

Summer University: Innovation. Cooperation. Youth.

July 10-23, 2023

Kazan, Republic of Tatarstan



General information

Kazan (Volga region) Federal University in cooperation with the Ministry of Science and Higher Education of the Russian Federation and the Federal State Institution "Sociocenter" within the framework of the project "Summer University" invites you and your students to visit the city of Kazan and join the program "Youth. Innovation. Commonwealth" which will take place on July 10 - 23, 2023.

The program of the "Summer University" project includes lectures, seminars, practical classes, as well as excursions and cultural events. All financial expenses related to studying under the educational program and staying in Kazan including accommodation, transfer around the city, three meals per day, coffee breaks and health insurance, will be covered by the organizers.

Participants can choose one of the following educational tracks:

- Digital economy: trends and development (implemented in English language)
- Environmental design and tactical urbanism (implemented in English language)
- Languages and culture of Russia (implemented in Russian language)
- New modeling technologies: virtual and augmented reality (implemented in Russian language);
- Environment design and tactical urbanism (implemented in Russian language);
- Modern psychological and pedagogical technologies and practices of interactive learning (implemented in Russian language)
- International relations and Russia in the global world (implemented in Russian language);
- Ecological design and sustainable urban development (implemented in Russian language);
- Technologies of the future: physics and engineering (implemented in Russian language);
- Game design: science and practice (implemented in Russian language)

If you are interested in participating in this program, please fill out the form <https://forms.gle/8wSg1w8aaedGGwPh6>. Further information about the registration procedure for the event will be sent to the email address indicated in the form.

Should you have any questions, please contact us by e-mail welcome@kpfu.ru or by phone +7 (843) 233-70-27.

Track 1

Environmental design and tactical urbanism

(Implemented in English and in Russian)

Brief description of the program

The goals of the program are to expand knowledge about modern trends in the field of design and urban development including such a relevant trend today as tactical urbanism and to get practical skills in the integrated design of the city environment and its elements under the guidance of practicing architects and designers.

Program goals and objectives

The learning objectives of the program are to study current trends in the field of design and urban development, get acquainted with the basics of spatial design in the existing urban conditions and consolidate the acquired knowledge and skills in the process of working on a creative project in a real design format.

The main topics of lectures and seminars

- Factors affecting the quality of the urban environment
- Environmental approach to the public space design
- Tactical urbanism as a way to transform the urban environment
- Project activities under the guidance of supervisors - modeling of the architectural environment object from idea to prototype
- Master class on types of project graphics and project presentation

Track 2

Digital economy: trends and developments

● Brief description of the program

Modern business and entrepreneurship require specialists to know classical economic theories as well as to understand digital technology and its application in business. Economy in a Digital World track will teach how to use analytics, marketing and talent management contemporary digital tools in an uncertain environment.

● Program goals and objectives

The program aims to develop competences in digital technology and its application in business as well as in talent management. The main goal of the program is to teach students to use the basic tools in digital marketing and analytics. While undertaking the program, students will be able to solve applied problems when launching startups and to prepare for entrepreneurship.

● The main topics of lectures and seminars:

- HR practice for successful work in the digital economy
- Competences of teamwork: emotional intelligence
- How to launch a startup and attract investments in the digital world
- Mergers and acquisitions in the digital economy: fundamentals and strategies
- Introduction to econometrics in the digital economy
- Leadership in the digital age: key skills and competences