

Innovative Technology of Business Administration

Immanuel Kant Baltic Federal University

Degree or qualification is awarded: **Master**

Language of study: **Russian**

Mode of study:

Duration: **2 years**

Availability of free education: **yes**

Price: **2 600\$ per year**

Programme webpage at the university website: eng.kantiana.ru/education/degree-programms/4646/204609/

Programme curator: **Puryzhova Lyudmila Viktorovna**

Tel.: **+7 4012 595517**

E-mail: Lpuryzhova@kantiana.ru

The study programme aims to train students who strive to acquire updated knowledge and develop skills required for the successful management of a product, company, processes in today's competitive environment; learn the technology of building relevant business models; master the latest approaches to the development of product proposals and effective market analysis.

The main goal of the programme is to train highly qualified specialists with a comprehensive view of the management at enterprises on the basis of fundamental and applied knowledge.

Specializations within this programme

Economics and Administration

Module: Modern Business Technology

- Managerial economics
- Modern strategic analysis
- Business models and methods of strategic management

Module: Strategic Marketing

- Marketing management technologies
- Tools for the business customer-orientation
- Competitive positioning and branding

Module: Human Resources Management and Leadership

- Motivation based on the financial responsibility centre
- Team building and leadership

Module: Management and Financial Design

- Project management
- Financing of innovations

Module: Change Management

- Design thinking
- Strategic change management