



# PROGRAM DATES:

## Global Entrepreneurship: Design Thinking and Start-Ups

Arrival: August 31, 2018

Classes: September 01 – 13, 2018

Departure: September 14, 2018

**TARGET GROUP:** International students and SPbPU's students

**ENTRANCE REQUIREMENTS:** good command of English. Knowledge of the Russian language is not required. All classes and extracurricular activities are conducted in English. Applicants are expected to have at least 2 years of University level studies

**IMPLEMENTED BY:** Russian-German Center for Innovation and Entrepreneurship Polytech Strasczeg jointly with Institute of Industrial Management, Economics and Trade of SPbPU

**TEACHERS:** Professors from SPbPU, visiting professors from SCE, Munich and coneect

**TEACHING METHODS:** seminars, project work in cross-cultural teams

**ECTS CREDITS:** 5

**PARTICIPATION FEE:** Global Entrepreneurship — 410 euro, International business analysis — 410 euro, International Strategic Management — 205 euro.

Participation fee includes tuition fee, study materials, cultural program. Accomodation costs approx. 13 euro per night.

DEADLINE FOR  
REGISTRATION:

June 30  
2018

## THE CULTURAL PROGRAM INCLUDES:

- Excursion to the Tsarskoe Selo, former tzar summer residence, famous for its palace and park ensemble. Students will visit one of the richest and most beautiful palaces — Catherine Palace. The culmination of this excursion will be visit of the legendary Amber Room reconstructed in 2003.
- Boat city tour

## APPLICATION DOCUMENTS

- Filled application form
- Scan of passport
- Jpeg photo 3x4

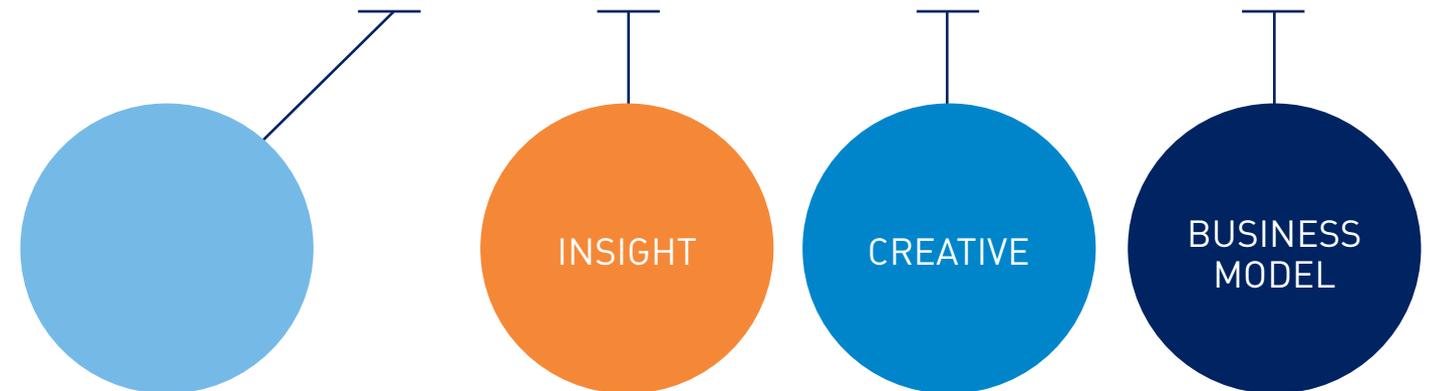
## APPLICATION DETAILS AND FURTHER CONTACT INFORMATION:

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# SAINT-PETERSBURG BUSINESS AND ENTREPRENEURSHIP SUMMER SCHOOL

APPLY NOW!



STUDY ABROAD IN RUSSIA

**ST. PETERSBURG**

**GLOBAL ENTREPRENEURSHIP**

01 – 13 SEPTEMBER, 2018

INTERNATIONAL BUSINESS ANALYSIS, Aug 20 – 31  
INTERNATIONAL STRATEGIC MANAGEMENT, Sep 14 – 21

## WHERE?

The glorious St. Petersburg — the second largest city in Russia and the fourth in Europe — is situated in the North-West of the country, next to the borders with Finland and Estonia. Nowadays St. Petersburg is a vibrant, modern and dynamic megalopolis reckoned as the northernmost city of the world with population over 5 million people. Founded in 1703 by the first Russian emperor Peter the Great as the capital of the new European Russia, St. Petersburg has always been the cultural and scientific center of the country. At the same time the eminent splendor and grandeur of the imperial capital made St. Petersburg, poetically referred to as the Venice of the North, one of the ten most popular travel destinations in Europe. Its admirable palaces, marvelous cathedrals, numerous rivers, channels and bridges, and exquisite gardens and parks each year attract millions of tourists from all over the globe.

Peter the Great Saint Petersburg Polytechnic University (SPbPU) is a multifunctional state higher educational institution that is considered both in Russia and abroad as an undisputable leader in the field of engineering and economic education. In 2010 SPbPU was conferred the status of national research university, which signified the official recognition of its role and potential in preparation of high-skilled researchers and entrepreneurs as well as in multidisciplinary scientific research.

## WHAT IS POLYTECH STRASCHEG?

The international this school “Global Entrepreneurship” is implemented by the Russian-German Center for Innovation and Entrepreneurship Polytech Strascheg. It was founded within the framework of cooperation between SPbPU and the Strascheg Center for Entrepreneurship (SCE) integrated into Munich University of Applied Sciences (MUAS). The SCE/MUAS alliance is one of six German Start-Up Universities recognized by the German Federal Ministry of Economy and Technology and leads the nationwide German university ranking for start-up support. The SCE offers training and research programs in the field of entrepreneurship and encourages innovation processes as well as development of entrepreneurial personalities. SCE supports business start-ups by guiding newly established companies from idea development to marketable innovation. The aim of Polytech Strascheg is to develop and implement joint international study programs in the field of entrepreneurship, deliver cooperative support to start-ups and enable transnational innovation and research projects.

## WHAT?

Sanit-Petersburg Business and Entrepreneurship Summer School consists of three modules: **Global Entrepreneurship**, International business analysis, International Strategic Management.

You can take part in any one, two or three modules of this Summer School. This leaflet provides you with the information about the module Global Entrepreneurship.

The course’s objective is training of the future innovative entrepreneurs and provision of them with all the skills and competences necessary to develop products for the global markets. During the study process the school participants will acquire the following capabilities:

- generation and development of innovative business ideas on the basis of design
- thinking;
- business models;
- experience of interaction in cross-cultural teams;
- insights into the development of entrepreneurship in Russia; presentation skills.

**THE 2018 CURRICULUM TOPICS ARE DIVIDED INTO 3 PARTS:**

- Global Entrepreneurship (3 ECTS);
- Entrepreneurship in Russia (1,5 ECTS);
- Workshop sessions with entrepreneurs (0,5 ECTS).
- Bonus — Russian language (for beginners)

Within the framework of the latter activities the students will attend guest lectures delivered by the leading professors of entrepreneurship and a founder of a flourishing innovative business.

Upon successful completion of the program the participants will receive a certificate issued by SPbPU.

## WHY?

The summer school is implemented by very experienced, highly qualified professors from Russia and Germany. The prominent specialists of Strascheg Center for Entrepreneurship (SCE) and the world’s leading lecturers in the field of entrepreneurship contribute to teaching within the program.

Interactive training methods are used to stimulate and boost students’ involvement. Cultural program is integrated into the course.

Russian tutor students will make stay of the international program participants pleasant, comfortable and safe and will help them settle down on SPbPU campus and explore the magnificent St. Petersburg together.

## COURSE DESCRIPTION

### GLOBAL ENTREPRENEURSHIP

#### CONTENT

Introduction to entrepreneurship (innovation and entrepreneurship; improvisation, intuition and inspiration in entrepreneurship). Starting new business. Design thinking as a method of development of innovative business ideas. Business management (a business model; marketing, strategy). Social aspects of entrepreneurship.

#### LEARNING METHODS

Seminars  
Group work  
Presentations

#### ECTS

3,0

### ENTREPRENEURSHIP IN RUSSIA

#### CONTENT

Operational issues of entrepreneurship in Russia. Venture investments management. Innovative entrepreneurship in Russia.

#### LEARNING METHODS

Seminars and discussions

#### ECTS

1,5

### ENTREPRENEURS’ WORKSHOPS

#### CONTENT

Meetings with representatives from business and business incubators.

#### LEARNING METHODS

Participation in discussions

#### ECTS

0,5