



PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS

Graduate School

## QUEST WEEK

12.04.2010 – 19.04.2010

TUTOR	COURSE TITLE	DATES OF CLASSES	COURSE SUGGESTED FOR	LANGUAGE
<b>Karen F. Fox (Ph.D marketing)</b> Professor of marketing university of Santa Clara (USA)	<b>Marketing of services</b> (16 hours = 1.25 ECTS, pass/fail)	12.04, 13.04, 14.04, 16.04	Master students (International management (marketing) + foreign exchange students	English
<b>Josef Beracs (Ph.D)</b> – professor of marketing (Corvinus University – Hungary)	<b>International marketing in new environment</b> (16 hours = 1.25 ECTS, pass/fail)	12.04, 13.04, 14.04, 16.04	Master students – Marketing, International marketing, International business	English
<b>Gerald Smith (Ph.D)</b> (University of Northern Iowa – USA) Description: Russian forensic accounting practitioner and case analysis will hopefully be used to communicate the motivations, techniques, and consequences of fraudulent financial statements.	<b>Fraudulent Financial Statements</b> (8 hours = 0.25 ECTS, pass/fail)	12.04, 13.04 Discussion and Presentation	Master students (International management – finance) + foreign exchange students	English

<b>Roman Shitenkov (RF)</b> , (PhD - Econometrics), Full Member of IPAR, Financial Analyst at MegaFon	<b>Financial Statements Analysis &amp; Interpretation</b> (16 hours = 0.75 ECTS, pass/fail)	12.04, 13.04, 14.04, 16.04	Master students (International management – finance) + foreign exchange students	English
<b>Robin Joyce (GB)</b> Professor of the Chair of International Banking and Finance (Finance Academy under the Government of the Russian Federation)	<b>National and International Risk Management</b> (12 hours = 0.75 ECTS, pass/fail)	12.04, 13.04, 14.04, 16.04	Master students (International management – finance) + foreign exchange students	English
<b>Per Øyvind Berg-Knutsen (Norway)</b> Management Consultant	<b>Enterprise Architecture: An introduction to holistic enterprise considerations</b> (16 hours = 0.75 ECTS, pass/fail)	12.04, 13.04, 14.04, 16.04	Master students + Foreign Exchange – all programs	English

**Students must choose one class and attend it in order to get pass. Please note, that maximum group size is 25 students, so please indicate your choice by e-mail to International program coordinator Alexey Grishin ([grai87@mail.ru](mailto:grai87@mail.ru)).**

**All courses start at 18:00 and end at 20:40.**

**Attention of international students (exchange, Double and Triple Diploma):**

Guest Course (totally worth 2 ECTS) is divided into 2 parts:

- 1 part is delivered during Guest week (worth from 0.25 to 1.25 ECTS, see list of courses above)
- 2 part is delivered by visiting professors in May (worth from 0.75 to 1.75 ECTS, see timetable for period C)