

Проектное предложение/ project description

Type of project / Тип проекта	Applied
The name of project / Название проекта	Metaprogramme Skills4Future: Intellectual Lab "Creative Industries"
Department of university / Подразделение инициатор проекта	Department of Management
Project supervisor / Руководитель проекта	<p>Elena Zelenskaya (coordinator of the Metaprogramme), Associate Professor at the Department of Management</p> <p>Julia Trabskaya (academic mentor of the Intellectual Lab), Associate Professor at the Department of Management, Programme Academic Supervisor “Arts and Culture Management”</p>
Project summary / Подробное описание содержания проектной работы	<p>The Metaprogramme “Skills4Future” is a campus-wide project initiated for bachelor students of all degree programs focused on acquiring 4 soft skills – collaboration, communication, creativity, and critical thinking.</p> <p>Each student participates and benefits from the learning experience in one of the intellectual labs developed by leading professors of HSE – St Petersburg. Within the Intellectual Lab, guided by the Lab’s tutors, the students will work of a particular problem to work out the solutions.</p> <p>On top of the Lab’s activities, the metaprogramme includes a series of workshops focused on acquiring the 4 skills, and guest lectures.</p> <p>Overview of the Intellectual Lab “Creative Industries”</p> <p>The main idea of the Lab is based on a real-life project which is developed by students jointly with key art institutions of St. Petersburg. Under the supervision of top management of one of the art institutions and Lab’s tutors, the students will develop a project which will be implemented in real work of an art institution.</p> <p>This year, the topic of the Lab is “Arts and Business”. It is a hot issue as both art institutions and business companies are interested in collaboration building.</p> <p>During the project, creative industries representatives and Lab’s tutors will discuss the peculiarities and challenges faced by art institutions with the students. The project will help not only to develop the soft skills, but the students will have an opportunity to use the skills in real life by working on a project for a particular organization.</p>

	<p>Overall, the Lab will provide students the opportunity to:</p> <ul style="list-style-type: none"> • interact with experts from cultural and creative industries, get insights and feedback from practitioners; • understand the importance of cultural and creative industries among the community and how it relates to other industries; • learn about the peculiarities of cultural and creative industries and get acquainted with the most influential cases in the industries; • get involved in management games to gain soft-skills and projects related to technology use in creative industries.
<p>The goals and objectives of the project /Цель и задачи проекта</p>	<p>The Metaprogramme is aimed at the development of a broader set of human skills and more precisely on the 4C-s of the 21st century: collaboration, communication, creativity, and critical thinking.</p>
<p>Project's tasks / Проектное задание</p>	<p>Each student will participate in the guest lectures and workshops, as well as contribute to the project of the Intellectual Lab. In small groups, the students will work of a particular problem posed by the Intellectual Lab to work out the solutions. The optimal solutions will be discussed within the Lab Presentations and offered to the Final Presentation Session.</p> <p>Participation in the Intellectual Lab “Creative Industries” implies the following project tasks.</p> <p>Initial Stage</p> <p>1. Introduction to the context of creative industries Tutors and experts provide students with the information regarding state of art in the creative industries, creative and cultural industries ecosystem, main challenges and trends. The students are offered project tasks with its challenges and objectives. The students are to review the presented materials.</p> <p>2. Briefing on the details of the project The students are provided with the details, limitations, and objectives of the project. They discuss what technologies to use, what financial resources are available, who the target audience is.</p> <p>Project Development Stage</p> <p>3. Analysis of the project goals The students finalize the main goals of the project.</p>

	<p>4. Analysis of potential partners for art and business collaborations The students scan creative industries sector and business sector and search for partners to establish art and business collaboration. The students get familiar with basic instruments of partnership and collaboration building and apply the instruments to collaboration development for the project.</p> <p>5. Analysis of potential target audience The students are provided with basic techniques of audience analysis. The students are offered to select effective channels of communication with potential target audience.</p> <p>6. Generating project idea, identity and format Based on the analysis of the project goals, challenges, potential target audiences, communication channels, environment scanning and applying creative techniques students generate the project idea and identity.</p> <p>Closing Stage</p> <p>7. Final presentation Based on the analysis of the project goals, challenges, potential target audiences, communication channels, environment scanning and applying creative techniques students generate the project idea and identity.</p> <p>8. Co-reviewing presentations of other teams Students provide a review for other group presentation.</p>
Project implementation period / Сроки реализации проекта	25 October – 20 December 2021
The number of credits / Количество зачетных единиц	4 ECTS
The form of the final control (exam or test) /Форма итогового контроля	Exam
Entry requirements for students /Требования к студентам, участникам проекта	The Skills4Future metaprogramme is designed for the 2nd and 3rd year Bachelor students. A student of any Bachelor programme at HSE – St Petersburg can apply for Skills4Future.
The results of the project /Планируемые результаты проекта	<ul style="list-style-type: none"> • Students are able to resolve a conflict and to cooperate with group members and take advantage of a group decision as an effective problem-solving activity. • Students are able to communicate in impactful ways and to find a well-suited communication channel in varied social, business and economic cases and environment.

	<ul style="list-style-type: none"> • Students are able to develop available tools and methods and to apply them for certain cases and challenges. Students can improve projects and concepts by the force of innovative ideas and trend-setting intentions. • Students are able to analyze social, business and economic cases through various perspectives and to come to independent decisions based on comprehensive review.
The presentation of the project's results to estimate / Формат представления результатов, который подлежит оцениванию	The assessment consists of several parts: assessment of student's performance in workshops in the form of short tests; peer-assessment of individual contribution within the project group; and the assessment of the final project. The assessment criteria will be made available to the participants of the Intellectual Lab.
Assessment criteria / Критерии оценивания результатов проекта	<p>Final grade = Workshop_1 (10%) + Workshop_2 (10%) + Workshop_3 (10%) + Peer assessment within the project group (20%) + Final project (50%)</p> <p>Workshops – Each student is supposed to participate in 3 workshops. The performance is measured with the help of a short test.</p> <p>Peer assessment – Individual input of a student in the completion of the project, as evaluated by peers</p> <p>Final project – The final project is assessed by the tutor and/or lab's academic mentor</p>
The number of vacancies / Количество вакантных мест на проекте	35
Selection criteria of students /Критерии отбора студентов	The students are primarily accepted based on the first come-first served basis. However, students should also indicate their motivation in the corresponding field in the online application form. No separate files with motivation letters are required.
Recommended Educational programs /Рекомендуемые образовательные программы	All bachelor programmes
Location /Территория	Hybrid format: most workshops and lab meetings will be held on campus, while guest lectures and project presentations will be organized online.