



ALAR
Training Center



RUSSIA

ONLINE SUMMER SCHOOL

DOING BUSINESS IN RUSSIA: INTL STARTUP MANAGEMENT

July 3-12, 2024

**DO YOU ASPIRE TO HEAD SUCCESSFUL
INTERNATIONAL STARTUPS OR MANAGE TEAMS
INVOLVED IN INTERNATIONAL INNOVATIVE
PROJECTS WITHIN CORPORATIONS**

ECTS credits: 5.0





BRIEF DESCRIPTION

The 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.

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

Cost:

US\$729 - includes registration, teaching costs, 5.0 ECTS credits Certificate, activities within the agenda, airport pick-up and dropoff, additional Russian Language virtual course prior to the trip by ALAR Training Center (33h) + Certificate



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Programm:

- Workshops
- Startup Accelerator
- Field visits
- Case studies
- Pitch-session with corporate partners
- Social activities

Activities:

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

Program dates: July 3-12, 2024

Registration deadline: May 2, 2024

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