

The summer school “Business and entrepreneurship” is the innovation of international cooperation

From 17th of August to 19th of September 2015 the Summer School “Business and entrepreneurship” organized by the Institute of Industrial Economics and Management was held in Peter the Great St.Petersburg Polytechnic University. This annual project united economics and management specialists to develop international programs of the Institute and to share professional knowledge with foreign partners.



Success and necessity of the School for international students gave an impulse for organizers to expand the number of educational programs in the English language. This year the course “Business and entrepreneurship” consisted of 3 modules. They were developed by 3 departments of the Institute of Industrial Economics and Management (IIEM), such as Entrepreneurship and Commerce, Economics and Management in Mechanical Engineering, Strategic Management.

Over 100 people participated in this program; the majority of them are international students who study on fee-paying bases or who were offered traineeship by the Strascheg Center for Entrepreneurship in Munich or resources

by the Russian Academic Excellence Project “5-100”. Master’s degree students of the International Educational Programs of IIEM also participated in the course.

The teams of every module were international. Participants came from different cities of Germany, Italy, Serbia, Turkey, China and other countries. The School cooperated with universities-partners of SPbPU are Polytechnic University of Milan, Munich University of Applied Sciences, and Technical University of Munich.

The program of every module included lectures and tutorials. The latter comprised students' individual work on projects and gaining professional experience from specialists.

Within two weeks of the course «International Business Analysis» students studied peculiarities of corporate strategic and business analysis and fundamentals of cross-cultural management. Participants of the School visited Hyundai and Nissan factories, St. Petersburg Kirovsky Tractor Plant, and also Russian Imperial Lomonosov Porcelain Factory and Baltika Breweries. It allowed students to learn more about strategies, which are used by these companies on the Russian market.

The module «Global Entrepreneurship» was held with the support of the Russian-German Center for Innovation and Entrepreneurship "Polytech Strasczeg". The teams worked on the subject of Sustainable University. At the final stage tutors from Finland, Holland, Germany and Great Britain joined the students and formed the judging panel for the final presentation of projects.





The closing stage of the Summer School included a short program “International strategic management: doing business in Russia” in which Russian and Italian students participated. They had to make a field research to find out the opportunities for promoting special Italian products, which are not typical for the Russian market, and to work out a business plan to launch them onto the market.

Apart from studying in the Summer School students had some leisure-time. Together with their teachers they visited palaces of Peterhof, Peter and Paul Fortress, Hermitage, museum of modern art “Erarta”, and in the end a boat trip on the rivers and canals of the city.

The Summer School “Business and entrepreneurship” of IIEP illustrates the way in which students and professors of Peter The Great St. Petersburg Polytechnic University and representatives of other countries can share each other's knowledge and experience for the sake of developing science and international cooperation.

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