



UNIVERSITY
OF TRENTO - Italy



МОСКОВСКАЯ
БИРЖА



УНИВЕР
капитал

INSTITUTE OF ECONOMICS & MANAGEMENT

NORTH-CAUCASUS FEDERAL UNIVERSITY

Welcome to invite students, teachers, young researchers, postgraduates and all those involved in research activities to join the

V International Business School

***Digital Economy, Management and Finance:
Developing Professional Skills in Managers***

April 22-28, 2021

Venue: Stavropol, North-Caucasus Federal University, Russia

The International business school program implies a unique set of training courses specifically developed and aimed at developing professional communication skills for those seeking to become managers and finance experts

The International business school is arranged by joint effort of University of Trento (Italy), University of Piraeus (Greece), Sofia University St. Kliment Ohridski (Bulgaria), The University of Applied Labour Studies of the Federal Employment Agency (Germany), University of Lisbon (Portugal), Eurasian National University named after L.N. Gumilyov (Kazakhstan), European Center for Peace and Development of the UN University for Peace (Serbia), Moscow Stock Exchange, Univer Capital LLC, Broker-Center LLC, Business IT Group, Frank Marketing Company, Regional Marketing Association

The business school program includes a unique set of master classes specially developed by leading professors of Russian and European universities, specialists focused on the development of communication skills, cases and business quests, as well as a cultural program and trainings aimed at team building and development of managerial skills.

Languages – English and Russian

The International Business School is one of the most significant event for economics students, contributing to the creation of an effective youth platform for the constructive ideas exchange in response to existing challenges and threats. Working platforms and master classes by specialists open up the access for students to the newest forms and technologies of education from the expert community in the field of digital economy, finance and management, allowing them to initiate professional communication between young people and experts in the global economic space. The business school program is aimed at stimulating students' skills in solving complex economic problems, effective teamwork, professional communication students from universities in Russia, Europe and Asia.

Deadline for applications – **March 30, 2021**, by E-Mail zimaschool2018@mail.ru



All the business school's participants will get certificates, transcripts, diplomas, gifts and prizes from the sponsors and partners. The school will be a great opportunity for Economic students to exchange ideas and knowledge, compete and make friends.



Looking forward to meeting you!

Website of V International Bossiness School <http://nsfu.tilda.ws/>

E-mail: zimaschool2018@mail.ru – Marina Babenko

Application
to participate in the V International Business School
"Digital Economy, Management and Finance: Developing Professional Skills in
Managers"

First name, last name of participant _____

Date of Birth _____

Level of study _____

Direction of training (specialty): _____

E-mail address _____

Participant's contact phone number _____

Full name of the university _____

Region _____

The country _____

Date and time of arrival, type of transport _____

Departure date and time _____

Planned location (do you need help?) _____

Participation in the cultural program (yes / no) _____

International business school program of the school (Draft)

	10.00 – 11.25	11.35 – 13.00	14.00 – 15.20	15.30 – 16.30	16.30 – 19.00
1 day - arrival day - Thursday April 22, 2021					Quest-acquaintance (associate professor Victoria Macaryeva)
Day 2 - Friday April 23, 2021	<p>Training</p> <p>Digital economy: modern trends</p> <p>Kristina Zabolotskaya</p> <p>The president of Youth Financial League (Russia)</p>	<p>Master Class</p> <p>Leadership in a digital society: challenges and threats</p> <p>Professor Jorge Gomes</p> <p>Professor of ISEG, University of Lisbon (Portugal)</p>	<p>Master Class</p> <p>Labor market and human resources management in the digital economy</p> <p>Tatiana Razumova Doctor of Economics, Professor,</p> <p>Head of the Department of Labor and Personnel Economics Moscow State University M.V. Lomonosov (Russia)</p>	<p>Business quest from JSC Rosgosstrakh-South</p>	
Day 3 - Saturday April 24, 2021	<p>Training</p> <p>Digital competencies of a modern manager</p> <p>Nailya Bagautdinova</p> <p>Doctor of Economics, Professor</p> <p>Director of the Institute of Management, Economics and Finance</p> <p>Kazan Federal University (Russia)</p>	<p>Master Class</p> <p>Money market innovations and transformation of consumer behavior: a mechanism of mutual influence</p> <p>Marina Abramova</p> <p>Doctor of Economics, Professor</p> <p>Director of the Department of Banking and Financial Markets of the Financial University under the Government of the Russian Federation (Russia)</p>	<p>Departure to Pyatigorsk (excursion)</p>		
Day 4 - Sunday - cultural program - excursion to Kislovodsk April 25, 2021					
Day 5 - Monday April 26, 2021	<p>Master Class</p> <p>Digitalization of consumer behavior in the banking</p> <p>Associate Professor</p>	<p>Master class</p> <p>Contactless Marketing</p> <p>Professor Italo Trevisan</p>	<p>Business Quest</p> <p>Simulation of digital transactions</p> <p>Associate Professor Ekaterina Butenko</p>	<p>Master Class</p> <p>Marketing funnel for business</p> <p>Features of doing business with representatives of</p>	

	<p>Marta Grybs-Kabochik</p> <p>University of Economics in Katowice (Poland)</p>	<p>University of Trento (Italy)</p>	<p>Associate Professor Alexander Kalashnikov</p> <p>Associate Professor Denis Lovyannikov</p> <p>North Caucasus Federal University (Russia)</p>	<p>other cultures</p> <p>Mirinel Wilk</p> <p>SMM strategist; Instagram promotion expert; head of the communication agency "Vilk.me"; Ambassador of the national project "My Business"; winner in the nomination Business Lady of the Stavropol Territory 2019; blogger</p> <p>Associate Professor Olga Godina</p> <p>Associate Professor Elena Shatskaya</p> <p>North Caucasus Federal University (Russia)</p>	
<p>Day 6 - Tuesday April 27, 2021</p>	<p>Master Class</p> <p>Exchange Tools and Services</p> <p>Daniil Korablev</p> <p>Head of the Foreign Exchange Market Sales Department of PJSC Moscow Exchange</p>	<p>Training</p> <p>Methods for making trading decisions in financial markets</p> <p>Andrey Vernikov</p> <p>Head of the Investment Analysis and Training Department of UNIVER Capital LLC</p>	<p>Training</p> <p>Training in trading on the Moscow Exchange secondary market through the Quik Internet trading system.</p> <p>Business game</p> <p>Exchange trading</p> <p>Andrey Vernikov</p> <p>Head of the Investment Analysis and Training Department of UNIVER Capital LLC</p> <p>Vladimir Starkov</p> <p>Chairman, Development Director of UNIVER Capital LLC</p> <p>Lyudmila Pustynnikova</p> <p>Director LLC "Broker-Center"</p>	<p>Master Class</p> <p>Conversion operations in the foreign exchange market. Deposits from the Central Committee</p> <p>Daniil Korablev</p> <p>Head of Foreign Exchange Market Sales, Moscow Exchange PJSC</p> <p><i>Summing up the results of trading, rewarding the winners of the business game "Exchange trading"..</i></p>	

<p>Day 7 - Wednesday April 28, 2021</p>	<p>Master Class</p> <p>Professor European Center for Peace and Development of the UN University for Peace (Serbia)</p>	<p>Master Class</p> <p>Financial bubbles and secular stagnation</p> <p>Professor Giuseppe Ciccarone</p> <p>Rome University of La Sapienza(Italy)</p>	<p>Closing ceremony</p>	<p>Departure of participants</p>	
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