

# International Summer University (ISU) RUSSIA 2018

## St. Petersburg University, Graduate School of Management (GSOM)

### Fact Sheet



<b>General Info</b>	<p><b>Venue:</b> St. Petersburg, Russia</p> <p><b>Duration:</b> 3 weeks</p> <p><b>Partner university:</b> Graduate School of Management (GSOM), St. Petersburg University</p> <p><b>Available places for WU-students:</b> approx. 20</p>
<b>Dates</b>	<p><b>Program dates:</b> September 3 – September 21, 2018</p> <p><b>Scheduled travel days:</b> Arrival day: September 2; Departure day: September 22, 2018; Flights are to be organized and paid for by the students themselves</p>
<b>Academic aspects</b>	<p><b>Topic:</b> ISU Russia - Managing Global Business and Marketing Strategies</p> <p><b>ECTS-Credits:</b> 8</p> <p><b>Language of instruction:</b> English</p> <p><b>Lecturers:</b> ao. Univ. Prof Mag. Dr. Barbara Stöttinger; Mag. Philipp Simbrunner</p>
<p><b>Course accreditations at WU</b></p> <p>These accreditation possibilities are subject to change.</p>	<ul style="list-style-type: none"> <li>• BSc SBWL Consumer Research and Marketing Communication: Course 4 (Ausgewählte Themen der Kommunikations- und Konsumenten-forschung)</li> <li>• BSc SBWL International Marketing Management (IMM): 2 Electives OR Foundations and 1 Elective (Requirement: Pass of entry test and admission to IMM-SBWL)</li> <li>• BSc SBWL Marketing Management (IMM; Prof. Schreier): Course IV (Hot Topics in Marketing)</li> <li>• BSc SBWL International Business: Course IV (Markets)</li> <li>• BSc SBWL Handel und Marketing: Course III OR Course IV OR Course V (Requirement: Pass of Grundkurse I and II)</li> <li>• Cross Functional Management: International Marketing and Management II: International Marketing</li> <li>• International Courses I and/or II (BaWiso 2012 – IBW, possible to combine with other courses)</li> <li>• Free Electives (BaWiSo 2012)</li> </ul> <p>The ISU Russia 2018 can be accredited as <b>2 regular courses</b> at WU worth <b>8 ECTS-Credits</b>. Please note that the ECTS-Credits earned at the ISU Russia 2018 <b>can also be confirmed</b> as part of the "foreign experience abroad" (<b>IBW Auslandserfahrung</b>) in the international business bachelor program.</p>
<b>Program fee</b>	<p>The program fee will be approx. <b>1,650 EUR</b>. This fee includes:</p> <ul style="list-style-type: none"> <li>• Course fee (lectures) and course material</li> <li>• WU coordination prior and during the program</li> <li>• Accommodation in double room, <a href="#">Hotel Adeliya</a></li> <li>• Breakfast and lunch on lecture days</li> <li>• Opening and Closing Reception</li> <li>• International Cultural Evening</li> <li>• Foreign travel health insurance</li> </ul> <p><b>This fee does not include: Flights and transfers, visa fees, vaccinations (if needed), additional meals on lecture and non-lecture days and additional expenses on site.</b></p>
<p><b>Application period: March 5, 2018, 2 p.m. – March 13, 2018, 12 p.m.</b></p> <p>Application website: <a href="https://www.wu.ac.at/studierende/im-ausland-studieren/internationale-sommeruniversitaeten/isus-bewerbung/">https://www.wu.ac.at/studierende/im-ausland-studieren/internationale-sommeruniversitaeten/isus-bewerbung/</a></p>	

Version: January, 2018 | All information is subject to change.

