

## Summer School Overview



For Bachelor and  
Master Degree  
students

<b>COURSE LANGUAGE</b>	English
<b>SCHOOL DATES</b>	July 5 – 16, 2021
<b>TEACHING FORMAT</b>	Online
<b>APPLICATION DEADLINE</b>	June 11, 2021
<b>HOW TO APPLY</b>	Letter of motivation Resume A video record "Why I want to participate in this Summer School"
<b>FINAL CERTIFICATE</b>	Certificate issued by HSE Graduate School of Business: 3 ECTS (without project) 6 ECTS (with guided project)
<b>TUTION FEE</b>	RUB 37,000 (3 ECTS) RUB 55,000 (6 ECTS) FREE for 18 students from partner Universities 3 participants with the highest score in the portfolio assessment from each of the following Partner Universities will be offered tuition waivers: Lancaster University Management School, LUISS Business School, KU Leuven, Laval Univesity, Tilburg University, Universiteit Antwerpen



HSE GSB Summer School

## DOING BUSINESS IN RUSSIA

The school provides students with a unique experience of diving into Russian cultural, business and economic reality.



More information

### CONTACT US

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JULY 5 · 16, 2021





# Schedule\*\*

## Why HSE University?

One of Russia's top universities;

A leader in Russian education;

One of the preeminent economics and social sciences universities in Eastern Europe and Eurasia;

#1 in Russia in subject areas of Business & Management Studies, Social Sciences & Management (QS World University Rankings by subject, 2021);

# 1 in Russia in Business Administration (ShanghaiRanking's Global Ranking of Academic Subjects, 2020);

# 1 in Russia in Business & Economics (THE World University Rankings by subject, 2020/21).

## Why participate?

- ▶ Learn about Russian cultural, business and economic environment from great professors through virtual classes and workshops.
- ▶ Gain insights from entrepreneurs and executives.
- ▶ Participate in Russian cultural events.
- ▶ Network with students from around the world.
- ▶ Prepare and present a business project (optional).
- ▶ Obtain GSB Summer School Certificate.

## Main topics

CROSS-CULTURAL TEAM BUILDING

RUSSIAN BUSINESS CULTURE

MANAGEMENT IN RUSSIA

OPERATIONAL EXCELLENCE

MARKETING IN RUSSIA

CORPORATE SOCIAL RESPONSIBILITY IN RUSSIA



JULY 5 Opening Ceremony Virtual tour	JULY 6 <b>Russian business culture</b> Online classes and workshops	JULY 7 <b>Operational excellence</b> Online classes and workshops	JULY 8 <b>Soviet legacy and management practices in today's Russia</b> Online classes and workshops	JULY 9 Free time
BREAK				
<b>Cross-cultural team building</b> Online classes and workshops	Project kickoff meeting*	Project work*	Project work*	Russian cultural event
JULY 12 <b>Uncovering an enigma of the Russian national marketing model</b> Online classes and workshops	JULY 13 <b>Corporate social responsibility in Russia</b> Online classes and workshops	JULY 14 <b>Roundtable discussion</b>	JULY 15 Free time	JULY 16 Group project presentation*
BREAK				
Project work*	Project work*	Free time	Project work*	Graduation Ceremony

\* project work is required to obtain 6 ECTS Certificate.

\*\* there might be slight changes in the schedule.