



**Ural Federal  
University**

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

**Graduate School  
of Economics  
and Management**

# **GSEM INTERNATIONAL DIGEST**

## **July-December 2018**

### BA INTERNATIONAL ECONOMICS AND BUSINESS RE-ACCREDITED BY EPAS EFMD



GSEM Bachelor programme International Economics and Business was re-accredited for three years by the European Foundation for Management Development, receiving the EPAS accreditation for the second time. The decision was made by the EFMD accreditation board on June 13th.

*«International accreditations are a major step in strengthening the School's position in the global market. However, it's not only the fact of education quality recognition that is valuable. The accreditation process included comprehensive audit of the programme and the School. Leading experts in the field of business education gave us recommendations concerning further development that we accepted as growth trajectories», — commented Director of Graduate School of Economics and Management **Dmitry Tolmachev**.*

At present, only 108 programmes in the universities all over the world have EPAS accreditation, including only 2 in Russia.

### INTERNATIONAL MANAGEMENT MASTER PROGRAMME GOT 101+ RANK IN QS MASTERS IN MANAGEMENT

Ural Federal University has entered the QS World University Rankings — Masters in Management, published in September. International Management, a programme offered by the GSEM UrFU, was included in the 101+ group of the ranking.

*«Getting into the ranking will make us known not only in Russia but in the rest of the world as well, which means being able to recruit more students from abroad», - says **Ludmila Ruzhanskaya**, head of the programme. «We are sure that this is the only way to take down the barriers on the way to internationalization of the Russian universities. Moreover, we believe that the high ranking position will let us extend the academic partnerships network and improve their quality».*

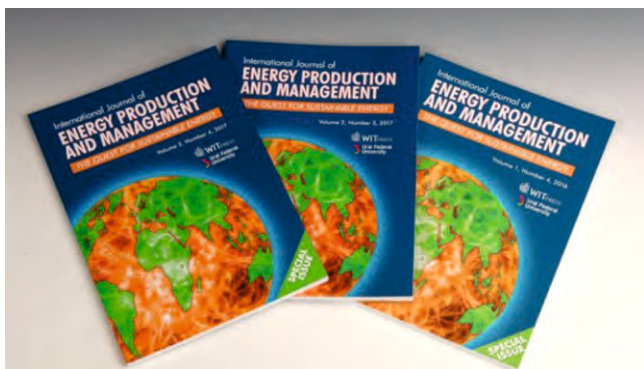
The International Management disciplines are accredited by ACCA (The Association of Chartered Certified Accountants).

Ludmila Ruzhanskaya also adds that the possibility to choose between the two tracks offered within the programme — International Financial Management or International Business — significantly improves the graduates' employability in any country of the world. As the experts point out, the ranking agencies pay special attention to graduates' career success.





### INTERNATIONAL JOURNAL OF ENERGY PRODUCTION AND MANAGEMENT OF GSEM WAS INCLUDED IN SCOPUS



International Journal of Energy Production and Management, the joint project of Wessex Institute of Technology (UK) and UrFU was included in Scopus database.

The journal was founded 3 years ago as a continuation of research collaboration of UrFU with its' British partners developed after their joint conference International Conference on Energy Production and Management: The Quest for Sustainable Energy (Energy Quest-2014) which was hosted at UrFU and was highly recognized by international research community. The project's success is connected to the cooperation of GSEM UrFU research center INZHEK and the director of the partner's institute, outstanding scientists and organizer **Prof.Carlos Brebbia**, institute's Board of Directors and other members of international editorial board.

**Elena Magaril**, one of the chief editors and project coordinator at UrFU, notes, that the participation in publishing of the internationally recognized journal will strengthen international scientific positioning of UrFU, will improve the University brand recognition, and will give new opportunities for UrFU researchers. International Journal of Energy Production and Management publishes English language articles on wide range of technological, economics and political issues in the field of energy production and management. The journal serves as an interdisciplinary forum of theorists and practitioners from all over the world whose work is connected to the wide range of energy future issues

### NEW GSEM RESEARCH CENTRE FOR PHILANTHROPY STUDIES



Graduate School of Economics and Management and private charity foundation Smart Environment established a university research centre for philanthropy and social business programmes. Researchers will study trend of private and corporate charity development in Russia.

*«The project aim is to paint a clear picture of modern philanthropy: to assess the amounts and purposes of donations, identify the major trends, in particular the role of business in this sphere, develop recommendations, compare the situation and indicators in Russia with corresponding ones of other countries», — explains the Head of the Centre*  
**Elena Chernyshkova.**

According to some experts, there are several best practices in Russia that can be useful for other countries. However, there is lack of institutions that could address the analytical and research tasks. Elena Chernyshkiva is sure that the issue of social projects has been moving to the spotlight in recent years not only as a research subject, but also a major element of the student life. This is a good trend for charity in particular, and for society development in general. Students who participate in such projects develop teamwork skills and a clear understanding of the importance of social projects for the community. The Centre is conducting the research of Russian philanthropy in partnership with the Russian Donors Forum and CAF.

### SUMMER SCHOOL «DOING BUSINESS IN RUSSIA»



From July 9th to 20th, the Summer School «Doing Business in Russia: International Perspective» was held at Graduate School of Economics and Management. The School has been held annually for 4 years, organized by the Master's programme International Management. This year students from Croatia, France, India, Pakistan, Colombia, China, Iraq, Gambia, Indonesia and Russia gathered for two weeks of lectures, master classes and field visits that would help them understand Russian business environment.

Over the two weeks, the participants had lectures by Swiss Ambassador to Russia, local and visiting professors learning about the trends in Russian business, economic policies of the government and legal aspects of opening business in the country.

The master classes on Russian business culture and cross-cultural communication and soft skills development were also held during the first week of the programme. The participants visited International Industrial Trade Fair INNPROM-2018 where they participated in a panel discussion on digitalisation. The students also had field visits to SKB Lab and Tochka Bank for some insights on cutting-edge IT technologies in banking and online systems.



During the second week, the School programme featured lectures on investment prospects of the Sverdlovsk Region, and exclusive insights from the Deputy Head of Ekaterinburg Administration Sergey Tushin lifting the veil in the organisation of FIFA World Cup events in our city. The participants visited SKB Kontur for some insights on the operations of one of the biggest IT developers in Russia, Deltaplan Advertising Agency, Rusagro branch in Ekaterinburg, and McKinsey Factory of Lean Production based in UrFU. Other field visits included UMMC and Ural Locomotives to see manufacturing process and learn about the experience of large international companies in the region.

In the course of the programme, the participants developed projects of businesses that could be launched in the Russian market, finishing up with their defense in front of corporate jury and receiving certificates of successful completion.



**Carlos Caicedo Fonseca** from Colombia shared his experience:

*«I have five years of experience working with international governments, banks and agencies. I have a bachelor's degree in law and economics and a Master's degree in International Law. I definitely recommend the Summer School at the Ural Federal University for young professionals seeking knowledge about: investing in Russia, working in Russia, or learning to advise foreign entities about Russian business culture.*

*With regards to Russia as a country, it is very subjective but I will say I fell in love with Russia. The hospitality and kindness of the Russians is overwhelming. I was only in Russia for a short time in order to attend the summer school and visit some cities. I had never expected to fall so much in love with a country and its people...»*



### FIRST DAY AT URAL FEDERAL UNIVERSITY



The first day for newly admitted first-year students is celebrated every year at our university. The official greetings from the Rector, presentations of student organisations and the fair of opportunities UrFU-Fest took place on September 3rd in the square in front of the main campus building.

*«The university is a ladder of your achievements, — remarked the Rector. — For over one hundred years of the USU and UPI history, 360 thousand students graduated here, including the first President of Russia Boris Yeltsin, notable people of culture and sports, businessmen, ministers and governors. You have numerous opportunities not only in studies and research, but also in creative and sports activities. Participation in the project 5-100 allows our students to communicate with their peers and leading researchers from all over the world».*

The ceremony featured awards presentation to the organizing team of the XIX World Festival of Youth and Students in 2017 in Sochi. **Svetlana Kovalenko**, GSEM Vice Director for Development, received a commendation and a commemorative medal for her contribution to the global project. More than 9300 students were enrolled in Ural Federal University this year, economics and management being among the top in-demand majors.

### INTERNATIONAL GET TOGETHER DAY

GSEM International Get Together Day was held on September 20, 2018 for international students arrived for their learning at GSEM in autumn semester.

For mobility students the semester started with Get Together Day where the students got to know their programme directors, International Affairs Office team and met representatives from the Student Union.

The students received information about academic and organisational matters, international events, short-term programmes and research possibilities. The students learnt more about economy and cross-cultural features of Russia, as well as events for international students during Autumn semester and opportunities to do sport at Ural Federal University. In the end of the event, the students took part in interactive game. To answer the questions they needed to use new information they learnt in the frames of the event.

The Get Together Day was held in UrFU Museum and was moderated by the Director of BA International Economics and Business **Zhanna Belyaeva** and the Director of International Affairs Office **Liudmila Pliner**.



### X INTERNATIONAL AUTUMN SCHOOL «SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL»



The GSEM International Autumn School celebrated its 10-year anniversary in 2018. The School was held in November and gathered students and graduates from 18 countries all over the world, including Germany, France, Italy, Romania, Croatia, Mexico, Columbia, the USA, Ghana, Sudan, Taiwan, and others. The school featured doing business in a responsible and innovative way: Sustainable Business Development: Smart Future for All.

The programme started with a culture day. The participants went sightseeing in Ekaterinburg, learnt to make a traditional Russian dish pelmeni and had a Global Village party to get acquainted with each other's cultures.

The participants then had classes by international team of lecturers from International Economics and Business programme (UrFU), the University of Turin, Italy, University of Applied Management Studies in Mannheim, Germany and corporate partners, such as PMI Central Russia and Sberbank. The most exciting part of the programme – field visits to the partner

companies – included Unilever, Coca-Cola HBC Russia and Sberbank. The participants also visited a cutting-edge UrFU department, the Innovation Infrastructure.

During the week of the School, the teams prepared their own projects of sustainable businesses in teams guided by tutors from UrFU academic staff and visiting professors. At the end of the School, they presented the projects to the jury of corporate partners and international researchers, who promised to include some ideas into business curriculum. The students received Certificates (5 ECTS) and memorable gifts. As always, the programme received very positive feedback. The organising team of the Bachelor programme International Economics and Business and GSEM International Affairs Office is looking forward to welcoming new students next year in November-application will be open soon!

**Anna Kaic**, University of Rijeka, Croatia:

«Taking part to the GSEM UrFU Autumn school for me represented one of the highlights of last year. It has given me the possibility to visit a beautiful country such as Russia, get to know new amazing people and engage in a greatly organized school».

**Lance Bradley**, The University of Bayreuth, Germany:

«The lectures were very informative and the company visits very interesting. We were given the possibility to work on a great final project with professors from all over the world. Definitely an 8-day experience I would recommend to anyone».





### XIII INTERNATIONAL CONFERENCE «RUSSIAN REGIONS IN THE FOCUS OF CHANGES»



For many years, this conference of GSEM UrFU has been one of the biggest discussion platforms in the Urals covering the issues of regional development with representatives of government authorities, academia, leaders of large industrial enterprises and successful medium-sized businesses from different regions. This year conference was held on 15-17 November in cooperation with Analytical Center Expert and Expert Ural Business Magazine and was co-organized by National Research University Higher School of Economics, NRU HSE – Saint Petersburg, Peoples' Friendship University of Russia, Ekaterinburg City Administration.

First day of the conference was traditionally held in the Governor's Residence historical building which is one of the architecture symbols of Ekaterinburg. In the other days, the events of the conference took place at UrFU campus.

This year conference attracted more than 700 participants from over 30 countries and 20 Russian regions. The overall number of experts exceeded 60. The event was marked with significant increase in the number of international experts, wider variety of the topics and involvement of the Russian and international student in the sections and round tables of the conference. Among the experts of the conference, there were representatives of such internationally recognized institutions and organizations as EFMD, AACSB, RSA, HHL Leipzig Graduate School of Management, University of Torino, Versailles Saint-Quentin-en-Yvelines University and University of Paris-Saclay, University of Applied Management Studies in Mannheim, and other.

The most remarkable events within the conference programme were X Anniversary School of Economic



Analysis held by Association of Russian Economic Think Tanks; AACSB Accreditation Seminar (for the first time in Russian regions); conference «Smart Cities and Creativity Index»; Round tables «Digital economy and innovative development: How the public and private sectors will change», «Spatial development of Russia: inter-regional cooperation as the basis for balanced economic growth», «Transformation trajectory for strategies of SMEs», «Value co-creation and quality assurance in globally approved business education», and other.

During 3 conference days, the venues of the conference (Governor's residence and Ural federal University campus) hosted plenary sessions and round tables, over 20 academic session, 10 special events, and a wide range of open lectures.

XIV International Conference «Russian Regions in the Focus of Changes» will be held in November 2019, we invite you to be a part of it!



### AACSB BUSINESS ACCREDITATION SEMINAR AT GSEM URFU



In November 2018, in the framework of the XIII International Conference Russian Regions in the Focus of Changes, the AACSB Business Accreditation Seminar was held at GSEM. AACSB Executive Vice President and Chief Officer, Europe, the Middle East, and Africa Timothy S. Mescon told about the standards that business schools should meet to receive the accreditation from the Association to Advance Collegiate Schools of Business (AACSB International).

«There are no schools with AACSB accreditation in Russia, but there are some that are interested in it, — explained Director of GSEM International Affairs Office **Liudmila Pliner**. — The AACSB Accreditation Seminar that GSEM hosted is the first one in Russia. For us it is a great opportunity to learn about the accreditation standards and criteria, as well as meet with representatives of the leading Russian business schools to discuss the accreditation process».

The AACSB International accreditation confirms the quality of business education to be in line with global standards, provides graduates with advantages for employment in international companies.

AACSB was founded in 1916 in the USA by a group of seventeen American universities and colleges, including Columbia University, Harvard University, New York University, University of Chicago, and University of California at Berkley. As of today, the Association has more than 1600 member organisations, there are more than 800 business schools accredited by AACSB across 100 countries.

### ECONOMETRIC CUP 2018 FINALS



In November, the first regional student competition in econometrics took place at GSEM. The Econometric Cup was organized by the GSEM Academic Department of Econometrics and Statistics and UrFU Case Club.

The competition started on October 26th and lasted for 3 weeks that included a series of master classes by the teaching staff of the Academic Department and corporate partners representatives. Then students participated in the selection stage and presented their research on the topic of an econometric case.

The competition partners were Sberbank, SKB-Kontur, Analytical Center Expert and the Ural Main Branch of the Bank of Russia. Their representatives conducted master classes on using the econometric approaches in real business and participated in the final jury panel.

13 teams competed for the Cup: 8 from Ekaterinburg and 5 from Perm. The 6 strongest made it to the finals after the selection and review of the intermediate results of the case solution. In the final stage, the teams presented their econometric research and answer the jury's questions.

The teams from Ural Federal University and National Research University Higher School of Economics – Perm took the prizes. All teams received feedback on their research from the jury members and got gifts from GSEM and Cup partners, as well as established useful contacts with business representatives.



### GSEM URFU MASTER'S GRADUATES RETURN TO THEIR HOMETLAND TO TRY TO SOLVE ENERGY PROBLEMS WITH THEIR THESES RESEARCH



Among Master's students of GSEM department REC «INZHEC» Sama Jawneh, Musa Manneh, and Baboucarr Samba stand aside. They came from the Gambia to study for a Master's in Global Energy Business. Their thesis research focuses on relevant and complex challenges of change management in energy markets of the Gambia and its neighbours. For example, **Baboucarr Samba** is researching electrification issues in subtropical Africa based on renewable energy, which is a topical subject for this area:

«If the Gambia cannot ensure sustainable access to electricity for industries and the public, economic and social situation in the country will remain difficult. The main task is to sort out the priorities, especially in organizational and technological aspects: what energy resources should we use? Which equipment? How to attract investments?» — says Baboucarr.

The graduates are sure that their education will allow them to implement their initiatives upon returning to the homeland.

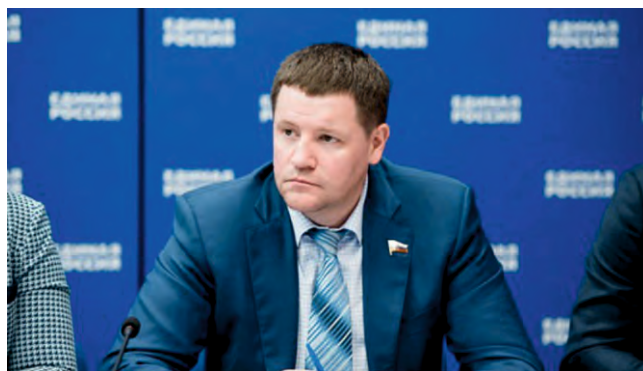
Associate Professor of the programme **Mikhail Kozhavnikov**:

«This experience proves that the content of this programme is relevant for the global market. We would like to expand the cooperation with African universities, which seems very promising considering development of the energy sector in these countries».

The Gambian students on their graduation:

«Currently, our country is facing thematic energy challenges, so we believe that this Master's degree will help us to take a leading role in combating and providing solutions to these energy challenges of the Gambia as well as the beginning of partnership with Russia. In a nutshell, this major gives us professional management skills development needed in understanding world economic models and global energy trends. We are confident that by choosing Global Energy Business program, we did the right thing».

### UNIVERSITY GRADUATE WAS APPOINTED VICE GOVERNOR OF THE SVERDLOVSK REGION



Governor of the Sverdlovsk region Evgeny Kuivashev appointed **Sergey Bidonko**, a graduate of Ural State Technical University (now UrFU) as Vice Governor for Domestic Policy.

The new Vice Governor assumed the office at December 17th stepping down as a member of the State Duma. Besides, at the United Russia party convention in the beginning of December, he was elected to be in the General Council of the party.

Sergey graduated from Ural State Technical University, which is now part of our home Ural Federal University, with a degree in Economics and Management in 2000. From 2009 to 2014 he was Head of Administration in Karpinsk municipality. In 2014, he was appointed Minister of Construction and Architecture of the Sverdlovsk region, and in 2015 – Minister of Construction and Infrastructure Development of the region. On September 18, 2016 he was elected Member of the State Duma from the Serov single mandate constituency.

### **GSEM STUDENTS WILL RECEIVE SECOND DEGREE FROM THE LEADING CROATIAN BUSINESS SCHOOL**



Year 2018 was remarkable for the new opportunities for GSEM students in getting second degree from European leaders of business education.

In addition to the agreement on double-degrees signed with KEDGE Business School (France) and HEC Liege (Belgium), second half of the year expanded the portfolio of double degree partners for students of BA programme International Economics and Business: now the students have an opportunity to obtain a second degree from Zagreb School of Economics and Management, Croatia. The business school holds international AACSB accreditation and is ranked among TOP-3 best business schools in Eastern Europe according to Eduniversal.

GSEM students have to study at the partner institution during the 3rd and 4th years and defend a thesis written under supervision of faculty from both schools. The students will receive a degree of Bachelor of Economics and Management at ZSEM.

The double degree programme is working for students of Zagreb School of Economics and Management in the same way: students from the

partner institution willing to receive UrFU degree have to study together with students of International Economics and Business in Ekaterinburg for 2 years.

Development of double-degree programmes is considered as one of the priorities in GSEM in development of international academic cooperation and enlarging international learning experience for students.

The double degree programme with KEDGE Business School has been successfully started in September 2018 when first GSEM students arrived at KEDGE BS campus for their 2-years study. In October 2018, the director of GSEM BA International Economics and Business, Prof, Zhanna Belyaeva, visited Bordeaux campus of KEDGE Business School with presentation of study opportunities at GSEM and marked high interest from French students. The first cohort of KEDGE students will arrive to GSEM in February 2019 and will study in Ekaterinburg during 1,5 years.



As well, GSEM students have an opportunity of obtaining a double degree with HEC Liège (Belgium).



### INTERNATIONAL VISITING PROFESSORS

#### GSEM students met international visiting professors from Europe and the USA.

**Professors Chris Carr**, the professor of University of Edinburgh Business School ("triple crown" school) and the head of its' International Business research center, delivered interactive lectures on global oligopolies and globalization strategies for the students and teachers of BA International Economics and Business. With more than 30 years experience in research and business, Prof. Carr stressed that managers and entrepreneurs have to be driven not only by profit, but as well by deep understanding of cultural and social diversity of countries and specific trends of different industries development.



**Professor Wilfried Bergmann**, the "Petersburger Dialog" board member, talked to economics students on the key challenges of digital economy and what it requires of the university graduates. During the lecture GSEM students asked topical questions, and thus initiated a lively discussion with Pr. Bergman, which resulted in the outcrop of the conditions for positive change in the digital sphere.



Two days in November were devoted to the learning of digital marketing and entrepreneurship under the leadership of **Chad Bontrager**, web marketing director of WorldPay corporation, and **Joe Kapp**, the president and founder of American resource center. Joe Kapp shared his experience in start-up development, explained the difference between manager and entrepreneur, specific features of entrepreneurial thinking and innovation project management.

*"An entrepreneur has to be very flexible, able to foresee various scenarios of the project development and to benefit from the new circumstances for the successful project decisions,"* — he noted.

He stressed the specific character of social entrepreneurship where the key project goal is not the profit, but the effects meaningful for the entire society welfare.

**Chad Bontrager** discovered the main issues of up-to-date digital marketing and how its' main tools are to be applied to capture the attention of target audience in the world where a target customer is everyday under the pressure of information and advertisement. In this environment, the skills in digital marketing are a must for international managers and entrepreneurs. Chad as well specifically emphasized the importance of socially responsible projects for international companies and the great positive effect they have for marketing and positioning of such companies on global markets.



### **Study tour «The real GEM in the heart of Russia: become GSEM for a week»**

April 14-20, 2019

The programme of this Get to know Culture, Economics and Business in Russia off the beaten track Tour will give you understanding of the real Russian culture between the East and the West and business along with opportunities of education at GSEM UrFU. Bachelor and master students considering opportunities of international education experience and interested in discovering the real Russia scientists are invited to participate in the Study Tour.

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### **GSEM Partners' Days**

April 15-16, 2019

GSEM invites current and potential partners to attend GSEM Partners' Days. The programme aims to discover the opportunities of international cooperation with GSEM UrFU together with rich culture and the business perspectives in the heart of real Russia - Ekaterinburg. The programme includes GSEM programmes presentation and campus tour; Partner Universities' programmes presentations to GSEM students; Meeting GSEM staff; Discovering Ekaterinburg and the area.

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### **Spring Research Days at the GSEM**

April 15-20, 2019

Our International Conference for Students and Young Researchers "Spring Research Days at the GSEM" invites economists, financiers, mathematicians, managers, specialists in the field of business informatics, undergraduate students, graduate students and young scientists to participate.

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### **Workshop «Digitalization and sustainability: stakeholders engagement»**

April 18, 2019

Experts of the seminar will discuss the global trends in sustainable development principles influence on modern business models in the digitalization conditions. Managing risks by means of sustainable development principles, balanced stakeholders engagement in the countries with different socio-economic development levels, measurement of the impact-investments effects in the digital economy - these and other topics are to be discovered by researchers and practitioners within the workshop organized by the Global Social Responsibility Excellence and International Business Unit of Laboratory for International and Regional Economics of GSEM.

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### **International Summer School «Doing Business in Russia: Diversity of International Business Models»**

July 8-19, 2019

This year, the 6th Summer School organised by the Master's programme International Management is focusing on diversity of business models rooted in the uniqueness of Ekaterinburg and its region. Historically industrial, today the city is known as the centre of innovations, sports, culture and education while retaining much of the manufacturing capabilities. The School participants will learn about various aspects of doing business in Russia from this diverse environment and will develop their own start-up project at the end of the programme.

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