

Business Development Management

Siberian Federal University

Degree or qualification is awarded: **Master**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **no**

Price: **166 246 RUB per year**

Programme webpage at the university website:

http://edu.sfu-kras.ru/sites/edu.sfu-kras.ru/files/oop/annotations/AN_38.04.02.07.pdf

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The **aim** of the degree program is to form the professional competences for managing the development processes of traditional and innovative business models; organisation of industrial, innovative-technological and social entrepreneurship.

Program tasks:

- the development of the students' personal qualities which will contribute to their work in executive bodies, business structures, institutions of the vocational education system, research organisations;
- the formation of professional competencies necessary and sufficient for the implementation of organisational and management activities for business development; developing students' ability and readiness to develop and manage solutions in the face of uncertainty;
- the formation of skills for developing a business strategy, management of enterprises of various industries and implementation of innovative programs.

The **features** of the program: the Master's degree program is focused on mastering the tools of finding new opportunities, ways to realize the competitive advantages of a business, aims to develop communication skills and skills to work with modern databases within the digital economy. The training is conducted with the involvement of effective representatives of the business community, visiting professors from major Russian and foreign educational institutions.

Competitive advantages:

- interdisciplinary educational program based on a deep study of current trends in business development and management technology in domestic and foreign practice;
- practice-oriented training in the development of business strategies, market positioning in regional and international commodity markets based on a combination with interdisciplinary knowledge of the patterns of demand formation, models of the economic behaviour of sellers, investment mechanisms and financial business models;
- teaching experience in the implementation of projects and programs commissioned by the Government of the Krasnoyarsk Territory, the development and examination of investment projects, the preparation of business plans for a business organisation in various fields of activity;
- availability of the Investment Design and Management of Innovative Projects scientific-educational laboratory for organizing the joint work of undergraduates with entrepreneurs and scientific consultants from the Russian Presidential Academy of National Economy and Public Administration; Analytical Center under the Government of the Russian Federation; Bauman Moscow State Technical University; Russian Association of Business Education.

Employment: a development specialist at large and medium-sized businesses; an assistant manager at small and

medium-sized businesses; an entrepreneur; at research organisations whose activities are aimed at solving problems in the field of development of corporate structures; institutions of higher, secondary and further vocational education.

Specializations within this programme