



**Ural Federal  
University**

named after the first President  
of Russia B.N.Yeltsin

**Graduate School  
of Economics  
and Management**

**GSEM URFU SUMMER SCHOOL**

# **DOING BUSINESS IN RUSSIA**

**INTERNATIONAL STARTUP  
MANAGEMENT**

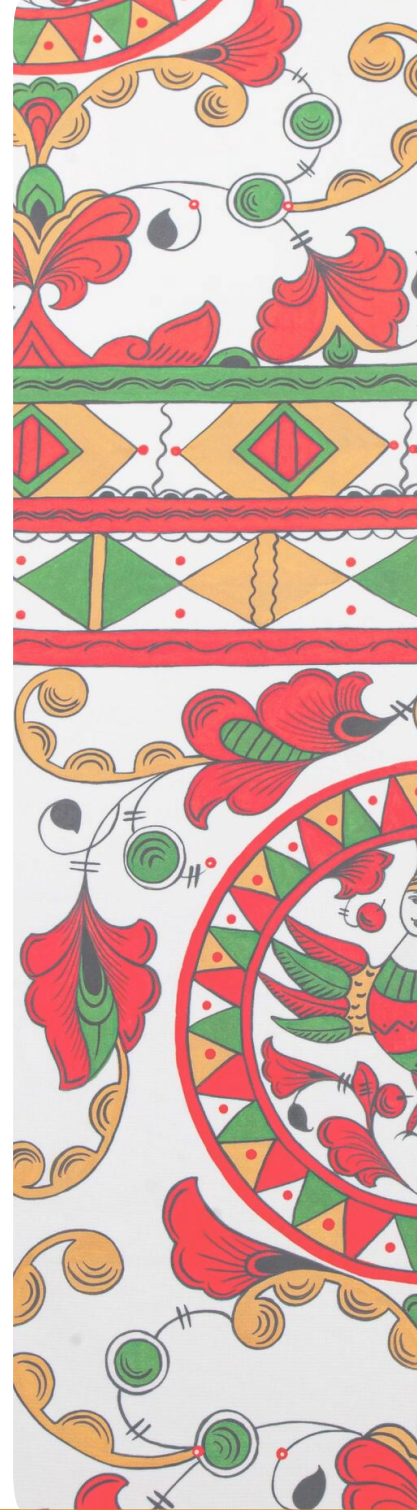
**JULY 3-12, 2024**

# Welcome Message from the Director

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Welcome to the International Summer School "Doing Business in Russia: International Startup Management" in the heart of Russia! Our programme offers a unique blend of academic rigor and cultural immersion, providing students with a profound understanding of Russian business dynamics and new opportunities of international cooperation. The enriching experience of exploring Ekaterinburg, a vibrant industrial city known for its innovation and entrepreneurial spirit, while gaining valuable insights into international startup management in Russia and abroad awaits you.

Join us at GSEM!



*Prof. Dr. Liudmila  
Ruzhanskaya*

Summer School Director

*Join us in the heart  
of Russia!*



# Summer School at a Glance

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**10** DAYS

**5** CORPORATE  
PARTNERS

**5** ECTS

WORKSHOPS

STARTUP  
ACCELERATOR

FIELD VISITS

CASE STUDIES

SOCIAL ACTIVITIES



# Who is it for

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The programme is tailored for young leaders aspiring to head successful international startups or manage teams involved in international innovative projects within corporations

After completing the course, you will be able to:

- Analyse international environment factors to make decisions about startups' development
- Design and manage international startup projects
- Manage cross-cultural teams to achieve the goals of international startup projects
- Navigate in Russian business environment
- Develop business networks with Russian and international partners



# Tentative Schedule

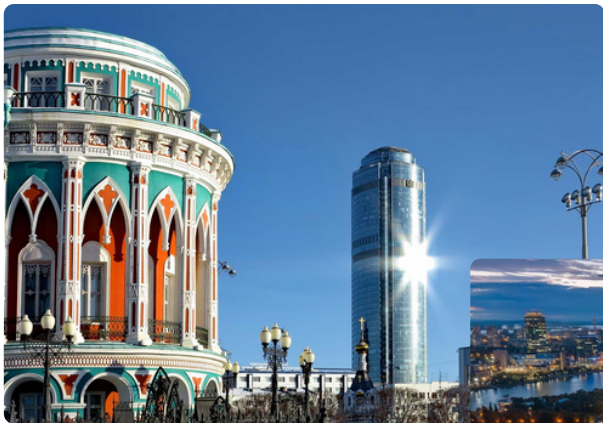
	JULY 1 MON	JULY 2 TUE	JULY 3 WED	JULY 4 THU	JULY 5 FRI	JULY 6 SAT	JULY 7 SUN
BEFORE LUNCH		ARRIVAL	OPENING	LECTURES	LECTURES	SUP-BOARD CHALLENGE + TEAM BUILDING TRAINING WITH FOCUS SUP SCHOOL	FREE TIME
AFTER LUNCH			CULTURAL ACTIVITIES	KICKOFF SESSION FOR STARTUP ACCELERATOR	CORPORATE MASTER CLASS		
	JULY 8 MON	JULY 9 TUE	JULY 10 WED	JULY 11 THU	JULY 12 FRI	JULY 13 SAT	JULY 14 SUN
BEFORE LUNCH	LECTURES	LECTURES	VISIT TO INNOPROM 2024	STARTUP ACCELERATOR SESSION	STARTUP ACCELERATOR SESSION: FINALIZING PROJECTS	DEPARTURE	
AFTER LUNCH	STARTUP ACCELERATOR SESSION	CORPORATE CASE STUDY		STARTUP ACCELERATOR SESSION	PITCH-SESSION WITH CORPORATE PARTNERS  CLOSING CEREMONY		



# Programme Activities

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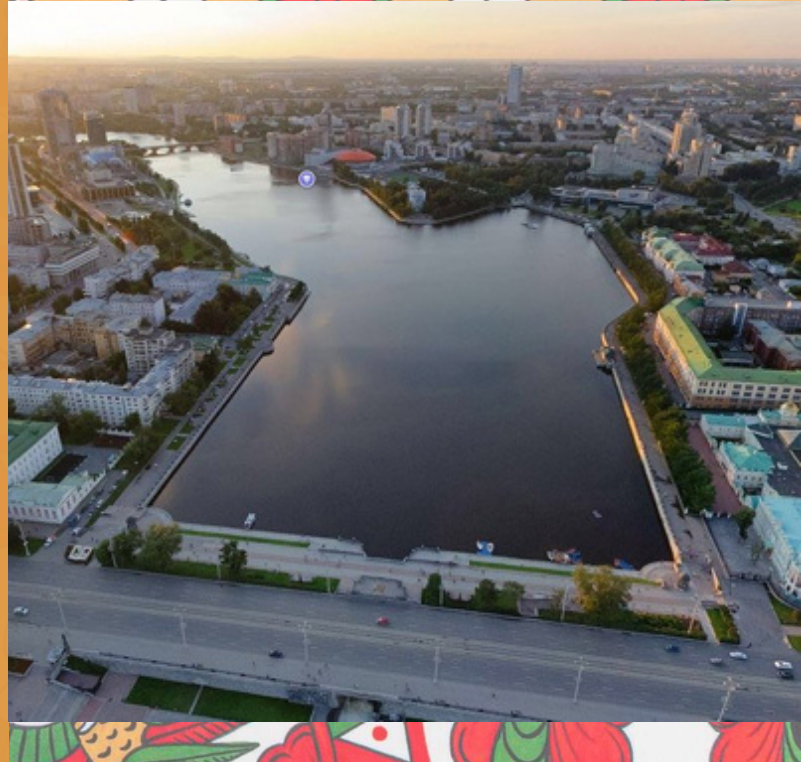
Explore the city and its surroundings with a visit to the Ural's authentic summer fest at the abandoned ironworks turned art and culture cluster



# Programme Activities

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Immerse yourself into the local vibe by sup surfing on the Iset river and playing traditional sports



# Programme Details

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## Fees

\$350

\$250 for partner institutions

*Discounts for group participation are available*

### Included in the fee:

- Tuition
- Activities within the agenda
- Airport pick-up and drop-off

## Eligibility

Senior undergraduate and master students, recent graduates and all interested in doing business in or with Russia

## Application

Application form is available [here](#)

Application deadlines:

- April 25, 2024 for applicants who require a visa
- June 30, 2024 for other applicants



# Testimonial

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Attending the international summer school has been an eye-opening experience, offering invaluable insights into the diverse strategies businesses employ across different sectors. Exploring various establishments, understanding their operational challenges, and witnessing their adeptness in navigating industry trends has been nothing short of fascinating.

*Wawan Irawan from  
Indonesia*



# Past Years' Highlights

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# Graduate School of Economics and Management Ural Federal University



Phone:  
+7 (343) 375-94-92



Email:  
[econ.international@urfu.ru](mailto:econ.international@urfu.ru)



Address:  
Russia, 620002 Ekaterinburg,  
Mira 19

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