

Winter School Program

	10.00 – 11.25	11.35 – 13.00	14.00 – 15.20	15.30 – 16.30	16.30 – 19.00
1st day – day of arrival 24/02/2019					Quest of acquaintance PhD. Makarieva V
2nd day – « European tendencies of electronic government and electronic HR » 25/02/2019	Training Foreign technologies of personnel management and the possibilities of their use in Russia. Prof. Strielkowski W. (University of Cambridge, UK), Hall. 21-308	Master Class Development and implementation of IT in public administration. CEO of the Business IT Group, PhD. Labushkin Y. Hall. 21-308	Business game Motivation of staff in the era of the digital economy. PhD. Chuprova D. (NCFU), Hall. 21-510	Open Lecture Modern technologies of taxes and customs control. PhD Molodyh V, PhD Yakubova E, PhD Amandurdyev H. (NCFU), Hall. 21-510	
3rd day – "European e- business: e- marketing and market strategy in the Internet" 26/02/2019	Master Class Problems of modern international e-marketing. Prof. Italo Trevisan, University of Trento (Italy) Hall. 21-410	Master Class Problems of modern international e-marketing. Prof. Italo Trevisan, University of Trento (Italy) Hall. 21-410	Training Formation of corporate identity and brand product: the secrets of famous companies. PhD. Ponomareva E, prof. Boris O. (NCFU) Master Class Innovative trading marketing tools. PhD. Vorontsova G, PhD. Momotova O. (NCFU), Prof. Panasenko S. (Plekhanov Russian University of Economics, Moscow) Hall. 21-410	Master Class Marketing funnel for a business with a long sales cycle. F. Grigoryan, a marketing practitioner, the head of Frank Marketing, the President of the Regional Marketing Association, a member of the Russian Marketing Guild, PhD. Godina O. (NCFU) Hall. 21-410	Visiting the local museum
4th day — "European e- business: finance and banking" 27/02/2019	Master Class European experience in making financial decisions in terms of digitalization. Prof. Jorge Gomes, University of Lisbon (Portugal) Hall. 21-610	Master class Tools and services of the Moscow Exchange (Head of sales of the currency market of PJSC Moscow Exchange Korablev D.) Training: Methods of making trading decisions in financial markets (Deputy general director on investment analysis of IC Zerich Capital Management Vernikov A.)	Training Learning to trade on the secondary market of Moscow Exchange shares through the Internet trading system Quik. Business game: Exchange Trades (Deputy General Director for Investment Analysis of Zerich Capital Management Vernikov A., Development Director of Zerich Capital Management Starkov V., Specialist of the Consulting and Technical Support Division of the Zerich Capital	Master Class Conversion operations in the foreign exchange market. Deposits from the Central Committee. Head of sales of the foreign exchange market of the PJSC Moscow Exchange Korablev D. Hall. 21-810	

		Hall. 21-610	Management Pestov N. ; Director of Broker Center Pustynnikova L.) Hall. 21-810		
5th day – "E-commerce and online business models" – 28/02/2019	Master Class Web analytics Prof. Stefen Bruno (Research Institute of Labor Market, Germany) Hall. 21-610	Master class Digital economy and e-education: European experience. Prof. Stefen Bruno (Research Institute of Labor Market, Germany) Hall. 21-610	Business quest Project management. PhD. Glazkova I., PhD. Shmatko S., PhD. Kalashnikov A., Phd. Lovyannikov D. (NCFU) Hall. 21-810	Workshop Development of intelligent bots for instant messengers Prof. Korolev V., PhD. Shmatko S. (NCFU) Hall. 21-610	
6th day – "Electronic tools for making business decisions in a digital economy"– 1/03/2019	Master Class Market strategy development of online promotion. Prof. Bagautdinova N. (KFU, Kazan) Hall. 21-410	Master Class Choosing an online business model. Prof. Penkova I. Hall. 21-610	Awarding participants. School closing. Hall. 21-610		Visiting the Quantorium
7th day – cultural program – 2/03/2019	Departure and tour to the Caucasian Mineral Waters				
8th day – cultural program – 3/03/2019	Excursion to the Caucasian Mineral Waters. Departure of participants				
9th day – day of the departure – 4/03/2019	Departure of participants				