necessary qualifications in the field of business planning, selection of business partners and marketing activities;
- facilitating the dissemination of modern business technologies and innovations in the field of small and medium-sized enterprises.

The main educational results: as a result of mastering the program, the graduate receives systematic knowledge in the field of business organization, management, economics and law and is ready to carry out professional activity as an owner-entrepreneur, a specialist in the economic department or development department of the company.

ADVANTAGES OF THE PROGRAM

- the competitiveness of graduates is determined by the formation of knowledge and skills that allow them to create and develop their own business in the most effective way, to work as specialists in the development departments of companies with the prospect of taking a managerial position, in the positions of economists-analysts for the study of current and future opportunities of companies.
- obtaining a high level of practical training on the basis of practical training at all training courses in small and medium-sized businesses in various sectors of the economy, as well as government agencies dealing with entrepreneurship support issues, based on contracts with strategic partners of the Department of Management and Entrepreneurship;
- 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 for four years of study;
- mastering modern business information technologies necessary for successful professional activity;
- the opportunity to continue studying in the master's degree in the areas of 38.04.01 Economics and 38.04.02 Management

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 areas of activity, new business
- to manage the implementation of typical tasks of tactical production planning, manage the processes of production organization, evaluate the effectiveness of the main business processes in the organization
- to develop risk impact measures in the context of individual types and give their economic assessment, manage risks within the framework of individual business processes and functional areas
- to plan the activities of the organization and departments, coordinate and integrate individual plans into a single plan of material, financial and information flows
- 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 organize the work of performers for the implementation of specific projects, activities, works to control the activities of departments, teams (groups) of employees
- to use methods of making strategic, tactical and operational decisions competently, evaluate the effectiveness of management decisions
- to develop and implement projects aimed at the development of an organization (enterprise, state or municipal government body)
- to build an internal information system of the organization to collect information for decision-making, activity planning and control
- organize business activities

AREAS OF PROFESSIONAL ACTIVITY

Graduates who have mastered the educational program get the opportunity to work as owners-managers of small and medium-sized enterprises in various fields of activity, specialists, economists-analysts in the fields of strategic and tactical planning and organization of production, logistics, internal and external financial control and audit, financial consulting, risk management, procurement, organization of network supplies as specialists of functional departments, project managers, managers in organizations of various organizational and legal forms and forms of ownership, are ready for organizational and managerial, information and analytical and entrepreneurial activities.

STRATEGIC PARTNERS

FORMS OF INTERACTION

<ul style="list-style-type: none"> • Administration of the Leninsky district of Yekaterinburg • Fund for Technological Development of Industry of the Sverdlovsk Region • Sverdlovsk Regional Fund for Entrepreneurship Support • Union of Small and Medium Business of the Sverdlovsk Region • Ural Chamber of Commerce and Industry • Technopark of high technologies of the Sverdlovsk region "University" • LLC "Appraisal company" Apriori " • UMK "Pumori SIZ" • JSC "Corporation for the Development of the Middle Urals" • Technopark of high technologies of the Sverdlovsk region "University" • PodemTransTechnika LLC • SKB ETsM LLC • LLC "Principle of taste" Hotel "Tenet" 	<ul style="list-style-type: none"> • provision of internship places for students by strategic partners on the basis of cooperation agreements • providing internship opportunities for teachers of the department • attracting strategic partners to participate in the state final certification • attracting strategic partners as experts to scientific events held for students of the educational program (conferences, forums, round tables, expert sessions, etc.) • implementation of research projects for the development of organizations - strategic partners • interaction with strategic partners in the organization of extracurricular activities for students of the educational program (excursions, master classes, offsite events, etc.)
--	--