



Training bachelors in the course

080100 «Economics»

Track **«Business economics and innovations management»**

Main disciplines of the track:

- 1) Business economics;
- 2) Management;
- 3) Marketing;
- 4) Investment economics;
- 5) Financial planning and budgeting;
- 6) Cost management;
- 7) Tax planning;
- 8) Theory of crisis management;
- 9) Innovation project management;
- 10) Innovations marketing;
- 11) Evaluation and value management in innovation-oriented companies;
- 12) Management of innovation and investment risks.

Training on this track implies formation of the next main competencies:

- 1) Development and introduction of the budgetary planning and management system;
- 2) Development and realization of the company's restructuring and restructuring of its assets;
- 3) Management of economic, financial, marketing, HR, social, production-economical and analytical divisions on the enterprises and organizations with different type of ownership, and also in the bodies of state and municipal authorities;
- 4) Development of managerial decisions and justification of their choice on the basis of the social-economic effectivity criteria;
- 5) Financing instruments evaluation and the activities on their usage;
- 6) Development and realization of activities on crisis monitoring and management;
- 7) Analysis of financial reporting, financial planning and forecasting;
- 8) Business-plan in innovation projects development;
- 9) Management of innovation projects;
- 10) Management in innovation-oriented companies (forecasting, planning, HR management, controlling, accounting, taxation);
- 11) Business assessment in innovation-oriented companies;
- 12) Intellectual property, machinery and equipment assessment;
- 13) Risk management in innovation-oriented companies;
- 14) Management of technical park structures and innovational development of region's economy;

Career opportunities for the track graduate:

- 1) Own business;
- 2) Employment in the financial department of a big and medium enterprise (including innovation-oriented company);
- 3) Employment in economic department of a big and medium enterprise (including in innovation-oriented company);
- 4) Appraiser and manager of intellectual property objects;
- 5) Business appraiser, who is capable of evaluating innovation projects, included in the business;
- 6) Development and justification of investment and innovation projects effectivity;
- 7) State official, manager of innovational development on federal and regional levels;
- 8) Employment in marketing department of big and medium enterprise (including innovation-oriented company).