RUDN UNIVERSITY
IDENTITY

MISSION

Uniting people of different cultures by knowledge RUDN University creates leaders to make the World better!

>100,000 graduates
32,000 students from 155 countries worldwide
10 Institutes, 6 faculties, 1 academy

SLOGAN
Discover the World in One University!
UNIVERSITY VALUES

In 2016, the University rebranding began: new mission, slogan, visual identity, values, and positioning.

Multinationalism and international cooperation

Contribution of lecturers, scientists, students and graduates to the development of the international community

Multidisciplinary approach in academic and research activities

Equal opportunities

Commitment to studies, research, public activities
MULTINATIONALISM AND INTERNATIONAL COOPERATION

RUDN is the leading Russian university in regards to the share of foreign students in international rankings

Cultural and regional diversity weeks

Declaration of Tolerance

Over 100 fellow-countryperson associations

International rules of living in a hostel

INTERNATIONAL COOPERATION

Cooperation agreements

149 universities in 53 developing countries

65 QS TOP 500 universities

130 joint international educational programs – Double diploma programs

International accreditation of educational programs

RUDN is the backbone university:

CIS Network University
24 universities

Network University of the Shanghai Cooperation Organization
82 universities

BRICS Network University
60 universities
CONTRIBUTION OF LECTURERS, RESEARCHERS, STUDENTS AND GRADUATES TO INTERNATIONAL COMMUNITY DEVELOPMENT

- 5 regional clusters of RUDN University — 70 countries

Scientific institutes of Chemistry, Applied Mathematics and Telecommunications

Institute of Engineering Innovative Technologies: additive manufacturing

165 laboratories

37 research and educational centers in interdisciplinary areas

Shared knowledge center: a license for the production of medicinal products

Alumni associations in over 70 countries worldwide

International Club of Alumni Employers
# Multidisciplinary Character of the Academic and Research Activities

Institutes and Faculties

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EQUAL OPPORTUNITIES

- State-funded study places and $400 scholarships for Academic Olympiads winners
- Competitive support to students’ scientific projects
- >20 types of targeted scholarships to the best students
- Translation & Interpreting degree to every student
- 12 languages at option
- Student councils at each faculty and institute
- Code of student honor: respect for different cultural and religious background
COMMITMENT TO STUDIES, RESEARCH, AND PUBLIC ACTIVITIES

From Teaching to Learning

Interactive educational process
- case study, business games

Team work — Co-working spaces

Own telecommunication information system
- video lectures, assignments, tests, online communication with teachers

>60 students’ professional associations
COMMITMENT TO STUDIES, RESEARCH, AND PUBLIC ACTIVITIES

Volunteer movement physicians, environmentalists, lawyers, linguists...

Annual RUDN University Spartakiads in 9 sports

Ecology is taught to all students

RUDN University honors students gatherings

Earth Day and Campus Forest events

Energy saving projects
VALUES PROMOTION

CHANNELS

PRESENTATION MATERIALS

University Brandbook

University Presentation in 6 languages

Student guide in 6 languages

«Discover the World in One University» leaflet in 4 languages

Communication campaigns in social media
Make the World Better with coverage of 12,000,000 users in 2017

YouTube Channel in English
7 playlists, over 2,000,000 views

Published works in foreign popular scientific media: RUDN scientists...
RUDN University contribution to UN Sustainable Development Goals

Good Health and Well-being (3)

Quality Education (4)

Affordable and Clean Energy (7)

Industry, Innovation and Infrastructure (9)

Sustainable Cities (11)

Partnership for the Goals (17)
STRATEGIC OBJECTIVE

RESEARCH CULTURE FORMATION

Researcher/student behavior pattern:
- highly motivated to conduct research,
- open to communication,
- result-oriented,
- personal reputation

Infrastructure as a prerequisite

Scientific collaboration:
- universities, business, research centres

Meeting the needs of the regional markets and scientific agenda

Promotion of scientific results

Research protocol

Integration of students and postgraduates into interdisciplinary research projects
INTERNAL AUDIENCE STUDY
May-October 2018

TASKS
Determine the level of awareness, understanding, acceptance and following the values

AUDIENCE
Students, presidents of communities, members of the Young Scientists Council, teachers, scientists, administration

METHODS
Discussions and focus groups
EARLY RESULTS
Students, presidents of students communities, members of the Young Researchers Council

UNIVERSITY VALUES

REASON
Previously there was a bias towards the students’ social involvement

PERSONAL CHARACTERISTICS AND NEEDS

Unity
Multinationalism
Tolerance
Friendship
Discipline
Punctuality
Tactfulness
Responsibility
Courage
Being happy
SUMMARY

Promoting the following values:

- **SOCIAL RESPONSIBILITY**
- **RESEARCH CULTURE**
- **PROFESSIONAL DEVELOPMENT**
Focus groups and discussions among teachers, researchers, and administration awareness, understanding, acceptance, and following the values.

Develop a plan to promote values in collaboration with students, teachers, and researchers.

Overlap points and value diversity in students, teachers, researchers and administration.

Closer definition of values and their relevance to the concept of an international research university.

Values promotion project.