

BUSINESS CARD
OF THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - MASTER'S DEGREE PROGRAMS
FIELD OF STUDY: 38.04.01 ECONOMICS
PROFILE: DATA MANAGEMENT AND BUSINESS ANALYSIS IN FOREIGN
ECONOMIC ACTIVITY
ADMISSION 2022

HEADS OF THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM - MASTER'S
DEGREE LEVEL



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PROFILE CHARACTERISTICS

The Master's degree program is focused on training practitioners in the field of foreign economic activity and international business in the new digital economy.

ADVANTAGES OF THE PROGRAM

- Interdisciplinarity of the program: balanced development of competencies in the field of foreign economic activity of the enterprise, modern digital technologies of data management and enterprise resources.
- University lecturers with extensive practical experience, using innovative pedagogical technologies and analysis of practical materials and situations in teaching;
- Application of practice-oriented learning technologies: cases on the organization of real foreign economic operations and international business projects, business analysis tools in the field of foreign economic activity;
- Unique author's courses in the field of foreign economic activity and business analysis, analytical and intellectual technologies of the digital economy;
- A combination of high-quality economic training and highly specialized knowledge in the field of information technology for conducting business analysis of processes taking place on world markets and foreign economic activity of individual economic entities.

GRADUATE COMPETENCIES

The Master's program fully complies with the requirements of the professional standard "Specialist in Foreign Economic Activity" and "Business Analyst" (Master's degree level).

As a result of mastering the program, the graduate will form the necessary professional competencies and acquire the necessary knowledge, skills and abilities in the field of foreign economic activity and international business:

- the knowledge of the main regulatory legal acts in the field of support and regulation of foreign economic activity, including customs, tax and currency legislation; practical tools for strategic management of the company and internal planning, allowing to develop design solutions for managing business processes of the enterprise, including foreign economic activity; knowledge of the basic methods and algorithms of data analysis, simulation and business modeling;
- the ability to use a business foreign language that allows you to establish communication with foreign partners and counterparties, applied knowledge on the design, maintenance and evaluation of the effectiveness of foreign trade transactions;
- skills in tools for performing specific organizational and managerial tasks in the field of independent entrepreneurship and international business; skills in analytical platforms (PowerBI, Loginom), corporate information systems (SAP S/4 HANA), simulation and business modeling systems (AnyLogic, Business Studio) and languages for creating intelligent systems (Python, R).

FIELD OF PROFESSIONAL ACTIVITY

Our graduates are in demand in Russia and abroad. Graduates are prepared to work in the following positions:

- heads of enterprises and organizations of various levels;
- heads of functional divisions of organizations related to foreign economic activity;
- leading specialists and managers in foreign economic activity;
- heads and employees of customs authorities, as well as other legislative and executive authorities related to foreign economic activity.

Graduates of the program acquire competencies that allow them to work as managers and specialists of companies engaged in foreign economic activity, heads of export-import services and departments, realize themselves in the field of international logistics, customs clearance, bank financing of foreign trade and currency control, independently engage in international business.

STRATEGIC PARTNERS

- Ural Customs Administration of the Federal Customs Service of Russia
- Ural Chamber of Commerce and Industry
- Terkon-KTT LLC
- Ministry of International and Foreign Economic Relations of the Sverdlovsk Region
- JSC "Production Association "Ural Optical and Mechanical Plant named after E.S.Yalamov"
- JSC "Uraleletromed"
- UGMK-Holding LLC
- PJSC "Ural Plant of Rubber technical products"
- Coca-Cola HBC Eurasia LLC
- Joint Stock Company "Ural Plant of Civil Aviation" (JSC "UZGA")
- CJSC "Ural Plant of elastomeric seals"
- CJSC "Kushvinsky Rolling Rolls Plant"

FORMS OF INTERACTION

- provision of internship places for students by strategic partners on the basis of long-term cooperation agreements;
- providing internship opportunities for teachers of the department;
- attracting strategic partners to participate in the state final certification;
- involvement of strategic partners as experts in scientific events held for students of the educational program (conferences, forums, round tables, expert sessions, etc.);
- interaction with strategic partners in organizing extracurricular activities for students of the educational program (excursions, master classes, field events, etc.)