

**Division:** *School of Economics and Management*

**Academic programme:** *38.03.05 Business Informatics*

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

**Programme length:** *4 years*

**Programme level:** *Bachelor's degree*

**Language of instruction:** *Russian*

**Programme description:** *More than ever, today, highly qualified specialists, whose knowledge combines knowledge from the field of IT technologies and economics, are in demand. Digitalization of all processes in economics is extensively developing, thus making these specialists in-demand and the direction of study popular.*

*Upon graduating from the Bachelor's degree programme, it is possible to continue studies in the specialized Master's degree programme.*

*This field of study provides modern specialists with knowledge and practical experience necessary for efficient activity within the framework of business analysis of large, medium and small organizations, as well as their own business.*

*The training is based on professional standards:*

- *Business analyst*
- *Project manager in the field of information technologies*
- *Specialist on working with investment projects*

**Main programme-specific classes:**

*Programming and IT section*

- *Applied Information Systems on 1C Platform*
- *ERP Systems in Enterprise Management*
- *Information and Communication Technologies*
- *Web Programming*
- *Fundamentals of Web Analytics*
- *CRM Systems*
- *Databases*

*Economics and Management section*

- *Organization of Entrepreneurial Activity*
- *Information Systems of Accounting*
- *Analysis of Information and Communications Technology Markets and Organization of Sales*
- *Startup in Digital Environment*
- *Strategic Development of High-technology Business*

**Programme manager:** *Sergey I. Borodin, Candidate of Sciences (Economics), Associate Professor of the Department of Digital Economics and Information Technologies*