



**Ural Federal University**

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

**Graduate School of Economics and Management**

# DOING BUSINESS IN RUSSIA DIVERSITY OF INTERNATIONAL BUSINESS MODELS

## International Summer School

### July 8-19, 2019

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

#### FOR ANY INQUIRIES ABOUT THE PROGRAM, PLEASE CONTACT:

International Affairs Office  
Graduate School of Economics and Management,  
Ural Federal University  
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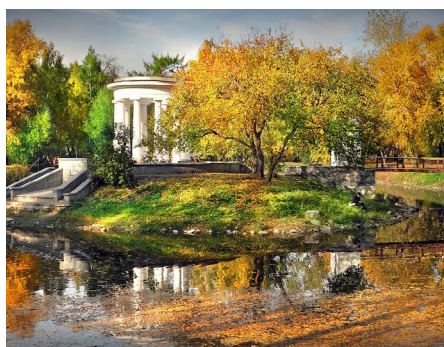
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## 2019 INTERNATIONAL SUMMER SCHOOL

Host Institution	Graduate School of Economics and Management, Ural Federal University
Dates	July 8-19, 2019
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, organizers of art events and sports clubs</p> <p>Visit to Russia's largest exhibition of innovations INNOPROM</p> <p>City tour and cultural programme</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 &amp; meeting with entrepreneurs, executives, and officials</p> <p>Group business project</p>
Application Deadline	<p>May 15</p> <p>Early bird: April 15th</p>
Housing & Dining	<p>Accommodation in the university residence</p> <p>Coffee breaks and lunches 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 Russia 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 hosted 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

**150 €**

From Partner Universities

**400 €**

From Non-partner Universities

**50 €**

Early bird discount

### The fee includes:



Airport pick-up service



Study programme



Transfers to field visits



Coffee breaks and lunches on 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 other than lunches 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\*

\* schedule is subject to changes

Friendly Reminder:

1. Students are supposed to arrive on July 7.
2. Programme fee will cover student's accommodation from July 7 to July 20.

July 8 (Mon)	July 9 (Tue)	July 10 (Wed)	July 11 (Thu)	July 12 (Fri)	July 13 (Sat)
Opening Ceremony & Presentation of Countries Elizaveta Golousova & Lorenia Garcia-Bauer. Cross-cultural Management	Dr. Ulrich Bauer. Europe seen from outside. A Latin American Perspective	Visit to INNOPROM	Dr. Liudmila Ruzhanskaya. Doing Business in Russia: Environment and Tendencies	Lyubov Bondarenko. Business-models of sport clubs and big art events (Ural music night, Old New Rock & Club "Dinamo-Ekaterinburg"	Working in groups on final projects
13:00-14:00 lunch	13:00-14:00 lunch	13:00-14:00 lunch	13:00-14:00 lunch	13:00-14:00 lunch	
Welcome Party & Team play	Visit to Rostelecom	Visit to INNOPROM	Dr. Ulrich Bauer. Europe seen from outside. A Latin American Perspective	City Tour Ekaterinburg and cross-cultural activities	
July 15 (Mon)	July 16 (Tue)	July 17 (Wed)	July 18 (Thu)	July 19 (Fri)	July 20 (Sat)
Visit to Ural Lokomotives	Dmitry Kalaev. IIDF: Accelerator for IT startups	Ekaterina Kalinina. Legal Aspects of Doing Business in Russia	Visit to Rusagro	Working in groups on final projects	Departure
13:00-14:00 lunch	13:00-14:00 lunch	13:00-14:00 lunch	13:00-14:00 lunch	13:00-14:00 lunch	
Visit to Ural Mining and Metallurgical Company	Maxim Ryabkov. Business models in sport industry	Alisa Prudnikova. Ural Industrial Biennale: How it works?	Working in groups on final projects	13:00-15:00 Projects presentation 15:00-15:30 Closing ceremony	

## APPLICATION

### 🕒 Application deadline

May 15, 2019

Early bird: April 15, 2019

### ✍️ How to apply

Applicants should fill out the application form:

<https://goo.gl/forms/pDUoaz12wKwfmTz2>

### ⚠️ 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



### **Tanja Božić, student of the Department of Banking and Assets Management of HEC Management School - University of Liege, Belgium:**

Being part of the Summer School Program "Doing Business in Russia: International Perspective" held at Ural Federal University - Yekaterinburg, I had a chance to go deep into a rich educational program that included Russia in numerous fields - culture, history, laws, taxes and the most important, Russian way of living and doing business.

With very interesting way of approaching different topics, highly motivating lectures by great experts, what impressed me the most were organized companies visits. They

really gave me a closer look on business in Russia, but also in general. SKB Kontur, Tochka Bank, Ural Locomotives, UMMC etc. made me think that it is a good approach to help students to find themselves in a new business environment and to build connections. Program welcomed about 30 students, and thanks to the small group we could have better interaction with speakers, organizers and company managers. Last, but not least, we visited INNOPROM - the large-scale international industrial exhibition that presented advanced technologies developed in Russia and worldwide.

I can say that it was an extraordinary experience! I am very grateful for this opportunity and I would recommend it to everyone.

### **Carlos Caicedo Fonseca, Financial Advisor, Bogota, Colombia**

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.

Concerning 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.



### **Mikhail Kopyrin, student of the Institute of Public Administration and Entrepreneurship, UrFU:**

As a young entrepreneur, I was looking for the opportunities to link myself up with useful people who share my interests and motivation to move forward. I found what I was looking for: great content of this summer school on the line with amazingly versatile people gave me a real boost and desire to further continue working in the direction that I have chosen for myself. Overall impression of this year's summer school is very positive. GSEM has done a lot

of things to improve and as I may judge as a participant of last year's summer school they have taken into consideration all the feedback from past years participants. I see real progress and development of this short-term course and I can surely tell that next year's summer school is going to be even more awesome and useful!