

**Набор волонтеров на Летнюю школу**



# **ПОЛИТЕХ**

**Институт промышленного  
менеджмента, экономики и торговли**

Приглашаем студентов Политехнического университета принять участие в Международной образовательной программе - Летняя школа «Международный бизнес-анализ».

Участие в программе – бесплатное, предполагает обучение на английском языке в группах с иностранными студентами, участие в экскурсиях на предприятия города.

Требования к участникам - знание английского языка на уровне upper intermediate.

Контакты для записи:

[intedu@gsime.ru](mailto:intedu@gsime.ru), +7-952-213-36-83.

Информация о Летней школе:

## CONTACT

### Graduate School of Industrial Management and Economics



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## LOCATION



SPbPU is located in one of Russia's most beautiful cities – Saint-Petersburg

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.



## PRACTICAL INFORMATION

### PROGRAM DATES

**Arrival:** August 14-15, 2017  
**Classes:** August 16-29, 2017  
**Departure:** August 30-31, 2017

### TARGET GROUP

Students from all over the world.

### 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 2 years of University level studies.*

### PARTICIPATION FEE

410 euro (including tuition fee, study materials, cultural program), accommodation costs approx. 10 euro per night. Students are expected to cover their own way to and from St. Petersburg, Russia.

### ACCOMMODATION

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

### APPLICATION DOCUMENTS

Filled application form  
Scan of passport  
Jpeg photo 3x4

**DEADLINE FOR REGISTRATION:**  
**JUNE 30, 2017**



## Summer School International Business Analysis

**SAINT-PETERSBURG**  
16 – 29 August 2017



START YOUR VISIT IN RUSSIA WITH US!



## ABOUT THE SUMMER SCHOOL

### INTRODUCTION

Summer school «International Business Analysis» is provided by Graduate School of Industrial Management and Economics which is a division of Peter the Great St.Petersburg Polytechnic University (SPbPU). Peter the Great St.Petersburg Polytechnic University is a multifunctional state higher educational institution that is widely known both in Russia and abroad as an undisputed 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.

### INVITATION

We cordially invite undergraduate students to join us at our 3rd Saint-Petersburg Business and Entrepreneurship Summer School.

#### This school consist of three modules:

- International Business Analysis
- Global Entrepreneurship
- International Strategic Management

You can take part in any one, two or three modules of this Summer School. This leaflet provides information about the module International Business Analysis.



## PROGRAMME STRUCTURE AND CONTENT

### COURSE DESCRIPTION

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.

### SUBJECTS

#### INTERNATIONAL BUSINESS STRATEGY (2 ECTS)

Strategic management and leadership in the context of Russian business culture and practice: Russian business environment, business idea evaluation: approaches and tools. Strategy definition and strategy pyramid. Process of strategic management, international experience and examples of Russian companies. Russian leadership styles, historical aspects and modern practice. Communication in Russian companies: barriers for communication. Negotiation as communication process, negotiation strategies, "win-win" strategy implementation. Typical Russian communication styles. Organizational behavior in Russian companies, typical organizational structures.

#### CROSS-CULTURAL MANAGEMENT (1 ECTS)

Historical aspects of cross-cultural management formation and progress. Cross-cultural communications: factors and aspects. Communication models for business meetings. Models of cross-cultural behavior and main types of national business cultures. Business cultures' characteristics: attitudes to time, nature, information, authority, interpersonal attitudes. Management and leadership in different cultures. National features of Russian business culture.

#### ENTERPRISE BUSINESS ANALYSIS (1 ECTS)

The specificity of enterprise activity in Russia. Types of business analysis. Stages of business analysis. Basic techniques and tools of business analysis. Process decision making.

### PRACTICAL PROGRAM

- Field visits to Russian and International manufacturing companies
- Discussions and workshops with business people
- Project work

Upon successful completion of the program the participants will receive a certificate issued by SPbPU.

Interactive training methods are used to stimulate and boost students' involvement. Cultural program is integrated into the course. Russian tutor students will make stay of the international program participants pleasant, comfortable and safe and will help them settle down on SPbPU campus and explore the magnificent St. Petersburg together.

### CULTURAL PROGRAMME

The course "International Business Analysis" is enriched with an amazing Cultural program that makes the stay of the participating students more exciting.

#### EXCURSION TO THE PETRODVORETS

Excursion to the one of St. Petersburg's most famous and popular visitor attractions, the palace and park at Peterhof.

#### BOAT CITY TOUR

Boat city tour is likely to be the most romantic of all the excursions designed to acquaint the students with the beauty of St. Petersburg from the water and to let them see a new antique image of the city.



## ABOUT SPbPU

Today, Peter the Great St. Petersburg Polytechnic University is the leading technical university in Russia, encompassing a number of long-standing, high-profile scientific schools and holding an impressive track record of undisputed achievements in research, education and innovation.



This policy of university is targeted at creating a new economy, an economy of knowledge, leadership, and innovation. It follows that the key role here is to be played by expert engineers competent with state-of-the-art technologies, capable of solving complex industry-related tasks, and willing to propel Russia's economic development to the next level.

