## **Summer School Overview**



For Bachelor and Master Degree students

COURSE

**LANGUAGE** 

SCHOOL **July 5 – 16, 2021** 

**DATES** 

TEACHING Online

**FORMAT** 

APPLICATION June 11, 2021

**DEADLINE** 

HOW TO Letter of motivation

**APPLY** 

Resume

English

A video record "Why I want to participate in this Summer School"

FINAL **CERTIFICATE** 

Certificate issued by HSE Graduate School of Business:

**3 ECTS** (without project)

**6 ECTS** (with guided project)

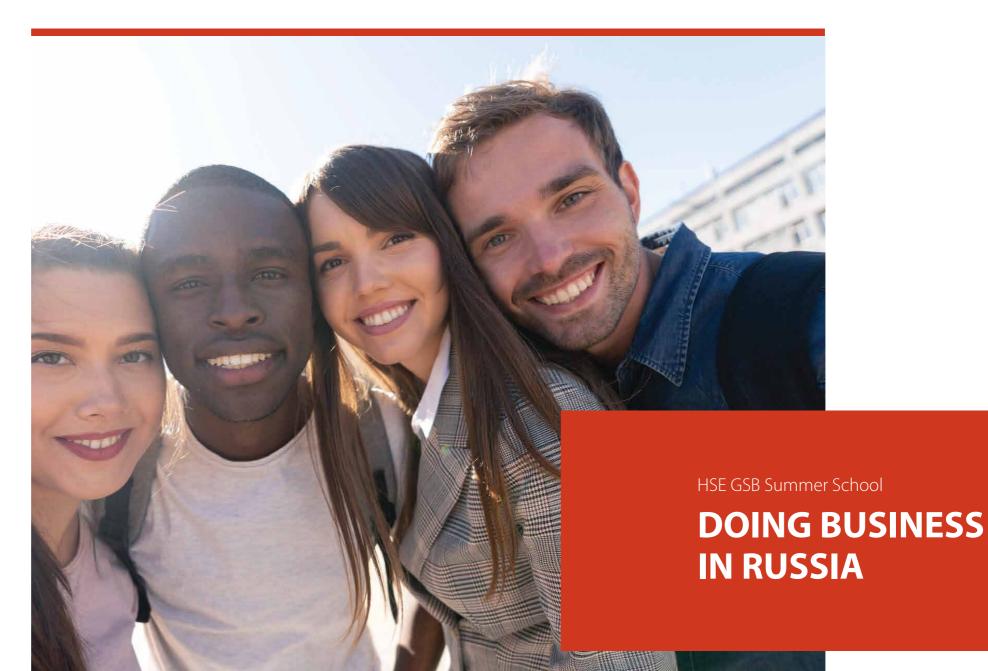
TUTION **FEE** 

**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 tution waivers: Lancaster University Management School, LUISS Business School, KU Leuven, Laval University, Tilburg University, Universiteit Antwerpen





## **CONTACT US**

gsbsummer@hse.ru https://gsb.hse.ru/iec/doing\_business +7 (495) 916 89 48 26-28 Shabolovka, Moscow 119049 Russia students with a unique experience of diving into Russian cultural, business and economic reality.

The school provides



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	JULY 6	JULY 7	JULY 8	JULY 9
	Russian business culture	Operational excellence	Soviet legacy and management practices in today's Russia	
Opening Ceremony Virtual tour	Online classes and workshops	Online classes and workshops	Online classes and workshops	Free time
BREAK				
Cross-cultural team building Online classes and workshops	Project kickoff meeting*	Project work*	Project work*	Russian cultural event
JULY 12	JULY 13	JULY 14	JULY 15	JUIY 16
Uncovering an enigma of the Russian national marketing model	Corporate social responsibility in Russia	Roundtable discussion	302.13	302. 10
Online classes and workshops	Online classes and workshops		Free time	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.