



Institute
of Economics
and Management

Tomsk
State
University

International
Management
Master's program
(English and Chinese languages)



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ONLINE WINTER SCHOOL

Title: Your Global Opportunities: International Perspectives

Period: January 18–29, 2021

Audience: bachelor's students from Russia and other countries who are potentially interested in applying to the master's program in International Management and are ready to study in English and partially in Chinese

The purpose:

To acquaint learners with a wide specter of topical issues in management concerned with the Development and Redesigning of Business Strategy; Market Entry; Work in Special Economic Zones; Global Marketing Mix; Business Communication; Problem Solving and Decision Making; Corporate Social Responsibility; and Doing Business with Chinese Partners.

Classes are taught by leading faculty at the Institute of Economics and Management, its international partners and members of its Supervisory Board, and also leading faculty from the Department of Chinese, managers from the Russian Chamber of Commerce and Industry; and managers from international companies.

As part of the program, we will be holding an interactive roundtable with guest speakers from the academic and business communities on the topic 'How are multinational companies responding to trade wars and rivalry between economic powers?'

The winter school's program includes 20 online sessions (two a day) lasting 1 hour 20 minutes.

At the end of the program students receive certificates which can be included in the applicant's personal portfolio upon admission to the master's program at TSU's IEM for the International Management master's program (in English and Chinese) and are entitled to additional points for competitive admission.