

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

**February 7, 8, 10, 11, 14, 15,
17, 18, 21**

11:00 - 14:00

Lomonosova 9, 1220

Lector

Prof. Irina Shmeleva

Strategic Innovations Management

Objectives

- develop a comprehensive understanding of the role and strategic relevance of innovation in the greater competitive context of the firm's strategy
- understand the role of innovation as a strategic mechanism for differentiation leading to the creation and delivery of superior value offerings
- view innovation from multiple perspectives, including its strategic, process, organizational, learning, and linkage dimensions
- understand innovation as a strategic and dynamic capability
- develop an understanding of the relevant analytical frameworks of the organisation's innovation performance



Timetable

March 14 - 25

10:00 - 13:00

Lomonosova 9

Lector

Prof. George Tovstiga

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

April

11:00 - 14:00*

Lector

Prof. Igor Kuprienko

**Time and dates are yet to be confirmed*

Technology Entrepreneurship

Goals

The course provides knowledge on the current economic situation: trends, innovations, technology entrepreneurship, current entrepreneurship development in different countries, future trends in the economic situation in Russia and the world.

The following topics will be covered within the course:

- Entrepreneurship in Russia: how to start?
- Forms of doing business in Russia, ways of support, taxation systems, the role of small businesses, international businesses, and investment support.
- Intellectual property, ways of protection.
- “Imagine and create it” Generating business ideas and creating innovations.
- “Design thinking” method of creating innovations, techniques of “World café”, brainstorming.
- “Plan it” Business planning for technology entrepreneurs: basic principles and models in the current situation.



Timetable

February 12 - April 2

Only on Saturdays

10:00 - 13:00

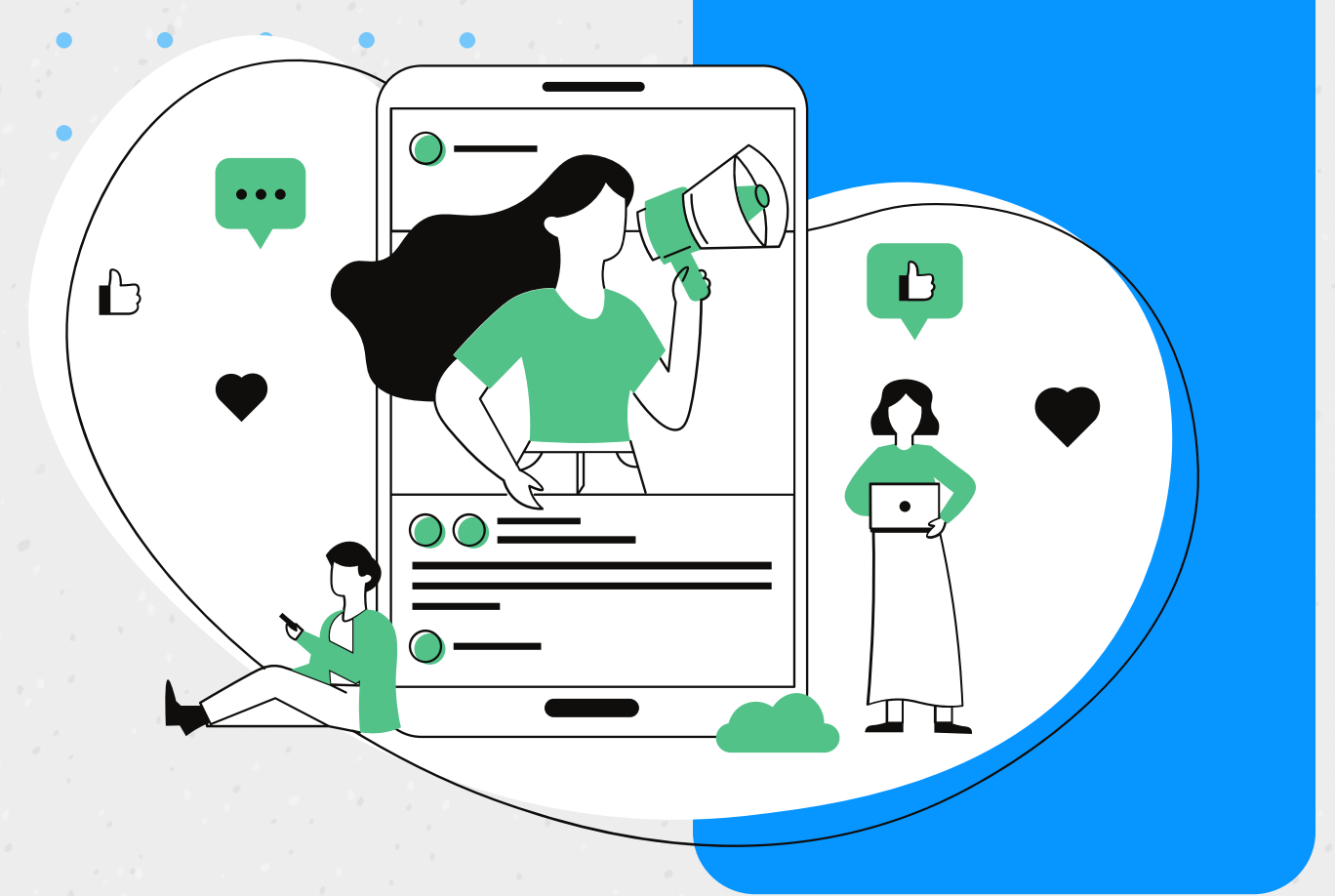
Lector

Prof. Oxana Evseeva

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

March

18:00 - 21:00*

Kronverksky pr. 49 & Online

Lector

Aleksandra Sen

**Time and dates are yet to be confirmed*

Sustainable Cities Development

Course overview

A sustainable city concept incorporates eco-friendly practices, green spaces, and supporting technology into the urban environment to reduce air pollution and CO2 emissions, enhance air quality, and protect natural resources. These practices lead to a healthier environment for city residents and a lower carbon footprint for the city. Sustainable cities are becoming essential in the quest to reverse global climate change.

The course looks at eco-friendly goals for sustainable cities and society, and how urban areas across the globe can adopt green practices today and tomorrow.



Timetable

May 11 - 23

17:00 - 20:00

Lomonosova 9

Lector

Prof. Irina Shmeleva