

# Business Informatics

South Ural State University

Degree or qualification is awarded: **Master's degree**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years, 2,5 years years**

Availability of free education: **no**

Price: **161 600 (Russian)**

Programme webpage at the university website:

<https://www.susu.ru/en/education/masters-degree-programs/380405-business-informatics-e-commerce>

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The program is aimed at training specialists in the fields of analyzing the economic efficiency of the enterprise, modeling socio-economic processes, creating methods for forecasting these processes, digital transformation of digital enterprises. The learning process is based on an interdisciplinary approach: information and communication technology, economics and management. The acquired competencies enable graduates of this area to successfully solve problems in the field of enterprise architecture design, development, implementation, maintenance and development of IT solutions to support various business processes of enterprises and organizations.

In the course of the program particular attention is paid to the development of e-business, analysis and creation of the infrastructure of a digital enterprise, the use of artificial intelligence in marketing and in enterprise management

## Specializations within this programme

### Business Informatics (E-Commerce)

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### Business Informatics (Business Analytics)

The Master's in Business Analytics is a multidisciplinary program aimed at improving business performance and identifying new opportunities for business by applying data mining techniques. The program is built on a sound mix of theory and practice. The core principle of the program is learning by doing. You will solve actual business analytics problems hands-on.

This program will equip you with a thorough knowledge of statistical and machine learning methods, data mining techniques that enable business analysts to understand how a business is performing and to predict its development and perspectives. You will become familiar with business processes, business risks, management and economic analysis and get the ability to identify, assess, and seize the opportunity of data-driven value creation. Such skills are in very high demand globally – there is a great shortage of business analytics professionals on the market.

Lecturers: Jan Gelrud, Dr. Professor; Ilya Tetin, Ph.D., Associate Professor; Elizaveta Antonenko, Ph.D., Associate Professor; Natalia Plotnikova, Ph.D., Associate Professor.