



# Summer School 2019

«Doing Business in Russia»

**DATES: 15 - 27 July 2019**



**Duration:** 2 weeks

**Workload:** 4 ECTS (2 US credits)

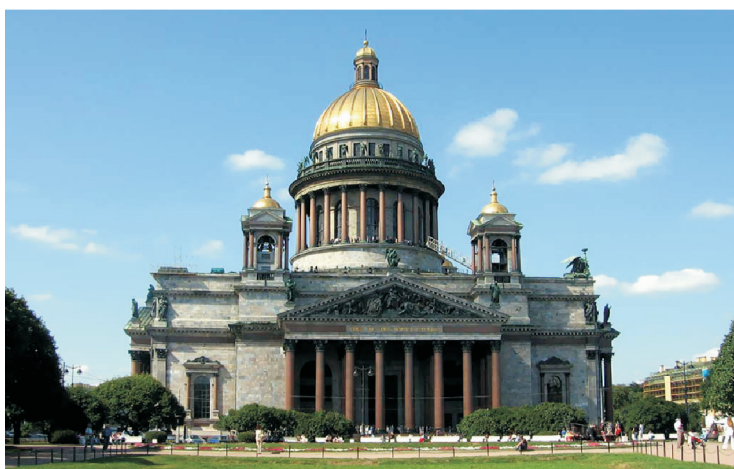
**Language:** English

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

**Enrolment Cost: 1400 €**

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

Special offer  
for partner universities: **1000 €**



## **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 30, 2019**

To learn more and apply for the program  
please contact us at: [summerschool@unecon.ru](mailto:summerschool@unecon.ru)  
+7 (812) 458-97-30 (2818) [www.unecon.ru](http://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!"*

*«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»*

#### Wang Miao-Yin, Taiwan



#### 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!*

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