

38.04.02 MASTER PROGRAMME IN MANAGEMENT

OVERVIEW

Course: Marketing

Degree: Master **Course Duration:** 2 years

Description. The programme is aimed at developing competence necessary to make and defend effective marketing decisions in the field of strategic, tactic and operations day-to-day management. The graduates of the programme take part in doing such professional tasks as formulating development strategies of an organization and its subdivisions; searching for information, analyzing and interpreting information to look for and produce management solutions; designing product and research programmes and implementing them; teaching management courses.

Programme Department. The programme department is Market Theory Department. Its mission is to "be a leader in business education in marketing in Siberian region, offering the best service package in this sphere and preparing a specialist of a new type, who is able to tackle the most challenging market economy tasks".

Teaching Staff. The teaching staff of the programme department are a team of teachers, expressing a keen interest in training highly qualified specialists, who are in demand in the labour market and aimed at achieving continuing success of an enterprise. The teaching staff of the programme department includes highly qualified specialists; the department consists of one Doctor of Economics, ten Candidates of Sciences, and two senior lecturers. The teachers take internships at leading Russian universities and abroad on a regular basis. The lecturers and leading experts are Lyamzin O.L. (PhD in Economics), associate professor; Titova N.A., (PhD in Economics), associate professor; Tsoy M.Y., (PhD in Economics), associate professor; Damayev D.V., (PhD in Economics), associate professor, CEO of LLC "Dzhoker".

The head of the educational programme is Titova V.A., Doctor of Economics, full professor, Head of Market Theory Department.

Study Facilities. The department provides training with the use of technical facilities and business games such as DELTA, "Korporatsia Pl'us", DEKOR, BATTLE, Beer Distribution Game, cases and video films "Solution: educational film". There are seven computer labs, which are equipped with up-to-date computers and systems; eleven multimedia labs.

Core Subjects: Legal aspects of marketing, Organization of marketing research, Market-oriented management, Formulation of marketing strategies, Innovation marketing.

Work-Based Training. Management, research and teaching practice is aimed at professional on-the-job training and is undertaken in the following enterprises: ZAO "Innovative medical-technological centre (Technopark)" (Close Joint-stock Company); OOO "Coca-Cola HBC YEVRIZIYA", LLC; OOO "PepsiCo Holdings" (LLC); OOO "Pronto Novosibirsk" (LLC),

ОАО “Sberbank of Russia” (Open Joint-stock Company); ООО “Acoustic technologies” (LLC); ООО “AMT Stroy” (LLC); ООО “Dzhoker” (LLC).

Employment. The graduates of the programme work for leading companies of Novosibirsk and other regions. The organizations include: ООО “Real” (LLC), Territorial directorate of Federal Service of Fiscal Compliance Monitoring in Novosibirsk region, ООО “Liberal Values” (LLC), ООО “SibEST” (LLC), transport company ООО “Sibir’TransAziya” and many others; and also at the Business faculty departments at NSTU and other universities.