



Saint-Petersburg
University of
Management
Technologies
and
Economics



**INTERNATIONAL
WINTER SCHOOL**

16-27 January 2022

**«RUSSIAN
BUSINESS
CULTURE»**

01 WINTER SCHOOL

The Winter School will be held fully offline!

In our changing world it is crucial to know features of building business communications with foreign partners and ways of entering the Russian market to open your own business.

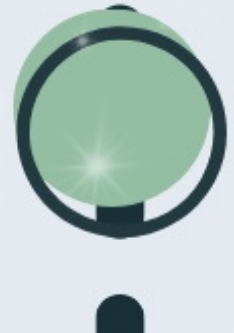


The aim of our Winter School is to ensure intercultural communication, knowledge and experience exchange and the formation of an idea of business culture in the Russian Federation.

2 KEY FACTS



PAYMENT
600 Euros



DURATION
12 Days
16-27 January 2022



PLACE
Saint Petersburg



LEVEL
BA/MA



LANGUAGE
English



CREDITS
5 ECTS



CERTIFICATE
Certificate,
Transcript of
Records



IB IMPORTANT QUESTIONS

What are the admission requirements?

Undergraduate, graduate students with relevant background or interest in the sphere

How do I apply?

Just submit an application at

<https://forms.gle/P2b2R4JU6BZhx1WQ7>

When do I apply?

Application deadline - October 27, 2021
Payment deadline - November 1, 2021

How much does it cost?

600 Euros



3 IMPORTANT QUESTIONS

What do I get?

The participants will receive Certificates and Transcript of Records upon successful completion of the International Winter School.

What about fun?

You'll get a chance to make new friends from all over the world and enjoy marvelous St. Petersburg (sightseeing tours are included).

Where will I stay?

Accommodation will be provided.



14 OUR LECTURERS



AFANASEVA TATIANA

Business coach, personal development consultant. Candidate of Economic Sciences, Associate Professor, Head of the educational direction "Marketing" of UMTE. Winner of the All-Russian competition "Best Young Teacher 2018".

Author of more than 70 articles on marketing, advertising and HR management. Winner of the contest "Young Scientist of St. Petersburg 2018".

DRUZHININ NIKOLAY

Professor of the Department of International Finance and Accounting of UMTE. A specialist in the field of finance, dealt with the problems of institutional reforms, worked in several banks, including foreign ones, during the year he was a visiting researcher at the University of Osaka, Japan. Doctoral dissertation is devoted to Japanese reforms and economic growth. Author of over 60 scientific publications, including 3 monographs.



04 OUR LECTURERS

KHROMOVA ANNA

Senior Lecturer at the Department of International Finance and Accounting of UMTE. Specialist in the field of intercultural communication, as well as a teacher of Russian as a foreign language. Working on her Ph.D. thesis in the field of socio-cultural adaptation of young people



KUZMINA KSENIA

MPA, PHD in Linguistics, Associate Professor, Department of Management and Public Administration, UMTE. A certified L&D expert in evaluating learning and development impact (ATD, USA), specializes in strategic and project management. Ex-CEO of Private Educational Institution "Institute for Enterprise Issues".



14 OUR LECTURERS



VARLAMOV GEORGE

**Associate professor, PhD in
Economics**

**He did his Specialist's degrees in
Philology and Economics and PhD -
in Economics.**

**His fields of interest include cross-
border cooperation,
internationalization of universities,
innovations in education, project
management.**

**He has experience of managing the
Russian projects (e.g. within the
National Priority Programme
"Education") as well as
international ones - Eurofaculty-
Pskov, Innovation Circle,
PRODEMET, Baltic Climate and
others financed by the CBSS, ENPI,
NORDEN and other programmes.**

**He has more than 20 papers on
innovations, internationalization of
universities, cross-border
cooperation etc.**

LECTURE THEMES

Intercultural Awareness and Communication

Introduction to Russian as a Foreign Language

Business and Society in Russia

Features of Traditional Russian Culture

Modern Economic Policy of Russia: Challenges and Opportunities

Marketing in Russia in Times of Changes

Strategies of International Companies in Russia

7 Roles of the Financier in the Future

Peculiarities of Business Culture in Russia



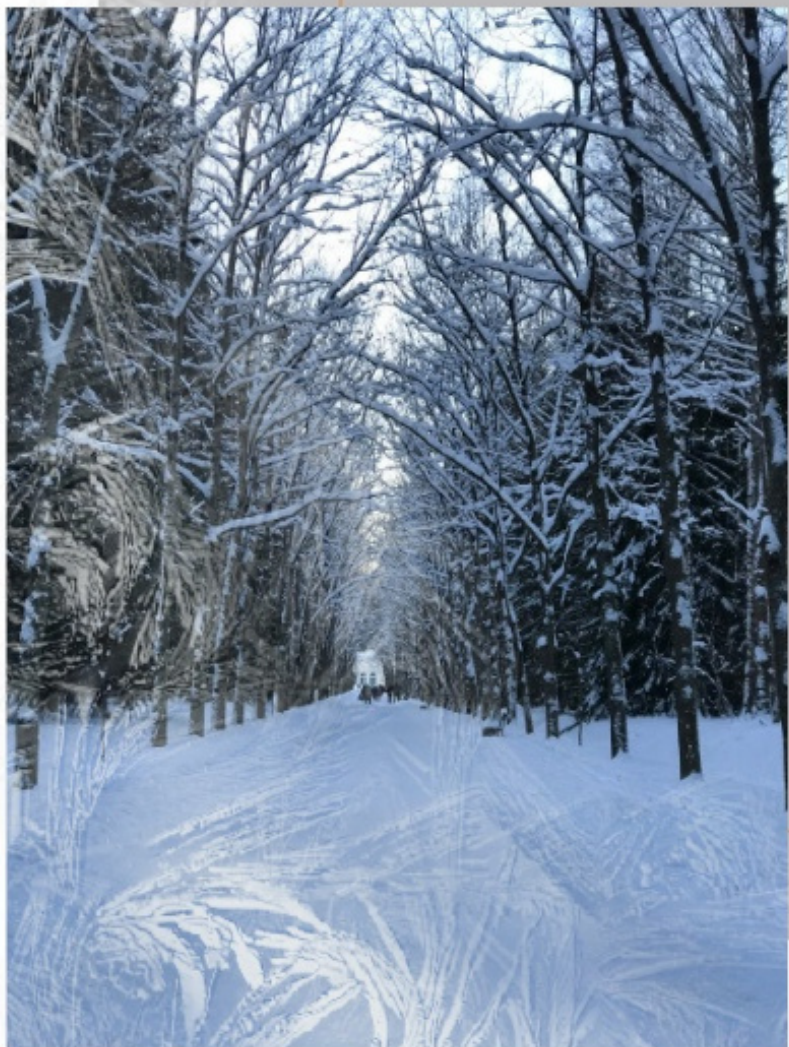
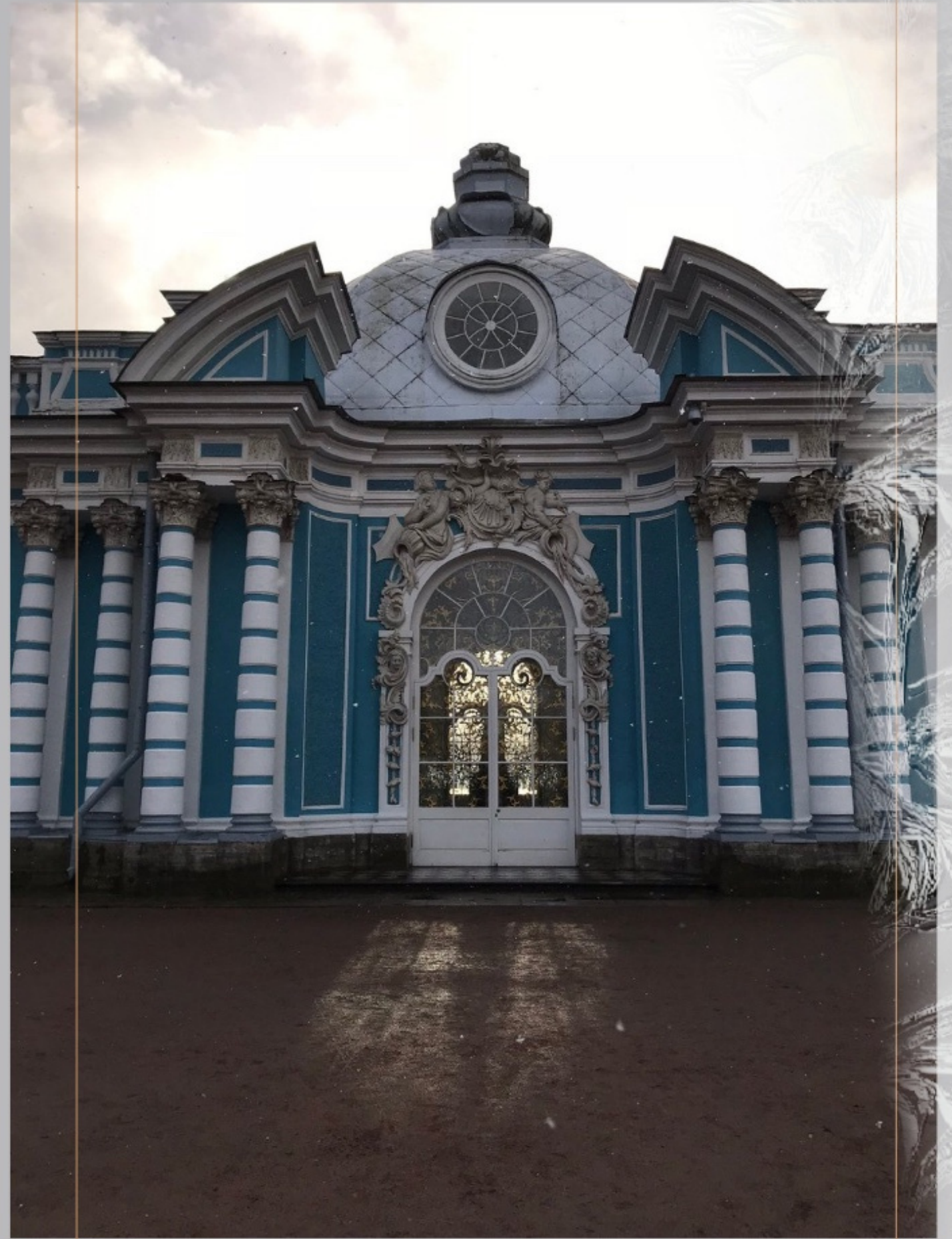
CULTURAL PROGRAMME



CULTURAL PROGRAMME



16 CULTURAL PROGRAMME



CULTURAL PROGRAMME





LINKS & CONTACTS

Registration

<https://forms.gle/P2b2R4JU6BZhx1WQ7>

For more information:

en.spbume.ru/en/page/161/

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