

BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
DIRECTION OF TRAINING: 38.03.06 TRADE BUSINESS
PROFILE: LOGISTICS IN COMMERCIAL ACTIVITIES
ENROLLMENT OF 2022

LEADER
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



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Position: Head of the Department of Logistics and Commerce

Academic degree: Doctor of Economics

Academic title: Professor

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PROFILE CHARACTERISTICS

The profile "Logistics and commerce in the market of goods and services" is focused on the preparation of highly qualified bachelors in the field of logistics and commerce in accordance with the professional standards "Logistics Specialist in transport", "Expert in procurement" and "Specialist in procurement", with competencies that allow them to work successfully in trade, trade and intermediary, supply and distribution, production and logistics companies.

The objects of professional activity of graduates who have mastered the program are: consumer goods; trade and warehouse services; commercial, marketing, production and trade-technological processes; identified and formed needs; advertising tools; means and methods of quality control of goods; formation of skills in organizing trade services at trade and catering enterprises. Also, students acquire the skills of operational logistics management, the use of logistics efficiency assessment tools, master management methods, acquire strategic and tactical thinking skills in the field of logistics organization at enterprises.

ADVANTAGES OF THE PROGRAM

Studying at the leading economic university of the Ural Federal District will allow:

- to train highly qualified bachelors in the field of logistics and commerce, who have a set of competencies that allow them to work successfully at Russian enterprises and international companies, as well as in the fields of trade and services;
- gain skills in operational management of a commercial organization, learn how to use tools for economic evaluation of projects;
- master the methods of studying market consumers, tools of commerce, entrepreneurship and business planning.
- the opportunity to participate in Russian and international scientific conferences and projects on topical issues of logistics and commerce.
- to master the methods and tools of logistics analysis and increase the competitiveness of enterprises and firms.
- the possibility of continuing education in the master's degree of USUE;

GRADUATE COMPETENCIES:

The graduate receives in-depth professional knowledge, skills and abilities in:

- Organization of logistics activities for the transportation of goods in the supply chain;
- Organization of work with contractors in the transport services market;

- Organization of the process of improving the quality of logistics services for the transportation of goods in the supply chain;
- Monitoring of the market of the subject of procurement for state, municipal and corporate needs;
- Consulting on procurement procedures.
- Drawing up a procurement plan in accordance with the procurement documentation and the specifics of pricing in the market;
- Justification of procurement activities taking into account price-forming factors and identification of qualitative characteristics that affect the cost of goods, works, services;
- Formation of a package of tender documentation in the implementation of procurement procedures;
- Conducting the procurement procedure;
- Ensuring the placement of tender documentation and procurement results in a single information system and on other electronic resources.

FIELD OF PROFESSIONAL ACTIVITY:

It includes the organization, management and design of logistics processes in the field of logistics and sales of industrial enterprises, in trade and intermediary, freight forwarding and customs activities.

Graduates of the department are in demand in the modern labor market and can work in:

- Federal and regional government bodies and authorities;
- State and commercial firms and organizations, including those engaged in foreign economic activity;
- Multinational corporations;
- Investment and insurance companies and stock markets;
- Retail, wholesale and catering enterprises;
- International retail chains;
- Logistics companies;
- Sales and supply departments of industrial and commercial enterprises.

Graduates are prepared to work in the following positions:

- Transport Logistics Manager;
- Transport Logistics Coordinator;
- Head of Transport Logistics Department;
- Senior Procurement Specialist;
- Procurement Consultant;
- Contract Manager;
- Contract service employee;
- Category manager.

STRATEGIC PARTNERS:

- Ministry of Agriculture and Food of the Sverdlovsk Region,
- Committee on the Commodity Market of the Administration of the city of Yekaterinburg,
- Megamart CJSC,
- LLC "Lev" trading network "Kirovsky",
- LLC "Foodtrade" (Hyperbola),
- LLC "Leroy Merlin Vostok", a branch in Yekaterinburg,
- JSC "Pervouralsk Novotrubny Plant"
- OJSC "Ural plant of chemical engineering,

ADDITIONAL FEATURES:

- Participation in master classes conducted by logistics practitioners and members of the Ural Logistics Association, highly qualified specialists in the field of commerce, as well as heads of trade and manufacturing enterprises.
- Participation in the annual All-Russian Economic Forum of Young scientists and students "Competitiveness of territories", held by USUE; in conferences and competitions in the field of logistics and commerce.
- Internships and internships in partner companies.

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| <ul style="list-style-type: none">• LLC "United Breweries Heineken" branch "Patra",• OJSC "EVRAZ Nizhniy Tagil Metallurgical Plant"• LLC Trading company "Confectioner Profi",• CJSC Food Combine Good Taste,• LLC "UGMK-holding",• PJSC "Ural Plant of Rubber Technical Products",• Open Joint Stock Company "Fat Plant",• OJSC "Pneumostroymashina"• Coca-Cola HBC Eurasia LLC,• NO "Ural Logistics Association" | |
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