

INSTITUTE OF INDUSTRIAL MANAGEMENT, ECONOMICS AND TRADE



Institute of Industrial
Management,
Economics and Trade



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ГИДРОБАШНЯ, ФАБЛАБ
WATER SUPPLY TOWER, Fablab

ГЛАВНЫЙ УЧЕБНЫЙ КОРПУС
БЕЛЫЙ ЗАЛ
MAIN ACADEMIC BLDG.
WHITE HALL

ГИДРОТЕХНИЧЕСКИЙ УЧЕБНЫЙ
ДОМ УЧЕНЫХ
HYDRO ACADEMIC BLDG.
SCIENTISTS CLUB

DIRECTOR'S FOREWORD

**Director of IIMET
Shchepinin Vladimir
PhD, Associate Professor**



We are sincerely glad to welcome you at the Institute of Industrial Management, Economics and Trade of Peter the Great St. Petersburg Polytechnic University!

The Institute of Industrial Management, Economics and Trade (IIMET) is the largest and oldest Institute at Polytechnic University. Following the modern vector of development of Russia, Institute trains professionals for industry, competent in economics and management, IT, trade and commerce, HR management, entrepreneurship and international business development. Integration into the international educational process allows graduates to become professionals competitive at both Russian and foreign markets.

IIMET, being the leader in international educational programs at Polytechnic University, opens up new opportunities for potential partners to conduct joint research and imple-

ment international educational programs, and for future students to study at a leading world university, earn a double degree, and undertake internship in leading Russian companies.

Today, IIMET harmoniously combines a high level of education and a deep knowledge in various fields, such as energy, engineering, real estate, entrepreneurship, public administration and so on. Each graduate school has retained its unique educational programs and a team of worthy professionals.

The establishment of IIMET reflected a priority task of developing the national economy in order to ensure its global competitiveness.



IIMET KEY FACTS



>7500

Total number of students



>1000

International students



>50

Exchange students each semester



>35

International professors



>10

Fields of study



5

International Master's Degree programs



>20

partner Universities for academic mobility



6

International summer schools & semester programs



>20

Strategic Partners



3

Annual international conferences



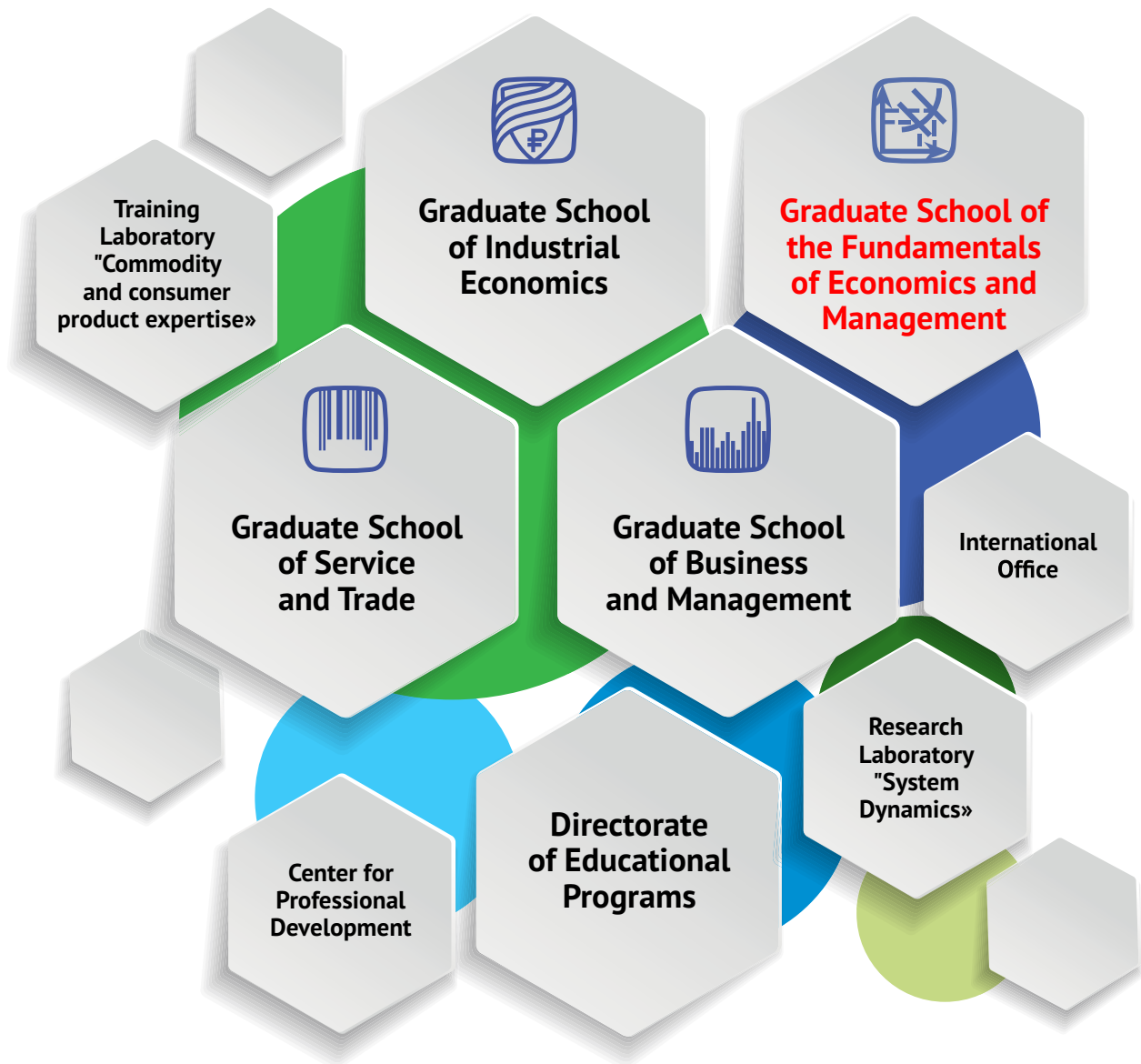
4

International projects



The oldest and largest educational unit at the University

INSTITUTE STRUCTURE



ABOUT THE GRADUATE SCHOOLS

Graduate schools offer a new format of education with flexible educational technologies and the most demanded educational programs.



GRADUATE SCHOOL OF BUSINESS AND MANAGEMENT

This Graduate School is running Bachelor's and Master's degree programs in two fields of studies:

- ✓ **Business Informatics.** The field of study specializes in corporate architecture, electronic business, software engineering, project management, and overall IT management in various fields.
- ✓ **Management.** The field of study specializes in international and strategic management, logistics and supply chain management, construction management, marketing, energy management, oil and gas industry, management of high-tech industries

The following international programs are offered by the Graduate School: Bachelor's Double Degree Program in English in "International Business" (with Saimaa University of Applied Sciences, Finland); Bachelor's Double Degree Program in Russian and German in "Industrial Management" (with the Technical University of Applied Sciences Wildau, Germany); Master's Double Degree Program in English in "International Business Development" (with the University

of Applied Sciences Upper Austria, Austria and Leibniz University Hannover, Germany); Master's Double Degree Program in English in "Innovative Entrepreneurship" (with Technische Universität Berlin, Germany); Master's Double Degree Program in English in "Business Engineering" (with Lappeenranta University of Technology, Finland).

Programs of student exchange, summer schools and joint projects are also actively implemented: these include projects for international companies with the Rotterdam University of Applied Sciences; projects with the Munich University of Applied Sciences and the Strascheg Center for Entrepreneurship; joint short-term international educational projects with Zuyd University of Applied Sciences.

The programs are developed in partnership with major international companies and enterprises and include maximum training for gaining practical skills (SAP, Microsoft Dynamics, Get IT, Gazprom, Korus Consulting, HeadHunter, and other).

GRADUATE SCHOOL OF INDUSTRIAL ECONOMICS

This Graduate School exercises a completely new approach to training in the most popular lines of education in the sphere of economics, state and municipal management, and economic security. The Graduate School trains qualified specialists in the fields of finance, insurance, securities management, accounting, analysis and auditing, banking, business intelligence, real economy and energy economics, engineering infrastructure management and socio-economic development of municipalities, organization of state and municipal management, management of customs processes, as well as forensic economic expertise and economic and legal support of economic security.

Researchers and professors actively conduct research in the field of digital economy and innovation economy, sustainable development of territorial entities, and many other areas.

The results of these studies are presented in more than 250 scientific papers of school employees published in international scientific journals indexed in the Scopus database over the past 5 years.

At present, Graduate School is implementing three large-scale research projects with federal funding: a study of the formation and development of regional innovation systems in Russian economy; a study and innovation management, and a study of methodology for assessing the level of the digital environment and key RIS institutions development.

The Graduate School maintains sustainable international cooperation with the Brandenburg University of Technology Cottbus–Senftenberg (Germany); Tallinn University of Technology (Estonia); Aalto University (Finland); Technical University of Munich (Germany); and the University of Glasgow (Scotland, UK).



GRADUATE SCHOOL OF SERVICE AND TRADE

is running Bachelor's and Master's Programs in the field of Trade and Commerce, Human Resource Management, Tourism and Hotel Management, Service Management, Commodity research and end-user control methodology, Quality Management

Graduate school has a wide network of academic partners from Germany, Bulgaria, Austria, Netherlands, India and

Belarus: University of Applied Sciences of Stralsund, Stralsund, Germany; bbw University of Applied Sciences, Berlin, Germany; RheinMain University of Applied Sciences, Wiesbaden, Germany; TU-Sofia, Sofia, Bulgaria; New Bulgarian University, Sofia, Bulgaria; University of Applied Sciences Upper Austria, Wels, Austria; Zuyd University of Applied Sciences, Heerlen, Netherlands; etc.

Professors and researchers of Graduate School carry out a research in the field of area marketing, logistics, international and domestic trade, innovations in commerce, service, hotel management, human resource management, quality management and commodity research. The outcomes are published in Scopus and Web of Science indexed journals.

GRADUATE SCHOOL OF FUNDAMENTALS OF ECONOMICS AND MANAGEMENT

The school implements research projects on the following issues:

- ✓ The innovative industrial policy of the state: perspectives of the strategic development;
- ✓ The development of the system of interactive collaboration between government bodies and business entities;
- ✓ Specifics of making managerial and economic decisions in various sectors of the economy.

The School has established regular research and educational contacts with the following partner universities: South-Eastern Finland University of Applied Sciences -XAMK, Mikkeli, Finland; Saimaa University of Applied Sciences, Lappeenranta, Finland; the Academy of Management under the President of the Republic of Belarus, including publication of the research results, Minsk, Belarus. Courses in economics were designed for the Polytechnic Summer Schools for students of Chinese universities.

INTERNATIONAL RESEARCH PROJECTS



IIMET actively supports participation of its researchers in international grant programs, which enables direct connections with numerous academic and industrial partners from around the world. IIMET is an internationally-focused research-based institute with strong ties with the international academic community. Over the last few years, IIMET took part in major global scientific and educational programs, such as European Framework Programs, Cross-Border Cooperation Programs and other programs for researchers, joint projects with national scientific foundations of various countries, and educational programs like FIRST, ERASMUS, etc.

The research at IIMET has a broad span within the economics fields, spheres of management, business engineering and technology, digital transformation, logistics and supply chain management, trade and tourism, quality management and is characterized by interdisciplinary and regional, national and international cooperation. The Institute's researchers are essential contributors to the Russian industry and economic policy progress. Another characteristic of the research at IIMET is its close cooperation with industry, various organizations and the government.

Our researchers are engaged in a wide range of national and international research projects.



Development and implementation of the Master's degree program of "Green Logistics Management": advancing trans-eurasian accessibility through sustainable logistics management and ICT competence (LOGON-U)

The Project's wider objective is the improvement of transport sector and accessibility in Kazakhstan, Russia and Europe through the creation of a sustainable inter-university educational platform to ensure provision of logistical competences in KZ and RU by bringing the academic content in partner universities in the logistics management to the EU standards and accordance with the Bologna process. The main direct target group: are students of engineering and transport departments. Indirect Project's beneficiaries are: logistics-related companies and logistics services providers from KZ, RU and EU, public transport regulatory bodies and ministries.

Joint programs and a framework for the design of doctoral education in software engineering: The «Pathways to PhD» - PWS@PHD

The project that has started in October 2015, develops a network of collaborating universities providing for PhD level education in software engineering. The project is also beneficial for the EU since the proposed network-based approach to teaching can be expanded with other universities with different experience, and the school system can be even further developed to be accessible also to non-network universities needing knowledge in specific areas. In general, the collaborative model of doing research familiarizes students with this way of working during their studies, thus making it easier for them to continue the collaborative research approach after graduation.

Development of regional green energy markets (Green ReMark)

The Green ReMark project will promote economic development in South-Eastern Finland and St. Petersburg regions with the main focus on the regional markets' prospects in the green energy production and use. The project will support the areas of future global competitiveness in green energy markets and will promote transparency in energy markets among producers and the end users. The project will contribute to cooperation and networking between energy producers, public administrations and the energy end users. In addition, the local market possibilities may be strategically forecast and capitalized. The project aims at identifying the future power supply strengths and weaknesses and to support the green energy market development.

AREA 21 – Baltic Smart City Areas for the 21st century

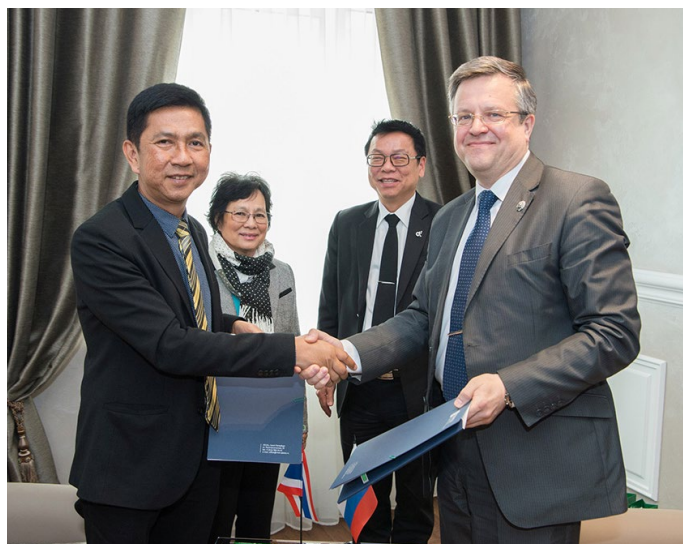
AREA 21 is a three-year transnational cooperation project that is jointly carried out by 10 partner organisations from the Baltic Sea Region. The project is aimed at modeling energy-efficient urban areas of the future, introducing stakeholder engagement processes in strategic planning and implementation of energy solutions. Specifically, AREA 21 brings together government agencies, energy suppliers, property owners and citizens to find and apply the best energy-saving solutions to decrease CO2 emissions. To achieve this, the project allows local authorities from cities around the Baltic Sea Region to run cooperative planning processes in areas where energy is improving. The process seeks to help the authorities work together in different sectors, understand citizens' motives and barriers, and to activate relevant players in urban areas.



PARTNERSHIP

IIMET supports initiatives of its faculties through selected strategic alliances and partnerships that can offer new opportunities for students, professors and staff in the field of education or research. We are dealing with a wide range of degree and non-degree international programs in English, as well as double diplomas and exchange programs.

We welcome any offers for cooperation, and our friendly staff are open to answer any questions you may have in connection with the scope of international programs, double degree programs, summer school, exchange and joint programs.



JOB OPPORTUNITIES

Polytechnic University is a prominent public university in the Higher Education System of the Russian Federation, located in the famous and rapidly developing City of St. Petersburg. Different people work here to maintain our world-renowned reputation and and training and research opportunities. We are pleased to welcome new members of our diverse community with renowned graduate schools, cutting-edge-science facilities, international educational programs and inspired students. Each year, the Visiting Professor Program promotes the presence of prominent professors and business community representatives from all over the world.

If you are interested in job opportunities at IIMET, please contact the Graduate School relevant to your academic background, or the IIMET International Office.



The image features a large, circular network structure composed of numerous small, glowing white nodes connected by thin, dark lines. These nodes are arranged in a ring, with additional lines connecting them to form a complex web. The background is a light gray, low-poly geometric pattern. A semi-transparent blue horizontal band runs across the center of the image, containing the text "EDUCATIONAL PROGRAMS" in a bold, blue, sans-serif font.

EDUCATIONAL PROGRAMS

BACHELOR'S DEGREE PROGRAMS

BSc

Program: **INTERNATIONAL BUSINESS**

Award: Bachelor of Management in International Business from Peter the Great St. Petersburg Polytechnic University

Optional: One semester of study abroad in:

- ✓ Saimaa University of Applied Sciences OR
- ✓ Seinäjoki University of Applied Sciences

Mode of study: full-time

Language of Instruction: English

Course duration: 4 years, 8 semesters, 240 ECTS (optional: 2 semesters at a partner universities)

Program outline: The program gives insights into international business management and develops high-level leadership, analytical, cross-cultural and organizational skills. The program aims at training experts in the field of international business and helping future entrepreneurs gain profound knowledge to boost their management careers. Program graduates have competencies for successful careers at international companies or leading their own businesses in Russia and/or abroad..

Entry requirements:

- ✓ Secondary education certificate or equivalent
- ✓ Level of English - Upper Intermediate
- ✓ Entrance examinations: Language Interview (personal or by Skype), English and Mathematics exam

Partners:

- ✓ Saimaa University of Applied Sciences
- ✓ Seinäjoki University of Applied Sciences

Career opportunities: Specialists or junior-level executives at international companies in the departments of: procurement, logistics service, export-import operations, sales, marketing, advertising, public relations, finance, investor relations, HR, analytical and consulting or entrepreneurs at international start-ups.

Curriculum (general modules):

MODULES	ECTS
International Business and International studies	43
Elective Module	10
General Disciplines (Science)	15
Mathematics and Natural Sciences Module	24
Foreign Language	20
Basic Module (Economic Theory; Management Theory; HR Management; Organization Theory; Finance; Management)	80
Project Module	23
Internships	19
Thesis	6
Total	240

Program: **INDUSTRIAL MANAGEMENT**

Award: Bachelor's degree in Engineering from Peter the Great St. Petersburg Polytechnic University and Bachelor's degree in Management from the Technical University of Applied Sciences Wildau, Germany.

The specialty industrial manager covers two popular fields: engineering and management.

Mode of study: full-time

Language of Instruction: English

Course duration: 4 years (8 semesters; 2 semesters at the partner university), 240 ECTS. Three years of studying engineering in Russia and one year of studying management in Germany.

Program outline: These programs are a great option for students who want to focus their careers in two distinct yet connected fields of study: engineering and management. Double Degree students develop a multifaceted profile enabling them to solve complex issues. The first years are devoted to broad-based multi-disciplinary engineering training at Peter the Great St. Petersburg Polytechnic University. Given that many engineers quickly move into management positions, a Double Degree with management gives an advantage. The fourth year of study at the Technical University of Applied Sciences Wildau, Germany, focuses not only on general management but also its special aspects in European countries, allowing graduates to solve both technical and commercial problems with the help of integrated approaches and technological solutions based on the specifics of the economy of enterprises and industrial development of various countries.

Entry requirements:

- ✓ Secondary education certificate or equivalent
- ✓ Entrance examination: Russian, mathematics, social studies

Partner:

- ✓ Technical University of applied Sciences Wildau, Germany

Career opportunities: Heads of planning and economic departments at production enterprises; HR managers at production facilities; industrial economics specialists in the structures of state and municipal administration; heads of labor departments (bureaus) at organizations; logistics managers; quality managers.

Curriculum (general modules):

MODULES

Management seminar (in German)
Company management
Economics of enterprise
Project management (in German)
Production planning and control (in German)
Engineering graphics
CAD/CAM
Design technology
Project work on elements and processes of logistics
Project work on IT

MASTER'S DEGREE PROGRAMS

MSc

Program: ***BUSINESS ENGINEERING***

Award:

- ✓ Master's degree in Business Informatics from Peter the Great St. Petersburg Polytechnic University
- ✓ Double Degree option: Master's degree in Software Engineering from LUT

Mode of study: full-time

Language of Instruction: English

Course duration: 2 years; 2 semesters at SPbPU + 2 semesters (optional) at Lappeenranta University of Technology (the partner university)

Program outline: The program aims at training professionals in business management with the focus on ICT with the use of advanced theoretical and practical achievements in the field of enterprise architecture; business process reengineering; project management; development, implementation and maintenance of information systems. All the subjects are taught in accordance with generally accepted standards and technologies of enterprise management.

Entry requirements:

- ✓ Bachelor's, Specialist's or Master's degree in a relevant area is required
- ✓ English language proficiency: no less than B+ (CEFR B2) is required
- ✓ Exam Test in the relevant field of studies
- ✓ An English proficiency interview (in person or by Skype)

Partners:

- ✓ Russia – “Korus Consulting”
- ✓ Russia – Netrika
- ✓ Russia – Dialog IT

Career opportunities: The unique knowledge of the design and conduct of business in the era of digital transformations and the ability to use modern IT to increase business efficiency and ensure sustainable development, allow our graduates to become professionals in high demand on the global labor market. In addition, our graduates can continue their studies in the postgraduate school.

Curriculum (general modules):

MODULES	ECTS
Research and Communication Skills	10
Business Management Courses	18
IT Courses General	32
Internship	30
Master Thesis & Research Work	30
Total	120

Program: **INTERNATIONAL BUSINESS DEVELOPMENT**

Award: SPbPU diploma – Master’s degree in Management (International Business Development) from Peter the Great St. Petersburg Polytechnic University. **Double Degree option:** UUA diploma – Master of Arts (MA) in Global Sales and Marketing OR LUH diploma – MSc in Economics and Management.

Mode of study: full-time **Language of Instruction:** English

Course duration: 2 years: 2 semesters at SPbPU + 2 semesters at a partner university (optional). The Double Degree option is performed in cooperation with the University of Applied Sciences Upper Austria, Steyr and with Leibniz University Hannover (Germany).

Program outline: The program is designed to provide comprehensive knowledge and practical skills to become qualified managers with the high level of leadership, analytical, cross-cultural and management skills in the field of international business. It is a practice-oriented program with the focus on B2B segment and research activities. The program aims to capacitate professionals and business managers with the ability to apply their knowledge, skills and creativity to meet global needs.

Accreditation: The program is accredited and certified by the Accreditation, Certification and Quality Assurance Institute – ACQUIN, an international agency, and fully complies with international standards.

Entry requirements: Bachelor’s, Specialist’s or Master’s degree in a relevant area is required / An English proficiency interview (in person or by Skype) is required / English language proficiency should be no less than B+ (CEFR B2) / Exam / Test in the relevant field of studies.

Partners:

- ✓ Germany – Leibniz Universität Hannover
- ✓ Germany – ESB Business School, Reutlingen
- ✓ Germany – Strascheg Center for Entrepreneurship, Munich University of Applied Sciences
- ✓ Austria – University of Applied Sciences, Upper Austria, Steyr

Career opportunities: With the knowledge and practical skills acquired by the completion of the course, many graduates can work at major international companies as managers in B2B segment, or start up their own businesses with an international focus, and / or continue studies for a PhD degree.

Curriculum (general modules):

MODULES	ECTS
Advanced Management	18
International Management and Business Communication	12
International Business	17
International Finance and Economics	13
International Industrial Business	14
International Operations Management	15
Master's Thesis and Interdisciplinary Work	31
Total	120

Accredited by
ACQUIN

Program: **INNOVATIVE ENTREPRENEURSHIP**

Award: SPbPU diploma – MSc in Management (Innovative Entrepreneurship). **Double Degree option:** TUB diploma – MSc in Innovation Management, Entrepreneurship and Sustainability

Mode of study: full-time **Language of Instruction:** English

Course duration: 2 years; 2 semesters at SPbPU + 2 semesters (optional) at a partner university. The Double Degree option is performed in cooperation with the Technical University of Berlin.

Program outline: Innovation and entrepreneurship always keep up to date in the context of any competitive environment in the modern world. It is always difficult for companies to invent revolutionary new products, change their internal strategies and create value using various ways of thinking in order to become highly competitive in a particular market. The Master's Program in Innovative Entrepreneurship is designed to teach you how to overcome these problems.

Entry requirements:

- ✓ Bachelor's, Specialist's or Master's degree in a relevant area is required
- ✓ English language proficiency: no less than B+ (CEFR B2)
- ✓ Exam / Test in the relevant field of studies
- ✓ An English proficiency interview (in person or by Skype) is required

Partners:

- ✓ Germany – Technical University of Berlin
- ✓ Germany – Strasczeg Center for Entrepreneurship, Munich University of Applied Sciences
- ✓ Russia – Russian-German Center for Innovation and Entrepreneurship “Polytech Strasczeg”, Technopark
- ✓ Russia – The Center for Entrepreneurship (CFE), Ingria Incubator

Career opportunities: With the theoretical knowledge and practical skills acquired by the end of the educational program, graduates can work at large international companies in the innovation departments; create their own businesses with an international focus, and / or continue to study for a PhD and become experts in research.

Curriculum (general modules):

MODULES	ECTS
Entrepreneurship	10
Management and Leadership	12
Business and Entrepreneurship Research	8
Innovation Product Management	15
Internship and Industrial Business Research	15
Managing Innovative Projects	15
Marketing and Sales	15
Master's Thesis and Interdisciplinary Work	30
Total	120

SUMMER SCHOOL PROGRAMS

Program: **LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Brief description: In recent years, logistics and supply chain management has quickly become increasingly valuable and allows companies to remain competitive in their business. This course introduces the problems of supply chain management and how innovative technologies and management methods are used to overcome these problems. Academic training includes procurement and production management, supply chain systems design, supply chain strategy, inventory, forecasting and data management in supply chains, sustainable development and environmental logistics. All topics are presented with relevant case studies. In addition, group activities are included to enhance teamwork and communication skills. The key feature of the module is an innovative business simulation based on the Fresh Connection web technologies. Working as a team and facing various real-time dilemmas, participants will present the functional roles of sales, procurement, supply chain and operations.

The module structure:

- ✓ Supply Chain Strategy;
- ✓ Supply Chain Planning: strategic, tactical and operational;
- ✓ Logistics systems sustainable development;
- ✓ Big Data and data management in supply chains;
- ✓ The Fresh Connection business simulation.

ECTS CREDITS:	5.0
DURATION:	2 weeks of studies at SPbPU
CLASSES:	During the International Polytechnic Summer School (June - August)

Program: **TERRITORIAL BRANDING**

Brief description: The course “Territorial branding” is intended for a practical acquaintance of students with such a relevant phenomenon as the branding of territories, cities, and regions. The course covers a comprehensive and integrated overview of existing projects in the field of urban, regional and global branding; and branding of travel destinations around the world. Emphasis is placed on the Russian experience. In the framework of the module, you will gain knowledge about Russian culture, traditions and identity. You will get to know St. Petersburg in the context of Russian culture, get acquainted with the best practices of implementing territorial branding.

The training course will be held in the format of scientific and practical discourse as close as possible to the realities of today’s international competition. Lectures, seminars and business games should cover the most important and complex issues of territorial branding in different regions. During academic studies, you will explore the architecture and attributes of the territorial brands; get acquainted with the main tools, approaches and strategies of regional branding, the urban environment and the stages of development and rebranding of territorial brands.

ECTS CREDITS:	5.0
DURATION:	2 weeks of studies at SPbPU
CLASSES:	During the International Polytechnic Summer School (June - August)





SUMMER SCHOOL PROGRAMS

Program: *INNOVATIVE MARKETING TECHNOLOGIES IN TOURISM*

Brief description: Are you involved in the tourism business? Want to create a unique commercial offer for tourists in your area? Then you have to study modern technologies for the development of innovative tourism products!

The course “Innovative Marketing Technologies in Tourism” will provide students with practical knowledge and skills to meet the needs and desires of tourists. The two-week program will give you the opportunity to combine a number of marketing courses covering topics such as international travel marketing, segmentation and targeting, consumer behavior, digital marketing and more.

The course covers a comprehensive overview of existing mechanisms for creating and promoting innovative tourism products. Emphasis is placed on the Russian experience. In the framework of the module, you will gain knowledge about Russian culture, traditions, and identity. You will get to know St. Petersburg in the context of Russian culture, get acquainted with the best practices of the Russian tourism industry. The training course will be held in the format of scientific and practical discourse, as close as possible to the realities of today’s international competition. Lectures, seminars and business games should cover the most important and complex issues of innovative marketing technologies in tourism.

ECTS CREDITS:	5.0
DURATION:	2 weeks of studies at SPbPU
CLASSES:	During the International Polytechnic Summer School (June - August)

Program: *INTERNATIONAL HUMAN RESOURCE MANAGEMENT*

Brief description: The program provides a unique opportunity to study in St. Petersburg. The aim of the program is to provide students with knowledge on aspects of international human resource management.

Within two weeks of this summer school, international and Russian students are going to study and learn the multicultural aspects of international human resource management. A distinctive feature of the program is the consideration of such aspects as teamwork in the world market, managerial skills in the context of the fourth industrial revolution and current trends in this area.

Various teaching methods and interactive study methods are used in the summer school module. Depending on the representation of cultures in the classroom, various intercultural management tools are offered.

ECTS CREDITS:	5.0
DURATION:	2 weeks of studies at SPbPU
CLASSES:	During the International Polytechnic Summer School (June - August)

SUMMER SCHOOL PROGRAMS

Program: **INTERNATIONAL BUSINESS ANALYSIS**

Brief description: If you are keen on business analytics and are open to new challenges in the most beautiful city in Russia just join this course! The goal of this course is to connect student's knowledge and skills in the field of economics, management and international relations with the special characteristics of business in Russia and give an idea of the Russian business climate, mentality and culture. The course combines academic and practical training, including teamwork, discussions, cases, meetings with professionals from Russian and international companies.

Academic training:

- ✓ International Business Strategy
- ✓ Cross-cultural Management
- ✓ Enterprise Business Analysis

Practical program:

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

ECTS CREDITS:	4.0
DURATION:	2 weeks of studies at SPbPU
CLASSES:	During the International Polytechnic Summer School (June - August)

Program: **INTERNATIONAL STRATEGIC MANAGEMENT**

Brief description: The main goal of this program is to provide students with knowledge about strategic aspects of doing business worldwide. During one week of September, international students and students from Russia study the main features of the international business environment. Particular attention is paid to the strategies of international companies in Russia. The program includes research tours to companies. It helps students understand everyday practices of international business.

Academic training includes:

- ✓ International management & diversity
- ✓ Strategic management in Russia
- ✓ Entrepreneurship and innovative business: theory and reality.

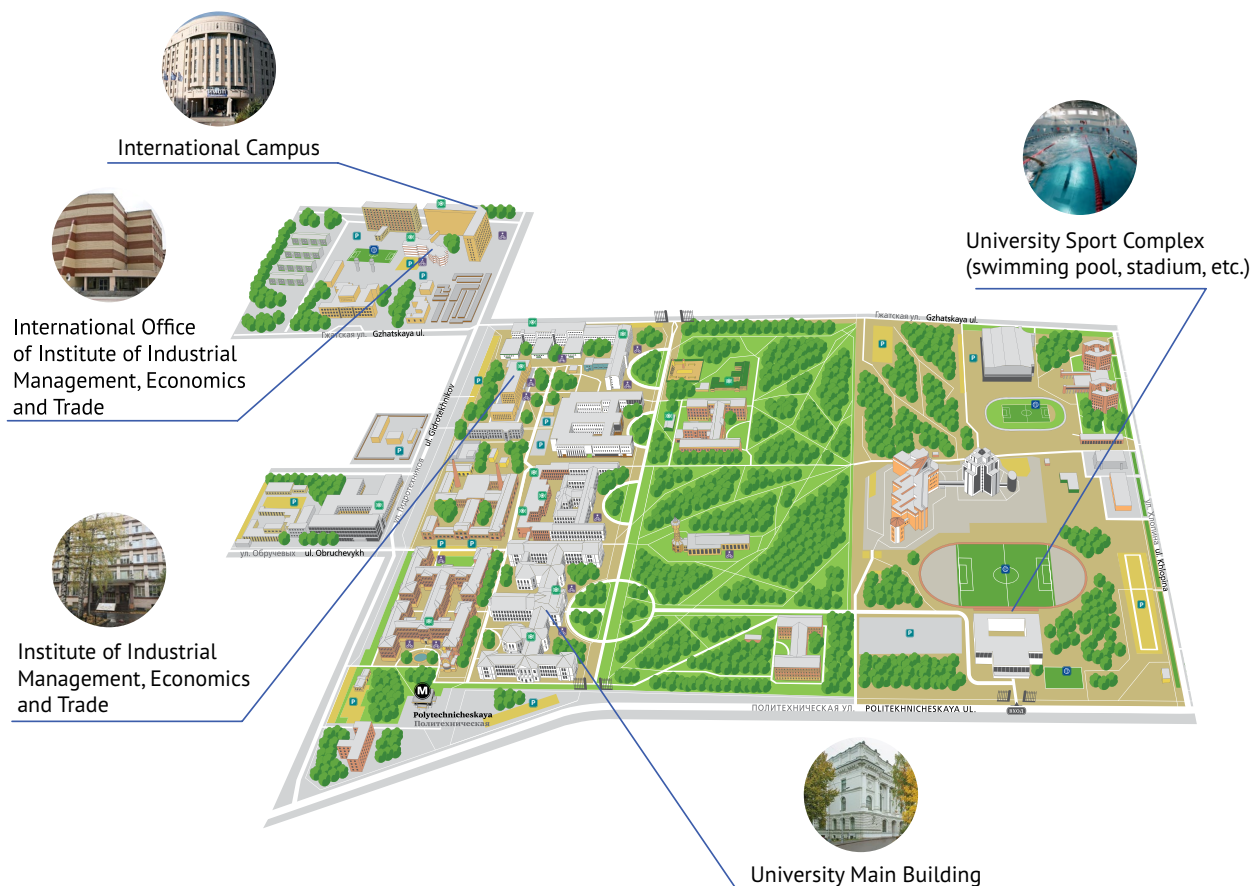
ECTS CREDITS:	2.0
DURATION:	1 week of studies at SPbPU
CLASSES:	During the International Polytechnic Summer School (June - August)

НЕТ НЕОБХОДИМОСТИ
В СЧЕТЧИКАХ ВОДЫ
И ЭЛЕКТРОЭНЕРГИИ

Цифры ПОТРЕБЛЕНИЯ
ВОДУ ДОСТУПНЫ
В РЕЖИМЕ
РЕАЛЬНОГО ВРЕМЕНИ



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