

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

8, 9, 11, 12, 15, 16, 18, 19

11:00 - 14:00

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

1-5, 15-19

10:00 - 13:00

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

TBD

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

April

5-9, 12-15

11:00 - 14:00

Lector

Prof. Polina Petrusha

Organizational Behavior: Change Management

Too often managers change the strategy of an organization, only to find out that the results are disappointing. A common reason is that there isn't enough attention to the people in the organization. In this course, we will examine the behavior of employees as individuals, within teams, and in an organizational context.

Objectives

- explain the importance of behavior for reaching goals
- describe their own behavior within organizations
- discuss the elements of the individual, team, and organizational behavior
- analyze the behavior within an organization
- identify on what level behavior does not support desired outcomes
- discuss possible strategies to change behavior



Timetable

April / May

TBD

Lector

Prof. Ed Overes