



Ural Federal University

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

Graduate School of Economics and Management

Ministry of Education and Science of the Russian Federation
Federal State Autonomous Educational Institution of Higher Professional Education «Ural Federal University named after the first President of Russia B.N.Yeltsin»
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International Autumn School, November 12-19, 2016

“SUSTAINABLE BUSINESS DEVELOPMENT: STRATEGIES, INNOVATIONS, COMMUNICATION AND SOCIAL RESPONSIBILITY”

Research, Practice and Share Your Ideas

Ekaterinburg, Russia

Our Autumn School is a unique opportunity to express yourself and get cross-cultural experience in the heart of Russia as well as be involved in mutual master-classes and get acquainted with the work of best-practice companies.

The School is organized by UrFU Graduate School of Economics and Management. The School is held entirely in English. Upon graduation you will be given official certificates and the best presenters will get Diplomas.

WHY?

The Autumn School facilitates the knowledge exchange in the field of sustainable business development, provides the opportunities of international scientific experience as well as qualifies the participants to work with social responsible business technologies and efficient innovation technologies in business. The Autumn School is aimed to knowledge exchange, establishment of new international contacts, scientific discussions about sustainable development.

SPECIAL FEATURES

The participants will have daily education interactive programme with **international faculty** and visit some corporate partners for **special master classes and case competition**. The Autumn School is aimed to practice **both business-related skills and research proficiency**. Students will be the part of **round table: “Creating Shared Values in Business and Education” with leading business schools from BRICS and EU, as well as corporate partners discussing future career track and competences required**.

The best cases and research papers (prepared in advance) will be presented at the Youth Forum at the XI International Conference «Russian Regions in the Focus of Changes».

WHAT?

Topics include, but are not limited to:

- Strategy and Innovations in International Business
- The Tools Pack in International Business
- Value Co-creation in Education and Business
- International banking and Big Data
- Sustainable Development and Social Responsibility: cases
- Smart Cities and Universities
- Corporate Communication in Modern Society

- Open Innovations
- Qualitative and Quantitative Research Methods in Economics, Management and Marketing

HOW?

- Classes of international professors
- Project work, case study and research presentation
- Onsite Master classes from global and national companies
- Global Village – study opportunities for international students in Ural Federal University

WHO?

The key lecturers of the Autumn School:

- **Rudiger Kaufmann**, Professor at University of Applied Management in Mannheim Vice-President of the EuroMed Research Business Institute
- **Zhanna Belyaeva**, Head of GSEM Bachelor's programme International Economics and Business, EMRBI Country Director Russia
- **Alberto Ferraris**, University of Turin, Italy

Sberbank, Free Economic Zone Titanium Valley, Unilever, PWC and many more corporate partners.

WHERE?

Ekaterinburg is a city with rich history. Construction of the city was launched by the decree of the first Russian Emperor Peter I the Great. The city is associated with major, dramatic events of Russian history. Today it is a dynamic fast-developing city situated on the border of Europe and Asia. It is a host city of the FIFA World Cup 2018. This is the city of opportunities, where the East meets the West, where a lot of multinational and Russian corporations work and progressively use managerial techniques and information technologies.

INTERESTED?

Send your application by the 15th of October 2016 for European students and by the 20th of September for non-EU students via email to:

econ.international@urfu.ru

The application in English must include the following documents in a one single pdf file:

- A letter of application stating your motivation for participation and your special interest in the Autumn School topics (must not exceed two pages; please use font type "Arial", font size 11 with 1.5 line spacing),
- A short CV with personal data,
- A recent passport size portrait photo,
- If you need travel visa assistance please provide passport data (number, issued, valid)

The participation and study materials are free of charge. A limited number of rooms is booked in dorms, hostels and hotels (ask for special prices). There are special conditions for the partner universities.

Contacts:

GSEM International Affairs Office

econ.international@urfu.ru