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**ИННОВАЦИИ И БИЗНЕС В ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЯХ  
(МАГИСТЕРСКАЯ ПРОГРАММА - ПОБЕДИТЕЛЬ ГРАНТОВОГО  
КОНКУРСА ФОНДА ПОТАНИНА)**

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**INNOVATIONS AND BUSINESS IN INFORMATION TECHNOLOGY (THE  
WINNER OF VLADIMIR POTANIN FUND SCHOLARSHIP PROGRAMME)**

Аннотация: Статья посвящена описанию новой магистерской программы, направленной на подготовку проектных команд и стартапов в области информационных технологий. В основе технологического содержания магистерской программы лежат цифровые платформы, децентрализованные приложения, умные чат-боты и веб-сервисы, мобильные приложения и приложения дополненной реальности. В то же время, кроме углубленного изучения технологий, студенты смогут сформировать компетенции в области инновационного предпринимательства.

Abstract: The article deals with a new master's degree programme devoted to project team development and startups in the field of information technology, particularly, digital economy technologies. The programme includes the following topics: digital platforms, decentralized applications, smart chat-bots and web services, mobile applications and applications of virtual reality. At the same time, students will be able to develop their managerial and entrepreneurial skills.

Ключевые слова: инновации, бизнес, стартап, цифровые технологии.

Key words: innovations, business, startup, information technology.

Today innovation is a key to properly managing business growth from all angles. In fact, it's hard to imagine any business that has not benefited from the digital

revolution. Even something as hands on as agriculture uses computers. Farmers use computers for production records, financial planning, research on technical issues, and procurement.

Information technology fosters innovation in business. Innovation results in smarter apps, improved data storage, faster processing, and wider information distribution. Innovation makes businesses run more efficiently. And innovation increases value, enhances quality, and boosts productivity. [2].

This programme outlines how information technology can help to drive business innovation and growth. The main goal of the programme is the project team development and startups in the field of information technology, particularly, digital economy technologies. The programme is represented in two large thematic blocks - technology and business.

Digital platforms, decentralized applications, smart chat-bots and web services, mobile applications and applications of virtual reality - these questions are supposed to be the basis of technological content of the master's programme. This program is appropriate for students who wish to make an in-depth study of the subject in preparation for graduate work and an academic or professional career in innovative entrepreneurship. By the end of the course students will be able to develop their innovation projects, including team building, to develop a minimum viable product (MVP), and finally, to build a startup with venture capital investments. In order to achieve their goals, first students will have to work close with mentors – representatives of innovative business, teachers and experts. During the first months of study, they will start coming up with their own IT-project ideas, flush out a business model, build their project teams.

The next steps in the project development process concern making a presentation and applying for venture capital, entrepreneurial and managerial skills development.

The use of experience-based teaching methods is crucial to develop entrepreneurial skills and abilities. Therefore, in order to integrate entrepreneurship across the curriculum, the use of action-oriented pedagogies should be favoured in all

disciplines. Professors should have a background in academia, and recent experience in business, such as in consulting for, or initiating, entrepreneurial initiatives. Ideally, they should maintain strong personal links with the business sector (entrepreneurs, representatives of IT companies, venture funds, business incubators, etc.).

It stands to mention that the programme also involves specialists with exposure to innovative business. Business and entrepreneurship skills and experience affect the propensity of individuals to become entrepreneurs and the likelihood of their success. There is some evidence pointing to the importance of these skills for innovative entrepreneurship.

So, in the last century, IT was considered as a new source of infinite possibilities and business success through innovation. The increasing penetration of IT in society and in most of businesses, as well as the joining forces of entrepreneurship and innovation in the economy, reinforce the need for this educational programme to disseminate leading edge findings about entrepreneurship and innovation in the context of IT from an international perspective. Information Technology Entrepreneurship and Innovation presents current studies on the nature, process and practice of entrepreneurship and innovation in the development, implementation, and application of information technology worldwide, as well as providing academics, entrepreneurs, managers, and practitioners with up-to-date, comprehensive, and rigorous research-based articles on the formation and implementation of effective strategies and business plans [1].

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