Intercultural Communication

Goals

- To expose students to the problems of intercultural communication in the field of business-like cooperation and interpersonal communication within different cultures

- achieve cross-cultural competence in all dealings with multicultural colleagues and clients.

Objectives

- knowledge, awareness, and sensitivity in intercultural communication

- ability to use and interpret case studies from particular cultures taking into account the specific regional and country character

- capacity to use the cross-cultural interpretation of behavior and communication in everyday life, management, and in the new cultural context.

Timetable

September

6, 7, 9, 10, 13, 14, 16, 17

11:00 - 14:00

Lector

Prof. Irina Shmeleva

Project Management

Goals

- form necessary amount of basic and applied knowledge and practical skills required for successful project management

- Case studies are incorporated into the course, allowing students to apply in practice knowledge and skills associated with selecting, managing, organizing, planning, negotiating, budgeting, scheduling, controlling, and terminating a project.

- help students understand an effective project management approach by learning the roles, responsibilities, and activities of a project manager in planning, monitoring, controlling, and terminating projects

- review the fundamental principles of project selection methods, assessment of company resources, prioritizing projects, and program management principles for managing a portfolio of projects.

Timetable

**October 5,6,7,8,11,12,13,14,15**

11:00 - 14:00

Lector

Prof. Igor Kuprienko

Digital Marketing

Goals

- deliver fundamental knowledge about the structure, targets, goals, objectives, and tools for creating marketing communications systems on the Internet

- implement knowledge and skills in creating, selecting, managing, organizing, planning, budgeting, scheduling, controlling, and performance analysis of digital marketing tools

- upgrading students' soft skills in the field of managing roles and functions in the digital marketing team

- implement different instruments of digital marketing to real projects and tasks
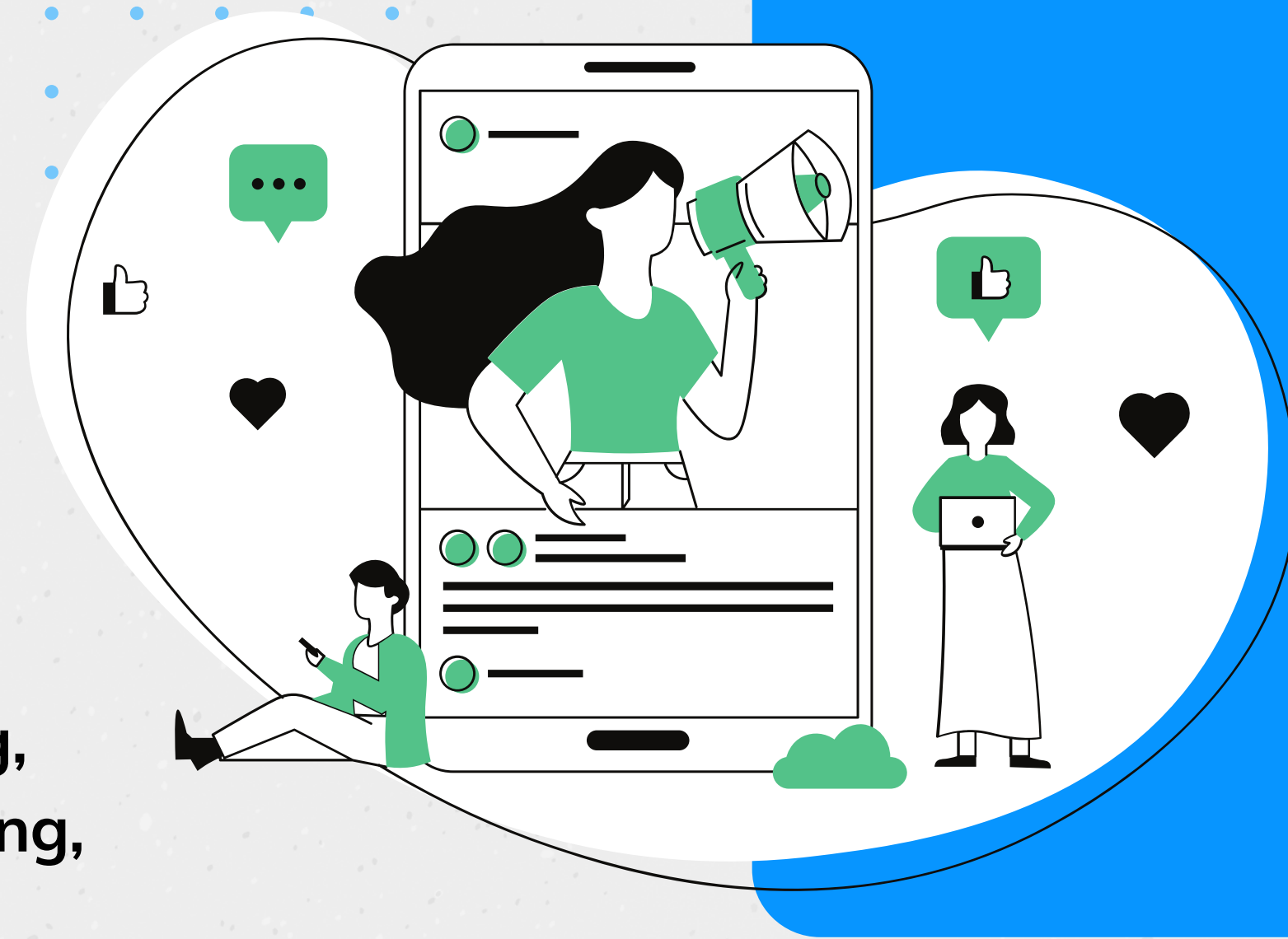
Timetable

**December
13,14,15,16,17,20,21,22,23**

11:00 - 14:00

Lector

Aleksandra Sen