The program is aimed at training professional managers with systematic thinking based on interdisciplinary approaches, specialists who are able to evaluate and select innovative and technological solutions, who know how to manage innovation activities and processes of high-tech entrepreneurship, who have strong leader and analytical skills, as well as research qualities and project teamwork skills.

Prerequisites:

- Bachelor’s degree / specialist (a copy of your diplomas from previous university studies and transcripts of completed courses and grades)
- results of the entrance test
- a motivation letter and letters of recommendation may also be required

Qualification: Master’s degree in Management

Skills/ objectives:

- the ability to evaluate, select and develop concepts, strategies, models and scenario options for innovative development at various levels of management (enterprise, municipality, region);
- knowledge of methods for studying trends and cycles of technological development using Big Data;
- knowledge of methods for diagnostics of innovative changes, for comparative analysis and selection of the best practices for innovation management (project, program-target, cluster, situational, risk); the ability to evaluate and select promising product markets for the promotion of innovative products using digital marketing technologies;
- ability to choose the necessary infrastructure support mechanisms for innovation activities at different levels of management;
- the ability to apply modern methods and techniques for teaching of management disciplines.

Program length: 2 years
Starting date: September, 1st
Language of instruction: Russian
Tuition fee per year: 160,316 rubles (~2 128 USD)
Program Leaders: Prof. Zoya VASILYEVA

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Master's Degree Program

INNOVATIVE MANAGEMENT AND DIGITAL MARKETING TECHNOLOGIES

CURRICULUM

- Methodology of scientific research
- Scientific research visualization technologies
- Economics and Business Management: Digital Transformation
- Business process management
- Innovative marketing and innovation management
- Project management
- Cross-cultural management
- Strategic management
- Digital marketing and market analytics
- Market positioning of innovative products
- Digital technologies for promoting innovation
- Management of innovative development of the region
- Management of innovation transfer
- Organization of an innovative company
- Organization of innovative and technological business
- Intellectual property management
- The training «Team management»
- The training «Effective communication»
- Project workshop: innovative project management

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