



Summer 2018

"Doing Business in Russia"

15 - 28 July 2018

Duration: 2 weeks

Workload:
4 ECTS (2 US credits)

Language: English

Major: Economics,
Business,
International Studies,
Political Science,
Liberal Arts



Enrolment Cost:

1650 €

included: accommodation - 14 nights (DBL), meals - breakfasts & lunches, lectures & excursions as per the program.

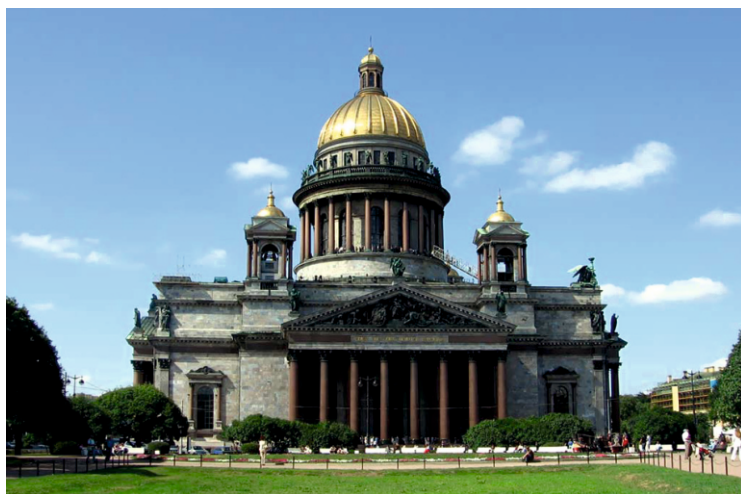
Special offer
for partner universities:

1400 €



Program Content:

- lectures on Russian history in the context of Global Economy, Competitive Strategies in Russia, Marketing and Management;
- field assignments (hostel, coffee house, fashion store, brewery, etc.);
- excursions, tours, entertainment (The Hermitage, St Peter & Paul Fortress, Peterhof, folk-show, etc.).



Application deadline: May 25, 2018

To learn more and apply for the program
please contact us at: summerschool@unecon.ru
+7 (812) 458-97-30 (ext. 2825) www.unecon.ru



Program Objectives:

- The program is tailored to help students see Russia as a player in the global economy and to understand special characteristics of the Russian business environment;
- To develop skills in team working, marketing and business planning, students are supposed to work in groups on their own business projects within 2 weeks.
- The projects will be focused on setting up an enterprise in the Russian market (travel agency, hotel, translating company, restaurant, etc.)

Who is eligible:

The program is aimed at students from all over the world, who think outside the semester, want to get an experience of staying and learning in Russia and wish to gain an insight into the Russian mentality, culture and business climate.

Accommodation:

Students are provided with double rooms in the guarded on-campus dormitory equipped with cooking and laundry facilities, bed linen and free wi-fi.



Allison Tauchen, USA

"I think the program is great. I learned very much from the lectures that were presented in the class. All the cultural programs were amazing!"

Wang Miao-Yin, Taiwan

«The most interesting part of the School was to talk to the instructors, because they are very helpful, competent and willing to answer our questions»



Franziska Wehnert, Germany

Great-great people! All of the team of the international office and professors have been really nice. Always interested in all our needs, always an open ear and ready for fun. Now I know Russians are nice people and they can smile! Also I see the opportunities of the Russian market - so maybe I will come back for business.



Angela Covre, Italy

I really enjoyed the course, I learned lots of interesting things, but more than during lessons I learned a lot from my classmates. Now I feel more... cosmopolitan! Thanks for that!