

Graduate School of Management St. Petersburg University





CAREER GUIDE

"Master in Management" program

CAREER CENTER GSOM SPbU





Career Guide

Navigator of the main positions in companies that graduates of the N program can apply for immediately after graduation

Approach

- 1. The employment statistics of graduates of the Master in Management program 2019-2023 are analyzed (the data is updated and supplemented annually)
- 2. A list of the most frequently encountered positions has been created
- 3. Using recruitment sites:
 - a profile of positions in terms of competencies has been compiled;
 - an approximate list of the main tasks has been defined;
 - the salary fork for beginners and experienced specialists has been determined;
 - possible horizontal and vertical career transitions are formulated
 - in order of importance, an approximate list of Hard and Soft Skills for beginners and experienced professionals is defined (some skills are optional)



Job title



Possible horizontal and vertical career transitions



XX-XXX thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position

GSOM SPbU graduate in the described position

Hard skills

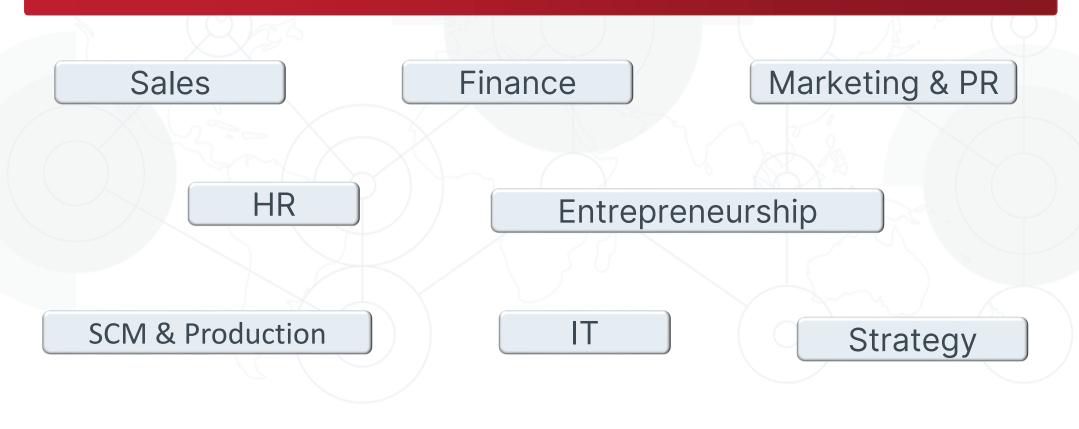
"Hard" skills and specific knowledge necessary for a specialist in the described position

Soft skills

"Soft" skills necessary for a specialist (e.g., negotiation skills, efficient communication, teamwork organization, etc.)



Directions described in the Career Navigator:



Science and Education



Professions described in the Career Navigator:

Sales

- \rightarrow Account Manager
- \rightarrow E-commerce Manager
- → Category Manager
- → Analyst

Finance

- → Auditor
- → Investment Analyst
- \rightarrow Financial Analyst
- → Controlling Manager

- Marketing & PR
 - → Brand Manager
 - \rightarrow Marketing Manager
 - \rightarrow SMM specialist, Digital
 - Marketing Manager
 - → Account Manager
 - \rightarrow PR Manager
 - → Trade-marketer
 - → Category Manager
 - → Customer research Manager

- HR
- \rightarrow HR Manager
- → <u>Recruiter</u>
- → <u>HR-brand Manager</u>
- → <u>C&B Manager</u>
- → Performance Manager
- → T&D Manager
- → HR Analyst
- → HR Business Partner (HR BP)
- → HR records management
- → Health&Safety



Professions described in the Career Navigator:

SCM & Production

- \rightarrow Production Manager
- → Supply Chain Manager
- → Analyst
- → Planning Manager
- → Customer Service Manager
- → Transport Logistics Manager
- → Purchasing Manager
- → Warehouse Logistics

Manager

→ Project Manager

IT

- → Product Manager
- → Business Analyst

Science and Education

- → <u>Methodologist of</u> educational products
- → Educator
- → Researcher

Strategy

- \rightarrow Market Development
 - Manager (international

markets)

- → Business Development
 - Manager
- \rightarrow Consultant, Business

Analyst

- → Assets Portfolio manager
- → Performance control

manager



Consultant, Business Analyst



→ Managing consultant
 → Associate
 → Transfer to industry



Job Description

- Collect and analyze project data
- Identify clients' needs
- Participate in the development of a long-term strategy for the client's company
- Develop and implement possible solutions to the client's problem: entering a new market, optimization of processes, reducing costs, etc.
- Present solutions to clients and other stakeholders

GSOM SPbU graduates in the described position

Anna Provotorova, MiM 2021 Denis Egorenko, MiM 2021 Anna Sidorenko, MiM 2021 David Osipov, MiM 2021

100-300 thousand rubles

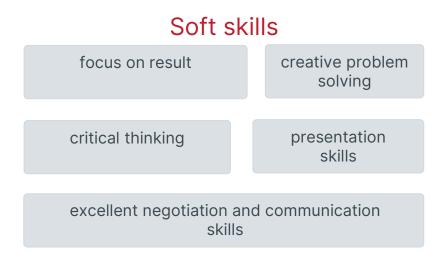
salary fork in Russia at the

initial position – positions

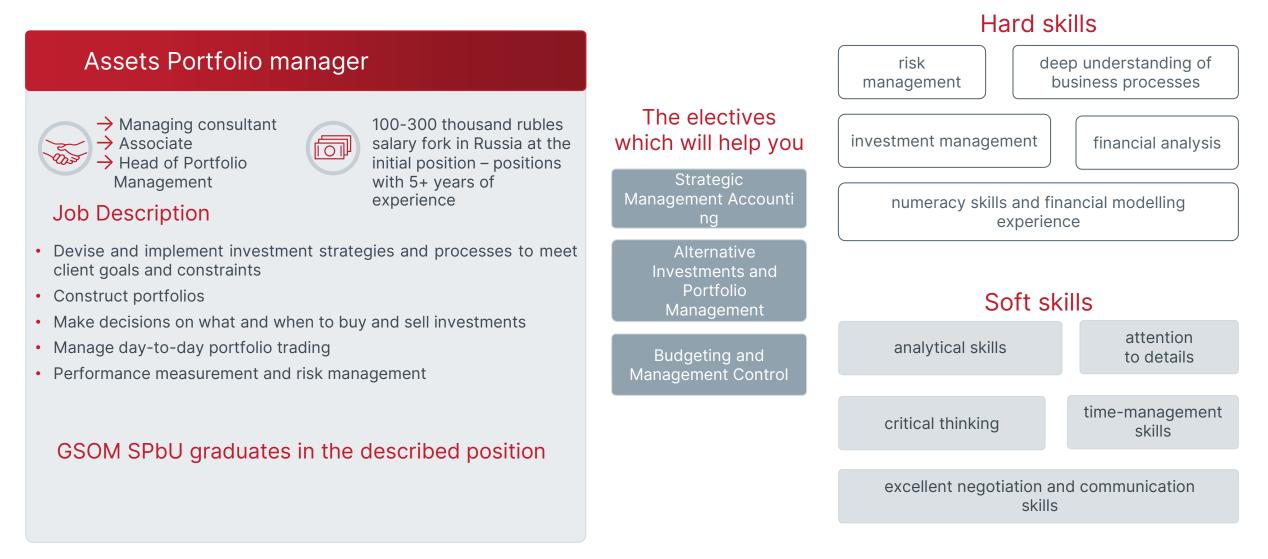
with 5+ years of

experience





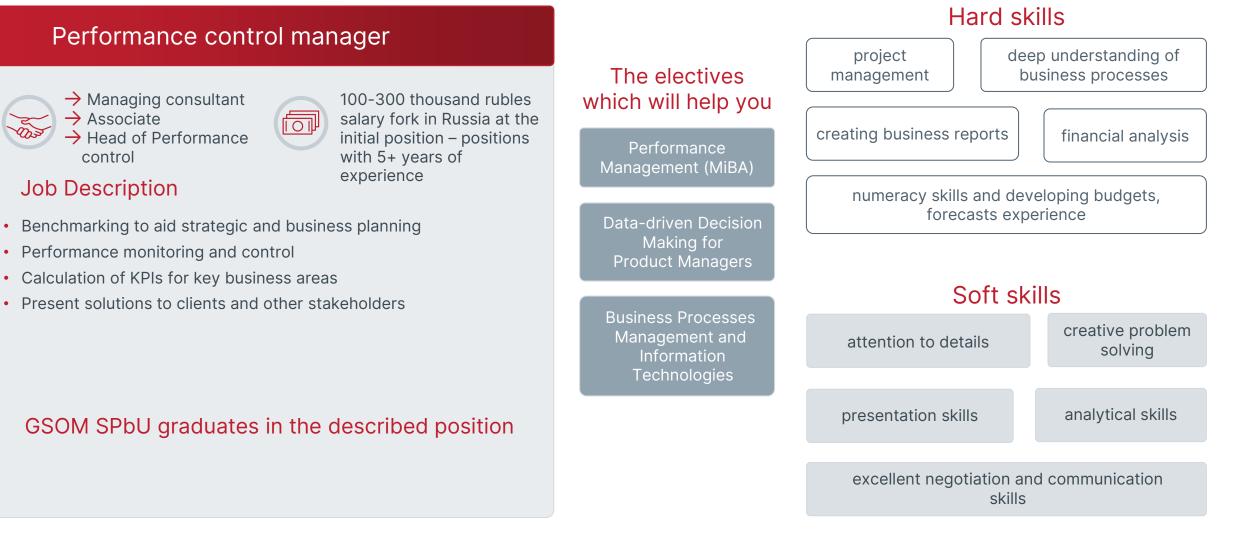




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Hard skills Business development manager deep understanding of project business processes The electives management which will help you \rightarrow Managing consultant 80-400 thousand rubles \rightarrow Product manager salary fork in Russia at the crisis change management \rightarrow Director of business initial position – positions Enterprise Architecture management with 5+ years of development and Business Models: experience based on Data Job Description research and analytical skills (methods, principles Analysis instruments of analysis) • Regular review of the current goals and strategy of the company, considering the strengths and weaknesses of the organization, Managing Intellectual opportunities and threats of the external environment Capital for Business Value Creation Soft skills • Development, planning and management of company and product **KPIs** creative problem strategic, structural **New Product** Creation of financial and statistical models for the development of thinking solving strategical recommendations Management • Presentation and defense of the developed strategy and recommendations in front of colleagues and top management presentation Making Evidencebusiness skills GSOM SPbU graduates in the described position **Based Decisions under** acumen uncertainty Izmailova Sophia, Selectel excellent negotiation and communication MiM 2019 skills



			Hard s	kills
HR manager HR BP HR BP The properties of the	nt of labor conditions	The electives which will help youTalent management: Global Challenges and Asian PerspectivePerformance ManagementBehavioral Economics and Decision Making	understanding of business processes knowledge and application of HR-analytics metrics, usage of HRMS knowledge of labor law selection & recruitment skills knowledge of theory of motivation, conflict management, basics of mentoring and coaching Soft skills active listening and cross-cultural	
GSOM SPbU graduate Ripak Christina, MiM 2021 Mitusov Anatoly, MiM 2021	es in the described position Babenko Polina, MiM 2019 Nazarnaya Evgenia, MiM 2019		empathy decision making skills excellent negotiation a skills	

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HR Brand Manager			Ha	rd skills
		The electives	project- management	understanding of labor market trends
$ \xrightarrow{\rightarrow} \text{Head of Recruitment} $ $ \xrightarrow{\rightarrow} \text{HR Business Partner} $	40-150 thousand rubles salary fork in Russia at the initial position – positions	which will help you Budgeting and	ability to work with dig	' I avant managament I
Job Description	experience Management Control		knowledge of candidate selection techniques: analys of resumes and assessment of applicants to identify talent	
 Development of online and offline initiatives to increase recognition of the HR-brand of the company Providing an inflow of highly professional applicants Forming a corporate culture that enhances the employer's brand 		Business Processes Management and Information Technologies	<u> </u>	oft skills
	es the employer s brand		50	
Development of corporate volunteering		Managing Intellectual Capital for Business	creativity, proble solving	m strategic and analytical thinking
GSOM SPbU graduates in the o	described position	Value Creation		
			decision making skills	presentation skills
			-	effective communication anize teamwork

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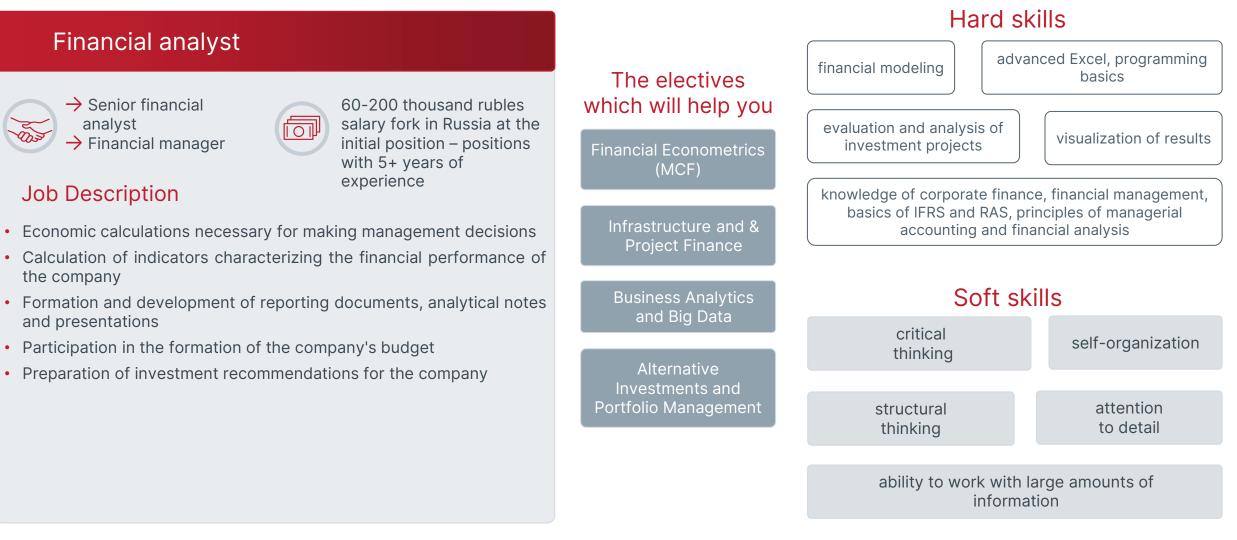
Compensation & Benefits Manager		The electives which will help you			
→HR Director → Head of C&B	50-200 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of	Business Processes Management and Information Technologies	financial writing c	1C skills	
Suilding a system of material and non-material motivation		Strategic Management Accounting	ability to work with performan of analysis and a	-	
 Personnel cost budgeting Research of remuneration systems, bonus programs, compensation systems Determination of the degree of satisfaction of the company's employees with the motivation system GSOM SPbU graduates in the described position 		Budgeting and Management Control	Soft skills		
		International Accounting and Analysis	analytical thinking	attention to detail	
			structural thinking	self-organization	
			ability to work with la informati	-	

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Recruiter		Hard sl	kills
→HR Manager 40-100 thousand rubles	The electives which will help you	nileindee i i	basic knowledge of chology, rhetoric, logic
→ Career Consultant initial position – positions with 5+ years of experience	Behavioral Economics and Decision Making	knowledge of labor law	proficiency in candidate search technology
 Job Description Making a list of requirements for the applicant, the profile of the 	Talent management:	knowledge of testing and int	terviewing techniques
 position Labor market analysis Searching, attracting, selecting and evaluating candidates 	Global Challenges and Asian Perspective	Soft of	ille
		Soft sk	llis
 Presentation of candidates at all stages of the selection process with the employer 	Challenges to Global Political Economy	active listening and empathy	cross-cultural communication
GSOM SPbU graduates in the described position		decision making skills	stress tolerance
		excellent negotiation ar skills	nd communication

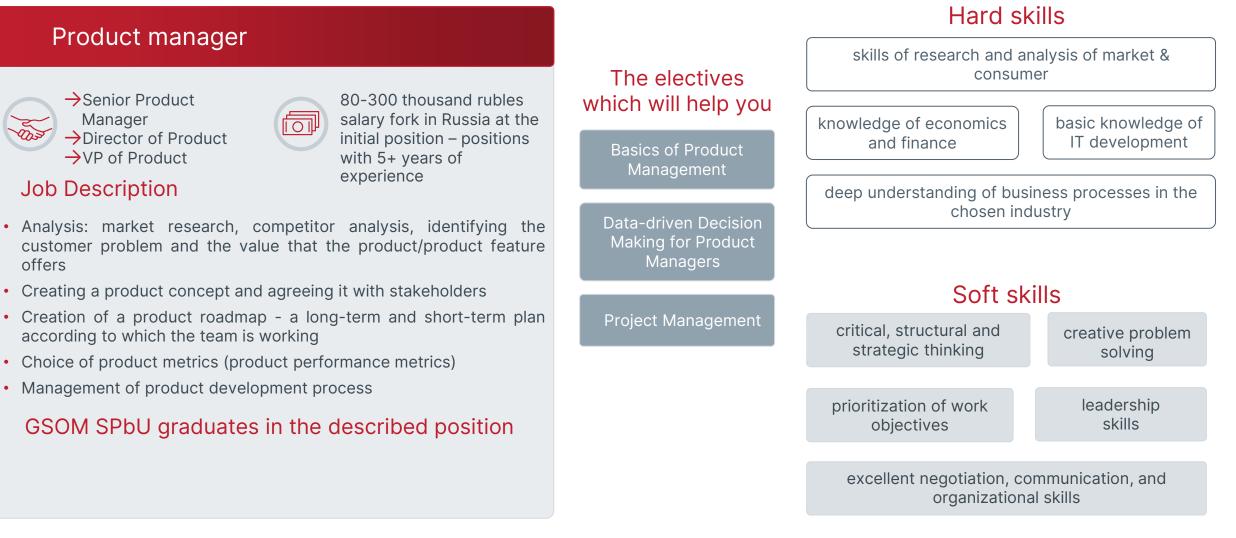




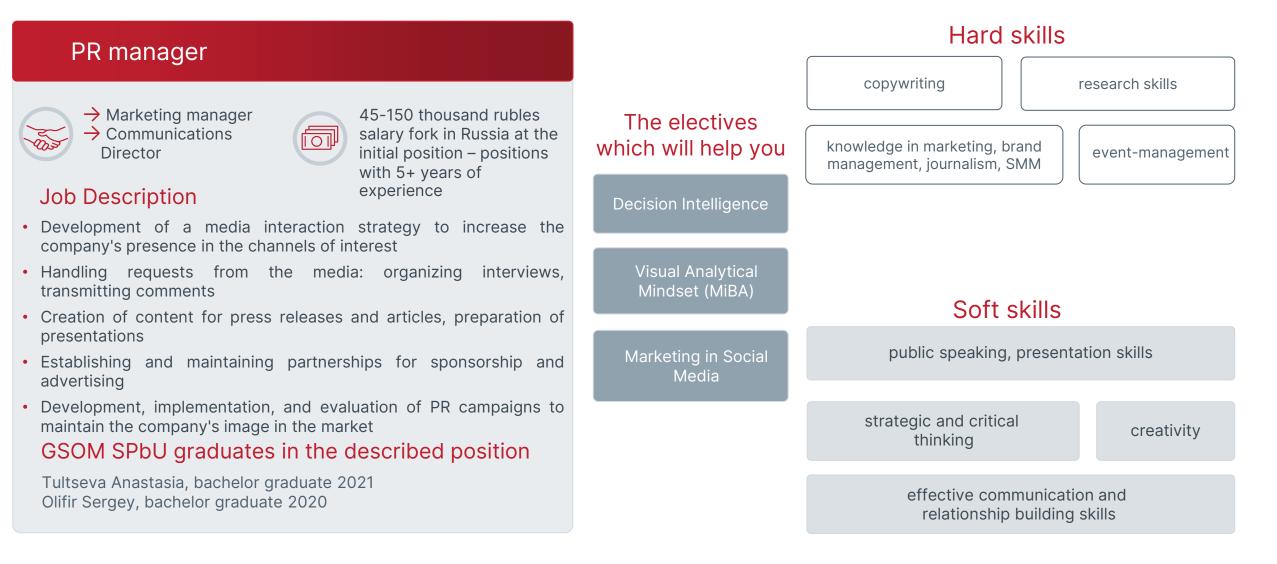














		Hard skills
Supply Chain Manager	The electives	project management understanding of business processes, including those in e-commerce and digital segments
→ COO → CSCO → Supply chain director Job Description	Operations Management in Digital Transformation	mathematical modeling and flow optimization lean management, kaizen, continuous improvement basics of transport and customs legislation, legislation in
 Support for the planning process of purchases, sales and operations Cost optimization at all stages of the supply chain 	Supply Chain Management: Global	the field of international and local transportation
Coordination of interaction between departments of the supply chain	South Perspectives	Soft skills
 Monitoring the level of loading of warehouses, as well as stocks and delivery volumes Identification and correction of errors in supply chain workflows 	Business Processes Management and	analytical approach, the ability to draw problem conclusions from big data solving
 Identification and correction of errors in supply chain workflows GSOM SPbU graduates in the described position 	Information Technologies	effective communication and ability to work in a team management
Novikov Vladislav, bachelor graduate 2020 Tsvetaeva Alena, bachelor graduate 2020 Fotuyma Victoria, bachelor graduate 2020		organizational skills, improvement and optimization of processes



Production manager	The electives	Hard skills		
	which will help you	project basics of quality control,		
 Production Director Operations Manager -> COO Factory director Job Description Planning the production process in accordance with the goals of the company Development and implementation of strategies to improve product quality and achieve operational efficiency 	Strategic Management Accounti ng Energy Transition Dynamics: Fossils and Renewables Business Processes Management and	management understanding of the principles of 5S innovation management lean management, kaizen, continuous improvement Soft skills		
 Monitoring the implementation of the production plan, motivating employees to achieve the set production goals 	Information Technologies	decision making skills problem solving		
 Collaborate with supply chain managers to ensure optimal inventory levels GSOM SPbU graduates in the described position Kobrina Ekaterina, bachelor graduate 2021 Matveeva Olga, bachelor graduate 2020 	Business and Climate Change	effective communication and conflict management organizational skills, improvement and optimization of processes		



		Hard skills
Brand Manager	The electives	understanding of business processesknowledge of marketing and brand management basics, knowledge of all elements of the marketing mix
 Senior Brand Manager Product Manager Director of Marketing Director of Marketing A position – positions with 5+ years of experience 	which will help you Marketing of Innovative Products	understanding of the specifics of working with different channels of promotion and sales
 Job Description Definition and control over the implementation of all aspects of the brand strategy, including assortment and pricing policy 	Strategic Marketing	knowledge of methods and tools for researching the market, competitors and consumers
 Cost analysis and margin management of products, budget planning Analysis of the market, consumers, competitors to support business strategies; development of a marketing plan, marketing campaigns 	Decision Intelligence	Soft skillsprioritization of objectives and areas of workcreativity, problem solving
 Multifunctional work to achieve KPIs of a product category: sales, operations, finance, digital, PR, HR, procurement, etc. 	International Business Strategy	skills in making strategic, operational, urgent decisions
		excellent negotiation, communication, and organizational skills



	Har	d skills
	community management	content management, work with influencers
The electives		
which will help you	understanding of specifics of different social networks, media platforms, knowledge of specifics of promotion	
Management	knowledge of analytic tools	al copywriting, literacy
Marketing in Social Media		
	So	ft skills
Sustainable Marketing	artistic, visual tas	adaptability,
		flexibility
	ability to quickly gras	sp a topic creativity
	structural ar	nd analytical thinking
	<pre>which will help you Digital Marketing Management Marketing in Social Media Sustainable</pre>	The electives which will help you Digital Marketing Management Marketing in Social Marketing Sustainable Marketing Marketing Sustainable Marketing Sustainable Marketing Sustainable Marketing



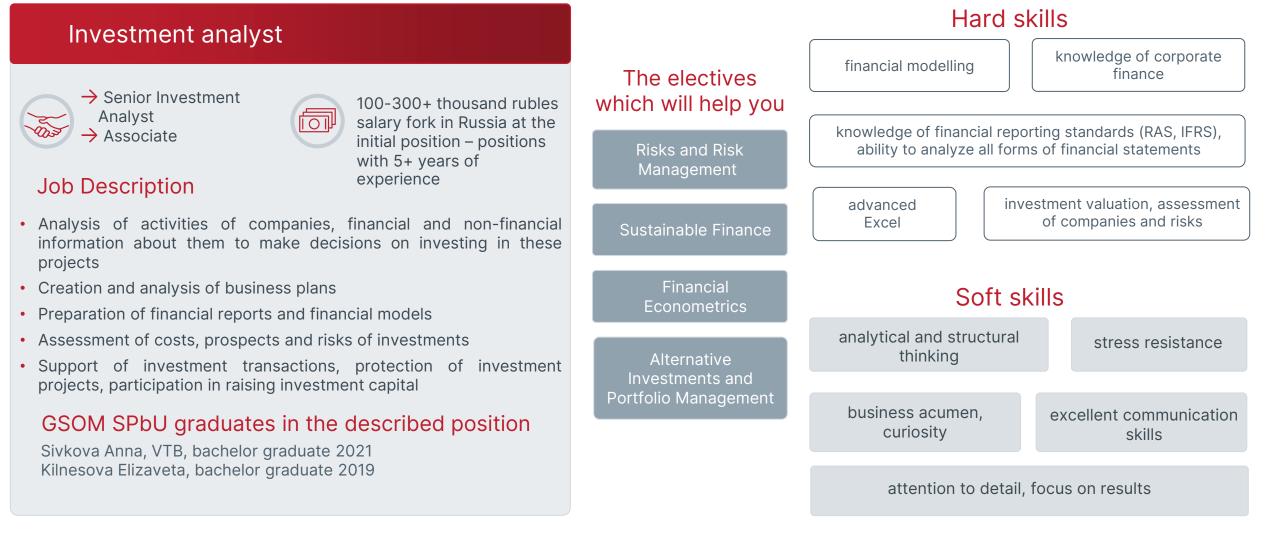
Project Manager		Hard skills
→ Senior Product Manager 60-250 thousand r salary fork in Russia		risk management understanding of all technical and business processes that make up the work on a project
→ COO Job Description		knowledge of work organization methods (SRCUM, Agile, etc.) knowledge of project management instruments (Miro, Trello, Jira, etc.)
 Communication with a client, formulating and prioritizing required maintaining communication with a client until the project is delivered 		
 Planning of all stages of work on the project and coordination of the involved in the implementation of the project 	Business Processes	Soft skills
 Preparation of technical specifications for the project team spec accordance with the requirements of client's and company's goals 	Information	structural, strategic thinking leadership skills
Project document coordination	Technologies	
 Monitoring the timing and quality of tasks, prompt resolution of e issues on processes and team interactions 	emerging	prioritization of work objectives focus on result,
GSOM SPbU graduates in the described position	on	and areas, decision making attention to detail
Efimov Dmitry, MiM 2021 Alena Medushenko, MiM 2020		excellent negotiation, communication, and organizational skills



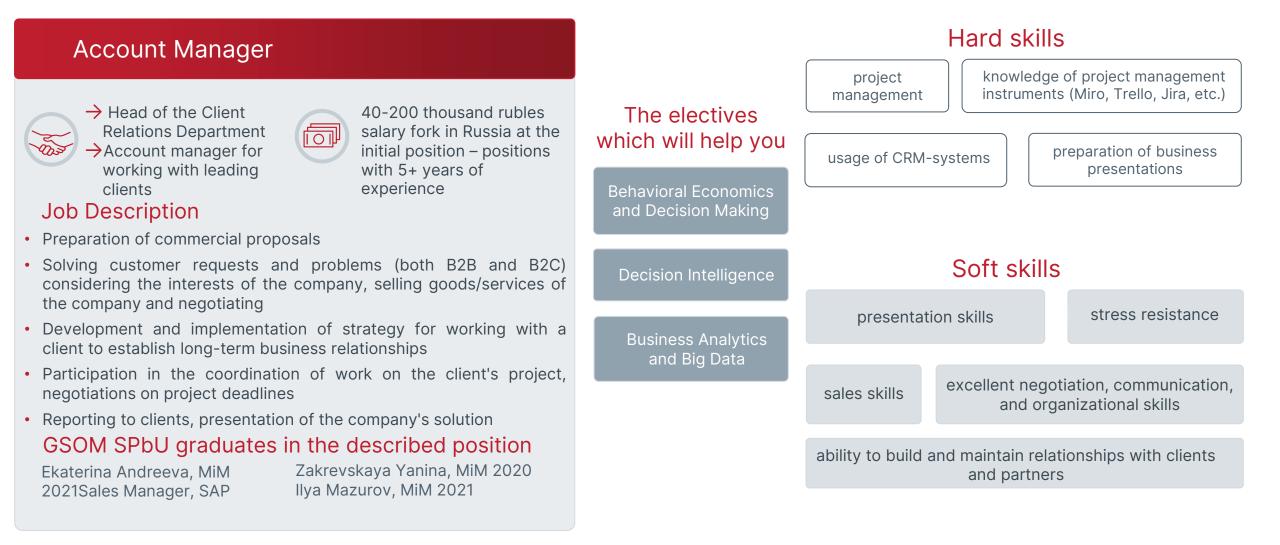


Entrepreneur		Hard skills		
	The electives which will help you	hypothesis testing	ability to prioritize customer needs	
$ \xrightarrow{\rightarrow} \text{Corporate Entrepreneur} $ $ \xrightarrow{\rightarrow} \text{CEO} $	Entrepreneurship		ancial management, marketing I marketing, SMM)	
 Job Description Hiring effective employees and managing a team Search for opportunities for business developing, attracting investments 	Enterprise Architecture and Business Models: based on Data Analysis	product development, project management	analysis of market, competitors, consumers	
Operational management, organization of all processes	Soft skills			
Employee motivation It is important to note that there is no single list of tasks for an entrepreneur, because an entrepreneur takes care of everything in	Designing Innovating Enterprise Beyond Profit	leadership and negotiation skills	networking	
his/her business GSOM SPbU graduates in the described position Egorenko Denis, MiM 2021 Seliverstova Anastasia, MiM 2021	Financial Technologies	ability to deal with failure	sales skills	
Baranova Ekaterina, MiM 2021 Gorshinev Semyon, MiM 2021 more information about business projects of GSOM SPbU graduates	International Business Strategy	strategic and an	alytical thinking	











Methodologist of educational products				Hard skills	
50-200 thousa		The electives	project management	knowledge of educational methods, understanding of educational process	
\rightarrow Product Manager salary fork in R	ussia at the	ich will help you			
with 5+ years c		Graphical Data		research and analytical skills (methods, ciples and analysis tools)	
Job Description experience	_	Analysis			
 Market research of educational programs and services, educational methods, as well as target audience of educational products 		Development Essentials			
 Development of structure of educational programs, dete the necessary content 	rmination of	ndustry Sustainable	Soft skills		
 Coordination of work with experts 		Transformation	analy	/tical, structural thinking	
 Management of project team: copywriters, editors, design 				,	
 Development of metrics and tracking the effect educational process, implementation of improvements 	iveness of	Career Planning	prioritization of work objectives and areas of		
GSOM SPbU graduates in the described po	sition	Visual Analytical		decisions making	
Matveeva Olga, bachelor graduate 2020 Voytovich Nadezhda, Changellenge >> Education, bachel		Mindset		gotiation, communication, and rganizational skills	
2019					

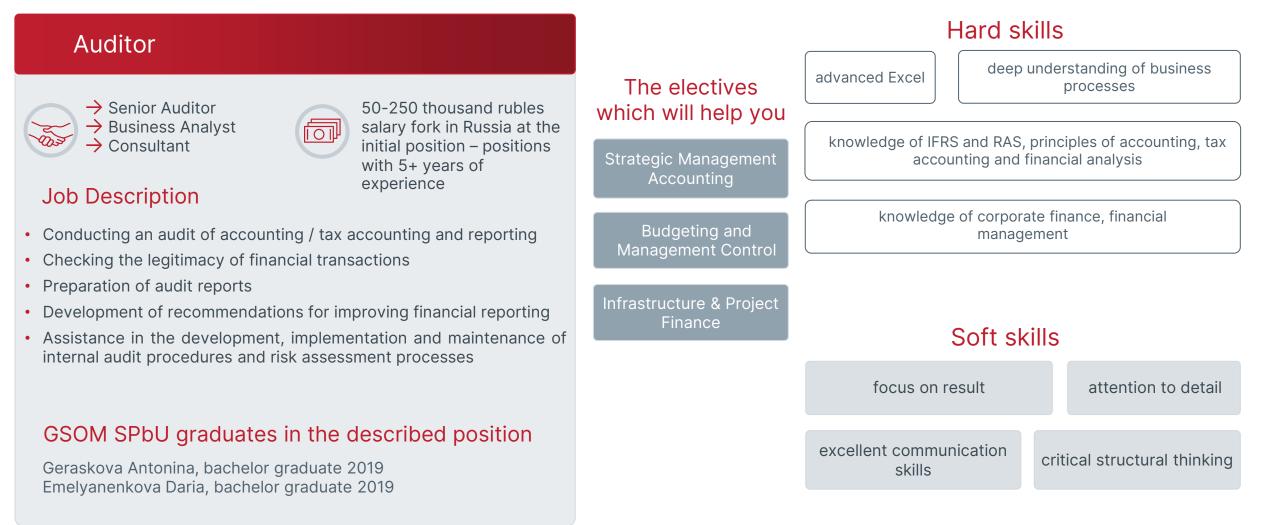
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E-commerce Manager		Hard skill	S	
	The electives which will help you		eb development, website oment, UX / UI design	
 → Senior E-commerce Manager → Marketing Director 50-180 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of ovperionee 	Digital Marketing Management	knowledge of specifics of digital of commerce and business (me assortment mana	dia planning, pricing,	
 Job Description experience Organization of online sales channel, integration of online store in business process 	Operations Management in Digital Transformation	knowledge of analytical tools (Google Analytics, Yandex.Metrika, etc.)		
 Administration of online stores Building a sales funnel 	Marketing of Innovative Products			
 Organization and holding of marketing events Management of a-commerce project team: convwriters designers 	Business Processes Management and Information	Soft skills		
 Management of e-commerce project team: copywriters, designers, developers, etc. 		analytical, structural thinking	sales and customer service skills	
	Technologies	attention to detail, fo	cus on result	







Market Development Manager	Hard skills		
(international markets) → Director of international expansion → CEO	The electives which will help you International Marketing: Expanding to Global South Markets Talent management: Global Challenges and Asian Perspective	project management	media planning, marketing basics
		financial modelling	business planning
Job Description Development and implementation of strategies for entering new markets		advanced level of research and analytical skills (methods, principles and analysis tools)	
Coordinating work of a cross-functional management team (marketing, logistics, finance, lawyers, etc.) Conducting a complete analysis of internal and external business environment, competitors, consumers, best practices, opportunities and threats, etc. Development, adaptation and launch of marketing campaigns Managing the entire process of launching a business in a new market		Soft skills	
	International Business Strategy	Establishment and development of partnerships, business relationships	
	Challenges to Global Political Economy	excellent communica organizational sk	focus on results
			ves and areas of work, decision making

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