



**ALAR**  
Training Center



ONLINE SUMMER SCHOOL

# DIGITAL INNOVATION

July 5-18, 2021

READY TO DEVELOP NEW BUSINESS AND  
MANAGEMENT STRATEGIES WITH THE USE OF  
DIGITAL INNOVATION? ENROLL NOW!

ECTS credits: 3.0



**Ural Federal  
University**



## BRIEF DESCRIPTION

Digital Innovation Track includes 2 Programs at your choice:

1. Talent Management and Innovation HRM
2. Digital Innovation Systems & Strategies

These programs focus on practices and processes which are used to manage innovation effectively and also on institutional principles of digital innovation system. Each of the programs offered under this track helps to develop new Business and Management strategies with the use of Digital Innovation. Special topics are concerned innovation technologies in such aspects of talent-management as leadership and team building, planning and time-management, business communications and labor relations. Programs content includes theoretical principles as well as interactive practices, workshops, business, games, case-studies and trainings.

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**Cost:**

US\$200

**Includes:**

Trainings and lectures, handouts, consulting, software programs (if needed), culture activities, certificate and reference letter.

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## **Talent Management and Innovation HRM :** *Modules:*

1. Industry 4.0 and Modern Organization: new paradigm in the Human Resources Management
2. Job 4.0 and labor market transformation: How to be prepared (or How to prepare myself)?
3. Talent-management: System or Technology?
4. Research Design and Data Gathering
5. Leadership Development in the Digital Age Workshop
6. Stress management of talents
7. Digital recruitment: how to attract talents?
8. Performance management: How to improve effectiveness of talents?
9. Digital staff retention: How to keep talents?
10. Talent's development: How to increase them dramatically?
11. Soft Technologies in the Talent-management
12. Well-being management: How to support talents?
13. Talent-management System Audit
14. Preparation for the project and project difence

*Pre-requisites:* Human Resources Management, Management and Administration, Organizational Psychology, Development of Human Capital, Marketing in the area of HRM, Business and Management Consulting, Staff Audit

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## Digital Innovation Systems & Strategies

### *Modules:*

1. *Paradigm of digital innovation systems:* The key principles of formation and development, elements and actors.
2. *Determinants of digital innovation systems:* The functions and elements of digital innovation systems that organisations must determine to effectively execute digital innovation processes.
3. *Variants of digital innovation systems :* The unique properties of various digital technologies enable different types of innovation systems with different paths of formation and development that are particularly rapid and difficult to control and predict.
4. *Strategies for digital innovation systems :* The strategies that a firm must consider to most effectively exploit the value of their digital innovation as well as the potentiality of the digital innovation system.

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**Program dates:** July 5-18, 2021

**Registration deadline:** June 3, 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 2 year of University level studies.

**Professors and lecturers:**

URFU professors, leading international professors and guest speakers from companies

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