

Summer School Overview



For Bachelor and
Master Degree
students

COURSE LANGUAGE	English
SCHOOL DATES	July 5 – 16, 2021
TEACHING FORMAT	Online
APPLICATION DEADLINE	June 11, 2021
HOW TO APPLY	Letter of motivation Resume 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 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	JULY 6	JULY 7	JULY 8	JULY 9
Opening Ceremony Virtual tour	Russian business culture Online classes and workshops	Operational excellence Online classes and workshops	Soviet legacy and management practices in today's Russia 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	JULY 16
Uncovering an enigma of the Russian national marketing model Online classes and workshops	Corporate social responsibility in Russia Online classes and workshops	Roundtable discussion	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.