



ALAR
Training Center



ONLINE SUMMER SCHOOL

DOING BUSINESS IN RUSSIA

July 05- 23, 2021

DO YOU WANT TO LEARN MORE ABOUT BUSINESS
IN RUSSIA AND ENJOY STAYING IN THE
CULTURAL CAPITAL OF RUSSIA - THE CITY OF
SAINT-PETERSBURG? JOIN NOW!

ECTS credits: 4.0



POLYTECH

Peter the Great
St. Petersburg Polytechnic
University



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St.Petersburg Polytechnic
University



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BRIEF DESCRIPTION

The goal of this course is to provide students information on e-commerce market entry strategies in Russia. Trainings will provide knowledge and skills in working with the main tools and channels for promoting a good or service in a digital environment with emphasis to Russian business-making peculiarities.

During the course, students will learn how to build a business idea, define the product target audience, develop entry strategy to the digital market and strategies to e-Business promotion in Russia.

Cost:

US\$421

includes:

- Online Pub Quiz
- Online Interactive Tour to SPbPU Museum
- Online broadcasting of excursion to the Hermitage museum

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Program dates: July 05- 23, 2021

Registration deadline: June 14, 2021

Entrance requirements:

- . Good command of English (B1+)
- . All classes and out-of-class activities are conducted in English
- . Knowledge of the Russian language is not required
- . Applicants are expected to have at least 1 year of University level studies.

Professors and lecturers:

- Oksana Evseeva, Associate Professor, D.Sc, SPbPU
- Jaap de Bie, Professor, the Hague UAS
- Aleks Krasnov, Assistant Professor, PhD, SPbPU
- Alexey Trykov, Assistant Professor, PhD, SPbPU

Program partners:

- The Hague University of Applied Sciences (the Netherlands)

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