



European Association for Telematic Applications



St.Petersburg State University of  
Telecommunications

## St. Petersburg Summer University (SUSTP) July 1<sup>st</sup> – July 12<sup>th</sup> 2013 St.Petersburg Russia

<http://www.sut.ru/home/international-cooperation/summer-school>



### St. Petersburg

Saint Petersburg located on the Neva River at the head of the Gulf of Finland on the Baltic Sea. Saint Petersburg is the most Westernized city of Russia, as well as its cultural capital. It is the northernmost city in the world to have a population of over one million. The Historic Centre of Saint Petersburg constitute a UNESCO World Heritage Site.

The Summer University takes place during the best time the city can offer: white nights.

The SUSTP offers 13 modules:

- **Stereoscopy**  
Dr. Alexander Gogol, Head of the Stereo school in SUT
- **Journalism - New and old Technologies in Mass Media**  
Johann Günther, Professor at: Danube University Krems, Austria, Bonch-Bruевич Saint Petersburg State University of Telecommunications, Russia and Jiangnan University, Wuhan, China
- **Financial markets and institutions with emphasis on development of markets and the crisis of the last years**  
Prof. Don May, Alaska Pacific University, USA
- **Internet-Based Information Systems**  
Prof. Dr. Nikolai Scerbakov, Technical University Graz, Austria
- **Business English Language**  
Dr. ADLAI E. NAIDOO, University of Buraimi, Oman/South Africa
- **Intercultural Studies**  
Dr. Ingrid Bergner, University of Innsbruck, Austria
- **Cloud and Mobile Computing**  
Prof. Felix Edelmann, Danube University Krems, Austria
- **Social Innovation – The Concept, its Potential and international Trends**  
Prof. Dr. Josef Hochgerner, Head of Center for Social Innovation, University Vienna, Austria
- **European Economic Integration**  
Prof. Dr. Savvas Katsikides, Jean Monnet Chair, University of Cyprus, Cyprus
- **Project Management**  
Elisabeth Holoubek, Vienna, Austria / Sweden
- **Concept-Management and Creative Process**  
Jürgen Markus Schroeder, Design University, St.Pölten, Austria
- **Social Informatics, Webbased Working, Web Literacy Lab**  
Prof. Dr. Jutta Pauschenwein, Joanneum Graz, University of Applied Science, Graz, Austria
- **Cross-Media – Challenges and Business Models**  
Prof. Mag. Dr. Kai Erenli LL.M., cPM, Program director „Film, TV- und Mediaproduction“ (BA) University of Applied Science,

**Apply for admission applicants:**

<http://www.sut.ru/home/international-cooperation/summer-school>

Contact: Mrs. Evjeny Novikova (Zhenya), [evjeny@gmail.com](mailto:evjeny@gmail.com) or Prof. Dr. Johann Günther, [Johann.guenther@aon.at](mailto:Johann.guenther@aon.at)



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## **St. Petersburg Summer University (SUSTP) July 1<sup>st</sup> – July 12<sup>th</sup> 2013 St.Petersburg Russia**

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St. Petersburg Summer University is open to all students and will help all participants to gain from new methods of lecturing and research as well as enjoying the international atmosphere. As set by the traditional program itself, this program also bring together regional & international professors and lecturers for a period of two weeks and provide the opportunity for local and international students to learn and share their experiences.



### **St. Petersburg**

Saint Petersburg (Russian: Санкт-Петербург) is a city and a federal subject (a federal city) of Russia located on the Neva River at the head of the Gulf of Finland on the Baltic Sea.

Saint Petersburg was founded by the Tsar Peter the Great on May 27 1703. From 1713 to 1728 and from 1732 to 1918, Saint Petersburg was the Imperial capital of Russia. It is Russia's second-largest city after Moscow, with 5 million inhabitants. Saint Petersburg is a major European cultural center, and also an important Russian port on the Baltic Sea.

Saint Petersburg is often described as the most Westernized city of Russia, as well as its cultural capital. It is the northernmost city in the world to have a population of over one million. The Historic Centre of Saint Petersburg and Related Groups of Monuments constitute a UNESCO World Heritage Site. Saint Petersburg is also home to The Hermitage, one of the largest art museums in the world. A large number of foreign consulates, international corporations, banks and other businesses are located in Saint Petersburg.

The Summer University takes place during the best time the city can offer: white nights.

## **The SUSTP offers 13 modules:**

In every module, participants work in teams of max. 25 students.

### **1. Stereoscopy**

PhD students

The head of the Stereo school in SUT is Dr. Alexander Gogol

The Bonch-Bruevich Saint-Petersburg State University of Telecommunications, Russia

During this course every student will be involved in 3D studies and lectures, will take part in capturing 3D video and photo, converting 2D photo to 3D format and uploading their shootings to the famous video service. They will have an excellent opportunity to familiarize themselves with 3D technology and the state of the art stereo equipment.

Theoretical studies consist of the following lectures:

- 2DTV: broadcasting, formats, equipment.
- Basic principles of stereoscopy.
- Accommodation and convergence of the eyes. Parallax. Stereo basis. Conditions required for visual comfort.
- Stereo images: stereoscope, lens raster, displays, projectors, 3D-TV. Stereo systems with and without glasses.
- Stereo viewing and printing
- Types of stereoshooting. Choice of phototechnique.
- 2D Editing.
- 3D Editing.

Practice includes: 3D shooting and overviewing, creating 3D images from «ordinary», 2D and 3D Editing.

### **2. Journalism - New and old Technologies in Mass Media**

Johann Günther

Professor at: Danube University Krems, Austria, Bonch-Bruevich Saint Petersburg State University of Telecommunications, Russia and Jiangnan University, Wuhan, China

Doctorate (PhD) in 1974 at University in Vienna in Communication Science, Two terms in Cambridge. Many years in management positions in industry like marketing manager with Philips, „DATEX-Technical Development Corp.“ Frankfurt, Germany, export director for Central- and Eastern Europe and Latin America. Alcatel Headquarters in Paris with the responsibility for Latin America and Europe, development of the distribution network of Alcatel in Eastern Europe, foundation of 12 companies with nearly 100 subsidiaries (Kazachstan to Hungary)

1979 - 1996 lectures at the University of Vienna „Department for Journalism and Communication Science“ with main emphasis on new communication technologies

1996 – 2004 head of the „Department for Telecommunication, Information and Media“ at Danube University, Austria, 1999 – 2004 Vice-President

2004 – 2007 Executive Director University of Applied Sciences St.Poelten

2007 – 2010 Agency for European Integration, Prishtina, Kosovo, Project manager, development of University System

From 2010 vice chancellor University of Buraimi

Publications: 50 books, some in up to seven languages, participation in more than 60 compendiums, more than 200 articles in specialist journals

**Learning outcomes:**

Know how about basics in communications and media technologies.

Learned and tested, how to act in front of a camera.

Learn about non-verbal and verbal communication and get experiences in this.

First contact with different media. Excursions to newspaper, radio station, TV and new media house.

**Course Topics**

Theory of Communication

Practical work in the course

Excursions to media organizations

**Course description:**

Journalism

New and old Technologies in Mass Media

Production of a Film about Summer University

The students will have the chance, to learn theoretically about communication technologies and rules of journalism. But they also can work with new media by themselves. They will produce own TV- and radio clips.

The group will visit newspapers, television studios and other media companies.

In parallel they will produce a film about Summer University Prishtina

### **3. Financial markets and institutions with emphasis on development of markets and the crisis of the last 5 years**

Prof. Don May

Alaska Pacific University, USA

Don May was the Director of the MBA in Telecommunications Management Program at Alaska Pacific University where he taught graduate courses in telecommunications policy, economics and management as well as other business courses. Prior to that, he served as a Public Utility Commissioner for the State of Alaska through appointment by the Governor of Alaska. He has been employed most recently as Chief Financial Officer for several Alaska companies where his responsibilities included management of investment portfolios and analysis of business opportunities. Mr. May also has an extensive background in financial and regulatory consulting. In that capacity, he authored, directed or assisted in many studies and comments presented to the U.S. Federal Communications Commission and the Regulatory Commission of Alaska. Mr. May holds an MBA/MPPM in finance and accounting from the Yale University School of Management as well as a master's degree from the University of Washington. He is a certified management accountant and has been licensed as a certified public accountant. He is a graduate of the International Organization and Systems Development course offered through the Gestalt International Study Center.

**Module Description**

This course will quickly review the development of modern financial markets, and then study the global financial crisis that began in 2008 and disrupted those markets. Students will be introduced to key concepts in financial theory, and will analyze and discuss approaches to mitigating risk. Students will then examine a sample of the key decisions made in response to the financial crisis of 2008 and will draw conclusions about the legacy of those events in today's financial markets. While some financial theory will be introduced and discussed, a background in finance is not required. Emphasis will be on class participation, role playing, and simulations or case studies. The professor's background is primarily with U.S. financial markets, so the U. S experience will be the main area of inquiry, but developments in European and global markets will also be briefly addressed.

### **Learning Objectives**

Students will obtain an overview of financial markets and of key concepts that underlie financial decision-making. By studying the 2008 financial crisis, student will become familiar with decision making under stress and the role of biases and political action.

### **Course Content:**

- Part 1: Development and operation of financial markets and institutions: stocks, bonds, commodities, and banks.
- Part 2: Traditional financial concepts: risk and return; risk premiums; dividend theory; bond yield and risk; time value of money; options; efficient market theory and diversification.
- Part 3: Newer financial measures to mitigate risk: collateralized debt obligations; futures; derivatives; hedge funds; quantitative models.
- Part 4: The financial crises of 2008. What led up to it? What happened? The regulatory and political response. The market response. How biases influence decision-making.
- Part 5: Looking to the future. Lessons learned and not learned.

## **4. Internet-Based Information Systems**

Prof. Dr. Nikolai Scerbakov  
Technical University Graz, Austria

Born in 1954 in Orel, Russia. Studied Computer Science and Technical Mathematics at the Technical University of St. Petersburg, Russia (former Leningrad) from 1971 to 1977 (diploma with honours). Assistant Professor for Computer Science at the Technical University of St. Petersburg from 1977 to 1983. Ph.D. in Computer Science from the Technical University of St. Petersburg 1983. Associate Professor for Computer Science at the Technical University of St. Petersburg from 1983 to 1988. Full Professor for Applied Computer Science at the Technical University of St. Petersburg since 1989. In addition, head of the Laboratory of Information and Expert Systems at the Technical University of St. Petersburg.

Visiting Professor at the Graz University of Technology, Austria from 1991 to 1994.

Full-time employee (a.o. Univ.Professor) of the Graz University of Technology since May 1995.

Author of four books and over 150 scientific contributions [see list of selected publications].

Member of program committee of a number of International Conferences: "ED-MEDIA", "ED-TELECOM", "WebNet", "ICCE" and others.

Manager of a number of ambitious undertakings including the development of the object-oriented database management system "INFOBANK", multimedia authoring system "Hyper-PC", fully-fledged hypermedia system "HM-Card" and Web Based Training System "WBT-Master". Main research and project areas: hypermedia systems, distributed database systems, expert systems, data models and their applications.

### **Course Objective**

The course provides an overview of modern technological approaches to constructing modern internet-based information systems.

After successful accomplishing the course, students are able to develop internet-based information systems in industrial environment.

### **Course Topics:**

- Introduction to information systems (Definition, Architecture, well-structured and ill-structured data, data model, file management).
- Databases - very short overview: Relational Data Model (Database Schema, Relations, Integrity, SQL)

- Conceptual Database Design (Universal Relation, Entity-Relationship Model, Object-Oriented Design, Entity-Property Model)
- Internet (server, client, TCP/IP, Internet Services) and
- WWW (Architecture, HTTP, HTML)
- Internet-Based Information Systems (Server-site Programming, Client-site Programming, Ajax)
- Server-site Programming (PHP)
- Server-site Programming (Java Servlet)
- Client-site Programming (HTML DOM + Java Script = Dynamic HTML)
- XML Technology (XML, Well-Formed XML, Valid XML, Name Space)
- XML DTD (Document Type Definition Language, syntax & semantic)
- XML Schema (XML Schema & Name Space)
- eXtensible Stylesheet Language – 1 (XSL transformation, separation of visualization and content, XSL syntax and semantics)
- eXtensible Stylesheet Language – 2 ( CSS, XSL Formatting)
- Linking XML Resources– 2 ( XML Link Name Space)
- XML Standards and WEB Services (RDF-Resource Definition Framework;
- RSS-Really Simple Syndication; Atom-Atom Syndication Format; RPC-Remote Procedure Call; SOAP-Simple Object Access Protocol)
- Mash-Up and eBooks.

## 5. Business English Language

Dr. ADLAI E. NAIDOO

University of Buraimi, Oman/South Africa

A commitment towards EXCELLENCE in EDUCATION and an EFFECTIVE curriculum that is DYNAMIC, SUSTAINABLE, CONTEMPORARY AND CONTEXTUAL is my passion towards educational philosophy.

### Greetings...

I am a highly motivated South African born national of Indian descent, presently residing in Buraimi, Oman, where I am presently enjoying my passion of Educational Administration. My Senior Management skills embody an exciting trend towards Contact Education, Accreditation, Research and Development (Curriculum), Teacher training, mentorship and facilitation, Recruiting and Human Resources, and Conflict Resolution.

Having served in South Korea as English Professor at Samyook University of Foreign Studies, Headmaster, and Principal of two large American (WASC) based International Schools, has allowed my strong Teaching and Administrative experience and expertise to come to the fore. I strive to be a well organized individual, who understands the ethos and the challenges of education in a multi-ethnic society. I fully understand that multi-tasking and the effective cohesion of working with peers, learners and stakeholders from all walks of life is the key to effective success.

I have a genuine zest for life, dynamic classroom charisma and a strong time management discipline, which embodies a professional dress code ethic, and a conscientious habit towards high family values and morals.

My Academic journey has instilled an effective eye for detail, and a quest for the empowerment and transformation towards our learner's enhancement.

### Program Description

The Business English program is designed to develop your language skills within a broader business context. Specifically designed for students of St. Petersburg University, it develops a wide range of Business English skills covering areas as diverse as formal Report-Writing topics, presentation skills

and sales & negotiation skills. The program is further designed to develop strong communication skills and uses role-plays and case -examples to illustrate learning points and allow participants to practice skills learned.

The Business English program covers a wide range of functional areas including General Business and specializations such as English for Marketing, Trade and Investment and Finance.

## **6. Intercultural Studies**

Dr. Ingrid Bergner

University of Innsbruck, Austria

Education

- Study: English, Philosophy, Education and Psychology
- Mag. in Education (University of Klagenfurt)
- Ph.D. in Cultural and Social Sciences: “Internet Communication and Practices of Scientists in the Academic World. An Intercultural Approach” (Distance Teaching University Hagen)

Position

- researcher
- University lecturer (Danube University Krems, University of Innsbruck)
- Teacher at an evening school

Several publications on cultural communication and blended learning issues

### **COURSE DESCRIPTION**

#### **Objectives**

The course focusing on multicultural competencies and communication will provide students with a variety of sources on theory and skills of intercultural communication, understanding and overcoming cultural differences. Moreover, they will learn how different models and methods of communication psychology can be used as an effective tool for intercultural communication issues in order to build highly effective bridges to other cultures, to establish common ground as well as mutual understanding.

#### **Content**

- Developing new skills and intercultural competences: cultural contact and interfacing with others
- Experiencing the nature of language and nonverbal communication, intercultural communication and conflict management, decision-making, problem solving in global teams
- Demonstrating and discussing different models, methods and examples of intercultural communication and how they can be used as an effective tool for intercultural issues
- Developing skills on effective presentation in global teams, effective dealing with stereotypes, and effective cooperation in multicultural teams; diversity management
- Applications of Hofstede’s cultural dimensions

#### **Methods**

Lecture and discussion, group activities, role play activities, video analysis, case studies

## 7. Cloud and Mobile Computing

Prof. Felix Edlmann

Danube University Krems, Austria

40 years of Information Technology and telecommunication experience in high level technical and business consulting in the areas of networking, telecommunications and online transaction processing in USA, middle East and Europe.

1997 post graduate at the Danube University Krems and Alaska Pacific University, in Telematics Management.

Since then running my own company with a focus on wireless mobile solutions and cloud computing.

### Course Objective:

On completion of the course students will have a basic understanding of Cloud Computing and Mobile Computing and will be able to make practical use of them.

In addition students will be able to:

- Understand one of the biggest paradigm shifts in the IT industry in the last decade – Cloud and Mobile Computing and make practical use of them.
- Identify different cloud computing models, characteristics and technologies involved and how they relate to mobile computing.
- Understand the impact of Cloud- and Mobile Computing on society, individuals, organizations, products and services.
- Get hands on and practice with cloud- and mobile computing

### Course Topics:

#### Lecture:

Definition of Cloud and Mobile Computing

Driving forces for Cloud and Mobile Computing and technologies involved

Wireless technologies

Various cloud services and mobile applications

Key players in this area and the services they offer

The value for business and private life, work life balance

Security and risks

Trends and issues

#### Lab:

Configure, customize and manage a ready to use cloud service and access this service from different mobile devices.

Deploy a virtual machine in the cloud, install an application and access this application from different mobile devices.

Course description:

Lecture, Case studies, Lab and discussions

Prerequisites:

Students should bring one or more mobile devices like Notebooks, Tablet PCs or Smart Phone etc.



## 8. Social Innovation – The Concept, its potential and international trends

Prof. Dr. Josef Hochgerner  
Head of Center for Social Innovation  
University Vienna, Austria

Josef Hochgerner, Dr., Prof, founder and scientific director of the world's first Centre for Social Innovation (1990). After vocational training in aeronautical engineering, he studied sociology and economics in Vienna and Freiburg (D). Member of the Jury awarding 'SozialMarie', the annual Austrian Social Innovation Prize. Initiator of the 'European School of Social Innovation' (ESSI, 2011), scientific director of the study program 'M. A. in Social Innovation', launched 2012 at Danube University Krems, Austria.

Professional career in research institutions, social partners' organizations, national and EU agencies concerning RTDI, teaching in adult education and at universities in Austria and abroad.

Past president of the Austrian Sociological Association. Topics in research, teaching and practice include innovation, in particular social innovation, sociology of technology, working, learning and living in the globalized knowledge society.

### **Institutional background:**

The Centre for Social Innovation Vienna, is an independent private non-profit research organization which supports social innovation in theory and praxis. A multi-disciplinary staff of about 60 provides research, advisory services to public bodies (municipalities, ministries, international organizations like EC, ILO, OECD, World Bank), network co-ordination (e.g. Territorial Employment Pacts), and academic as well as vocational education and training. ZSI is pioneering social innovation with key competencies in 'Work & Equal Opportunities', 'Technology & Knowledge', and 'Research Policies & Development'. A major asset of ZSI is its involvement in world-wide science and research policy networks and its long standing record of collaborating across disciplines and with users and practitioners in all societal sectors.

### **The topic:**

In recent years social innovation became a virtually hyped issue in politics, business and science in various countries and world regions. Social innovation is highly visible since 2009, instigating public debates and interest among innovation experts, whilst many institutions now devote themselves to social innovation. Declarations emphasizing the importance of social innovation can be found in official documents of EU Member States, as well as in the EU Flagship Initiative Innovation Union. Intensive examination of the topic in Europe began in the context of the renewed Social Agenda of 2008, and through a preview of the future EU innovation policy initiated by the Directorate-General for Enterprise and Industry of the European Commission. The so-called BEPA Report was published in 2010, a Europe-wide campaign Social Innovation Europe started 2011; in the same year social innovation was announced for the first time as a research topic in the European 7th Framework Program (FP7) for Research, Technology Development and Innovation (RTDI).

Despite the growing popularity of the topic, there is still widespread uncertainty regarding what social innovations are, how they come into being, and what can be expected from them. In addition, as the 'grand challenges' become ever more urgent (challenges ranging from poverty, social exclusion, ageing societies, financialization, climate change, to migration and social conflicts), the research, teaching, and support of the practice of social innovation is becoming ever more important. The social, economic, and cultural changes of the 21st century are creating further demands for the analysis and implementation of innovation in general – and of social innovation in particular. Needs for innovative changes rise in the public and private sectors, as well as in civil society organizations (the 'third sector'). Social innovation may appear as new rules of participation in decision-making, as services influencing the situation of specific segments of the population, and as new patterns of behavior. Yet, just like technical inventions (products, processes) are only considered innovations once they become commercially successful in markets, so must social innovations produce sustainable benefits to target groups in the respective parts of society. Ideas for social

development become social innovations if they are more effective than other concepts, and are thus accepted and put to use. When a social idea is used and disseminated it becomes a social innovation, having its share in the overcoming of a concrete problem, or in meeting one of society's existing social needs, a need that may be either new or long-standing.

Very briefly, social innovations are new combinations of social practices, or – in the form of a more analytical definition: "Social innovations are new practices for resolving societal challenges, which are adopted and utilized by individuals, social groups and organizations concerned."

The course content and objectives

Mutual learning from each other, building bridges, and practicing little pieces of research during the summer course will enable participants to better understand one's own societal (national, regional) socio-economic background, the need for social innovations and the value of international networking. After explaining basic concepts of innovation and the particularities of social innovation in the first session, participants will receive short templates with key questions and possible indicators suitable to identify social innovations in their area of provenance or current living, studies and professional experience (if applicable). Students will be asked to do research during the weeks of the Summer University by utilizing personal expertise, literature and internet research, and by the establishment of small working groups among them. During the course participants will repeatedly be asked to do group work together on issues of the lecture of the day, in order to get started and to proceed concerning their 'learning by research'. The examination day of the course program will be dedicated to the presentation of results. This may be done individually or in small groups collaboratively, and will be evaluated for successful completion of the module.

Six key topics will determine the content of the module on social Innovation:

- Concepts of innovation, social innovation and innovation research: Theoretical foundations from Schumpeter (1912) until present day innovation research and research methodologies
- The inter-relatedness between social innovation and social change: Transformation from the Industrial Society to the Knowledge Society, Kondratieff Cycles, the role of technology in social change, innovation cultures and the social construction of technology
- Globalization: The dominance of economic drivers of change, the systemic features and impact of worldwide economics and the quest for concepts of a world society
- Outlines of theoretical and practical concepts of social innovation, included in a comprehensive new paradigm of innovation: Literature and research review, significant examples of social innovations and which might become the most needed social innovations of the 21st century
- Social innovations and their potential in the corporate sector (for-profit business and social entrepreneurship); social innovations and their potential in the public and civil society sectors from different countries and world regions
- International trends, strategies funding of research and innovation program, and which lessons can be learned for the Russian Federation

Participants will be furnished to take home the following:

- Novel expertise concerning social innovation, and basic know-how to apply the concept in different societal sectors (public administrations, private business, and civil society)
- Know-how to connect to internationally advanced knowledge on theories, practices and implementation of social innovation
- Information about existing international networks in Europe and globally concerning research, practice and promotion of social innovation
- Recognition of stepping stones for future studies and mutual collaboration between participants and the international community of scholars

## 9. European Economic Integration

Prof. Dr. Savvas Katsikides, Jean Monnet Chair  
University of Cyprus, Cyprus

Dr. Katsikides, (1953), has studied Social/Economic Sciences and Sociology at the Johannes Kepler University of Linz, Austria. He served as Assistant and Lecturer at the University of Technology in Vienna (TU), Austria (1988-1995). He has also held visiting professorships at Leeds Metropolitan University (PRU, UK, 1994-1995), Central Connecticut State University (Dept. of Sociology, USA, 1995), the University of Piraeus (ERASMUS, Greece), the University of Muenster (Germany, 2003/2004), & the Danube University of Krems (Austria, 2003) and Vienna University of Technology (2002). He lectured at the University of Technology (TEPAK), Limassol, Cyprus, University of Crete, Greece.

He is now on sabbatical as Visiting Fellow at Queen Mary, University of London.(2012).

From 1995 to 1998 has served as Assistant Professor at the University of Cyprus, 1998-2007 Associate Professor of Sociology and since 2007 Professor of Sociology. Elected President of the Cyprus Sociological Association. (2009-2010).

His research interests are in the areas of European industrial sociology, sociology of work, sociology of technology, organizational and sociological theory and European Economic and Social Integration. He has served as president of the European Community Studies Association – Cyprus (ECSA – Cyprus), Vice-President of the European Association of Telematic Applications, and Vice President of the Scientific Committee for Prevention of Drugs of the Anti-Drugs Council of the Republic of Cyprus (2001-2005). He is also a member of the permanent Bioethics Committee of the Republic of Cyprus (2002-2006) and it's Vice President 2005-2006. In 2004 has been awarded the Jean Monnet Chair in European Economic Integration (Social Europe), (2004-2007). Since 2010 he is Director of the Jean Monnet Centre of Excellence at the University of Cyprus.

His past appointments include the positions of Deputy Dean of the Humanities and Social Sciences Faculty at the University of Cyprus and of the Chair of the Department of Social and Political Sciences and Member of the University Council (2005-2008).

### **Course description:**

Jean Monnet Module, 6 ECTS

Introduction to the economic development and social expansion of the European Union.

Perception of the EU as a social and economic system.

Students will develop an understanding of the different ways in which European integration has been understood, and what this implies for the trajectory that the EU is likely to take in the future. To complement this analysis, a number of crucial issues pertaining to the role of technology will be discussed, including an overview of important policy areas, institutional design, relations between Member States and the EU, Economy, Society and Technology and Technological Change, Social Europe and Social Policy.

## **10. Project Management**

Elisabeth Holoubek

Vienna, Austria / Sweden

Elisabeth Holoubek was born in 1961 in Helsinki, Finland. She studied Business Informatics at the University of Vienna in Austria and graduated with a master degree in 1988.

After 20 years' experience in the IT branch as a Software Engineer and Project Manager at Siemens she began with two postgraduate MBA studies with the Specializations in 'Project & Process Management' (graduation with distinction) as well as 'Banking' at the WU Executive Academy of the Vienna University of Economics and Business.

Since April 2012 she is CEO of Atim One GmbH and works as a Management Consultant with main focus on Project Management.

### **COURSE DESCRIPTION**

#### **Objectives**

The course is about the Project Management Methods and Processes. The main part of the course, Project Management Methods, covers e.g. the Project Assignment, Project Objectives Plan, Project Objects of Consideration, Work Breakdown Structure, Work Package Specifications, Project Milestone Plan, Bar Chart, Project Environment Analysis, Project Organization Chart, Minutes of Meeting, Project Close Down Report and Lessons Learned. During the course students will apply project management methods with a training project in groups of 4-6 students. For documentation purpose they will create a 'Project Handbook' while experiencing teamwork and playing different roles in a project. The second part of the course is about the design and methods of the project management process and its sub-processes: project start, project controlling and project close-down. In order to enable students to get an even better insight into this topic, the students will have the chance to learn some basic things of one of the project management methodology, named PRINCE2. Last but not least: Social competence is of increasing importance for project managers. Projects as they are temporary and dynamic especially require social competence, which can be seen as the basis to fulfill the leadership tasks.

#### **Content**

- Project Management Methods (theory and practice, 4 days)
- Project Management Process: Start, Controlling and Close Down of a Project (2 days)
- PRINCE2: a process-driven project management method (½ day)
- Social Competence (½ day)

#### **Methods**

Lecture and discussion, group and role play activities, teamwork, case studies

## 11. Conception-Management and Creative Process

Jürgen Markus Schroeder

Design University, St. Pölten, Austria

Graphic Designer, Bachelor of Fine Arts (BFA), USA

Business Coach

### Qualifications & experience

- Bergen Community College, New Jersey
- Parsons School of Design, New York
- Otis Parsons, Los Angeles
- Graphic Designer
- Art Director
- Creative Director
- Head of Communication (CCL)
- Managing Director
- Trainer and Trainer for Trainees (Graphic Design)
- Creative Trainer
- Business Coach

### Areas of training expertise

- Creative Business Coaching
- Creative Techniques
- Presentation Technique
- Coaching (advertising & design agencies)
- Graphic Design Skills & Corporate Identity
- Team Training
- Outdoor Training
- Personal Development

Jürgen Schroeder was born in Munich, Germany.

US-Citizen

### Course description:

This creativity-training-seminar teaches students how to efficiently use professional idea management and will help them develop more big ideas and innovations. They will learn how to inspire themselves that they come up with a generous flow of high-quality ideas and how to implement them successfully, regardless of what they are feeling that day. The "black box of creativity" is considerably demystified through systematic application and „worktools“ of efficient thought. This seminar will help to gain the maximum practical benefit to mirror their business reality.

I work with creative tools and techniques from the field of idea management that have been specifically developed for creative industries teams.

### Creativity Thinking Methods/Tools

- will manage the process of thinking in a increased efficiency
- will organize and will let them lead effective meetings, helping to "out-think" the competition or just better manage their work-day
- will dramatically increase the number of new ideas in a daily-setting

### Valuable lessons and tools learned in this creative-seminar

- A clear briefing and clear goals are half the solution: How a vague briefing is converted into an inspiring formulation of clear goals that can be turned



into fertile ground for innovative ideas.

- Ideas are not just a matter of intuitive luck: How the skillful application of modern creativity techniques and thought strategies systematically produces more high-quality ideas.
- Exploiting the team's full potential: How to inspire the "collective brain" of a creative team, reduce inhibitions, encourage people to think new thoughts and open up new concept areas.
- A new life for difficult or long-term customers or projects: How to re-inspire "burn-out" teams and prevent production of clichéd ideas.
- A new creative culture for more big ideas: How to gear up ideas to withstand negative attacks by critics and experience how professional idea management strengthens ideas and protects them until implementation.
- 200 ideas in 90 minutes: How new creativity techniques help generate a surprisingly large quantity of high-quality ideas either in a team or on an individual basis.
- Motivation as the key to achieving top creative results: How to bring more fun to a team's creative projects and at the same time boost the creative potential of each team member.

#### Lateral thinking

The seminar will also learn or „open the door“ of lateral Thinking, created by Edward de Bono. It will provide a deliberate, systematic process resulting in innovative thinking.

Lateral Thinking training will teach how to think creatively, turn problems into opportunities, find alternative solutions, & dramatically increase the number of new and practical ideas using unconventional thinking techniques normally untapped by our usual ways of thinking.

#### Innovative idea management

If the managers aim is to establish a new creative culture in their business or if he wants to set up an internal „idea factory“ or innovation department, we (I) also will give short instructions in how to work out a scheme to implace that.

The module is set up in different impulse-settings which will help the student to open up and will help them to learn to find different ways of opening their awareness and consciousness.

Learning by doing: in several impromptu workshops the team/students will learn how to leave well-worn paths and establish a new "creative culture".

## **12.Social Informatics, Webbased Working, Web Literacy Lab**

Prof. Dr. Jutta Pauschenwein

Joanneum Graz, University of Applied Science, Graz, Austria

Head of ZML-Innovative Learning Scenarios, teaches at bachelor degrees "Social Work" and "Journalism and PR" and master degree "Social Work"

Doctorate (PhD) in Theoretical Physics and Lectureship in Mathematics and Physics

Certified E-Moderator according to Gilly Salmon

Research activities in the areas of didactics in e-learning, collaborative e-learning, e-moderation, virtual communication, support for networking and virtual communities, training and evaluation, usability, Gender (Mainstreaming) in e-learning.

Development and execution of about 40 online courses during the last 6 years, development and execution of open courses (based on the model of a massive open online course)

Numerous publications and lectures at national and international conferences

Learning outcomes:

Learn about online learning, online communication and online networking

Established personal learning / knowledge environment via social media (micro-blogging, social networks, social bookmarks)

Shared experiences in a synchronous and asynchronous mode (video chat, blog)

### **Course Topics**

Theory of Connectivism (learning in the network)

Investigation of new online learning trends

Get to know, use and evaluate social media tools

Practical work in the course

### **Course description:**

The students will discuss the theory of Connectivism and reflect their web literacies.

They will use different social media tools for networking, information management and online reputation.

They will investigate the trend of massive open online courses (Mooc) and other online learning programs.

During their practical work in the course they will do online research in the field of online training, write blog contributions and tweets, use social bookmarks, communicate via video chat and build a network / or extend an existing one. They will build upon their net-competences and further develop them in collaboration with each other.

They will reflect the use of social media and evaluate potentials and shortcomings with regard to their future (lifelong) learning processes and document their findings in a booth.

### **13. Cross-Media – Challenges and Business Models**

Prof. Mag. Dr. Kai Erenli LL.M. , cPM

Program director „Film, TV- und Mediaproduction“ (BA) University of Applied Science,  
bfi, Vienna, Austria

#### **Course Contents**

Cross-Media is a media property, service, story or experience distributed across media platforms using a variety of media forms. It refers to the journey or linkages across devices and through forms and is most evident in branded entertainment, advertising, games and quest based forms such as Alternate Reality Games where there are a range of dependencies between the media placed across devices and fragments there-of. The course will deal with the challenges deriving out of these facts and the business models that apply to Cross-Media Products. Therefore it will cover technical, business and content related aspects.

#### **Objective of the Course**

At the completion of the course students acquire the basic knowledge of Cross-Media and are able to differ the diverse subjects within (such as ip-TV, Crowdsourcing and -funding, , etc). Furthermore, students will be able to describe the most important aspects of Cross-Media and to outline its specifics. Furthermore they know about key-players and their respective playing fields. They can describe elemental business models and name their functionality.



## Timetable

4 teaching hours in the morning.

7 teaching days.

1 day organizational issues

1 day for examinations

1 day final event.

## European Credit Points

The University of Cyprus gives for a positive result 3 ECTS.

Every participant receives a certificate from the Summer University St.Petersburg, a certificate from State University for Telecommunication St.Petersburg and an ECTS certificate from University of Cyprus.

## Side Events

Evening of Cultures: All students are expected to present their country/culture briefly (working together with national fellows). Creative, innovative ideas are warmly welcome. Detailed information will be provided at the SUSTP.

Additionally there will be at same time a multi-University (Universities from Moscow, Novosibirsk, Samara, Uzbekistan, Ukraine and Belorussia) Sports Festival at the beginning of July (Summer School students can join it if they wish (football, basketball and table tennis will it be).

## Conditions

**Date:** 1st - 12th of July 2013

**Location:** Campus of "State University St.Petersburg"

**Accommodation:** Student Hostel of "State University St.Petersburg"

**Fee:** € 400 includes accommodation, meals, events, school

Students from St.Petersburg, they do not need accommodation 8.000 RUR

**Application Period:** February 1<sup>st</sup> – April 15<sup>th</sup> 2013 (first come – first served)

## Contact

Contact person:

Prof. Dr. Johann GÜNTHER

[johann@johanguenther.at](mailto:johann@johanguenther.at)

+436641008102

Mrs. Evjeny Novikova (Zhenya)

[evjeny@gmail.com](mailto:evjeny@gmail.com)

## **Apply**

### **Application Procedure**

To apply for admission applicants have to complete the application form available as download and submit it together with all required application material. Application material must reach the office of the STPSU by April 15<sup>th</sup>.

Application material must be sent to the following address per email or you apply online:

<http://www.sut.ru/home/international-cooperation/summer-school>

Saint - Petersburg State University of Telecommunications

Mrs. Evjeny Novikova (Zhenya)

[evjeny@gmail.com](mailto:evjeny@gmail.com)

61, Moika, 191186,

Saint-Petersburg, RUSSIA

<http://www.sut.ru/index.php/eng>

EATA

Prof. Dr. Johann Günther

[Johann.guenther@aon.at](mailto:Johann.guenther@aon.at)

Hauptstrasse 37

A2371 Hinterbruehl

Austria

<http://ikaros.teipir.gr/eata>

The deposit of € 100 is considered part of the required application material and must be transferred to the following bank account of EATA by April 15th:

Easy Bank

Account number: 20010138796

Bank code: 14200

BIC: EASYATW1

IBAN: AT901420020010138796

The applicant's full name (first name and surname) has to be stated as "reason for transfer" or "reason for payment". All charges in connection with the payment must be borne by the participant.

After April 30, those students accepted by the STPSU will be informed via email. It is advisable to check the email account on a regular basis after applying.

Upon notification of their acceptance, students are required to pay the remaining balance of € 300 into the bank account of the EATA. (See above).

After the EATA receives the total program fee the applicant will be informed via email and receive a payment confirmation and/or an official invitation letter (which might be needed for visa applications) via regular mail.

### **Application Requirements**

Applications for admission to the program are reviewed throughout the year. Students are strongly advised to apply as early as possible.



## **The Organizers**

### **State University for Telecommunication St.Petersburg**

Federal State Educational Budget-Financed Institution of Higher Vocational Education

The Bonch-Bruevich Saint - Petersburg State University of Telecommunications

License No. 0762 dd. February 17, 2011, issued by the Federal Service for Supervision in Education.

State Accreditation: Certificate No. 1242 dd. April 28, 2008, issued by the Federal Service for Supervision in Education

The Bonch-Bruevich Saint - Petersburg State University of Telecommunications is a very well-known university in the area of communications and telecommunications. The university has rich traditions and a long history, yet at the same time is one of the most innovative universities in Russia. The university's main goal is to prepare highly qualified specialists in the field of telecommunications, who possess fundamental knowledge and skills in applying various methods and techniques, who are able to formulate and solve scientific and engineering problems, and who are also capable of making independent decisions.

The Bonch-Bruevich University offers training programs in communications and telecommunications, economics, management, advertising and public relations, which are much in demand in the workforce market today. The university provides 15 degree programs to 10,000 students. The university is developing a tiered system of continuous training: high school - lyceum - college - university. Graduate education includes doctoral and post-doctoral studies programs, as well as in-service training programs. Full-time students who are citizens of Russia can enroll in the Reserve Officer Training Program at the Institute of Military Education, a separate structural unit of the university.

The Bonch-Bruevich University holds a leading position not only among universities of communications, but also other among other technical universities in Russia. University faculties are experts in the field of telecommunications, broadcasting, information communication, multimedia, information systems, advertising and television. The creativity of faculty members, their high scientific potential, and the continuity of scientific traditions under the guidance of outstanding university scholars have allowed the university to hold its privileged position for several decades. The university's material resources, and the availability of training equipment, exceeds normal Russian standards, and fully conforms to international standards.

## **European Association for Telematics Application**

A European association has been established under the name "European Association for Telematic Applications". EATA is a non-profit organization. The History of EATA goes back to 1994 when our scientific searches and ideas in the field of Telematics, such as Teleducation–Telework–Teleconference–Telemedicine, brought into contact colleagues from European Institutes and Universities.

The main objectives of the Association are to promote Telematic Applications within the European Union. This is achieved through the following actions:

- a) Foster new methods for the expansion of Telematic Applications and improve the understanding of Telematic Application practices through the European Union.
- b) Establish mechanism for the industrial participation in the activities of the Association.
- c) Promote continues education for Under - and Post - graduate studies in order to improve skills in Telematic Applications.
- d) Contribute to initiatives of the European Commission concerning the education and research in Universities, Polytechnics and other Institutes of Higher Education on similar subjects.
- e) Establish a strong technological research net and develop research on Telematic Applications and encourage the exchange of staff and students between collaborating institutions.
- f) Promote Telematic Applications for improvement in living and working conditions for all and especially for disable elderly and people with special needs.

The Association pursues its objectives by taking actions based on activities such as :

- a) Create and maintain a data bank on courses within collaborated research centers, organizations and institutions of Higher Education through the European Union concerned with education in Telematic applications.
- b) Establish a network for information exchange within higher education institutes. Also, we are trying to include in this network organizations and industries that produce and support Telematic Applications.
- c) Organizing in different nation conferences and symposia.
- d) Publishing an informational newsletter, which will be spread to the members of the Association twice a year. (e-mail)
- e) Collaborating with other international organizations with common interests.
- f) Organizing annually an international conference, and publishing its proceedings.

EATA's activities undertaken until now are various: it has organized several annual International Conferences on Networking Entities (Netties), workshops, intensive courses and Summer Schools.