



NATIONAL RESEARCH
UNIVERSITY
SAINT PETERSBURG



INFORMAL RUSSIA

BRAND NEW PROGRAM FOR REAL-LIFE, CURRENT KNOWLEDGE
AT HSE - SAINT PETERSBURG

ARE YOU A STUDENT INTERESTED IN

- ✓ GENERAL INTERCULTURAL LEARNING?
- ✓ INTERNATIONAL MANAGEMENT?
- ✓ SOCIAL SCIENCE RESEARCH?
- ✓ ENTREPRENEURSHIP?
- ✓ RUSSIA?

FALL 2014 OR SPRING 2015
24 ECTS TOTAL *OF COURSES*
3 ECTS RUSSIAN LANGUAGE COURSE *(FREE)*

APPLICATION DEADLINE

AUGUST 1, 2014 FOR ALL STUDENTS *(FALL SEMESTER)*
OCTOBER 1 FOR FREE-MOVERS *(SPRING SEMESTER)*
NOVEMBER 1 FOR EXCHANGE STUDENTS *(SPRING SEMESTER)*
DECEMBER 1 FOR HSE STUDENTS *(SPRING SEMESTER)*

LEARN MORE & APPLY NOW: EKORNYSHKOVA@HSE.RU +7 812 714 5204 SPB.HSE.RU/INTERNATIONAL

INFORMAL RUSSIA

INFORMAL RUSSIA PROGRAM AT HIGHER SCHOOL OF ECONOMICS — SAINT PETERSBURG
KEY THEME: PROFESSIONAL CURRENT KNOWLEDGE ON “REAL-LIFE” RUSSIA & ST. PETERSBURG
FOR NEW HORIZONS IN YOUR FUTURE

FOR WHOM

FREE-MOVERS
EXCHANGE STUDENTS
HSE FULL-TIME STUDENTS

WHAT FREE

24 ECTS OF TOTAL COURSES &
3 ECTS RUSSIAN LANGUAGE COURSE

WHEN

FALL 2014 SEMESTER: SEPTEMBER-DECEMBER

COURSES IN FALL 2014

INFORMAL CULTURE OF ST.PETERSBURG
THE NET GENERATION: CONTEMPORARY
RUSSIAN & AMERICAN YOUTH CULTURE
RUSSIA'S POLITICAL DEVELOPMENT

SEPTEMBER-DECEMBER 2014

SOCIAL ENTREPRENEURSHIP
POLITICAL COMMUNICATION & IMAGE TECHNOLOGIES
POLITICS & LAW-MAKING IN RUSSIA TODAY
BUSINESS COMMUNICATION:
CROSS-CULTURAL ASPECTS

TOTAL PACKAGE (24 ECTS): €1488 / INDIVIDUAL COURSES: €62/1 ECTS / EXCHANGE & HSE* STUDENTS: FREE

WHY TO APPLY

CERTIFICATE *OF COMPLETION*

TRUE RUSSIAN *EXPERIENCE*

REAL-LIFE *LEARNING*

INTERNATIONAL *NETWORKING & NEW FRIENDS*

BUSINESS PRACTICE *GUEST LECTURES*

TEAM *PROJECTS*

PROFESSIONAL CAREER *SUPPORT*

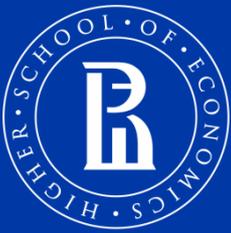


*LEARN MORE & APPLY NOW:

EKORNYSHKOVA@HSE.RU

+7 812 714 5204

SPB.HSE.RU/INTERNATIONAL



NATIONAL RESEARCH
UNIVERSITY
SAINT PETERSBURG

INFORMAL RUSSIA COURSES

FALL 2014

TABLE OF CONTENTS

1. [INFORMAL CULTURE OF ST.PETERSBURG.](#)
2. [THE NET GENERATION: CONTEMPORARY RUSSIAN & AMERICAN YOUTH CULTURE.](#)
3. [RUSSIA'S POLITICAL DEVELOPMENT.](#)
4. [HISTORY OF COLONIZATION & DECOLONIZATION.](#)
5. [SOCIAL ENTREPRENEURSHIP.](#)
6. [POLITICAL COMMUNICATION & IMAGE TECHNOLOGIES.](#)
7. [POLITICS & LAW-MAKING IN RUSSIA TODAY.](#)
8. [BUSINESS COMMUNICATION: CROSS-CULTURAL ASPECTS.](#)
9. [RUSSIAN LANGUAGE.](#)



NATIONAL RESEARCH
UNIVERSITY
SAINT PETERSBURG

INFORMAL RUSSIA COURSES

FALL 2014

INFORMAL CULTURE OF ST.PETERSBURG

(4 ECTS, J. Trabskaya)

A comprehensive insight of the city life as it is, its cultures and unique subcultures represented in this 5 mln. city. Culture as the link connecting residents & how non-government St. Petersburg works. The course includes field-trip-format seminars, meetings with representatives of subcultures, learning of cultures linked to modern music, architecture, literature etc. [Go to Table of Contents](#)

THE NET GENERATION: CONTEMPORARY RUSSIAN & AMERICAN YOUTH CULTURE

(4 ECTS, I. Tscherbina)

This innovative course taught through video-conference at the Russian & US campuses at the same time is based on interactive discussions and learning, individual and team-projects.

With the fall of the Soviet Union, the rise of the Internet, the globalization Russians and the Americans have become more connected to each other than ever due to foreign travel, online communication, cross-cultural influence across the borders and distances.

Young Americans and Russians assume that their peers abroad share the same interests, cultural tastes, and life goals. Indeed, youth culture itself (slang, popular culture, social trends) functions as a "language" that connects young people, setting them apart from older generations, making it possible to argue that young Russians and Americans share more in common with each other than they do with many of their own country people.

But do young Russians and Americans share the same cultural values, assumptions about their role in broader society, do they have the same sense of history? How are we shaped from birth throughout our childhoods to become Russian and American citizens? And what about generational differences: how are young Russians today differ from their parents who grew up in the Soviet Union? What are “Obama generation’s” aspirations? What forces influence our behavior?

This course will examine contemporary Russian and American youth cultures, bringing together students from Connecticut College and the Higher School of Economics each week via teleconference to discuss common readings and films. Topics for discussion include the family, education, children’s literature, youth movements, recreation, drug and alcohol use, sexuality, popular culture, and social networking. In addition to weekly group meetings, students will do a targeted research and discuss readings. The course is an excellent & unique intercultural and comparative learning open to discussion of other cultures as well. [Go to Table of Contents](#)

RUSSIA'S POLITICAL DEVELOPMENT

(4 ECTS, D. Goncharov, Master level open for IR undergrads)

The course is designed with ambition to provide Master program students with the necessary theoretical and empirical background for the study of Russian politics. It will cover a broad set of issues including those concerning Communism historical legacy; Post-Communist political institutions building; social, cultural, and economic context of the Post-Soviet political transformation. While the focus is on the evolution of institutional structure of the Russian politics, the course examines in detail the ongoing economic development in Post-Communist Russia and the social and cultural forces that have been shaping the life of Russians over the two recent decades. [Go to Table of Contents](#)

HISTORY OF COLONIZATION & DECOLONIZATION

(4 ECTS, International Prof. TBC)

The course is devoted to the comparative history of global empires in modern and contemporary history. Part of the material will be associated with the theoretical framework of modern Empire Studies. The students will also be introduced to the history of decolonization and the appearance of the today's political map of the world and Russia. [Go to Table of Contents](#)

SOCIAL ENTREPRENEURSHIP

(M. Stock, USA)

The course includes discussions based on international and Russian practice and trends in social entrepreneurship, as well as team and individual projects in creating the concepts and constructing a path to turn them into the real-life practice to achieve a financially-sound but socially important venture.

A thought-provoking, practical and multi-disciplinary course examining historical, geographical, cultural and environmental influences on business and corporate behavior to explain the (re)emergence of 'social entrepreneurs' in contemporary society. Students will explore fresh, up-to-date case studies of organizations and communities designing innovative approaches to resolve global challenges in areas such as healthcare delivery, education, transportation, shelter, food supply and pollution. Students will also take field trips to explore local social entrepreneurship models as research for the design and launch of their own functioning social enterprise initiative(s). [Go to Table of Contents](#)

POLITICAL COMMUNICATION & IMAGE TECHNOLOGIES

(4 ECTS, O. Leschenko)

The course discusses main methods of organization of communication in a political space, as well as techniques to form a political image, processes of development and management of public opinion, and to decrease competitor's image, to restore a public image. By analyzing specific examples, students will learn how to analyze current political information through

locating common features and distinctions in political communication. They will establish links between political events, basic principles in political strategic work. Students will learn how to explain causes and effects of political communication and events, they will give image characteristics to concrete components of politicians' identity. They will learn how to assess actions in political life, personalities, groups, organizations through applying techniques in image formation and strategies. Defining of possible consequences of certain political actions, events, and then own judgments and arguments on certain issues will be an important area of learning during the course. Students will improve presentation, public speaking and other communication skills as a core competence to become a professional.

Topics include: image, reputation, political branding; objects, subjects and communication channels in Public Relations, advertising and other promotion, direct marketing in politics; political PR and advertising in mass media and internet; image strategies in politics, technologies and strategies of formation, support, restoration of image and strategies to decrease competitor's image; management of special events in politics. [Go to Table of Contents](#)

POLITICS & LAW-MAKING IN RUSSIA TODAY (4 ECTS, Prof. I. Grigorjev)

A broad introductory course of Russian politics: how Russia really works. Why do Russians support autocracy? (Or do they?)

Is it good that Russia is a presidential republic? What happened to Russian federalism? What about its opposition? Who were those people in the streets in 2011-2012, and what did they want? Are oligarchs still politically mighty? How much corruption is here and is it against the development of Russia? [Go to Table of Contents](#)

BUSINESS COMMUNICATION: CROSS-CULTURAL ASPECTS

(4 ECTS, E. Kornyshkova, USA-Russia)

The interactive course teaches not only “how”, but “why”. It is designed to develop Cultural Intelligence and the skill to apply it in communication strategic and operational decisions on corporate and individual levels. Students learn to recognize and analyze current “cultural mix” in themselves and the audience to design and deliver communication with a maximum level of effectiveness. The course teaches intercultural and international business standards and how to achieve goals through communication across cultures.

[Go to Table of Contents](#)