that a student is capable of surmounting on their own, such as the low level of proficiency in Russian and the lack of information about the cultural norms that characterise the host society. Secondly, there are some organisational, systemic hurdles that could be overcome by introducing corrections to the management of the educational projects aimed at international students. In this case we are talking about reducing bureaucracy related to paperwork, accommodation et cetera, as well as including organised leisure activities for foreign students.

For a university as a whole, inviting international students to participate in short-term educational programmes is instrumental in achieving a certain number of strategic goals, the inclusion into the global educational space being one. Making such a project happen provides new opportunities for the involvement of students in postgraduate studies. Collaboration with the leading businesses and institutions in the area will increase the university’s recognition and appeal for future academic mobility. The faculty’s worth as an asset will grow as they develop their English skills by presenting lectures in English in their given subjects. The interdisciplinary projects carried out within the framework of short-term educational programmes will promote the understanding of common cultural competences.

The results of the conducted research, in our opinion, reveal a number of prospective directions in which it is possible to study short-term student mobility further. The development of the global market is posing a challenge to Russian universities. In light of this fact, studying existing marketing strategies of universities, analysing the institutional cooperation of the players on the market, and defining pressing educational needs, not only of the students but of the faculty as well, all appear important.

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References


