



Summer 2014

"Doing Business in Russia"

**JULY 21 -
AUGUST 3, 2014**

Duration: 2 weeks

Workload:
4 ECTS (8 US credits)

Language: English

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



Enrolment Cost:

USD 1800

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

Special offer

for partner-universities:

USD 1500



Program Content:

- interactive lectures on the Survival Russian Language, Russian history in the context of Global Economy, Competitive Strategies in Russia, Marketing Management and PR;
- field assignments (Bank, Stock Exchange, Brewery, Chamber of Commerce, Travel Agency, etc.);
- excursions, tours, entertainment (The Hermitage, St Peter & Paul Fortress, Peterhof, Tsarskoe Selo, theater, folk-show, etc.).



Application deadline: May, 31, 2014

To learn more and apply for the program
please contact us at our international office:

summerschool@unecon.ru

+7 (812) 710 5644

www.unecon.ru



Program Outcomes:

- 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 of 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 fire alarm, free wi-fi, washing machines.

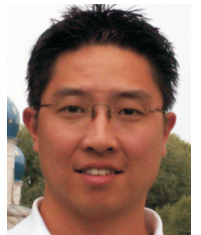


Allison Tauchen, USA

"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!"

Ji Hun Lim, South Korea

"I didn't know about Russia anything before I came here. But after the program I realized how great Russian history is. Also, I want to let foreign students to know that Russia will be able to become one of the most powerful economic countries soon. I really want to do a business in this country if I get a chance".



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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