

Management

South Ural State University

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

Language of study: **Russian**

Mode of study: **full-time, part-time**

Duration: **2 full-time and 2,5 years part-time years**

Availability of free education: **yes**

Price: **141 000 rubles (full-time) and 60 000 (part-time) rubles - Russian program; 155 000 - English program**

Programme webpage at the university website:

<https://www.susu.ru/en/education/masters-degree-programs/380402-management-logistics-and-supply-chains-management>

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The aim of master's program Strategic and Innovation Management is to train students in the field of marketing, develop customer-oriented marketing management structures. Masters study issues related to forecasting product's market prospects, developing new technologies for promotion of products and services, learning the skills of brand management, creating and developing brands, managing brand capital, developing marketing plans and programs for introducing new products / brands to the market, rebranding traditional products / services of the company. A wide range of professional disciplines includes the study of: marketing factors related to business performance, market research methods and marketing analysis, modern marketing technologies, integrated marketing communications, seminars on strategic and innovative marketing, customer relationship strategies, brand management strategies.

Specializations within this programme

Profect management of enterprises and organizations development

Management (Logistics and Supply Chains Management)

The programme is aimed at training Master's degree students in the field of management in command of the skills for modelling and optimization of key logistics business processes.

The Master's degree students study the SCM technologies and concepts, issues relevant to the design of logistics systems on a strategic basis, methods for analysing and managing supply chains, methods for accounting, analysis and cost reduction; analyze the reserves for improving business performance in terms of introduction of logistics.

The graduates obtain the competencies of managing organisations, units, groups (teams) of employees, projects and chains; developing a corporate strategy, organizational development program and changes, and ensuring their implementation; modelling and optimization of key logistics business processes; designing logistics systems on a strategic basis; applying the methods of analysis and supply chains management, methods of accounting, analysis and cost reduction; analyzing and identifying the reserves for improving business performance in logistics.

The graduates can hold the following positions: head of logistics, transport, distribution and warehouse complexes; head of logistics services of industrial and commercial enterprises; expert in the field of logistics in consulting enterprises. A multicultural environment is created to facilitate the blended training of students from different countries. The programme also provides additional options, including practice-oriented additional courses.

Land management, development and economic evaluation

Management (Strategic and Corporate Management in Terms of Digital Economy)

This Master's degree programme is aimed at training highly qualified specialists capable of designing and efficiently fulfilling the development strategies of enterprises and organizations using state-of-the-art digital technologies, both at the level of executive management and the board of directors.

The Master's degree students obtain the following professional competencies:

- Development of options for management decisions, their analysis using digital technologies and justification of their socio-economic efficiency;
- Development of corporate strategy, organizational development programs, their changes and ensuring their implementation;
- Management of economic services and units at enterprises and organisations of various forms of ownership, in state and municipal authorities.

Strategic and production management in construction

Management (Strategic and Innovation Marketing)

The programme is aimed at training Master's degree students in the field of management to fulfil marketing in companies, create and develop customer-oriented marketing management structures. The Master's degree students study issues relevant to forecasting the market prospects of products, establishing new technologies for promoting goods and services; obtain the skills of brand management, creating and developing brands, managing brand capital, fulfilling marketing plans, programs for introducing new products/brands to the market, rebranding traditional products/services of a company. A wide range of professional courses includes studying the marketing factors of business performance, market research methods and marketing analysis, modern marketing technologies, integrated marketing communications, customer relationship strategies and brand management.

The graduates can hold the positions of heads and leading specialists of departments of strategic development, marketing, advertising; work in PR-departments, public relations centres and press services at enterprises (industrial or commercial), both in medium businesses and in multinational corporations; heads of units and leading experts in marketing and consulting agencies; heads and leading specialists of marketing analytics and merchandising departments of big retail chains. The programme is unique due to the organization of collaboration with business structures in the form of inviting practicing specialists to hold special sections of courses; organizing trainings and master classes; solving real problems and issues that enterprises are facing, in the form of cases and projects. A multicultural environment is created to facilitate the blended training of students from different countries. The programme also provides additional options, including practice-oriented additional courses.

Sustainable development management in the modern Corporation

Management (Sustainable Development Management of a Modern Corporation)

This programme is designed according to the international standards in the field of managing the sustainable development of socio-economic systems. The programme implies the studying of modern technologies of management, such as SCRAM, Kanban, Lean, Blue Ocean Strategy, organisation's lifecycle management, etc., the formation of practical skills in applying modern methods and tools of strategic management, economic and financial analysis.

The programme considers the specifics of enterprise management in a changing environment. The students study the best international and local practices of managing systemic changes in terms of economy digitalization, as well as management methods for solving complex problems for the sustainable development of enterprises and society.

Project Management of Enterprises and Organisations Development

The goal of the program is to train specialists in project management who are able to immediately begin implementing real projects created at the request of specific enterprises and organizations. Special technology and training program provides practice-oriented education. The training module focuses on the development and interrelation of a complex of economic and managerial knowledge and competencies necessary and sufficient for the professional project-based work.

The results of the training are real projects and teams of specialists who have developed them, ready to begin their implementation within enterprises, or to develop and implement other projects.

Management (Geoinformation Systems in Management)

The knowledge and skills obtained by the students contribute to specialist training, facilitate the implementation of process management activities and the provision of geographic information technologies, and also form the graduates' general-cultural, general-professional, and professional competencies for successful activity.

Field of professional activity: managerial activity in bodies of state and municipal administration; entrepreneurial and organizational activity; research in scientific organisations; educational activity in educational organisations.

Advantages of the programme: the opportunity to study under Double Degree program with in-depth study of the English language, and studying for 1 or 2 semester in the USA, with a chance to take internship in American companies, taking practical training and getting a job in Russian companies, research centres, and governmental structures of our region.