Bachelor Program: 4 years

Institute: Social and Economic Institute

Study Program: Management

Profile: Marketing

Language of Training: Russian

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **№** | **Subject** | **Semester** | **Hours** | **Credits** |
| B.1.1.1.1 | History | 2 | 108 | 3 |
| B.1.1.1.2 | The history of managerial thought | 2 | 72 | 2 |
| B.1.1.2 | Philosophy | 4 | 144 | 4 |
| B.1.1.3 | Foreign language | 1 | 72 | 2 |
| B.1.1.3 | Foreign language | 2 | 72 | 2 |
| B.1.1.3 | Foreign language | 3 | 72 | 2 |
| B.1.1.3 | Foreign language | 4 | 108 | 3 |
| B.1.1.3 | Foreign language | 5 | 72 | 2 |
| B.1.1.3 | Foreign language | 6 | 108 | 3 |
| B.1.1.4 | Operating safety | 2 | 72 | 2 |
| B.1.1.5.1 | Informational technologies | 1 | 144 | 4 |
| B.1.1.5.2 | Information support in management | 2 | 108 | 3 |
| B.1.1.6 | Business communications | 1 | 72 | 2 |
| B.1.1.7 | Law | 1 | 144 | 4 |
| B.1.1.8.1 | Psychology  | 1 | 108 | 3 |
| B.1.1.8.2 | Social studies  | 2 | 108 | 3 |
| B.1.1.8.3 | Speech culture and business communication | 2 | 108 | 3 |
| B.1.1.9.1 | Mathematics | 1 | 108 | 3 |
| B.1.1.9.1 | Mathematics | 2 | 144 | 4 |
| B.1.1.9.2 | Statistics | 3 | 144 | 4 |
| B.1.1.9.3 | Probability theory and mathematical statistics | 3 | 108 | 3 |
| B.1.1.10 | Econometrics and modeling in management | 3 | 180 | 5 |
| B.1.1.11 | Concepts of modern natural science | 1 | 108 | 3 |
| B.1.1.12.1 | Microeconomics | 1 | 144 | 4 |
| B.1.1.12.2 | Macroeconomics | 2 | 144 | 4 |
| B.1.1.13.1 | Management theory | 1 | 144 | 4 |
| B.1.1.13.2 | Theory of organization | 2 | 108 | 3 |
| B.1.1.14 | Documentation support of management | 4 | 108 | 3 |
| B.1.1.15 | Finance | 3 | 108 | 3 |
| B.1.1.16 | Accounting | 3 | 108 | 3 |
| B.1.1.17 | Organization of business activity | 4 | 108 | 3 |
| B.1.1.18 | Taxes and taxation | 4 | 144 | 4 |
| B.1.1.19 | Physical culture and sports | 2 | 72 | 2 |
| B.1.2.1 | Organizational behavior | 3 | 108 | 3 |
| B.1.2.2 | Corporate Social responsibility | 4 | 108 | 3 |
| B.1.2.3 | Economic analysis | 4 | 108 | 3 |
| B.1.2.4 | Financial management | 4 | 144 | 4 |
| B.1.2.5 | Marketing | 3 | 108 | 3 |
| B.1.2.6 | Project management | 3 | 144 | 4 |
| B.1.2.7 | Consumer behavior | 5 | 108 | 3 |
| B.1.2.8 | Methods and models in marketing | 5 | 108 | 3 |
| B.1.2.9 | Competition and competitiveness | 5 | 144 | 4 |
| B.1.2.10 | Internet-marketing | 6 | 144 | 4 |
| B.1.2.11 | Marketing Management | 6 | 144 | 4 |
| B.1.2.12 | Logistics | 6 | 144 | 4 |
| B.1.2.13 | Marketing in industries and fields of activity | 7 | 216 | 6 |
| B.1.2.14 | Production and operational management | 5 | 108 | 3 |
| B.1.2.15 | Strategic management | 6 | 144 | 4 |
| B.1.2.16 | Company management (based on the computer business game "Business Course") | 5 | 108 | 3 |
| B.1.2.17 | Organization and methodology of marketing activities | 6 | 108 | 3 |
| B.1.3.1.1 | Human resource management | 5 | 108 | 3 |
| B.1.3.1.2 | Personnel management in the organization | /5 | /108 | /3 |
| B.1.3.2.1 | Methods of management decision-making | 5 | 108 | 3 |
| B.1.3.2.2 | Information systems in management | /5 | /108 | /3 |
| B.1.3.3.1 | Marketing communications | 5 | 144 | 4 |
| B.1.3.3.2 | Organization of sales activities in the marketing system | /5 | /144 | /4 |
| B.1.3.4.1 | Marketing research | 5 | 72 | 2 |
| B.1.3.4.1 | Marketing research | 6 | 72 | 2 |
| B.1.3.4.2 | Applied marketing research | /5 | /72 | /2 |
| B.1.3.4.2 | Applied marketing research | /6 | /72 | /2 |
| B.1.3.5.1 | Brand management | 7 | 180 | 5 |
| B.1.3.5.2 | Development of the company's marketing strategy | /7 | /180 | /5 |
| B.1.3.6.1 | Benchmarking | 7 | 144 | 4 |
| B.1.3.6.2 | Economic and mathematical methods of market analysis | /7 | /144 | /4 |
| B.1.3.7.1 | Innovational marketing | 6 | 108 | 3 |
| B.1.3.7.2 | Business correspondence in management | /6 | /108 | /3 |
| B.1.3.7.3 | International business | /6 | /108 | /3 |
| B.1.3.8.1 | Effectiveness of marketing activities | 7 | 108 | 3 |
| B.1.3.8.2 | Management culture and communication | /7 | /108 | /3 |
| B.1.3.8.3 | International marketing | /7 | /108 | /3 |
| B.1.3.9.1 | Physical culture and sports disciplines |  | 28 | 0 |
| B.1.3.9.1 | Physical culture and sports disciplines | 2 | 28 | 0 |
| B.1.3.9.1 | Physical culture and sports disciplines |  | 54 | 0 |
| B.1.3.9.1 | Physical culture and sports disciplines | 4 | 54 | 0 |
| B.1.3.9.1 | Physical culture and sports disciplines |  | 54 | 0 |
| B.1.3.9.1 | Physical culture and sports disciplines | 6 | 54 | 0 |
| B.1.3.9.1 | Physical culture and sports disciplines | 7 | 56 | 0 |
| B.1.3.9.2 | Recreational physical culture |  | /28 | /0 |
| B.1.3.9.2 | Recreational physical culture | /2 | /28 | /0 |
| B.1.3.9.2 | Recreational physical culture |  | /54 | /0 |
| B.1.3.9.2 | Recreational physical culture | /4 | /54 | /0 |
| B.1.3.9.2 | Recreational physical culture |  | /54 | /0 |
| B.1.3.9.2 | Recreational physical culture | /6 | /54 | /0 |
| B.1.3.9.2 | Recreational physical culture | /7 | /56 | /0 |
|  | **Total** |  | **7240** | **192** |