The program is aimed at training a new generation of young managers with systems thinking, based on the integration of interdisciplinary, practice-oriented approaches to the formation of professional competencies for strategic and operational business management in the digital economy.

The program provides management training for bachelors to be successful employed as managers and leading specialists of economic, financial, marketing, and analytical services at enterprises of the real sector of the economy, in state and municipal authorities. During the training, bachelors can work on creating a model (digital business model) of their own business.

Program length: 4 years
Starting date: September, 1st
Language of instruction: Russian
Tuition fee per year: 149,720 rubles (~ 2,040 USD)
Program Leader: Prof. Zoya VASILYEVA

Prerequisites:
- The results of the exam
- The results of entrance tests conducted by the university

Basic documents:
- application for admission to study (in Russian)
- the document certifying identity and citizenship
- the document about the previous education
- certificate of recognition of foreign education and (or) qualification
- consent to the processing of personal data (in Russian)
- insurance certificate of state pension insurance and certificate of registration with the tax authority of an individual at the place of residence on the territory of the Russian Federation
- 2 photographs (3×4 cm)
- application for the provision of a hostel for the period of study, in case of applying for full-time education
- other documents.

(documents filled in in a foreign language must be submitted with a translation into Russian, certified in accordance with the established procedure)

Qualification: Bachelor's Degree

Skills/ objectives:
- Formation of professional competencies (hard-skills, soft-skills, digital skills), focused on the business development in various conditions and international (international) environments:
  - the ability to analyze the global and national trends in the economic development, to assess the market situation for selecting priority areas, designing development strategies and competitive business strategies;
  - ability to manage business processes in the organization taking into account strategic and market positioning, as well as to optimize organizational changes under the influence of global challenges, national trends and regional characteristics.
- Focus on the use of models, mechanisms, methods and tools of digital management (digital platforms: digital company; digital services, information and analytical databases, Big Data, Digital-marketing), which increases the validity of management decisions on the strategic development of the company's business:
  - ability to work with information and analytical databases and digital technologies for conducting market, financial, investment and business analytics;
  - ability to explore business models, to create business processes and to form digital transformation in business.
- Development of personal trajectories for professional growth (project management, teamwork, effective communication):
  - the ability to manage the design of development programs, business projects and investment projects in the organization using leadership skills and the ability to work in a project team
Bachelor's Degree Program

MANAGEMENT

CURRICULUM

- Macro- and microeconomics
- Econometrics
- Enterprise economics
- Management
- Management of multi-agent systems
- Digital-management (office technologies, digital platforms)
- Digital-marketing
- Strategic, project, financial, logistics, risk management
- Market, financial, and business analytics
- Strategic positioning of the company
- Market positioning of the product
- Business planning
- Business modeling
- Corporate, marketing and financial strategies
- Information and analytical management systems
- Digital technologies for managing development projects, product promotion projects and financial risks
- Project management system design
- Project portfolio management (products, financial portfolio)
- International business administration and promotion of new products to new markets

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