



Уральский  
федеральный  
университет

имени первого Президента  
России Б.Н.Ельцина

Институт экономики  
и управления

# Graduate School of Economics and Management (GSEM)

## Институт экономики и управления (ИнЭУ)



# y Meet the Team



Ekaterina Demchenko, Head of International Affairs Office



Victoria Belyaeva, advisor of GSEM director on Internationalization



Zhanna Belyaeva, GSEM Academic director, Head of BA International Economics and Business



Liudmila Ruzhanskaya, head of master programme International Management, chair of International Economics and Management ac.dep.



Oleg Mariev, head of master programme Applied and International Economics, chair of Econometrics and Statistics ac.dep.



Valeria Frants, master programme PR and Advertizing in International Communications



Dmitry Vorobyov, master programme Applied and International Economics



Azamat Valey, master programme Applied and International Economics



Oliver Keune, master programme PR and Advertizing in International Communications



Valeria Nikonenko, students international mobility manager

# GSEM UrFU leadership

**#1** in Russian regions



in Russia



one of the leading business schools worldwide

**1<sup>ST</sup>** EFMD EPAS ACCREDITED BUSINESS SCHOOL IN RUSSIA OUTSIDE MOSCOW AND ST. PETERSBURG

**1<sup>ST</sup>** REGIONAL BUSINESS-SCHOOL BY SCALE

**1<sup>ST</sup>** REGIONAL BUSINESS-SCHOOL STEPPED IN AACSB ACCREDITATION PROCESS

**1<sup>ST</sup>** AMONG UrFU INSTITUTIONS BY NUMBER OF ENGLISH TAUGHT COURSES

  
EKATERINBURG

**8** INTERNATIONAL PROGRAMMES

**7** DOUBLE-DEGREE OPTIONS



# GSEM UrFU International recognition

## International accreditations



## Membership in international associations



## Global rankings positions



Social Sciences and Management: **351**  
Business & Management: **401-450**  
Economics and econometrics: **451-500**



Business and economics: **401-500**

# GSEM UrFU in Figures

- Students

5500+



- Drs among faculty

60+



- Education Programmes

44



- International students from **40 countries**

350+



- English taught courses

70



- Corporate partners

80+



# y International learning experience



**International students support**

**International learning environment**

**Quality partner programmes and projects**



**Double-degrees opportunities in partnership with world leading business schools**

# Partner universities

**50** abroad partner universities

## Main cooperation fields:

- Student exchange
- Academic faculty exchange
- Development of collaborative research
- Double degree programmes



# Corporate Partners

**80** international and local corporate partners

## Main cooperation fields:

- Lectures by corporate partners representatives for GSEM students
- Training programs for academic faculty
- Conducting joint research, including establishment of joint research centers
- Career Days for graduates
- Internships for GSEM students
- Corporate Partners Scholarships
- Membership of corporate partners leaders at GSEM Board of Trustees

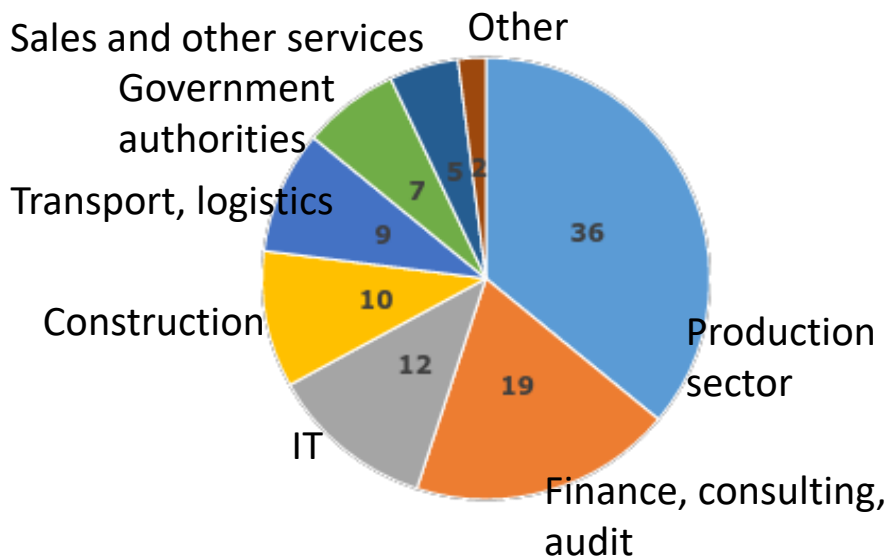




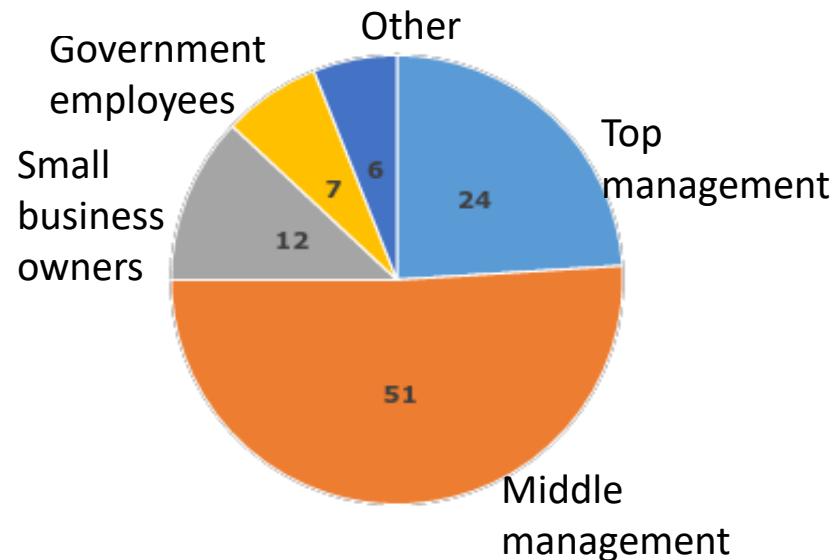


# Career opportunities

## GSEM graduates employment



## GSEM graduates career paths



**Ibrahima Sory Bah,**  
graduate 2018, economist in  
COBAD S.A. UC RUSAL, Guinea



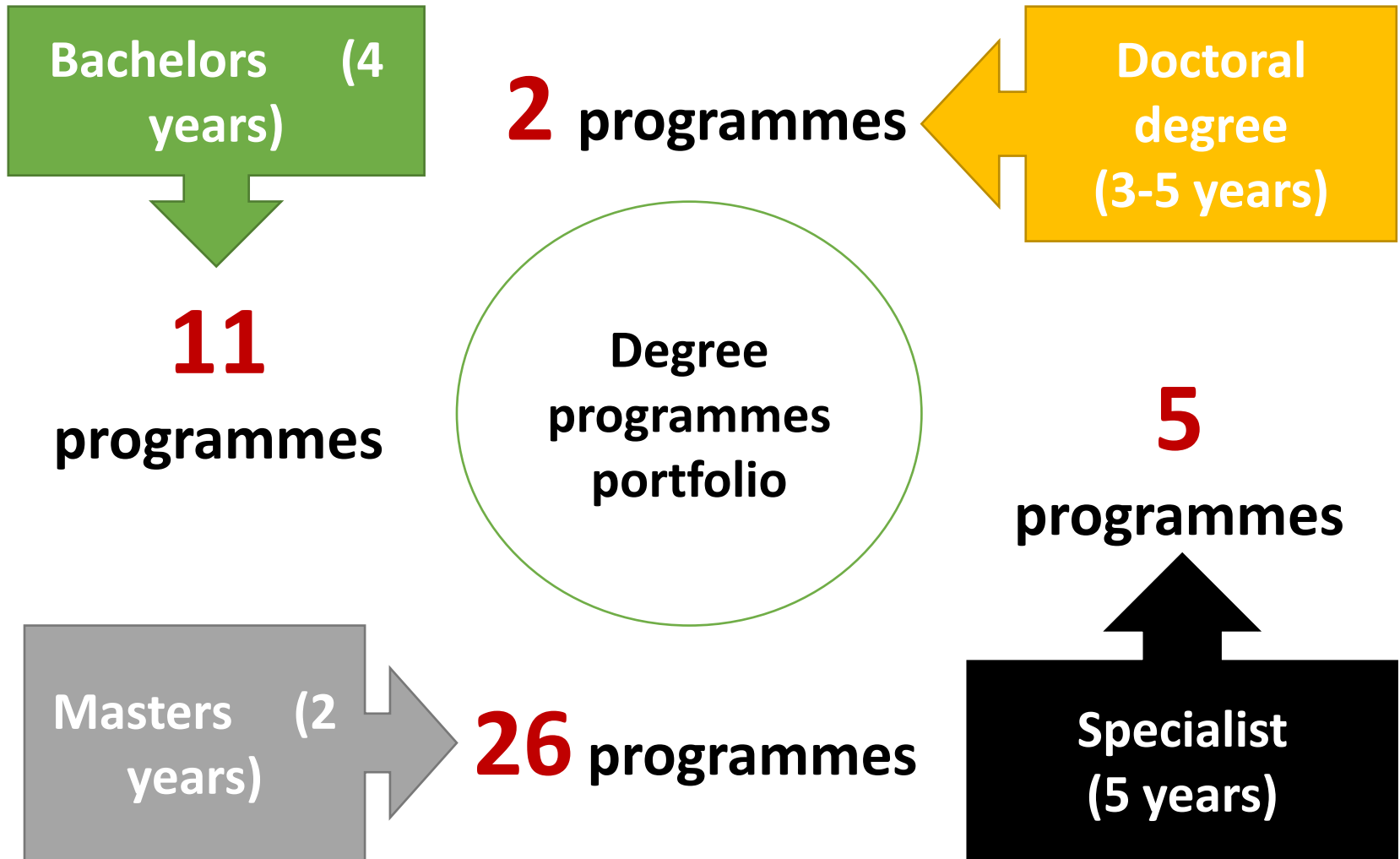
**Haula Kitonza,**  
graduate 2017, Uganda  
Junior Research Fellow at GSEM UrFU



**Zarnigor Dzhuraeva,**  
graduate 2019, Tajikistan  
Junior Research Fellow at GSEM UrFU

**GSEM International Graduates**

# Degree programmes





# International Programmes portfolio



## Bachelor programmes

International economics and business

Public policy and administration

## Master programmes

International Management

Applied and international economics

International Trade and Entrepreneurship

PR & Advertising in International Communications

PR & Advertising in Internet

Sustainable Solid Waste Management





**Ural Federal  
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**Graduate School  
of Economics  
and Management**

## **Discovering New World in the heart of Russia: International Economics and Business (the only BA double degree programme)**

**Zhanna Belyaeva**, PhD, Associate Professor,  
BA International Economics and Business  
Programme Director  
[zh.s.belyaeva@urfu.ru](mailto:zh.s.belyaeva@urfu.ru)





**Mission:** The leading Russian programme in business economics to train **world class business elites** to promote Russia in the key sectors of the global economy.



*Have fun, do good, and the money will come*



*Investing is simple, but not easy*



*Culture eats strategy for breakfast*



# International Economics and Business



Balanced portfolio of **hard&soft** skills



Double Degree with the best European and Asian schools (new)



Business Modules, grants and traineeships



International students and professors cohort



Professional English and Professional Courses in English



75% academic professors  
20% international professors



30 % corporate lecturers



20 % practice-modules extra certified



50 international academic  
45 corporate partners



60% taught in English

1000+ graduates





Project simulation and internships: interdisciplinary modules and certificates

Critical Thinking and Analysis: advanced economic skills

Core Programme Skills: Critical thinking, Negotiation, BI, Python, Adaptability



BUSINESS INTELLIGENCE



### Mastering Data to Provide Supreme Decision making

**Business- Analyst and Researcher**

Analytical Vision

**International Operations**

Global Agile  
Cross-Cultural Business  
Vision

**Investment Analyst**

Risk Management System  
Vision

**Auditor**

Taxation and Reporting  
Vision

**Modelling Optimal Decision-making**

**Running international operations and closing International deals**

**Estimation and facilitation of risk-effective investment portfolio**

**Documenting Auditor Reports for Stakeholders**

# Study Real Economics and Business in Urals: what IEB brings you to



**Career Guidance  
and Practice  
with Real Companies**





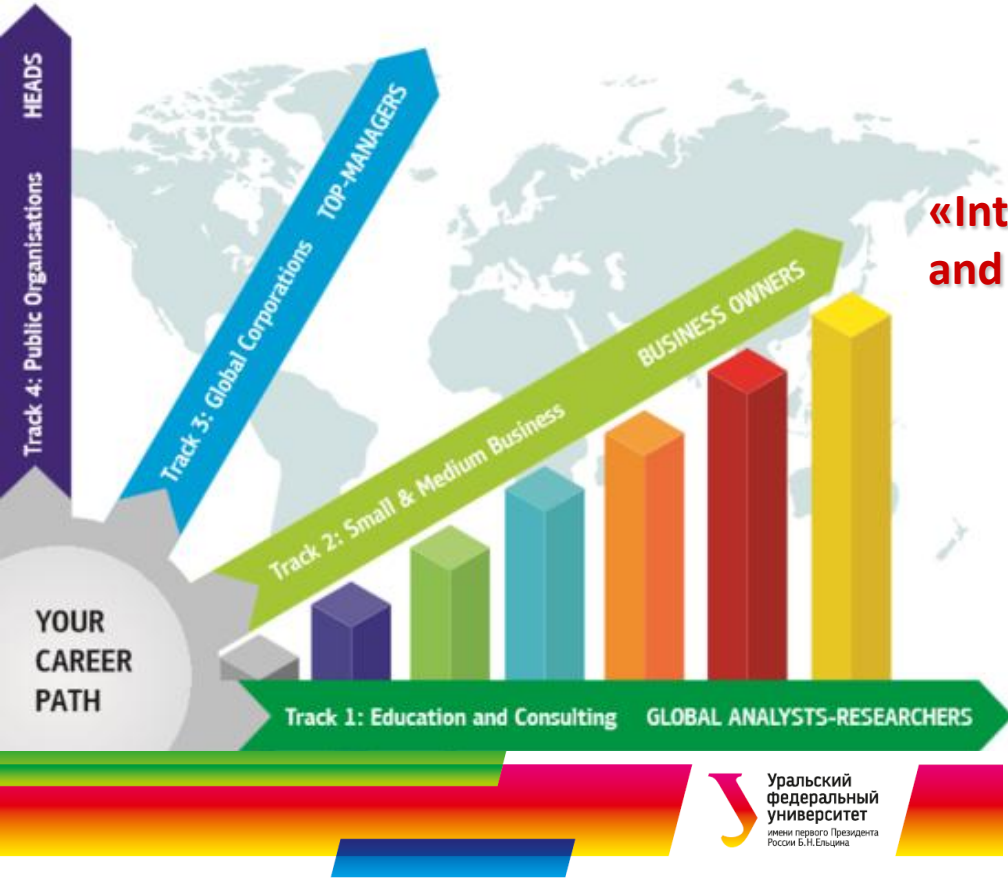
# Professional Orientation and Teambuilding

## Corporate Visits



Mindfulness Laboratory





**«International Economics and Business»**

Programme graduates are employed in **30+ countries\***

**70 %** of students get job offers during **their education years**

**30%** start working during 3 months after graduation

**40%** earn more than **150 k rubles/month**

**34 %** are employed in industrial sector

**26%** are employed in analytical and consulting companies

**22 %** are employed in FMCG sphere

**18%** are employed in banking and finance

**19%** are owners and entrepreneurs

*\* The survey took place in June 2018 and was devoted to the 20<sup>th</sup> year of first graduation*



**GRADUATE CERTIFICATE**

this is to acknowledge that

**IVAN I. IVANOV**

has completed studies at Graduate School of Economics and Management UrFU, Bachelor in International Economics and Business (code 38.03.01) in 2016.

The program is EPAS (EFMD) accredited on June 10, 2015 for 3 years.

Viktor  
Koksharov  
Rector



# Corporate partners



- Master Classes in Russian and English
- Tailored Internships Priorities
- Co-financing Programme Projects (in-kind and direct)
- Co-financing student international mobility
- Practicing in simulations and reallife
- Sponsored Contests and Best Achievers

ТИТАНОВАЯ  
ДОЛИНА  
ОСОБАЯ ЭКОНОМИЧЕСКАЯ ЗОНА



**MTC**

Ты знаешь, что можешь!

# Study Real Economics and Business in Urals: what IEB brings you to



## Autumn School «Sustainable Business Development»

2019: applicants from 31 countries,  
60 participants 17 nationalities



Zhanna Belyaeva, PhD, Director of  
BA International Economics and Business  
GSEM Academic Director  
Zh.s.belyaeva@urfu.ru

About Programme in Russian: <https://programs.edu.urfu.ru/ru/10071/>  
About Programme in English: <https://gsem.urfu.ru/en/prospective-students/degree-programmes/international-economics-and-business/>



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**Graduate School  
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and Management**

# Master in International Management

**Liudmila Ruzhanskaya**, Dr., Prof., head of  
International Management master  
programme, chair of International Economics  
and Management ac.dep.



# MASTER IN INTERNATIONAL MANAGEMENT

# 100%

taught in English

The programme was opened in 2010 with the aim of preparing highly qualified managers with analytical, leadership and teamwork skills for fast-growing Russian and international companies



Double degree programme with the Management School, the University of Liège (EPAS, EQUIS, AACSB), Master 2

The only program in the region with international professional accreditation ACCA (The Association of Chartered Certified Accountants)



Using modern training technologies (simulator "Digital Markstrat")

**Doing Business in Russia, July 20-30, 2020**



# PROGRAMME ADVANTAGES

## Double Degrees and ACCA Exams

### LIEGE University + ACCA + Oxford Brookes University

Extended Career Opportunities in Russia and in the World: 4 ACCA Qualification Exams (F1,F2,F3, F7) + a BSc degree in Applied Accounting awarded by Oxford Brookes University + ACCA Privileges ACCA Membership

## Internationalization

### Semester internship at partner universities

Exchanges window 2-3 semesters, International Summer School for Masters (5 ECTS)

## Multi-cultural Environment

### 46% of all students in academic groups are foreign students

China, Czech Republic, France, Italy, Germany, CIS

## Employers and Corporate Partners



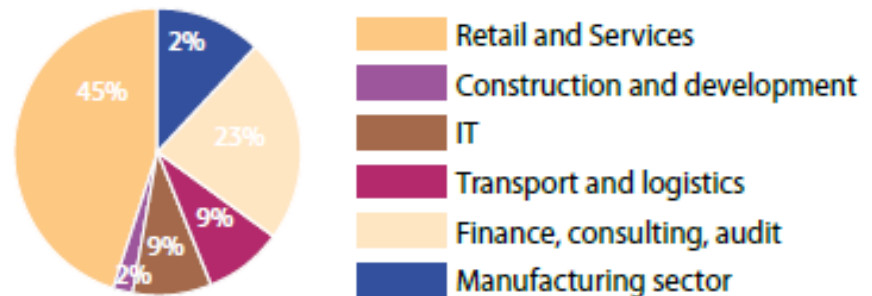
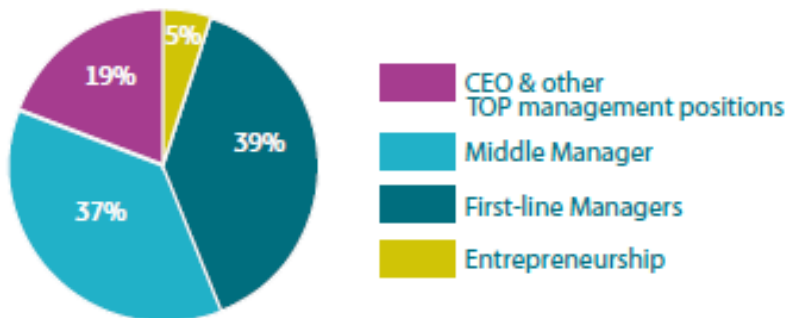
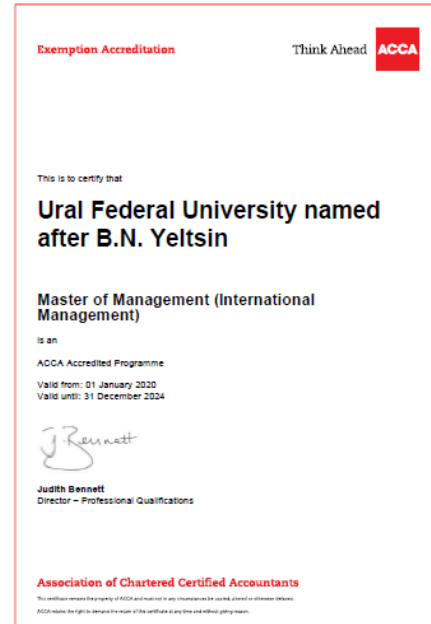


# PROGRAMME TRACKS AND GRADUATE CAREER

**INTERNATIONAL BUSINESS courses:** International business Strategie; Global supply chain management; Procurement Technology; Modeling and optimization of business processes

**INTERNATIONAL FINANCIAL MANAGEMENT courses:** Fanatical management (F9); Value based management; Taxation (F6); Audit and Assurance (F8); Performance management (F5)

**Practice-oriented training:** research and practice-oriented projects; Introductory Internship, Professional Internship, Research Projects, Thesis Defense





## **Ivan Akimenko**

the programme  
teacher, financial  
department specialist  
in Rostelecom Ural,  
ACCA-certified



**Ural Federal  
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of Russia B.N.Yeltsin*

**Graduate School  
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and Management**

# **PR and Advertising in International Communications**

## **Master programme**

**Valeria Frants**, professor of marketing and  
political sciences

**Oliver Keune**, professor of movie making



# PR and Advertising in International Communications, Master programme

Developed jointly with



Federal University  
of Ouro Preto,  
Brazil

UFOP

# 100%

in English

**Future profession:**

- PR-manager
- Advertising manager
- Communication specialist
- Promotion specialist
- Event-manager
- Head of marketing, advertising and PR services

**Partner universities in Brazil:**



PUC Minas

PUC Minas



University Of Sao Paulo

## What will you learn?

- How to create brands and manage communications of international commercial companies;
- How to use communications in the political field;
- How communications can help to create solidary and sustainable societies;
- How to use digital communications on an international level;
- How to use different soft skills efficiently

More information: in Russian - <https://programs.edu.urfu.ru/ru/9824/>, in English:

<https://programs.edu.urfu.ru/en/9824/>



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and Management**

# **Applied and International Economics Master programme**

**Dmitry Vorobyov, PhD, Research Fellow**

# Applied and International Economics: Programme Features

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## General features

Two tracks: applied economics and international economics.

Partially in English.

Taught by both local, including Western trained, and visiting faculty.

Combination of fundamental and applied disciplines.

Additional focus on research skills + academic career opportunities.

## Applied track

Focus on econometrics and data analysis.

Prepare students for career in data intensive private sector and consulting.

## International track

Focus on international economics and trade.

Prepare students for career in government sector and international companies.

# Applied and International Economics: Programme Features

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## Study plan

Common first year courses.

Standard econ courses: micro, macro, econometrics, game theory.

Math, statistics and programming courses.

Track-specific courses in the second year.

Research methodology seminars.

## Additional opportunities

Free semester abroad at a partner university.

Collaboration with active researchers at GSEM.

Additional stipends for scientific work.

Administrative support for students seeking academic career.

# Applied and International Economics: Programme Features

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## What you will learn

To understand, model and forecast economic processes.

To find, collect, organize, read, present and analyze data.

To do your own economic research.

## What you need to study successfully

Solid knowledge of math and econ tools.

Both English and Russian languages.

BA diploma.

## Learn more about the programme at

in English - [gsem.urfu.ru/en/](https://gsem.urfu.ru/en/),

in Russian - <https://programs.edu.urfu.ru/ru/10113/>

Ask Oleg Mariev, programme director: [o.s.mariev@urfu.ru](mailto:o.s.mariev@urfu.ru)





## +4 GSEM International programmes

Links to all GSEM UrFU Degree programmes:

<https://gsem.urfu.ru/en/prospective-students/degree-programmes/>

### Public policy and Administration (Bachelor)

- 50% in English
- Tracks: administration of public organizations; public sphere development design
- Employment: GR-manager, analytics in commercial, state and public organizations

### International Trade and Entrepreneurship (Master)

- 100% in English
- Academic and Research exchange with Finland partner institutions
- Employment: business owners, all types of organizations

### PR and Advertising in Internet

- 50% in English
- Corporate partnership with leading regional PR and Advertising companies
- Double degree with Solbridge (South Korea)
- Employment: PR and Advertising specialists, heads of departments, business-analytics

### Sustainable Solid Waste Management (Master)

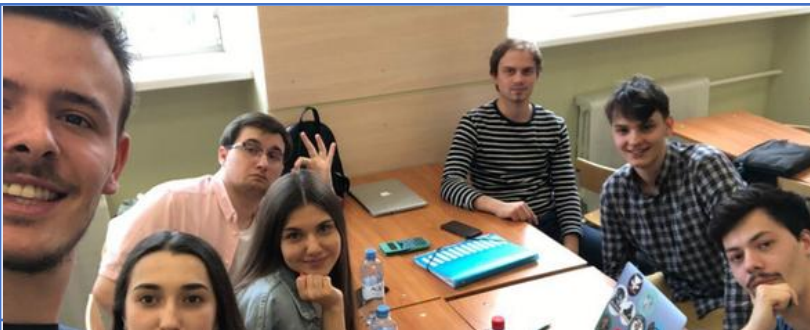
- 100% in English
- Focused on international strategic solutions
- Employment: specialists and analytics

# Double degree options

## Bachelors



## Masters



### Partner schools

Partner schools	France	Belgium	Croatia	South Korea

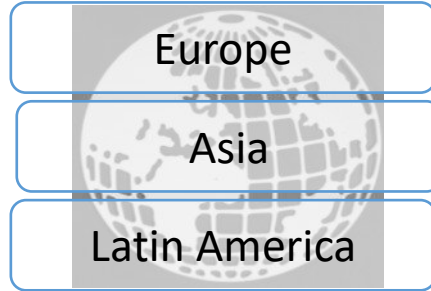
Bachelor programmes	International Economics and Business	✓	✓	✓	✓
	International and Corporate Management		✓		
Master programmes	International Management		✓		
	PR & Advertizing in Internet				✓

# y Semester abroad



# 50

Partner institutions



**13% - triple crown schools**

60% - accredited partners

100% - exchange programmes

**Participants:** bachelors 2-3 years, specialists 2-4 years, masters 2-3 semesters

**Costs:** Tuition fees are waived in the host institution. Travel and other expenses are covered by students

**Periods:** Autumn and spring semesters. Whole year programme is also possible



## Requirements:

- Good GPA (without academic debt)
- English proficiency level B2 or higher (confirmation of English level with a certificate or test results)



# Short-term programmes for outgoing students

- Short-term (1, 2, 3 weeks) thematic educational programs
- International students group
- ECTS Programmes
- Cultural Programme and Cross-cultural communication

## Summer programmes offered by our partner universities



European University Viadrina,  
Viadrina Frankfurt (Oder), Germany



Montpellier Business School,  
Montpellier, France



Grenoble Ecole de Management,  
Grenoble, France



Excelia Group,  
La Rochelle, France



Southwestern University  
Chengdu, China,



Kyungpook National University,  
Taegu, South Korea

# GSEM International Short-term Programmes

60+ students  
from 12  
countries in  
2019

Online  
in 2020

Online  
in 2020



**SUSTAINABLE  
BUSINESS  
DEVELOPMENT**

November



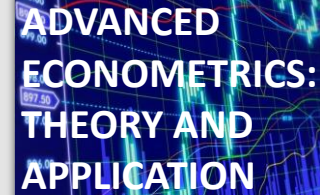
**DOING  
BUSINESS IN  
RUSSIA**

July



**STUDY LIKE A  
RUSSIAN**

March



**ADVANCED  
ECONOMETRICS:  
THEORY AND  
APPLICATION**

July



**KGB**

KEYS TO GOVERNANCE AND BUSINESS

July



**International  
Autumn  
School**

Organized by  
the team of  
International  
Economics and  
Business  
Bachelor  
Programme

**International  
Summer  
School**

Organized by  
the team of  
International  
Management  
Master  
Programme

**International  
study-tour**

Culture-  
integration  
education  
programme for  
international  
students teams

**International  
Econometrics  
School**

Intensive  
programme  
focused on up-  
to-date  
econometrics  
tools

**International  
Legal Business  
Quest**

on legal issues  
in business  
organization

# Students research opportunities

## RESEARCH CENTERS

Laboratory for International and Regional Economics (LIRE)

Laboratory for Applied System Research

Engineering and economics interdisciplinary research in energy and high-tech industries

Engineering and economic studies of economic security issues

**LABORATORY FOR INTERNATIONAL AND REGIONAL ECONOMICS**

**Head: Hans Wiesmeth**, Academic Head of LIRE, President of Saxon Academy of Sciences in Leipzig, Germany

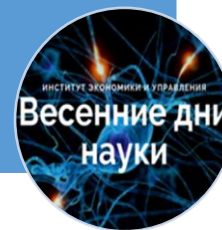
- **XV International Conference “Russian Regions in the Focus of Changes”**

**November**



- **April conference “Spring Research Days”**

**April**



- **International research workshops**

**4 times a year**



# Learning and Living Environment



19 Mira str.



25 Gogolya str.



13b Lenina str.

**GSEM UrFU  
Campus  
locations**

**GSEM  
UrFU  
Coworking  
spaces**



19 Mira str.



19 Mira str.



25 Gogolya str.



**Dormitory №8  
for international  
students**

**Built in 2017**

**Brand New Online Project!**

- **How to create the best international event: Gantt chart, 5 senses and black tie**

**April 28**



- **Prospects for Russia and the world economy: short-term risks and long-term challenges**

**April 30**



- **Mastering Global Economics: SMART business models in the new digital era**

**May 6**



- **Communication in the modern world: cross-cultural aspects**

**May 7**



- **Trends in international trade and models explaining them**

**May 12**



- **Fighting corona virus as the test for government efficiency**

**May 15**



- **Supply Chain Management: production planning with multiple recourse constraints using Excel Solver tool**

**May 21**



- **Trade shows and Business events in international B2B marketing**

**May 25**





# Admission procedures (in English)

← → ↻ 🏠 [urfu.ru/en/international/information-for-prospective-international-students/how-to-apply/](https://urfu.ru/en/international/information-for-prospective-international-students/how-to-apply/)

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## Step 1: Choose your program

Ural Federal University offers a wide range of degree programs in Russian and English. To choose the one that suits you, see our [Programs and Courses](#) section.

[Arrival Form](#)

**For all inquiries:**  
[admission@urfu.ru](mailto:admission@urfu.ru)  
+7 (343) 375-46-27

## Step 2: Check the Requirements

Please see the information about application deadlines and requirements for the type of program you wish to apply for [here](#).

# Admission procedures (in Russian)

urfu.ru/ru/

Студентам Абитуриентам Школьникам Сотрудникам Быстрый тур Выпускникам Партнерам Работодателям СМИ

Уральский федеральный университет имени первого Президента России Б.Н. Ельцина

УНИВЕР ДОМА

Поиск

Личный кабинет

Об университете Наука Образование Инновации Интернационализация Эндаумент Творчество Спорт  
Институты Филиалы Контакты Обратная связь

## Поступление-2020

- [Задать вопрос](#)
- [Бакалавриат и специалитет](#)
  - [Правила приема](#)
  - [План приема](#)
  - [Минимальные баллы](#)
- [Магистратура](#)
  - [Правила приема](#)
  - [План приема](#)
- [Стоимость обучения](#)





# Russian Taught Programmes: Bachelors

Area of study	Programme
Economics (Экономика)	Applied Economics and Finance (Прикладная экономика и финансы)
Management (Менеджмент)	International and Corporate Management (Международный и корпоративный менеджмент)
	Energy and Hi-Tech Management (Менеджмент в энергетике и высокотехнологичных отраслях)
	Industrial Management and Investment and Construction Business (Промышленный менеджмент и инвестиционно-строительный бизнес)
Public Administration (Государственное и муниципальное управление)	Public Administration (Государственное и муниципальное управление)
Business Informatics (Бизнес-информатика)	Business Informatics (Бизнес-информатика)
Commerce (Торговое дело)	Marketing and Logistics in Commerce (Маркетинг и логистика в коммерции)
Housing and Utilities Infrastructure (Жилищное хозяйство и коммунальная инфраструктура)	City Infrastructure Management (Управление городской инфраструктурой)
PR and Advertising (Реклама и связи с общественностью)	PR and Advertising (Реклама и связи с общественностью)



# Russian Taught Programmes: Specialists

Area of study	Programme
Economic Security (Экономическая безопасность)	Economic Security (Экономическая безопасность) (2)
Customs (Таможенное дело)	Customs (Таможенное дело)
Legal Support of National Security (Правовое обеспечение национальной безопасности)	Legal Support of National Security (Правовое обеспечение национальной безопасности)
Forensic Science (Судебная экспертиза)	Economic Expertise (Экономические экспертизы)



# Russian Taught Programmes: Masters

Area of study	Programme
Economics (Экономика)	Business Economics (Экономика предприятия)
Management (Менеджмент)	Business and Management of Natural Resources and Environment (Бизнес и менеджмент природных ресурсов и окружающей среды)
	Marketing and Project Management (Маркетинг и управление проектом)
	Business Development: Strategies, Projects, Finance (Развитие бизнеса: стратегии, проекты, финансы)
	Industrial Business Process Management (Управление бизнес-процессами в промышленности)
	Innovations Management in Digital Economy (Управление инновациями в цифровой экономике)
	Metallurgical Company Management (Управление металлургическим предприятием)
	Business Development Management (Управление развитием бизнеса)
	Territory Development Management and Real Estate Development (Управление развитием территорий и девелопмент недвижимости)
	Energy Business (Энергетический бизнес)



# Russian Taught Programmes: Masters

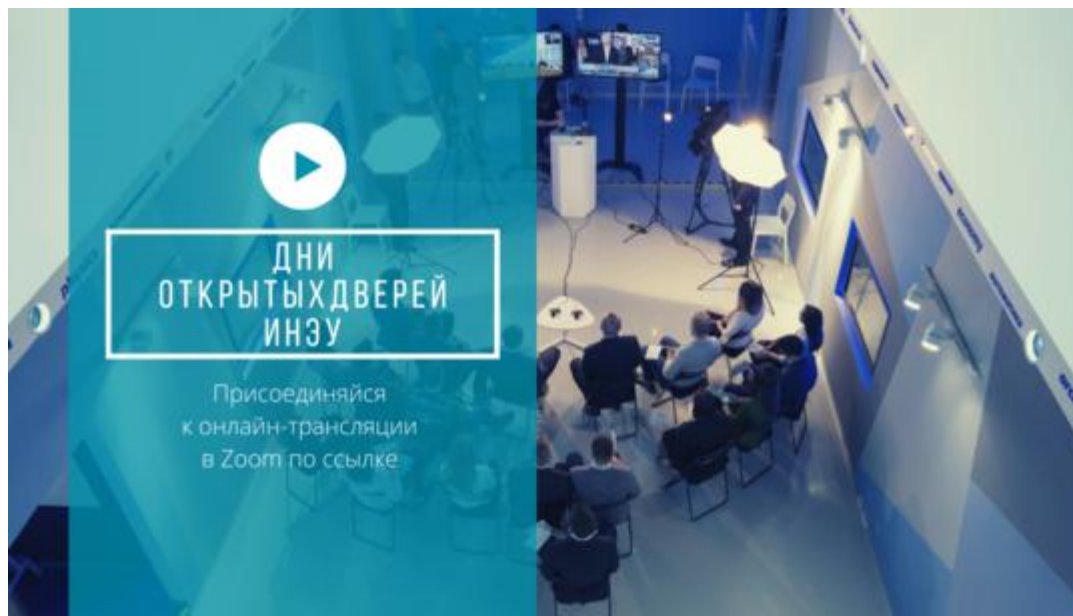
Area of study	Programme
Public Administration (Государственное и муниципальное управление)	Research and Analytics in Public Administration (Исследования и аналитика в ГМУ)
	Public Administration Technologies (Технологии государственного и муниципального управления)
	Economic and Financial Management in Public Sector (Управление экономикой и финансами в бюджетной сфере)
Business Informatics (Бизнес-информатика)	Artificial Intelligence in Capital Management (Искусственный интеллект в управлении капиталом)
	Digital Technologies in Business (Цифровые технологии в бизнесе)
Finance and Credit (Финансы и кредит)	Bank and Investment Management (Банковский и инвестиционный менеджмент)
	Finance in Digital Economy (Финансы в цифровой экономике)
	Finance and Credit (Финансы и кредит)
Public Audit (Государственный аудит)	Public Audit (Государственный аудит)
PR and Advertising (Реклама и связи с общественностью)	PR and Advertising in Territorial Marketing (PR и реклама в маркетинге территории)

# Watch the presentations of all GSEM programmes!

Follow the **Link to videos from GSEM Open days**, 13-18 of April 2020

<https://gsem.urfu.ru/ru/events/9116/>

In Russian



Area	Programme
Экономика (Economics)	Финансы, денежное обращение и кредит (Finance, Money and Credit)
	Экономика и управление народным хозяйством (Economics and National Economy Management)
	Экономическая теория (Economic Theory)
	Мировая экономика (World Economy)
	Бухгалтерский учет, статистика (Accounting and Statistics)
Информатика и вычислительная техника (Informatics and Computing)	Управление в социальных и экономических системах (Socioeconomic Systems Management)
	Математическое моделирование, численные методы и комплексы программ (Mathematic modeling, numerical methods and software)

<https://aspirant.urfu.ru/ru/aspirantura/dlja-postupajushchikh/napravlenijaprofilipodgotovki/>

<https://aspirant.urfu.ru/ru/aspirantura/dlja-postupajushchikh/priem-inostrannykh-grazhdan/>

<https://gsem.urfu.ru/en/research/doctoral-programmes/>





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# GSEM UrFU International students support team



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*Thank  
you!*

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