

# Management

University of Tyumen

Degree or qualification is awarded: **Bachelor degree**

Language of study: **Russian**

Mode of study: **distance learning**

Duration: **4,5 years**

Availability of free education: **no**

Price: **from 36 000 [RUB] per year**

Programme webpage at the university website: <http://abiturient.utmn.ru/napravleniya/97845/>

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This undergraduate program prepares professionals in the field of marketing, personnel management, business planning and design. It is made for those who want to build a career in business management. The educational process combines several fundamental studies of economics and finance, law, sociology, psychology, as well as many specific disciplines.

Management is the process of coordinating the efforts of a group of people to achieve the organization's goals with effective recruitment and use of its resources and abilities. Management applies to all areas of cooperative activity: business, state and municipal organizations, non-profit organizations and others. Volatility, uncertainty, complexity and ambiguity of the changes in society require manager's adaptability, focusing on the human factor, excellence in economics, psychology, sociology, mathematics, philosophy, business and creativity.

## Specializations within this programme

### Marketing

Marketing - is the creation and promotion of the product from the manufacturer (vendor) to the consumer (user), management of relationships with contact audiences interested in the organization (and its product) to the benefit of it.

The program is aimed at preparing professionals who are able to combine basic theoretical knowledge of marketing, management, economic theory and sociology, as well as modern methods of data collection and analysis and the practical skills of marketing work.

### Financial management

Financial management includes the management of financial resources movements and financial relations existing between actors of the market. This activity involves the organization of operational financial performance, business value management, preparation and analysis of financial, management and tax reporting, risk assessment, planning and efficient use of financial resources.