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VISIT CARD
main professional educational program
Higher Education - Master's Program
Preparation Direction: 09.04.03 Applied Informatics
Profile: Digital Business Analytics
APPLICATION 2022.
HEAD OF THE DIRECTION
THE PROFESSIONAL EDUCATIONAL PROGRAM MASTER'S LEVEL

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Nazarov Dmitry Mikhailovich

Position: Professor of department of business-informatics
Academic degree: Doctor of Economic Sciences
Scientific title: Docent
E-mail: slup2005@mail.ru

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PROFILE CHARACTERISTICS The purpose of the educational program is to prepare highly qualified specialists in the field of business processes management using automated and intelligent systems based on data analysis in various fields of human activity (production, service, e-commerce, medicine, education, etc.), including data processing technologies -Chellery activity.

Program's tasks - the formation of knowledge, skills and skills in the development and maintenance of IT infrastructure of the enterprise and intelligent data analysis, including technology of neural networks, methods of parametric and non-parametric statistics, correlation, regression and cluster analysis, theory of recommendation systems, textual information analysis and processing open data, modern technologies and tools for searching for data sources, collecting, visualizing and processing structured and unstructured data, building and analyzing machine learning models, identifying patterns in data and applying results to solve practical problems in the field of digital economy. **ADVANTAGES OF THE PROGRAM**

• Convergence of scientific directions, provided by the optimal combination of disciplines in economics, management, digital technologies in a balanced curriculum, implemented together with large digital business companies (SAP, Ubrir, etc.) gives a knowledge set for successful professional activities in the field of analysis Data and business analysts in a digital economy.

• Master in the direction of "Digital Business Analytics" has a unique set of competencies, in demand at any modern enterprise. The specialist in this area knows the most modern methods and technologies of intelligent data analysis; knows how to apply them when analyzing and designing the organization's business processes, providing analytical support for decision-making processes; Owns instrumental means of intellectual analysis of data and business analysts for modeling digital business, and increase the efficiency of its operation and development. List the digital platforms used in the training of SAP Analytic Cloud, QlikveiW, Deductor, Rstudio

• Wide range of choices of professional activity. Graduates can work at enterprises and organizations of any form of ownership of NGOs, OJSC and CJSC, scientific design and design organizations, government agencies on various market segments as IT managers, business analysts, architects of information systems and IT businesses, director managers and Business projects. Masters of referral training Business can realize themselves in most applied areas related to the use of IT competencies, including in the scientific sphere related to the use of mathematical methods and tools.

COMPETENCE OF A GRADUATE WITH QUALIFYING REQUIREMENTS FOR BUSINESS ANALYSTS

As a result of the development of the graduate program:

- an justify the approaches used in the analysis of these enterprises and organizations of various fields of activity;
- is able to lead the process of developing IT solutions and form an enterprise's IT infrastructure;
- is able to make decisions, strategic planning and forecasting in professional activities using modern methods and software tools for collecting, processing and analyzing data;
- Conducts research, organize independent and collective research work to search and develop new solutions in the field of digital economy.

AREA OF PROFESSIONAL ACTIVITY

Our graduates work in all areas of the digital economy associated with the use of digital services and technologies. These are any enterprises of the state and private department, NGOs, OJSC and CJSC, scientific design and design organizations, social work organs and any other enterprises where engineers on automated and intelligent management systems are required, data showcase engineers, business analysts, etc. who speak the knowledge gained.

STRATEGIC PARTNERS	FORMS OF INTERACTION
- SAP. - Ural Bank PJSC Sberbank - PJSC "Ubrir" - Central Bank of the Russian Federation - Company "SIMALEnd" - SKB Kontur - Russian Post (posts) - Ministry of Economics of the Sverdlovsk Region - Department of Informatization and Communication of the Sverdlovsk Region - Web2Win. - Administration of Yekaterinburg	- Conducting round tables, conferences, workshops - Conducting internships for students and teachers - Conducting open lectures - Participation in corporate events - Educational marathons - Master classes - Hakathona - Olympics, tournaments, forums