



Business and Management

Programs in the field of “Business and Management”

Winter School:

- Doing Business in Russia



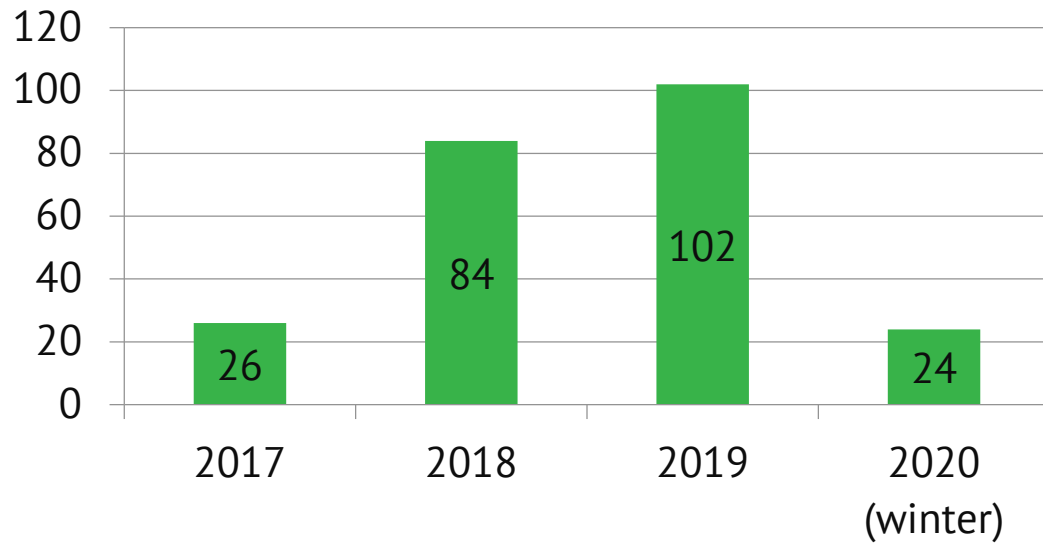
Summer School:

- Logistics and Supply Chain Management
- International Human Resource Management
- Territorial Branding
- Innovative Marketing Technologies in Tourism
- Doing Business in Russia
- International Business Analysis
- Entrepreneurship and Technology Leadership
- International Strategic Management

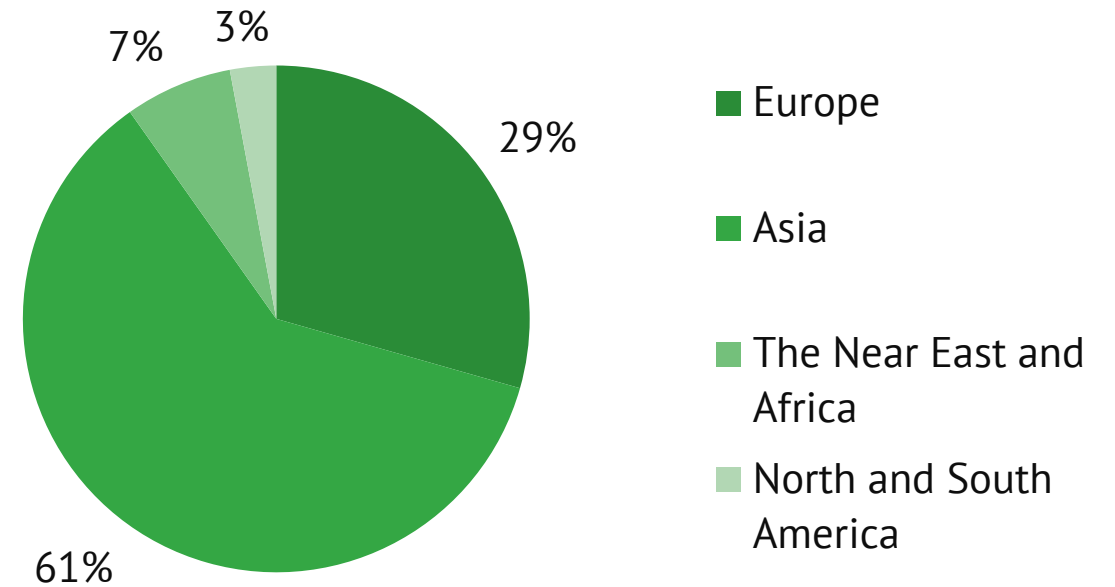


Key facts

A number of students per year



Distribution by region (2019)



Winter School in the field of “Business and Management”

JANUARY 27 – FEBRUARY 07, 2020



Doing Business in Russia

Program dates:

Arrival: Jul 13 – 14, 2019

Program dates:

Arrival: Jan 25 – 26, 2020

Classes: Jan 27 – Feb 07, 2020

Departure: Feb 08 – 09, 2020

Duration: 2 weeks

ECTS credits: 5.0

Participation fee:

Early bird registration fee: 510 euro

Regular registration fee: 540 euro

Participation fee includes tuition fee, study materials, visits to companies and cultural program.

Deadline for registration:

Early bird deadline: October 28, 2019

Regular deadline:

- for non-EU citizens: November 18, 2019
- for EU, Iranian and Indian citizens, citizens of visa-free countries: December 16, 2019

Cultural program:

- Excursion to the Hermitage, one of the world's largest and oldest museums of fine art;
- Pub Quiz;
- Excursion to the Kunstkamera museum, a cabinet of curiosity;
- Field trip to the "Baltika" Brewery/"Coca-Cola" factory where students can learn about the construction and logistic peculiarities of the plant;
- Full-day Wintry Event with sleigh riding and skating (optional for extra price).



Doing Business in Russia

- **Doing business in Russia**

This course is aimed at giving students information about business environment in Russia as a whole, major markets and industries, main investors, at explaining the major trends of Russia's political, economic and social development.

- **Entrepreneurship in Russia**

The main goal of this course is to acquaint students with the theory of entrepreneurship and provide them with practical skills in opening and doing business in Russia.

- **Business Marketing (with emphasis to Russian market)**

This course is aimed at developing students' competences in making a marketing strategy from a scratch based on the marketing-mix.

- **Russian language**

By the end of the course students should improve their reading, writing, listening and speaking skills.



Summer School in the field of “Business and Management”

JULY 15 – 26, 2020

JULY 15 – AUGUST 02, 2020

AUGUST 19 – 30, 2020

SEPTEMBER 02 – 12, 2020

SEPTEMBER 13 – 20, 2020



Logistics and Supply Chain Management

This course introduces the challenges of managing supply chains and how innovative technologies and management techniques are used to overcome these challenges. Academic training includes Purchasing and Production Management, Supply Chain Systems Design, Supply Chain Strategy, Inventory, Forecasting and Data Management in Supply Chain, Sustainability and Green Logistics.

All topics are introduced with relevant case studies. In addition, group activities are included to enhance team working and communication skill. The key feature of the module is an innovative web-based business simulation “Fresh Connection”. Working in teams and being confronted with various real-life, real-time dilemmas, participants will represent the functional roles of sales, purchasing, supply chain and operations.

Dates: July 15 – 26, 2019

Participation fee: 450-480 euro



International Human Resource Management

The purpose of the program is to provide students with knowledge on aspects of International Human Resource Management. Within two weeks of this Summer School international students and Russian students are going to study and learn multi-cultural aspects of International Human Resource Management. A distinctive feature of the program is a consideration of such aspects as teamwork in the global market, managerial skills in the context of the Fourth Industrial Revolution and current trends in this area.

Various training methods and interactive study methods are used during Summer School module. Depending on the representation of the cultures in the class different tools of intercultural management are proposed.

Dates: July 15 – 26, 2019

Participation fee: 450-480 euro



Territorial Branding

The course “Territorial Branding” is designed to provide students with practical introduction to such a topical phenomenon as branding of areas, cities and regions. The course covers a comprehensive and integrated review of existing projects in city, urban, regional and global branding; branding of tourist destinations in different countries of the world. The emphasis is put on Russian experience. Within the module you will gain the knowledge about Russian culture, traditions and identity. You will get the closer look at Saint Petersburg in the context of Russian culture, examine the best practices in territorial branding implementations.

Dates: July 15 – 26, 2019

Participation fee: 550 euro



Innovative Marketing Technologies in Tourism

The course covers a comprehensive review of existing mechanisms for innovative tourist product creation and promotion. The emphasis is put on Russian experience. Within the module you will gain the knowledge about Russian culture, traditions and identity. You will get the closer look at Saint Petersburg in the context of Russian culture, examine the best practices of Russian tourist industry.

The training course will be held in the format of scientific-practical discourse as close as possible to the realities of today's international competition. Lectures, seminars and business games are to cover the most important and challenging issues of innovative marketing technologies in tourism: from theory to practice both in Saint Petersburg and Russia. And the entertainment program will help this study to be efficient and unforgettable.

Dates: July 15 – 26, 2019

Participation fee: 550 euro



Doing Business in Russia

Doing business in Russia

This course is aimed at giving students information about business environment in Russia as a whole, major markets and industries, main investors, at explaining the major trends of Russia's political, economic and social development.

Entrepreneurship in Russia

The main goal of this course is to acquaint students with the theory of entrepreneurship and provide them with practical skills in opening and doing business in Russia.

International accounting: the analysis of investment potential of Russian international companies

The course provides students with comprehensive introduction to the financial analysis and is aimed on the assessment of investment potential of Russian international companies on the basis of calculation of major financial indicators.



Doing Business in Russia

Business marketing (with emphasis to Russian market)

This course is aimed at developing students' competences in making a marketing strategy from a scratch based on the marketing-mix. Intensive training focused on building up their skills in conducting marketing research, interpreting the results and organizing the work of marketing department in fit with the results provided. Students get acquainted with the uniqueness of marketing in Russia.

Russian language

Students are divided into groups depending on the entrance test results. By the end of the course students should improve their reading, writing, listening and speaking skills. Students will be able to improve their understanding of Russian native speakers (in the bounds of the covered lexical and grammar material); to maintain dialogues on particular topics using words and grammar studied.

Dates: July 15 – August 02, 2020

Participation fee: 680-710 euro



International Business Analysis

The goal of this course is to connect student's knowledge and skills in economics, management and international relations with the special characteristics of business dealing in Russia and to give an insight into the Russian business climate, mentality and culture.

The course combines academic and practical training, including team working, discussions, cases, meetings with professionals from Russian and international companies.

Dates: August 19 – 30, 2019

Participation fee: 450-480 euro



Entrepreneurship and Technology Leadership

Summer School on Entrepreneurship and Technology Leadership will show participants the way how to commercialize their ideas by guiding them through the processes of ideation, investigating the market, raising finance and presenting their ideas. Participants go through the full cycle of state of the art innovation methods (co-creation, design thinking, business modelling) to develop their innovations and inspire their entrepreneurial mindset. We match each team with a mentor who helps you to think through a business idea. The international group of participants provide an inspirational atmosphere.

Dates: September 2 – 12, 2020

Participation fee: 410 euro



International Strategic Management

The main goal of this program is to give students knowledge about strategic aspects of doing business in Russia. During one week of September international students and students from Russia study the main features of business environment in Russia. Special attention is paid to the strategies of international companies in Russia. The program includes classes by State Polytechnic University professors and research tours to companies. It helps students to understand the every day practices of Russian business. Also it implies site visits to the most interesting historical places in St. Petersburg. The duration of the program is six days.

Dates: September 13 – 20, 2020

Participation fee: 205 euro



Contacts

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Logistics and Supply Chain Management

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International Business Analysis, Entrepreneurship and Technology Leadership

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International Strategic Management

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