

INTERNATIONAL BUSINESS SEMESTER

**Integrated Semester Program
St. Petersburg Polytechnic University**

2014-2015 academic year

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WHY study at SPbPU?

Since foundation in 1899 SPbPU is one of the leading technical universities in Russia. Today SPbPU has acquired a wide and deep experience in technical university education and comprises 12 Institutes in Engineering, Computer Science, Technical Physics, Energetics, Economics and Humanities. There are over 30 000 students and about 3000 academic staff members in SPbPU. In 2010 SPbPU received a prestigious status of National Research University.

SPbPU offers a wide range of International Programs taught in English on undergraduate and graduate level. One of strengths of SPbPU Programs is their international orientation and strong relationships with the industry. Each of our students has an opportunity to spend an exchange period abroad for study or internship.

Best professors of SPbPU and visiting professors from leading European Universities have been involved into the development and delivery of our International Programs.

The Personal study plan for each student assures that you will be able to focus on your individual strengths and professional goals.

WHY study International Business Semester?

The program is developed according to the **European requirements** and can be recognized as a semester abroad. It provides students with opportunity to study in the **international environment** getting the intercultural experience. **Participation of Russian students** gives a possibility of deeper penetration to Russian reality and learning much about national aspects of doing business in Russia.

The Program comprises **compulsory and elective courses** conducted in English. Study methods emphasize students' active participation and involvement. Case studies, group discussions, **field trips and study visits** are an integral part of the learning process in addition to lectures. Within the Program students are assigned to develop **interdisciplinary project** where they will be able to use all knowledge they obtained during the Program and to **apply it to practice**.

University administration and Russian tutor students will make the stay of visiting students **pleasant, comfortable and safe** and will help them settle in and explore the metropolis of 5 million inhabitants.

This brochure presents the Program description and the syllabi of the courses delivered within the Program framework.

PROGRAM DESCRIPTION

Program dates: beginning of February – mid-June

Participants: international and Russian students

Prerequisites: undergraduate students – at least two years of Bachelor level studies, with good command of English

Teachers: Professors from St. Petersburg Universities; visiting Professors from European partner Universities and highly qualified experts of consulting companies

Training methods: lectures, case studies, field trips, company visits and group discussions

Credits: 30 ECTS credits per semester

Program Scheme: Compulsory courses + Elective courses + Interdisciplinary project. Compulsory courses and interdisciplinary project are obligatory. Students can also choose elective courses from the list to get 30 ECTS credits.

Program Content¹:

Compulsory Courses:

Russia as a Target Market 1.5 ECTS
Strategic Management and Leadership 3.5 ECTS
Business Marketing Part 1: Marketing in a Global Context² 2.0 ECTS
Business Marketing Part 2: Consumer Behavior in Russia 2.0 ECTS
Entrepreneurship and Business Planning 2.0 ECTS
Fundamentals of Corporate Finance 3.5 ECTS
Financial Aspects of Business Planning 2.0 ECTS

Elective Courses³:

Russian Language 5.5 ECTS
Business English⁴ 3.5 ECTS
Russian Civilization 1.5 ECTS
Macroeconomics and the Current Financial Crisis² 2.0 ECTS
Cross-Cultural Management² 1.5 ECTS
Lobbying in EU Institutions² 1.5 ECTS
Advanced Corporate Finance 1.5 ECTS
International Human Resource Management² 1.5 ECTS
Brand Visual Identity 1.5 ECTS

***Interdisciplinary Project* 5 ECTS**

¹ Please note that program content is subject to change

² Course is taught by visiting professor

³ Course can be cancelled if less than five persons have applied for it

⁴ Limited number of places for the course

RUSSIA AS A TARGET MARKET

Objectives	The main objective of the course is to introduce Russian business practice and specific features of Russian economic environment.
Content	<p>The course contains following topics: history of Russian entrepreneurship; legal environment in Russia; business and economic environment in Russia; banking system and financial markets in Russia; HRM trends in Russia; some aspects of marketing in Russia; overview of country's economic regions; cross-country comparisons of business practice.</p> <p>Also the course includes discussion about Russian leadership style and, business traditions in Russia.</p>
Teaching and learning methods	The course will focus on current problems and future prospects. Lectures and class discussion also suppose an active role of students in learning process. The lectures are designed with use of multi-media presentation tools (MS PowerPoint and Multi-Media projector).
ECTS Credits	1.5
Readings	List of readings will be given during the class
Assessment	Written exam Group work Class participation

STRATEGIC MANAGEMENT AND LEADERSHIP

Objectives	The course introduces the perception and practices of strategic management and leadership in Russia.
Content	The course contains information on the following topics of 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 (the corporate mission, strategic goals setting, SWOT-analysis, strategy choice and strategy implementation), international experience and examples of Russian companies; Russian leadership styles, historical aspects and modern practice; relationship between superior and subordinates; communication in Russian companies, barriers for communication; negotiation as communication process, negotiation strategies, "win-win" strategy implementation, typical Russian communication styles; role game "Negotiation" (based on a conflict between the state research institute and private innovative company); organizational behavior in Russian companies, typical organizational structures.
Teaching and learning methods	Interactive lecturing promotes student participation. Exploration of the European and Russian approaches to management and leadership through analysis of Russian case studies and mini-projects development in teams. The class work will be carried out in small groups and then presented in the class-room.
ECTS Credits	3.5
Readings	<ol style="list-style-type: none">1. <i>P. Drucker</i>. Managing by results. London, Glasgow: Collins, 2006.2. <i>M. Mescon, M. Albert, F. Khedouri</i>. Management. 3rd Edition. – New York: Harper&Row, 1988.3. <i>M. Porter</i>. Competitive Strategy. – New York: Free Press, 1980.4. <i>D. Aaker</i>. Developing Business Strategies. 6th Edition. – John Wiley&Sons, 2006.
Assessment	Written exam Group work Class participation

BUSINESS MARKETING 1: BUSINESS MARKETING IN A GLOBAL CONTEXT

Objectives	<p>The Program builds on undergraduate competencies in management, marketing and project planning. It explores in greater depth various marketing aspects in an international context and encompasses book-based theory plus hands-on practical activities undertaken in class and as independent study.</p> <p>The course includes a strategic overview of international marketing issues from a socio-cultural perspective and, as such, requires a sound understanding of basic marketing and management principles; but also consumer behaviour and ICT (information and communication technology) in the context of contemporary society and the business world.</p>
Content	<p>The aim of this course is to give the student an insight into the dynamics of international marketing management and its role in today's globalised business society. The module is studied in the global online context, with an emphasis on sustainability, corporate social responsibility and cross-cultural dynamics.</p> <p>After taking this course, the student is expected to have an analytical outlook and to integrate this understanding into managerial decision-making.</p>
Teaching and learning methods	<p>The course is divided in classroom lectures supported by slides, case study and class discussion. An active interest in general marketing management and international marketing issues is essential. Students are advised to keep up-to-date with the international business press offline and online, plus supplementary reading from leading text books. Any attempt to plagiarise will automatically result in a fail grade for the whole course.</p>
ECTS Credits	2
Readings	<p>For a decent grade it is necessary to understand both the business theory and the various events which are occurring internationally – based on commentary published offline and online. Students <u>must</u> keep up-to-date with current events (and will be questioned on this in class). Recommended reference sites include:</p> <ul style="list-style-type: none">– Communications journal online www.mediaweek.co.uk– Financial news www.ft.com– World Dispatches www.guardian.co.uk/elsewhere– International business news www.bbc.co.uk/news– International economic news www.economist.com
Assessment	<p>Written exam Group work Class participation</p>

BUSINESS MARKETING 2: MARKETING AND CONSUMER BEHAVIOR IN RUSSIA

Objectives	The main objective of the program is to refresh general aspects of marketing and explore the ways of using them while being on the Russian market. The course includes a strategic overview of international marketing issues from a socio-cultural perspective and consumer behavior in Russia. Students are supposed to be prepared either theoretically or practically for operating as a marketing manager with clear understanding of how general tools and methods of marketing should be used. Theory-based knowledge should be applied to course project implementation.
Content	The course considers various terms, methods and principles of marketing while used by marketing manager on Russian market. Course explores differences between main aspects of marketing in Russia and other countries, provides analysis of efficiency of different marketing tools, considers cross-cultural aspects of marketing. It gives students an insight into international marketing management and its role in today's globalised business society. Tutoring on the base of practical project implementation is incorporated with consultancy and analysis.
Teaching and learning methods	The course is divided in classroom lectures supported by slides, project work and class discussion. An active interest in general marketing management and international marketing issues is essential as well as analytic thoughts and implementation in practice.
ECTS Credits	2
Readings	Recommended reference websites include: - spb.rbc.ru - www.vedomosti.ru - www.geert-hofstede.com
Assessment	Written exam Group work Class participation

ENTREPRENEURSHIP AND BUSINESS PLANNING

Objectives	After finishing the course students will become equipped with entrepreneurial skills such as networking, team building, creativity and presentation skills. Business planning will cover the lack of structuring business ideas in entrepreneurial minds. One more objective for students is to learn more about their core personal values and how they can help them to be more entrepreneurial.
Content	The course provides getting knowledge of the process of entrepreneurship from the self-evaluation as entrepreneur, setting personal goals up to the presentation of business ideas in groups. The learning is based on the Timmon's entrepreneurial model. Students will be engaged in team building activity via one of the psychometric instruments – Belbin's theory as an example. The next stage of the learning process is dedicated to ideation – methods and tools of generating ideas. Business planning contains basic information of the structure of business plan and its modifications for different type of users from the point of entrepreneurial view – the owner of idea. Specific traits of Russian entrepreneurs and their types of business planning in Russia are included. The last part of the course - Rocket pitch, lies in presentation skills of entrepreneur's ideas warranted on business planning.
Teaching and learning methods	All information will be given in class in interactive form on the base of slides and handouts – class discussion and reflection are appreciated. Team building, ideation and subsequent processes will be presented in group work.
ECTS Credits	2.0
Readings	<ol style="list-style-type: none">1. About Entrepreneurs - http://entrepreneurs.about.com/business/entrepreneurs/mbodv.html2. bizmove.com: Small Business Knowledge Base - http://www.bizmove.com3. BusinessTown.com - http://www.businesstown.com/4. Bplans.com. - http://www.bplans.com/5. Business Plan Preparation from University of Colorado, Boulder - http://leeds-faculty.colorado.edu/moyes/bplan/6. Inc Magazine - http://www.inc.com/guides/writebizplan/
Assessment	Final test Group work Class participation

FUNDAMENTALS OF CORPORATE FINANCE

Objectives

The main objective of the course is to give students the basic skills and knowledge in the field of Corporate Finance and making financing and investment decisions. After studying the discipline, students will receive theoretical and practical skills permitting:

- to make a rational choice of investment instruments depending on macroeconomic indicators, risk factors, legal environment and other factors in Russia;
- to form a personal financial plan and determine a rational structure of personal financial flows;
- to apply the basic financial concepts;
- to apply techniques of financial and managerial data analysis for making financing decisions and evaluating the financial condition of the company;
- to carry out operations in foreign exchange and securities market and assess their risk and profitability;
- to make short-term and long-term financial decisions in companies.

Content

Throughout the course the following topics will be covered:

1. Personal Finance:

- formation of a personal financial plan;
- comparison of investment instruments in Russia;
- principles and algorithm of free cash investing;
- assessment of investment risk and profitability.

2. Fundamentals of Corporate Finance:

- the definition of Corporate Finance;
- the basic concept of Corporate Finance;
- portfolio investment;
- analysis of financial reporting;
- cash flow planning and time value of money;
- value and capital budgeting;
- financial planning and short-term finance;
- floating capital and liabilities management.

Teaching and learning methods

Discipline is studied on basis of lectures, practical and self-study sessions. Ahead of time students should be prepared for classes studying materials provided by lecturer. Lectures are conducted in the format of presentation of theoretical material using multimedia, group discussion, analysis of business situations. Home task is based on written tests, critical literature review and course assignments.

ECTS Credits

3.5

Readings

- Eugene F. Brigham, Michael C. Ehrhardt, "Financial Management: Theory & Practice" South-Western College Pub, 13 edition, 2011, 1184 p., ISBN: 1439078092, 1439078106;
- Brealey, Myers. Principles of Corporate Finance. 7th edition;
- or another up-to-date source.

Assessment

Oral examination with elements of testing.

Group work

Class participation

Individual work and self-study

Investment game

FINANCIAL ASPECTS OF BUSINESS PLANNING

Objectives	This is a complementary course aimed at helping students to work on the business plan for their business projects with the emphasis on making a financial plan.
Content	In the first part of the course we will discuss the basic issues of financial analysis (horizontal, vertical and ratio analysis). The second part of the course is dedicated to financial aspects of a business plan with the emphasis on budgeting: sales, production, inventory budgets, etc. Further, the time value of money will be discussed (present and future values, perpetuity and annuity, etc.) In the end of the course some approaches to project evaluation are introduced – net present value, internal rate of return, payback method; sensitivity, scenario and break even analyses. Every topic is illustrated by numerous examples.
Teaching and learning methods	The lecturer will use Microsoft PowerPoint animated means and handouts. Short tasks to solve will be given for class and homework.
ECTS Credits	2.0
Readings	<ol style="list-style-type: none">1. <i>R.A. Brealey, S.C. Myers, A.J. Marcus</i>. "Fundamentals of finance", 5th edition. – McGraw- Hill, 2006.2. <i>J.K. Shim, J.G Siegel</i>. "Theory and problems of managerial finance". – McGraw- Hill, 1997.3. Internet resources. <p>Key words: business plan, budgeting, financial analysis, ratios, forecasting.</p>
Assessment	Written test

RUSSIAN LANGUAGE (level 1, beginners)

Objectives	<p>By the end of the course students should get basic reading, writing, listening and speaking skills.</p> <p>Students will be able:</p> <ul style="list-style-type: none">– to read and understand some simple texts;– to understand Russian native speakers (in the bounds of the covered lexical and grammar material);– to maintain dialogues on particular topics using words and grammar studied.
Content	<p><u>Phonetics</u> Peculiarities of the Russian articulate base. Intonation.</p> <p><u>Grammar</u> The noun. The category of gender. Animate and inanimate nouns. The adjective. Declension of nouns and adjectives in singular. The pronoun. Personal, possessive and demonstrative pronouns. Declension of pronouns in singular. The numeral. Ordinal and cardinal numerals. Declension of ordinal numerals. The verb. Verbs in the present, past and future tenses. Order of words in a Russian sentence. Declarative, interrogative and negative sentences. Simple and compound sentences. Conjunctions что, потому что, поэтому, но, а, и.</p> <p><u>Lexical topics</u> Biography, family, getting round the city, shopping, restaurant.</p>
Teaching and learning methods	<ul style="list-style-type: none">– Practical training in class. <p>Grammar and words are practiced through various types of exercises (written and oral), dialogues and texts, which employ the most frequently used phrases and words in a variety of everyday contexts.</p> <ul style="list-style-type: none">– Self study
ECTS Credits	5.5
Assessment	<p>Written and oral examination Group work Class participation Individual work</p>

RUSSIAN LANGUAGE (level 2)

Objectives	<p>By the end of the course students should improve their reading, writing, listening and speaking skills.</p> <p>Students will be able:</p> <ul style="list-style-type: none">– to improve their understanding of Russian native speakers (in the bounds of the covered lexical and grammar material);– to maintain dialogues on particular topics using words and grammar studied.
Content	<p><u>Grammar</u></p> <p>The noun. Declension of nouns in plural.</p> <p>The adjective. Declension of adjectives in plural.</p> <p>The pronoun. Declension of possessive and demonstrative pronouns in plural.</p> <p>The verb. Verbal aspects in the past and future tenses. The imperative: formation and functions.</p> <p>Verbs of motion. Transitive and intransitive verbs of motion.</p> <p>Verbs of motion without prefixes. Verbs of motion with prefixes.</p> <p>Compound sentences. Conjunction который.</p> <p><u>Lexical topics</u></p> <p>Getting round the city, travelling, shopping.</p>
Teaching and learning methods	<ul style="list-style-type: none">– Practical training in class; <p>Grammar and words are practiced through various types of exercises (written and oral), dialogues and texts that employ the most frequently used phrases and words in a variety of everyday contexts.</p> <ul style="list-style-type: none">– Self study.
ECTS Credits	5.5
Assessment	<p>Written and oral examination</p> <p>Group work</p> <p>Class participation</p> <p>Individual work</p>

BUSINESS ENGLISH

Objectives	The objective of the course is to enable the students to develop a better understanding of the basic business concepts and practices as well as to improve their skills in Business English.
Content	<p>The course is designed for upper-intermediate/advanced learners of English. Upon completion of the course the students will be expected to demonstrate a broad basic knowledge and understanding of business issues plus an awareness of up-to-date and current business-related language and terminology:</p> <ul style="list-style-type: none">– an awareness of basic business communication and the stages of a deal (arranging a meeting; negotiating a deal; making an offer; etc.);– an awareness of the basic written forms of business communication (the layout of the letters, memos, faxes, etc.);– a familiarity with the common formats and the key language of presentations, conferences, meetings, negotiations;– a familiarity with basic corporate structures;– a familiarity with basic marketing principles (the four Ps; advertising and promotion; product launches; sales techniques);– a familiarity with basic financial terms (making payments; basic accountancy terminology and documents);– a familiarity with general business documents and terminology (mission statements; company reports; stocks/shares; SWOT analyses).
Teaching and learning methods	The course employs a mix of class-based exercises, group discussions, case studies and projects both group and individual. Willingness to work in teams is essential, for completing assignments and for gaining the full benefit from the course.
ECTS Credits	3.5
Readings	<i>David Cotton, Sue Robbins. Business Class/ Course Book. – Addison Wesley Longman Ltd., 1996.</i>
Assessment	Final exam Group work Class participation

RUSSIAN CIVILIZATION

Objectives	<p>The course's main goal is to give students a coherent knowledge of Russia's historical background relevant to its realities of the last decades, to analyze the major lines of the country's transformation theory and features of its practical implementation at the last stages of the Communist experiment and post-Communist chaotic dismantlement of the country, to disclose and evaluate achievements and failures of ultra-liberal recipes for the post-Communist modernization and its most prominent features, thus contributing for better understanding of Russia's present stage of development.</p>
Content	<p>The course starts with a brief sketch of Russian history focusing students' attention on features linking the country to its Western counterparts and, on the other hand, on specifics of Russian civilization making it a unique part of the Western world. The historical portion of the course considers three main stages of Russia's evolution: Kievan Rus, the Muscovite State and the Russian Empire.</p> <p>The course's following chapter is concentrated around the analysis of various aspects of the Communist modernization of Russia and the USSR. The latter had created prerequisites and the inevitable background for the country's current stage of development.</p> <p>Russia's transformation along post-Communist lines, namely the concepts of Russian modernization, its political and economic standing in the modern world, political evolution of the country since collapsing Communism down to the present day, achievements and failures in economic and social spheres, transformations of Russian foreign policy under the impact of evolving domestic and external pressures make up the contents of the last section of the course. Due place is given to considerations on the evolution of Russian civilization after suffering painful breakdowns of the XX century.</p>
Teaching and learning methods	<p>The course is divided in classroom lectures supported within the allotted time limits by visual materials and partially by field trips.</p>
ECTS Credits	<p>1.5</p>
Readings	<p>No specific readings are required.</p>
Assessment	<p>Final test Group work Class participation</p>

MACROECONOMICS AND THE CURRENT FINANCIAL CRISIS

Objectives	<p>This course will offer a concise yet wide-ranging review of the field of macroeconomics. The basic objective of this course is to help students acquire new skills and understanding of economic concepts that they can apply in their daily way of thinking about macroeconomic situations.</p> <p>This module seeks to help students impose a more rigorous analytical framework on national and international business activities represented in contemporary media headlines and controversies.</p> <p>This will be carried out with a focus on the global financial crisis which came to a head in September/October 2008.</p>
Content	<p>The students will become acquainted with explaining and understanding the importance of key macroeconomic phenomena (business fluctuations, unemployment, inflation, growth, etc.). The special emphasis will be made on the current financial crisis, its causes, effects, final implications, government measures.</p> <p>Throughout the course students will learn to:</p> <ul style="list-style-type: none">– identify and assess the factors which affect general business behavior in a constantly changing global environment;– appreciate the complex nature of policy decisions which often confront businesses and governments in a dynamic environment;– apply economic analysis to current business related controversies and topics which often dominate the business press;– interpret information from a range of economic and business sources.
Teaching and learning methods	<p>Lectures and discussions both suppose an active role of students following the course. Individual participation of students in classroom is strongly encouraged.</p>
ECTS Credits	2
Readings	<p>Up-to-date stimulus materials from newspapers, periodicals and the Internet will be provided during the course in print or by e-mail.</p>
Assessment	<p>Final exam Group work Class participation</p>

CROSS-CULTURAL MANAGEMENT

Objectives	This course is designed to provide students with knowledge and skills to deal with cultural differences both in business and in everyday life. This course will empower the students with knowledge on how to analyze and classify different cultural patterns as well as provide the tools for dealing with cultural differences and clashes.
Content	<p>Culture is the way in which people solve problems and reconcile dilemmas. This course analyses how different cultures respond to different management approaches, discusses case histories to show how managers have successfully anticipated and mediated difficult and potentially costly dilemmas, describes the visible and invisible ways in which culture impacts on organizations, and provides valuable insights on understanding and overcoming cultural differences.</p> <p>The course consists of four parts. Part I focuses on <i>Geerd Hofstede study</i>. Part II focuses on <i>Fons Trompenaars study</i> dealing with different components of culture and its structure, cultural diversity in relations with other people and how it affects business conduct as well as employees, variations in cultural attitudes to time and the environment and different steps people need to take to reconcile cultural dilemmas. This part of the course will empower the students with knowledge on how to analyze and classify different cultural patterns as well as provide the tools for dealing with cultural differences and clashes. Part III focuses on <i>GLOBE (Global Leadership and Organizational Effectiveness Research Program Study)</i>. Part IV focuses on the study of "Cultural Shock" and the ways of adaptation.</p>
Teaching and learning methods	This is a highly interactive class where a lot of student participation is required. Students will prepare case studies for doing business in different countries and present them in class describing "dos" and "don'ts" for each particular country or region.
ECTS Credits	1.5
Readings	Textbook and various readings as indicated during the lecture.
Assessment	Class Participation Presentations Written Exam

LOBBYING IN EU INSTITUTIONS

Objectives	<p>The aim of the course is to familiarize students with the phenomenon of lobbying. It concerns understanding the social, cultural and political context of this phenomenon and its role in the decision-making processes in modern liberal democracy, as well as introducing the particular forms and methods of lobbying. Above all, countries of the European Union and the USA are emphasized.</p> <p>Upon successful completion of this course, students will be able to analyze individual and groups interest enforcement, to understand the issue of lobbying and distinguish it from corruption and Public Relations and Public Affairs activities and to understand differences of current rules and regulation regimes of lobbying and related issues across the countries.</p>
Content	<p>Interest representation, civil society and social movements. Classifications, roles and activities of interest groups. Definition and history of lobbying. Regulation of lobbying activities. Basic models of lobbying regulation. Comparison of selected countries. Strategies and the preparation for lobbying. Techniques and tools used by lobbyists. Lobbying in the USA. Lobbying in the EU institutions. Critiques of lobbying. Lobbying vs Corruption.</p>
Teaching and learning methods	<p>Lectures, discussions, group work</p>
ECTS Credits	<p>1.5</p>
Readings	<p>No specific readings are required.</p>
Assessment	<p>Presentation Participation Assignment</p>

ADVANCED CORPORATE FINANCE

Objectives	<p>The main objective of the course is to give students the advanced skills and knowledge in the field of Corporate Finance. This course should be studied after the basic course of Corporate Finance. The student must have an understanding of basic financial concepts before studying this course. After studying students will receive theoretical and practical skills permitting:</p> <ul style="list-style-type: none">- to make long-term financing decisions;- to define the capital structure;- to understand the financial statement;- to manage financial risk;- to know specificity of the loan market and lending in Russia.
Content	<ol style="list-style-type: none">1. Credit market and Banking<ul style="list-style-type: none">- participants of loanable funds market;- lending organizations, micro financial organizations and credit cooperative as financial intermediaries in loanable funds market;- credit bureau as information intermediary in the financial markets;- stages of credit process;- consumer credit, credit risk assessment and credit scoring models;- banking operations and transactions.2. Advanced Corporate Finance<ul style="list-style-type: none">- capital structure (gearing);- dividend policy;- long-term financing;- financial statement;- international finance.
Teaching and learning methods	<p>Discipline is studied on basis of lectures, practical and self-study sessions. Ahead of time students should be prepared for classes studying materials provided by lecturer. Lectures are conducted in the format of presentation of theoretical material using multimedia, group discussion and analysis of business situations. Home task is based on written tests, critical literature review and course assignments.</p>
ECTS Credits	1.5
Pre-requisites	<ul style="list-style-type: none">- Eugene F. Brigham, Michael C. Ehrhardt, "Financial Management: Theory & Practice" South-Western College Pub, 13 edition, 2011, 1184 p., ISBN: 1439078092, 1439078106;- Brealey, Myers. Principles of Corporate Finance. 7th edition;- or another up-to-date source.
Assessment	<p>Oral examination with elements of testing. Group work during sessions Class participation Individual work and self-study</p>

INTERNATIONAL HUMAN RESOURCES MANAGEMENT

Objectives	This course introduces you to the study and practice of International Human Resource Management (IHRM). It explores the cultural and institutional contexts of IHRM, and stresses the importance of national context in shaping HRM practice and policies.
Content	<p>The 2010 World Investment Report - issued by the United Nations - states that there are a total of 97,000 transnational corporations with over 943,000 foreign affiliates. With globalization of business over the last 20 years, there has been a significant increase in the numbers of workers employed rising from 24 million in 1990 to 84 million in 2010. With such an increase, the role of human resource management in sustaining business activity is considerable.</p> <p>International firms compete in an increasingly complex environment where the level of challenge in doing business can be highly variable. Internationalizing firms rely on having the right people to manage and operate their businesses. Sound IHRM policies and practices must be appropriate to the business context.</p> <p>The module will address the global environment and organizational context in order to focus on "management of people". This will include:</p> <ul style="list-style-type: none">- staffing international operations of sustained global growth;- recruiting and selecting staff for international assignments;- international training and development;- international compensation/remuneration;- performance management;- re-entry and career issues.
Teaching and learning methods	<p>Methods of teaching and learning are based on adult learning techniques and are self directed. Each session explores the concepts relevant to the issues. Exercises and role plays are used to test IHRM insights and skills, while case studies and instructional material documenting the techniques of organisations are also included. Current issues in IHRM including readings will be included in class discussion.</p> <p>The course is interactive and requires a high level of involvement from students. Class work will be carried out in small groups and then presented in the class room.</p>
ECTS Credits	1.5
Readings	<p>Bhatia, S. K. (2005) International Human Resource Management. Deep and Deep Publication</p> <p>Dowling, P. & Welch, D (2004) International Human Resource Management: Managing People in a Multinational Context 4th Edn. Thomson Learning, London</p> <p>Dowling, P. Festing, M. & Engel A.Sr (2008) International Human Resource Management. Cengage Learning, Sydney</p> <p>Hutchings, K. & de Cieri, H (2007) International Human Resource Management: from cross-cultural management to managing in a diverse workplace. Ashgate</p> <p>Rao, P. L. (2008) International Human Resources . Excel Books, India</p>
Assessment	Written exam; Group work; Class participation

BRAND VISUAL IDENTITY

Objectives	<ul style="list-style-type: none">• Introduce theoretical basics of brand visual identity;• show how to create sensible name and reasonable message of your brand;• represent feasible ways of correlation between name, message and image of the brand by means of fonts, graphic shapes and color;• set an example how to make workable brief for graphic designer;• teach how to design visual identity of your brand-project by yourself.
Content	<p>Brand as significant phenomena can be examined from various viewpoints and brand identity is one of them. On the other hand brand identity itself has different levels of representation according to the five senses. There is no doubt that visual perception is most important in the way of transmission brand message to customer. The course introduces to you basics of graphic design as a tool of producing brand visual identity which leads in the final to continuous emotion process between customer and client, commercial or social organization and person.</p>
Teaching and learning methods	<ul style="list-style-type: none">• Lectures – history and applied theory of graphic design and visual communication• Workshops – professional projects detailed analysis• Independent work – be laborious and hard-working
ECTS Credits	1.5
Pre-requisites	<ul style="list-style-type: none">• Very basic skills in any graphic editor (Adobe Photoshop / Illustrator / Corel Draw / etc.);• any digital photo camera;• sketchbook, colored pens and pencils.
Assessment	Project presentation (Exam)

INTERDISCIPLINARY PROJECT

Objectives	The goal of the Interdisciplinary Project is to help students apply all the knowledge they get during the International Business Semester by working out the idea of starting an imaginary company in St. Petersburg/Russia and preparing a sketch for the business plan.
Content	The Interdisciplinary Project embraces the courses taught during the IBS: Strategic Management, Financial Aspects of Business Planning, Entrepreneurship, Russian Civilization, etc. First, students are divided into groups and work out an idea, then discuss it with teachers, evaluate it, work out mission and strategy, financial and operating plans, choose premises. It's especially important to define real needs of the region where they are going to start their business. Therefore, students have to do market research and shape marketing strategy. During the Project students are urged to be as close to real life as possible. The next step is working out a financial plan, investigating loan opportunities. They have to go to banks and see the offerings. The Interdisciplinary Project starts on the third week of the IBS when Strategic management course begins, so the students start working on the Project during Strategic Management course, then Marketing course, etc. It's very important that the groups consist of Russian and foreign students in order to encourage cooperation and teamwork.
Teaching and learning methods	The course is organized as a set of seminars where students discuss their ideas with teachers and fellow mates. At the end every group prepares a presentation and text for the business plan.
ECTS Credits	5
Readings	<ol style="list-style-type: none">1. <i>Anatomy of a Business Plan: A Step-by-Step Guide to Building a Business and Securing Your Company's Future</i> by Linda Pinson, Deaborn Trade Publishing, 2005.2. <i>R.A. Brealey, S.C. Myers, A.J. Marcus. "Fundamentals of finance", 5th edition.</i> – McGraw- Hill, 2006.3. <i>J.K. Shim, J.G. Siegel. "Theory and problems of managerial finance".</i> – McGraw- Hill, 1997.4. Internet resources. <p>Key words: business plan, budgeting, market research.</p>
Assessment	Assessment of classroom presentation and text of the business project by examination board.

STUDY ENVIRONMENT

Accommodation: double accommodation in two-room apartment with shared facilities and kitchen in a comfortable student hostel.

Application procedure:

Application form for the program can be requested at e-mail intprogram@imop.spbstu.ru.

Filled in application form should be sent by e-mail. Please do not forget to enclose the following documents:

- transcript of records
- copy of international passport (for visa arrangements)
- jpeg photo of size 2x4

DEADLINE for the application: October 25

Financial terms:

Program is open for all types of applicants:

- free-movers (tuition fee is required)
- bilateral exchange students (free of charge)

Tuition fee: 79 400 Russian Roubles (approx. 1670 Euro). The tuition covers course participation, supplies, study visits, including **registration fee** 6000 Roubles (approx. 130 Euro).

For further information, please contact:

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