

International Polytechnic Summer School "International Business Analysis"

Peter the Great St. Petersburg Polytechnic University

Degree or qualification is awarded: **Internationally Recognized SPbPU Certificate with list of completed courses, grades and ECTS**

Language of study: **English**

Mode of study: **full-time**

Duration: **2 weeks**

Availability of free education: **no**

Price: **410 euro**

Programme webpage at the university website:

<http://english.spbstu.ru/education/programs/programs-in-english/summer-school/business-management/international-business-analysis/>

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Program dates:

Arrival: August 19, 2018

Classes: August 20 – 31, 2018

Departure: September 01, 2018

Target group: Students from all over the world.

Entrance requirements:

Good command of English. All classes and extracurricular activities are conducted in English.

Applicants are expected to have at least 2 years of University level studies. Knowledge of the Russian language is not required.

Ects credits: 4.0

Deadline for registration: June 30, 2018

The cultural program includes:

Excursion to the palace and park at Peterhof (also known as Petrodvorets) – the one of St. Petersburg's most famous and popular tourist attractions.

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

COURSE DESCRIPTION

International business strategy

ECTS 2,0

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

ECTS 1,0

Historical aspects of cross-cultural management formation and maturing. Main theories of cross-cultural management, cultural dimensions. Mapping of national cultures according to cultural dimensions. Problems of cross-cultural communications. Characteristics of main national business cultures.

Enterprise business analysis

ECTS 1,0

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

Teachers: Professors from SPbPU

Teaching methods:

Seminars, discussions, project work in international teams, presentations, visits to Russian and International manufacturing companies

Course outcomes:

Understanding special characteristics of the Russian business environment

Cross-cultural skills

Enhancing professional performance

Greater potential for international mobility, developing team work skills

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

DON'T MISS YOUR CHANCE! JOIN US!

Specializations within this programme