

INTERNATIONAL BUSINESS SEMESTER

**Integrated Semester Program
Peter the Great St. Petersburg Polytechnic University**

2016-2017 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:

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

Interdisciplinary Project 5 ECTS

Elective Courses³:

Russian Language 5.5 ECTS

International Standards of Production Management 5.0 ECTS

Innovation Product Management² 5.0 ECTS

International Financial Reporting Standards and Taxation 5.0 ECTS

Managerial Economics 3.0 ECTS

Organizational Theory and Organization Behavior² 3.0 ECTS

Advanced Corporate Finance 1.5 ECTS

Bank Management 2.0 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

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/mbody.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

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"</i>, 5th edition. – McGraw- Hill, 2006.3. <i>J.K. Shim, J.G. Siegel. "Theory and problems of managerial finance"</i>. – McGraw- Hill, 1997.4. Internet resources.
Assessment	Key words: business plan, budgeting, market research. Assessment of classroom presentation and text of the business project by examination board.

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	Written and oral examination Group work Class participation Individual work

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. The adjective. Declension of adjectives in plural. The pronoun. Declension of possessive and demonstrative pronouns in plural. The verb. Verbal aspects in the past and future tenses. The imperative: formation and functions. Verbs of motion. Transitive and intransitive verbs of motion. Verbs of motion without prefixes. Verbs of motion with prefixes. 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	Written and oral examination Group work Class participation Individual work

RUSSIAN LANGUAGE (level 3)

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 read newspaper and magazine articles, television reporting;– to write business letters, announcements, cv;– to conduct business conversations.
Content	<p><u>Grammar</u></p> <p>The noun. Declension of nouns in plural. The adjective. Declension of adjectives in plural. The pronoun. Declension of possessive and demonstrative pronouns in plural. The verb. Verbal aspects in the past and future tenses. The imperative: formation and functions. Verbs of motion. Transitive and intransitive verbs of motion. Verbs of motion without prefixes. Verbs of motion with prefixes. Compound sentences. Conjunction который.</p> <p><u>Lexical topics</u></p> <p>Getting round the city, travelling, prices, terms of supply and payment, business and politics, society and culture.</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	Written and oral examination Group work Class participation Individual work

INTERNATIONAL STANDARDS OF PRODUCTION MANAGEMENT

Learning outcomes	<p>Students should know after this course about:</p> <ul style="list-style-type: none">- internationally recognized approaches to operations strategy development for industrial enterprises;- internationally recognized methods of mid-term planning for industrial enterprises;- ideas and principles of enterprise manufacturing system productivity improvement incentives; <p>Based on that understanding students should be able to:</p> <ul style="list-style-type: none">- develop operations strategy for particular company – by defining performance objectives and by configuring operations resources in order to achieve performance objectives target levels;- adapt mid-term planning process for particular manufacturing environment and particular company's specific features. <p>Students will be familiar with:</p> <ul style="list-style-type: none">- approaches to industrial enterprise planning system configuring on strategic, tactical and operational levels;- internationally recognized production management best practice;- production planning and production scheduling methods.
Course description	<p>Industrial enterprise planning system. Operations strategy and its linkage with corporate and business strategy. Operations strategy development. Manufacturing strategies/Product positioning strategies. Sales & Operations planning (S&OP process structure, planning parameters, Resource Requirements Planning – RRP). Manufacturing planning and scheduling (MPS, MRP, RCCP, CRP), Production Activity Control (functions; manufacturing reporting, count points, data collection). Productivity systems and Quality Management Systems (Lean/ JIT), 6 Sigma, Theory of Constraints, QFD, TQM).</p>
Teaching and learning methods	<p>This course consists of lectures, case-studies in teams and homework. Students should be familiar with course materials before classes in order to be better prepared. Lectures will take place in an interactive mode Based on presentation slides provided for students in advance.</p>
ECTS Credits	5.0
Readings	<ul style="list-style-type: none">• Nigel Slack, Michael Lewis. Operations Strategy. 4th edition. – Prentice Hall, 2014.• Thomas E. Vollmann, William L. Berry, D. Clay Whybark, F. Robert Jacobs. Manufacturing Planning and Control Systems for Supply Chain Management. Sixth edition. McGraw-Hill, 2011. 576 p.• Thomas F. Wallace and Robert A. Stahl. Sales and Operations Planning: The How-to Handbook, 3rd ed. – 2008.

INNOVATION PRODUCT MANAGEMENT

Learning outcomes	<p>Students should know after this course about:</p> <ul style="list-style-type: none">-development strategies;-basic information technologies for product management;-basic definitions, methods, tools of quantitative and qualitative process analysis and product management analysis;- product life-cycle stages. <p>Students should be able to:</p> <ul style="list-style-type: none">- carry out a product mix review;- determine prospective product development directions; <p>Students will develop practical skills of problem solving for Russian and international companies.</p>
Course description	<p>Introduction. Definitions. Organization product policy.</p> <p>Innovative product development. Stages. Product mix review. New product concept design. Product quality management. Competitive ability of an innovative product.</p> <p>Product marketing strategy. New product buyers. Product positioning Marketing specifics for different product types</p> <p>New product innovation activities Product innovations types. Financial aspects of new product management</p>
Teaching and learning methods	<p>Lectures, case study, team-work, group presentation and discussion, home work</p>
ECTS Credits	<p>5.0</p>
Readings	<p><u>Ahmad R. Product Lifecycle Management - LAP Lambert Academic Publishing, 2011 – 196 P. ISBN 9783844391794.</u> Thakor C. Product and Brand Management - LAP Lambert Academic Publishing, 2012 - 84 P.</p>

INTERNATIONAL FINANCIAL REPORTING STANDARDS AND TAXATION

Learning outcomes

Students will acquire knowledge of major aspects of financial statements preparation according to International Financial Reporting Standards (IFRS) and US Generally Accepted Accounting Principles as well as principles of international taxation.

Students will be able to use and interpret financial statements to make business decisions, including application of ratio analysis, benchmarking, forecasting, valuation, and other aspects of financial statement analysis for decision making as well as use corporate taxation policy for increasing company's effectiveness.

Course description

International Financial Reporting Standards

Financial accounting for managers. Introduction to financial statements and transaction analysis. Accounting adjustments and constructing financial statements. Analyzing and interpreting financial statements (including ratio analysis, DuPont model).

Accounting, reporting and analysis of separate IFRS financial statements items: operating income and expenses (revenue, research and development costs, restructuring expenses, discontinued operations, earnings per share); operating assets (accounts receivable, inventories, fixed assets; non-owner financing (accounts payable, debt); owner financing (share capital, retained earnings); investments (financial assets; investments in subsidiaries and associates; derivatives); off-balance-sheet financing (leasing, pension obligations, special purpose entities).

Forecasting financial statements. Analyzing and valuing equity securities.

International Taxation

Introduction to Taxation. Introduction to International Tax. The Double Tax Problem. Double Tax Relief. Double Tax Treaties.

International Tax Planning. Tax Evasion.

Teaching and learning methods

Course is based on lectures, discussions, exercises, case studies and ongoing project, related to financial statements analysis. Self-study includes working on exercises and ongoing project as well as reading additional literature. To be prepared for a class students are expected to have read the material (which will be provided in advance) before class. Lectures are conducted in the interactive presentation format.

ECTS Credits

5.0

Readings

Angharad Miller, Lynne Oats, (2014). Principles of International Taxation, 4th edition, Bloomsbury Professional.

Greg F. Burton, Eva K. Jermakowicz, (2014). International Financial Reporting Standards: A Framework-Based Perspective, 1st edition, Routledge.

Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso, (2013). Accounting Principles, 11th edition, Wiley

MANAGERIAL ECONOMICS

Learning outcomes

Students will get acquainted with the theoretical concepts of managerial economics and their applications in Russian and international companies.

Students will be provided with the knowledge about the major economic processes in organizations and their interactions in micro- and macro- environments.

Based on this knowledge students will learn how to make decisions about the distribution of resources in a company's business portfolio; about forming the pricing policy, production volume and profit; students will learn how to analyze the company's production costs.

Course description

The fundamentals of Managerial Economics

The economics of effective management – economic and accounting profits, types of rivalry, time value of money and net present value, marginal analysis

Market Forces: Demand and Supply

Demand and supply functions, demand and supply shifters, consumer and producer surplus, market equilibrium

Quantitative Demand Analysis

The elasticity concept, factors affecting the own price elasticity, types of elasticity, regression analysis, evaluating the overall fit of regression models and significance of regression coefficients, nonlinear and multiple regression

Theory of Individual Behavior

Consumer equilibrium, indifference curve and its applications, the relationship between indifference curve analysis and demand curves

The Production Process and Costs

The production function, measures of productivity, the cost function

The Organisation of the Firm

Transaction costs, types of specialized investments, the principal-agent problem

Teaching and learning methods

Lectures (oral presentations), case-studies, problem solving; working individually and in teams. Homeworks are given. Before lectures students are supposed to inform themselves about the given topics (reading materials are provided by the lecturer in advance).

ECTS Credits

3.0

Readings

M.R.Baye, J.T.Prince, J.Squali. Managerial Economics and Business Strategy, 8th Edition, McGraw Hill, 2013

E. F. Brigham, J. F. Houston, Fundamentals of Financial Management, Twelfth Edition, Cengage Learning, 2009.

ORGANIZATION THEORY AND ORGANIZATION BEHAVIOR

Learning outcomes	<p>Students should acquire knowledge of the theoretical approaches to the development of the organization, to know the types of organizations and current trends in the formation and development of the organizational structure of the organization in the context of globalization of business. Students should know the principles of organizational behavior, the concept of leadership and teamwork.</p> <p>Based on this knowledge, students should be able to: analyze the stage of development of the organization to make decisions on organizational development, use their leadership skills to organize work in a team.</p> <p>Students will become familiar with the main developments in the field of organizational theory and principles of organizational behavior.</p> <p>During the passage of the discipline, students will be able to: apply their knowledge to practical exercises and examples to analyze and make decisions Based on modern business case.</p>
Course description	<p>The development of organizational theory History of views on the organizational theory, basic exercise in organization theory, the concept of internal and external environment of the organization.</p> <p>Modern approaches to organization theory Technology of description of the organization structure, organizational culture, power and control in an international organization. Organizational design organization.</p> <p>Organizational behavior in terms of business development The concept of organizational behavior. Organizational behavior in terms of international business development. Leadership. Development of the concept of leadership. Modern approaches to leadership - distributed leadership. Teamwork. Building effective teams. Leadership in a team and role behavior.</p>
Teaching and learning methods	<p>The discipline is taught through lectures, analysis of case studies in the team and extra-curricular tasks. To prepare for the course students should be familiar with the materials before class. Lectures are conducted in an interactive presentation format.</p>
ECTS Credits	3.0
Readings	<p>Hatch, M.J., Cunliffe A.L. Organization Theory: Modern, Symbolic, and Postmodern Perspectives. Oxford University. 3rd edition. 2013</p> <p>Harvard Business Review on Management and Leadership (Harvard Business Review Paperback Series), Harvard Business School Press</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>

BANK MANAGEMENT

Objectives	The main objective of the course is to give students core principals in bank management, basic theory and practice of lending process in a bank and creditworthiness analysis.
Content	<p>The course contains information on the following topics: bank asset and liability management, bank liquidity risk management, the principles of lending, analysis and interpretation of credit risk, fundamentals of financial analysis, cash flow analysis and forecasting.</p> <p>The course allows students to:</p> <ul style="list-style-type: none">- Analyze banks financial reports and calculate main financial ratios,- Manage the bank portfolio, make asset-liabilities management, manage the risks in banking,- Analyse the borrower's business financial statements and evaluate securing collateral,- Analyze credit proposals and financial reports of potential borrowers: calculate and interpret main financial ratios, make cash flow calculation and cash flow analysis, measure liquidity and profitability of a company.
Teaching and learning methods	Interactive lecturing promotes student participation. The class work is carried out in small groups and presented in the class-room. Learning is pursued in Windows environment using Excel and Word.
ECTS Credits	2.0
Readings	<ol style="list-style-type: none">1. <i>Moorad Choudhry</i>. The principles of banking. John Wiley&Sons Singapore Pte.Ltd, 2012.2. <i>Milind Sathyye, James Bartle, Raymond Boffey</i>. Credit analysis and lending management, Tilde University press, third addition, 20133. <i>Timothy W.Koch, S.Scott MacDonald</i>. Bank management.South-Western College Pub,2014

STUDY ENVIRONMENT

Accommodation: double or triple 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@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 3x4

DEADLINE for the application: October 15

Financial terms:

Program is open for all types of applicants:

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

Tuition fee: 1985 Euro. The tuition covers course participation, supplies, study visits

For further information, please contact:

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