


<p>Area of study: Management 38.04.02</p> <p>Master's degree program "Chief Commercial Officer"</p> <p>Degree: <i>Master</i></p> <p>Duration of training: <i>2.5 years</i></p> <p>Form of training: <i>part-time</i></p> <p>Language of instruction: <i>Russian</i></p> <p>Accreditation: <i>State</i></p>	<p>Program description</p> <p>We offer:</p> <ul style="list-style-type: none"> - training in management of commercial activity of organizations of large, medium and small businesses, as well as implementation of own entrepreneurial projects; - practical skills of commercial, marketing and logistics business activity at B2B, B2C markets and service industry; - skills in using modern methods of commercial activity management. <p>Basic courses:</p> <ul style="list-style-type: none"> • Modern Technologies in Management • Managerial Economics • Methodology of Research in Management <p>Special courses:</p> <ul style="list-style-type: none"> • Strategic Management • Sales Technologies at B2B, B2C markets and Service Marketing • Logistics • Methods of Managerial Decision-Making <p>Areas of research: analysis, evaluation and forecasting of commercial activity results</p>	<p>Graduates of the program work as Chief Commercial Officers, heads of commercial department in companies working in the field of operating activities, wholesale and retail trade.</p> <p>Contacts of the program director: Candidate of Economic Sciences, Associate Professor of the Department of Information Economy Tatiana Sergeevna Laskova tslaskova@sfedu.ru, 8 (863) 201-98-10</p> 
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