

▶ PROGRAM DATES:

INTERNATIONAL STRATEGIC MANAGEMENT:

Arrival: September 12-13, 2015
Classes: September 14-19, 2015
Departure: September 20, 2015

TARGET GROUP: International students and SPbPUs students

ENTRANCE REQUIREMENTS: Good command of English. Knowledge of the Russian language is not required. All classes and extracurricular activities are conducted in English. Applicants are expected to have at least 2 years of University level studies

IMPLEMENTED BY: Strategic Management Department of SPbPU

TEACHERS: Professors from SPbPU

TEACHING METHODS: Lectures, seminars, discussions, project work in international teams, presentations, visits to Russian and International companies

ECTS CREDITS: 2

PARTICIPATION FEE:

- International business analysis - 275 euro
- Global Entrepreneurship - 295 euro
- **International Strategic Management - 155 euro**

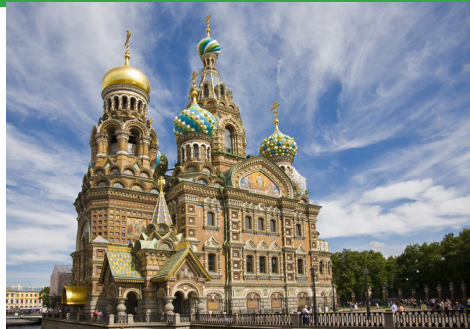
Participation fee includes tuition fee, study materials, company visits, cultural program.

Accommodation costs approx. 10 euro per night.

ACCOMMODATION: SPbPU's international students are based entirely on campus. They are accommodated in double rooms in a flat-type dormitory semidetached to Institute of International Educational Programs of SPbPU. Each flat has such shared facilities as a kitchenette, bathroom, and toilet.

DEADLINE FOR
REGISTRATION:

June 30
2015



The course "International Strategic Management: Doing Business in Russia" is enriched with an amazing cultural program that makes the study of the participating students more exiting.

THE CULTURAL PROGRAM INCLUDES:

- Excursion to the famous churches and cathedrals of Saint-Petersburg (including the Church of the Savior on blood).
- Excursion to the Hermitage.
- City tour with a stroll through the Peter and Paul Fortress.

If you participate in any two modules you will get a bonus – tour to a major residence of the Russian imperial family - Pavlovsk.

If you participate in all three modules you will get one more bonus - tour to the most important historic cities in Russia - Veliky Novgorod.

APPLICATION DOCUMENTS

- Filled application form
- Scan of passport
- Jpeg photo 3x4

APPLICATION DETAILS AND FURTHER CONTACT INFORMATION:

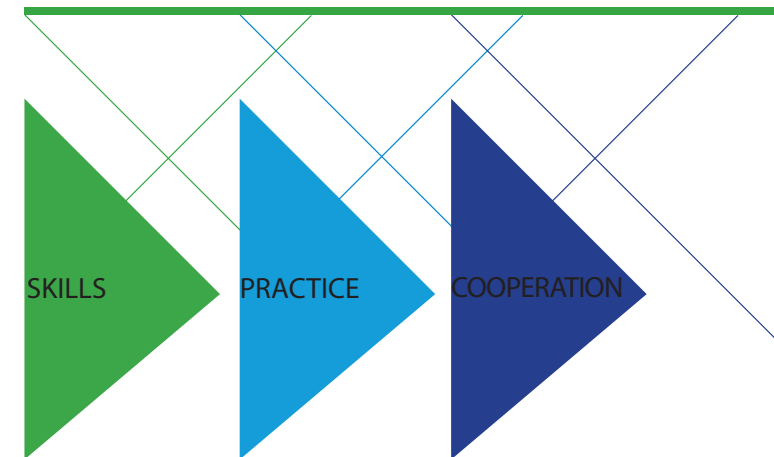
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WWW.SPBSTU.RU



SAINT-PETERSBURG BUSINESS AND ENTREPRENEURSHIP SUMMER SCHOOL

APPLY NOW!



STUDY ABROAD IN RUSSIA

INTERNATIONAL STRATEGIC MANAGEMENT
14 — 20 SEPTEMBER, 2015

INTERNATIONAL BUSINESS ANALYSIS, 17 — 28 AUGUST, 2015
GLOBAL ENTREPRENEURSHIP, 31 AUGUST — 11 SEPTEMBER, 2015

▶ WHERE?

The glorious St. Petersburg — the second largest city in Russia and the fourth in Europe — is situated in the North-West of the country, next to the borders with Finland and Estonia. Nowadays St. Petersburg is a vibrant, modern and dynamic megalopolis reckoned as the northernmost city of the world with population over 5 million people. Founded in 1703 by the first Russian emperor Peter the Great as the capital of the new European Russia, St. Petersburg has always been the cultural and scientific center of the country. At the same time the eminent splendor and grandeur of the imperial capital made St. Petersburg, poetically referred to as the Venice of the North, one of the ten most popular travel destinations in Europe. Its admirable palaces, marvelous cathedrals, numerous rivers, channels and bridges, and exquisite gardens and parks each year attract millions of tourists from all over the globe.

Saint-Petersburg Polytechnic University (SPbPU) is a multifunctional state higher educational institution that is considered both in Russia and abroad as an undisputable leader in the field of engineering and economic education. In 2010 SPbPU was conferred the status of national research university, which signified the official recognition of its role and potential in preparation of high-skilled researchers and entrepreneurs as well as in multidisciplinary scientific research.

▶ WHAT?

Sanit-Petersburg Business and Entrepreneurship Summer School consists of three modules:

- International business analysis, 17 August — 28 August, 2015
- Global Entrepreneurship, 31 August — 11 September, 2015
- **International Strategic Management, 14 — 20 September, 2015**

You can take part in any one, two or three modules of this Summer School.

This leaflet provides you with the information about the module 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.



ACADEMIC TRAINING CONCLUDES:

- Management & Diversity
- Strategic Management in Russia
- Entrepreneurship and Innovative Business in Russia: theory and reality

PRACTICAL PROGRAM:

Discussions and workshop with business people
Company visits will be organized to the Russian and international companies
Project work in international groups

▶ WHY?

Our educational program rests on a combination of in-class training by leading Russian professors, master classes by international experts, and company visits. It includes:

- Conjunction of academic theory with analytical skills and practical application;
- Using of innovative teaching methods;
- Providing practical business trainings with the practicing experts working;
- Establishing and maintaining an effective scholarly environment through educational activities such as seminars and conferences;
- Special attention to scientific research in the sphere of management.

▶ COURSE DESCRIPTION

MANAGEMENT & DIVERSITY

OBJECTIVES

The course gives students information about comparative aspects of business culture in Russia and in Europe.

CONTENT

Cross-cultural aspects of doing business in the world and in Russia. Communication style and cultural features of Russian businessmen. The role of informal relations in Russia. Importing global business culture in Russia.

ECTS

0,5

STRATEGIC MANAGEMENT IN RUSSIA

OBJECTIVES

The course gives students information and understanding of Russian economic development and business strategies. Also this course focuses on the global companies working in Russia and its strategies. It implies a comparative aspect of doing business in different countries (Russia and Europe).

CONTENT

Economic development in post-soviet Russia. The main features of economic situation in contemporary Russia. The structure of Russian business. The main business strategies in Russia. Russian economy in the global world.

ECTS

1,0

ENTREPRENEURSHIP AND INNOVATIVE BUSINESS IN RUSSIA

OBJECTIVES

This course is designed for the formation ideas about entrepreneurship as process of doing business under conditions of the Russian economy. The special attention is paid to the innovative business in Russian Federation.

CONTENT

Entrepreneurship in Russia: how to start? Forms of business in Russia, ways of support, taxation systems, role of small business. Generating business ideas. Business planning for doing business in Russia. Role of the entrepreneur in the representation of ideas. Presentation ideas for external users in Russia – investors. Legislative initiatives connected with innovative business. Instruments that promote innovation, and core obstacles faced by business. Examples of day-to-day reality of doing innovative business in Russia.

ECTS

0,5