



**Ural Federal
University**

named after the first President
of Russia B.N.Yeltsin

**Graduate School
of Economics
and Management**

DOING BUSINESS IN RUSSIA INTERNATIONAL PERSPECTIVE

International Summer School July 9-20, 2018

The Summer School is organised by the Master's programme International Management

FOR ANY INQUIRIES ABOUT THE PROGRAM, PLEASE CONTACT:

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Graduate School of Economics and Management,
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<https://gsem.urfu.ru/en/events/5975/>

2018 INTERNATIONAL SUMMER SCHOOL

Host Institution	Graduate School of Economics and Management, Ural Federal University
Dates	July 9-20, 2018
Language	English
Graduation	Certificate of successful completion issued by Ural Federal University
Highlights	<p>Insights of Russian business processes</p> <p>Field visits to partner companies</p> <p>Master classes from corporate representatives</p> <p>Visit to Russia's largest exhibition of innovations INNOPROM</p> <p>City tour and visit to FIFA World Cup facilities</p> <p>One of the most developed industrial and financial regions of Russia</p> <p>Cross-cultural interaction</p>
Structure	<p>Lectures</p> <p>Group activities and soft-skills trainings</p> <p>Company visits & meeting with entrepreneurs, executives, and officials</p> <p>Group business project</p>
Application Deadline	<p>May 15</p> <p>May 31 (for EU, China, Russia)</p>
Housing & Dining	<p>Accommodation in the university residence</p> <p>Coffee-breaks at the university cafeteria</p>



Ekaterinburg is the fourth largest city in Russia with 1.5 million inhabitants, and the administrative centre of the Sverdlovsk Region. It is located on the Iset River east of the Ural Mountains, in the middle of the Eurasian continent, on the border of Europe and Asia. It is the main cultural and industrial center of the region, also called the capital of the Urals. Ekaterinburg was founded in 1723 as a fortress and factory town and named after Russian Emperor Peter the Great's wife, Empress Catherine I. Throughout its history, it has seen the rise of mining and manufacturing industries, death of the last Russian Emperor Nicholas II, name change to Sverdlovsk and back again, evacuation of whole industrial plants from western parts of Russian during World War II, start of the career of the first Russian



President Boris Yeltsin, and rapid growth as a transport and business hub in recent history. Now it is one of the most important industrial, business, science, and trade centres in Russia. It hosts large fairs, congresses, summits, as well as numerous cultural events and festivals. In 2018, the city is hosting FIFA World Cup Russia games.

Modern Ekaterinburg has something for everyone:

- many sights to visit,
- rich and interesting architecture,
- world-famous theatres and orchestras,
- countless sport facilities and clubs,
- sporting events,
- musical festivals,
- beautiful nature near the city.

PROGRAMME FEE

200 €

From Partner Universities

300 €

From Non-partner Universities

The fee includes:



Airport pick-up service



Study programme



Transfers to field visits



Coffee breaks during the study days



Welcome and farewell reception



Cultural programme: a city tour and a visit to the Presidential Center of Boris Yeltsin, the first President of Russia



Accommodation at the university dormitory



Visa support and official invitation for Russian visa

Please note

1. The definition of a partner university and non-partner university is determined by Graduate School of Economics and Management based on mutual agreements.
2. Meals are not included in the package. Participants shall also be responsible for travel fees from and to their home country and application fee for a Russian visa.
4. Participants are required to buy adequate medical insurance covering their period of stay in Russia.
5. Standard room for 3 persons in the university residence will be offered for accommodation.

TENTATIVE SCHEDULE*

Friendly Reminder:

1. Students are supposed to arrive on July 8.
2. Programme fee will cover student's accommodation from July 8 to July 21.

July 8 (Sun)

Arrival

July 9 (Mon)	July 10 (Tue)	July 11 (Wed)	July 12 (Thu)	July 13 (Fri)	July 14 (Sat)	July 15 (Sun)
Opening Ceremony & Presentation of Countries	Guest lecture by key expert from INNOPROM	Lecture: Prospects of Russian Economy	Visit to the INNO-PROM Exhibition	Lecture: Institutional Environment of Doing Business in Russia	Leisure time Visit to the Presidential Center of Boris Yeltsin, the first President of Russia	Leisure time
Lecture: Russia in Cross-Cultural Context	Group project briefing	Interactive class: Body Language in Business		Work in groups		
Welcome Party & Team play	Master class: Cross-Cultural Management	Company visit: Deltaplan Advertising Agency		City Tour Ekaterinburg		
July 16 (Mon)	July 17 (Tue)	July 18 (Wed)	July 19 (Thu)	July 20 (Fri)	July 21 (Sat)	
Lecture: Legal Aspects of Doing Business in Russia	Lecture: Legal Aspects of Doing Business in Russia	Lecture: Cross-country Analysis of Doing Business	Master-class by KPMG	Presentation of group projects & Certificate award ceremony	Departure	
Company visit: Ural Locomotives	The McKinsey Model Factory Visit	Company visit: SKB Kontur	Work in groups	Farewell Party		
Visit to the Biggest Open-Air Military Museum	* schedule is subject to changes					



APPLICATION

🕒 Application deadline

May 15, 2018

May 30, 2018 – for citizens of EU countries, Russia and China

✍️ How to apply

All applicants shall provide the following documents to econ.international@urfu.ru

* CV

* Letter of motivation

⚠️ Admission and confirmation

Accepted participants will receive a confirmation email from International Affairs Office. We will then send a formal letter of invitation for you to apply for a Russian student visa.



TESTIMONIALS



HIEN THI THU NGUYEN, a master student of HEC Liège, Belgium:

The programme was really practical during all sessions and activities. The study plan successfully brought all students together and increased the understanding of Russian business environment. Lots of students told me that they really wanted to have a chance to live and work in this environment.

Within only 2 weeks, from the 10th to 22th of July, international friends and professors of the summer programme gave me unforgettable moment in this trip. Sometimes there were language barriers in the everyday life, but Russian friends were very helpful. Two weeks were not a long period, but despite that, the programme accumulated development of many skills and knowledge, especially the one related to the digital world and conscious of multidimensional aspects.

ABIDULLAH, an UrFU PhD student from Pakistan

Knowledge and skills are not limited to certain area or nation, to go abroad and explore the world make a good addition to it. Indeed, for me it was a great experience in my business education career to be the part of GSEM UrFU Summer School "Doing business in Russia" in the year 2017. I really learnt a lot from the students and professors who participated in the summer school. Especially the experience of field visits to different companies was amazing. That was something practical I had ever experienced in business education: to communicate with companies' representatives and ask them different questions about their companies' business process. I would really suggest international students to come get knowledge, skills and experience at GSEM UrFU summer school – a great platform of business education.



MAXIM FOKEEV, an UrFU undergraduate student

I was happy to take part in Summer School at GSEM UrFU. First, the study program and highly qualified speakers helped us to understand new reality of Russian economics. Speakers from multinational companies gave us tools and cases about solving business problems and doing business in Russia. This knowledge helped us to prepare good final projects and present them to lecturers on the last day. Also our trips to "Ural Locomotives" factory, Deltaplan Advertising Agency and INNOPROM exhibition were great experience. We saw work in different industries and made good networking with our possible future employers. I advise everybody to take part in the next summer school, which can provide good experience in cross-cultural communications and development of your personal management skills and economics knowledge!