

**BUSINESS CARD**  
**main professional educational program**  
**Higher Education - Master's Programs**  
**direction of training: 38.04.02 Management**  
**Profile: Strategic and Project Management**  
**recruitment 2022**

**LEADERS**

**MAIN PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL**



**Plakhin Andrey Evgenievich**

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

**Academic degree:**

Doctor of Economic Sciences

**Academic title:** Associate Professor

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



**Tkachenko Irina Nikolaevna**

**Position:** Head of the Department of Economic Theory and Corporate Governance

**Academic degree:**

Doctor of Economic Sciences

**Academic title:** Professor

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

**CHARACTERISTIC OF THE PROFILE**

**The goal of the program:** training a new generation of professional managers who know the modern methodology of company management, based on the formation and development of strategic thinking

**Main educational results:** during their studies, students develop an integrated strategic approach to managing companies in the face of risk and uncertainty of Russian business, as well as develop the skills of conducting applied scientific and analytical research to improve the efficiency of specific business structures. The complex of knowledge, skills and competencies is aimed at ensuring the readiness of graduates to carry out professional management activities in the field of corporate management, aimed at developing and implementing a strategic management system and carrying out structural changes.

**BENEFITS OF THE PROGRAM**

The master's program is implemented by two departments of the university - the Department of Management and Entrepreneurship in conjunction with the Department of Economic Theory and Corporate Governance, which makes it interdepartmental, unique, practice-oriented, formed in accordance with international and national standards in the field of strategic and project management.

A highly qualified teaching staff is involved in the master's program, including project management specialists (IPMA, PM STANDARD), practitioners and analysts. All faculty members involved in the program have doctorate and Ph.D. degrees, practical experience in business consulting, and are well versed in business needs.

Departments - holders of the program - cooperate with a large number of organizations on the basis of which students can practice and conduct scientific research.

The Department of Management and Entrepreneurship cooperates with enterprises of various industries, the Sverdlovsk Regional Union of Industrialists and Entrepreneurs, the Ural Chamber of Commerce and Industry, the Fund for Technological Development of Industry of the Sverdlovsk Region and other organizations, as well as with a number of executive government bodies, including the Ministry of Investment and Development of the Sverdlovsk region, the Ministry of Industry and Science of the Sverdlovsk region.

The Department of Corporate Economics and Business Management actively interacts with the National Association for Project Management "SOVNET". On the basis of the department, the Regional Center for Assessment and Development of Project Management was opened. The peculiarity and competitive advantage of this master's program is that graduates have the opportunity to obtain a Russian certificate of project manager according to the PM STANDARD version. The department actively cooperates with foreign partners: Warsaw School of Economics (Poland), Business School of Luiss University of Rome (Italy), England Ruskin University (Great Britain), etc.

Features of the program implementation - the optimal combination of research apparatus with applied technologies in strategic and project management, taking into account the best world and domestic practices in studying the functional areas of companies' activities and information technologies, developed on the basis of real situations. Classes are held in the form of multimedia presentations, trainings, case studies, round tables, work-shop studies, participation in scientific and practical events. Graduates who have shown aptitude for scientific research can continue their studies in the postgraduate study of USUE in the scientific specialty 08.00.05. "Economics and National Economy Management".

## **COMPETENCES OF THE GRADUATE**

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

- Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy
- Able to organize and manage the work of a team, developing a team strategy to achieve a set goal
- Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems
- Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment
- Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations
- Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects
- Able to carry out strategic management of the processes of planning production resources and production capacities, organizational and technological modernization of production, design, technological and organizational preparation of production, to lead the development of the main provisions of the product and technological development strategy of the organization
- Able to determine the main parameters of the production, technological and innovation policy of the organization in order to minimize production costs, bring product quality in line with consumer demands, create an optimal system for providing service services, increase competitiveness on the basis

of improving manufactured products and existing production technology, creating fundamentally new products and productions

- Able to carry out strategic management of long-term and resource-intensive work complexes on the basis of project- and software-oriented planning of the organization's activities, budgeting and monitoring the progress of projects and programs, manage the efficiency of an investment project, manage a project at all stages of its life cycle
- Able to organize the work and effective interaction of all structural divisions, workshops and production units of an industrial organization, directing their activities to the development and improvement of production, taking into account social and market priorities, increasing the efficiency of the organization, increasing sales of products and increasing profits, quality and competitiveness of manufactured products, its compliance with international standards in order to conquer the domestic and foreign markets and meet the needs of the population in the relevant types of domestic products
- Able to organize production and economic activities based on the widespread use of the latest technology and technology, progressive forms of management and organization of labor, scientifically based standards of material, financial and labor costs, study of market conditions and advanced experience (domestic and foreign) in order to improve the technical level in every possible way and quality of products (services), economic efficiency of production, rational use of production reserves and economical use of all types of resources

## **AREAS OF PROFESSIONAL ACTIVITY**

Graduates work in the areas of strategic and tactical planning and organization of production, logistics and procurement, internal and external financial control and audit, financial consulting, risk management, 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**

- Ministry of Industry and Science of the Sverdlovsk Region
- Ministry of Economy and Territorial Development of the Sverdlovsk Region
- Ministry of Investment and Development of the Sverdlovsk Region
- Fund for Technological Development of Industry of the Sverdlovsk Region
- Sverdlovsk Regional Fund for Entrepreneurship Support
- Ural Chamber of Commerce and Industry
- JSC "Corporation for the Development of the Middle Urals"
- Technopark of high technologies of the Sverdlovsk region "University"
- OJSC "UGMK-Holding"
- OJSC "Sinarsky Pipe Plant"
- OJSC "Ural Optical and Mechanical Plant"
- LLC "Appraisal company" Apriori "

## **FORMS OF INTERACTION**

- provision of internship places for students by strategic partners on the basis of cooperation agreements
- 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.)

- UMK "Pumori SIZ"