

## **General and Strategic Management**

### **Program Description and Learning Outcomes**

The Master's program "General and Strategic Management" is designed for people who want to improve their competitiveness in the labor market and run successful business. The training is based not only on theory, but on the basis of generalization, systematization and exchange of practical managerial experience of the program students. Flexible model allows to build virtually individual developmental trajectories with different practical tasks, learning situations. Joint training with experienced managers makes it easier to acquire the necessary practical skills. Economic and management theory is studied deeply and fully enough to create a solid foundation for further self-development, development of new management technologies, creating innovative, breakthrough management systems.

### **Learning Outcomes**

Program graduates will be able:

- ✓ to manage organizations, divisions, groups (teams) of employees, projects and networks;
- ✓ to develop a corporate strategy;
- ✓ to use modern methods of corporate finance management for strategic objectives;
- ✓ to develop programs of organizational development and change and ensure their implementation;
- ✓ to apply modern methods and techniques of teaching management disciplines, etc.
- ✓ to develop plans and programs of organizing innovation in the enterprise across the whole innovation cycle "fundamental research - R & D - manufacturing of new products";
- ✓ to know up-to-date methods and techniques of dealing with the staff, procedures of building innovative teams.

### **Degree Requirements**

Only students who successfully fulfill the study requirements of the program and pass the final state exam are entitled to receive the Master's degree and Diploma of Kazan Federal University.

### **Study Requirements**

Within the Study Requirements students are required to complete 120 ECTS comprised of credits from compulsory courses in required structure, optional courses and credits for Master's thesis.

### **Final State Exam**

The program is completed with a final state exam consisting of two parts:

- Master's thesis defence
- Complex exam including all courses of the Program

## Graduation and Graduation Ceremony

Students who have successfully passed the final exam are entitled to receive the Master's degree and Diploma of Kazan University. Diplomas are delivered over at a graduation ceremony, to which you can invite your family and friends.

## Program's structure and individual courses

**The standard duration** of Master's degree program is 4 semesters. Typically, the first three semesters are devoted to coursework, while the last semester is a thesis-writing semester. Coursework consists of reading assignments, written assignments, in-class discussions and in-class presentations. During the last semester, students conduct research and write their Master's theses. Courses in the third semester are taught in English. The language of assigned work, exams and individual consultations, as well as master thesis, is also English.

**Courses** are divided into two categories: compulsory and optional courses. **Compulsory courses** constitute the core of the program. All of them must be completed in the course of study. In addition, the program offers **optional courses**. Students must take the predetermined number of optional courses choosing one out of two options given. The program ends with a **Final state exam. It is allowed to be taken** if the student has fulfilled all study requirements. The Master's thesis defense is a part of the final exam.

Students must earn at least **120 credits** during his course of studies.

## Table of courses

Compulsory courses		Semester	ECTS
Current Management Problems		1	3
Organizational Strategies		3	2
Modern Strategic Analysis		1	4
Corporate Theory and Organizational Behavior		1	3
Corporate Finance		1	3
Management Economy		1	4
Research Methods in Management		1	3
Management Strategies		3	2
Corporate Development and Change Management		2	5
International Economic Law		3	2
Integrated Marketing Communications		3	2
Human Resource Management		2	4
Innovations Management		3	2
Strategic Marketing		2	4
Social transformation and social problems		3	3
<b>Elective Courses</b> (student should select one course in each pair)			
1	Political management	3	2
	Theory and Practice of Management Consultancy	3	2

2	Governmental regulation of small and medium entrepreneurship's development in transition economy	2	3
	Development and Implementation of Innovative Projects	2	3
3	Ethical Management and Social Responsibility of Business	3	3
	Information Resources and Technologies in Management	3	3
4	Consumer Behavior. Advanced Level	3	3
	Quality Management and International Standards	3	3
5	Environmental, social and economical measures for sustainable development of transition countries	3	2
	Competitive Ability Management	3	2
6	Academic Writing (Foreign Language)	1-4	2
	English for Academic Purposes	1-4	8

### How to Apply

The Master's degree program is open to students holding at least a Bachelor's or equivalent degree. Though, due to limited capacity, students with prior education in related study-fields are usually given the priority. Applicants must have a good command of English.

### Entry Requirements

Admission to Master's degree program in English is conditional upon the fulfilment of the following conditions stipulated by the Institute of Management, Economics and Finance.

The decision on admission is made by the Head of the Institute upon submission from the Admission Committee for foreign studies which will recommend admission if the following conditions are met:

1. Documented language competence. Admission to the program is conditional upon passing the TOEFL exam scoring the minimum of 550 points (paper-based test), or 213 points (computer-based test), or 79 points (internet-based test), or upon obtaining other internationally recognized certificate (e.g. IELTS Overall Band Score 6.5, CAE grade A or B, CPE grade A, B or C) scoring results equivalent to the TOEFL exam.
2. Previous study results. Diploma and transcript of the results, confirmed by the home university, will be attached to the application for admission.
3. Data provided in the CV. CV will be attached to the application for admission.
4. Data provided in the statement of purpose. Statement of purpose will be attached to the application for admission.

## Double degree Master's program

### between Kazan Federal University and Justus Liebig University Giessen

1. The *basis of the program* are:
  - ✓ Program “General and Strategic Management “ at KFU
  - ✓ Program “Transition management” at JLU Giessen.
2. The **languages of the program** are Russian and English.
3. **Duration of the program** – 2 academic years (4 semesters). The first, the second and the fourth semesters are spent at home university. The third semester is spend at the host university. After the enrollment of the students to the host university, their periods of studies at the home university are recognized by the host university. Studying during the third semester is carried out in English. In the fourth semester students prepare their master thesis, which should be written under the supervision of a professor from either KFU or JLU Giessen.
4. The **master's thesis** is defended in front of the examination committee at home or host university. The language of the master thesis and the oral report is English.
5. **Recognition of disciplines** taught by the parties within the program is implemented on the basis of “Correspondence of courses” agreement where the parties agree to mutually recognize the courses taught within the program.
6. **Participants of the program.** Each party is willing to accept every year up to 5 students from the partner university. The number of exchange students shall be equal.
7. **Selection criteria:** Prior to the exchange period, participating students must have two complete semesters at their home university: Master degree of “General and Strategic Management “ at KFU and “Transition Management “ at JLU Giessen. Both universities agree to select qualified students who meet the language requirements of the respective department of the host university (iBT TOEFL 80/IELTS 6). The sending university is responsible for selecting program participants. At the same time the host university reserves the right for making the final admission decision.
8. As a student of KFU or JLU Giessen respectively, the partner university refrains from verifying the student's original admission certificates.
9. **Financial conditions.** The host university doesn't charge the participants of the program either application or tuition fees. If applicable, tuition fees are paid at the home university. Administrative fees, expenses for transport, residence, health insurance as well as other costs in accordance with the regulation of the host country shall be carried by the respective students. Both parties shall undertake to apply to national and international support programs for funding of students mobility.
10. **On accomplishment of the program** the students receive the Russian diploma of Master's degree and the Master of Science of JLU Giessen.