

EXCHANGE COURSES SYLLABUS

ECONOMICS AND INNOVATIONS

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| Innovative Economy and Knowledge Economy 3 ECTS | <p>The main goal of this short-term program is the formation of competencies necessary for the training of personnel who have economic thinking, capable of analyzing economic problems at the micro, meso and macro level, as well as acquiring practical skills for their use in professional activities.</p> <p>The objectives of the course are to provide students with the following professional skills and competences:</p> <ul style="list-style-type: none"> ▪ knowledge of economic terminology, ability to apply it in professional activities; ▪ the understanding of principles of the knowledge economy and the interrelationship of basic economic processes and phenomena; ▪ the comprehensive understanding of the core idea of knowledge & innovation management to ensure the competitiveness of the organization; ▪ ability to manage the development of the organization, analyze and develop the organization's strategy on the basis of modern methods and advanced scientific achievements; ▪ ability to conduct research, process data received and analyze the results; ▪ ability to manage knowledge and innovations, create databases and knowledge bases, knowledge management systems and innovative organization processes; ▪ ability to identify promising areas of scientific research, to substantiate the relevance, theoretical and practical significance of the problem being studied; ▪ skills in analysis for making managerial decisions. ▪ possession of methods of strategic management of knowledge and innovations; ▪ the ability to form systems of knowledge management and innovation processes. |
| Human Capital in Innovative Economy 3 ECTS | <p>The main goal of this short-term program is formation of students' theoretical knowledge and practical skills in the field of investing in human capital</p> <p>The objectives of the course are to provide students with the following professional skills and competences:</p> <ul style="list-style-type: none"> ▪ understanding the essence of the theory of human capital; ▪ knowledge of the basic forms of human capital and their content; ▪ knowledge of the methods of investing in human capital; ▪ ability to determine the effective investment system human capital; ▪ the ability to assess the return on investment in human capital; ▪ the ability to use ways to improve the effectiveness of human capital; ▪ ability to conduct research, process received data and analyze the results; ▪ ability to manage the development of the organization, analyze and develop the organization's strategy based on modern methods and advanced scientific achievements. |

Project Management
3 ECTS

The goal of this course is to gain basic knowledge about effective and professional project management based upon PMBoK-Guide and to provide practical wisdom for applying that knowledge to projects.

The course introduces project management from the standpoint of a manager who must organize, plan, implement and control tasks to achieve an organization's schedule, budget, and performance objectives.

The following tools and concepts are studied:

- project charter,
- scope statement,
- work breakdown structure,
- project estimating,
- scheduling methodologies.

Students will be introduced to the roles of project and program managers in current business enterprises and to the triple constraints of scope, time and cost.

After completing this course, the students should be able to:

- apply project management methodologies, processes, and tools to execute complex projects in organizations;
- Examine the roles that project management play in accomplishing an organization's strategic objectives;
- Develop effective approaches for managing high-performance project teams, communication strategies, and best practice closeout strategy that maximizes the value of the project experience;
- Critique the impacts of schedule, cost, and scope elements in projects and analyze different techniques for managing risks;
- Create project Charters, Scope statements, Work Breakdown Structures (WBS), Project Network Diagrams, and Responsibility Assignment Matrix (RAM).

By the end of the module, the participants will improve their ability to manage projects effectively. In particular they will be better able to:

- operate more competently as a member of a project team, and ultimately as a project manager;
- understand the competencies a project manager needs and the organizational and leadership challenges they face;
- logically plan, schedule and control projects using project management tools and techniques;
- understand the basic principles of the main project management methodologies, such as PMBoK and PRINCE2.

Course structure:

Module 1: Project Fundamentals and Overview

Module 2: Organizational Influences and Project Lifecycle

Module 3: Project, Program, Portfolio Management

Module 4: Project Structure

Module 5: Resource Management

Module 6: Project Personnel

Module 7: Project Communications and Organizational Issues

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| Digital Marketing 3 ECTS | <p>The aim and objectives of the short-term international educational module is to form the listener's understanding of modern methods of goods and brands promoting in digital media and communication (digital media).</p> <p>The goal of the course is to acquire the following professional competencies for students:</p> <ul style="list-style-type: none"> ▪ understanding the current trends in the development of digital marketing and the prerequisites for their formation; ▪ skill of identifying the available brand promotion method; ▪ ability to evaluate the effectiveness of the use of a particular promotion channel; ▪ ability to interpret current business objectives in specific tasks for the marketing department. |
| SOFT SKILLS | |
| Intercultural Communication 3 ECTS | <p>The main goal of this course is to expose international students of ITMO University, specializing in different fields of study with the problems intercultural communication in the field of business-like cooperation and interpersonal communication within the different cultures. The main goal of the special course and seminar is to achieve cross-cultural competence in all dealings with multicultural colleagues and clients.</p> <p>Course objectives. Course objectives include detailed cross-cultural understanding that comes to cross-cultural competence in:</p> <ul style="list-style-type: none"> ▪ knowledge, awareness and sensitivity in intercultural communication; ▪ ability to use and interpret case studies from particular cultures taking in the account the specific regional and country character; ▪ capacity to use cross-cultural interpretation of behavior and communication in everyday life and management; Intercultural communication skills in the new cultural context. <p>The study of intercultural communication assumes putting the problems in the context of the global cooperation and the role of Russian university in this process.</p> |