

**FACULTY OF
MANAGEMENT ,
PLEKHANOV RUSSIAN
UNIVERSITY OF ECONOMICS**

**14-19,
MARCH**




**STRATEGIC
MANAGEMENT IN
GLOBAL ECONOMY**

BUSINESS
WEEK

THE DIGITAL VERSION





STUDENTS WILL SET UP A BUSINESS PROJECT FOR INTERNATIONAL COMPANIES LOCATED IN RUSSIA. TO SOLVE THE CASE IT IS NECESSARY TO HAVE SKILLS IN ECONOMICS AND MANAGEMENT, THE ABILITY TO THINK OUT OF THE BOX, WORK IN A GROUP, SPEAK FLUENT ENGLISH AND BE CREATIVE.

**REGISTRATION DEADLINE:
10TH, JANUARY 2022**

FOR ALL QUESTIONS:
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(WHATSAPP, VIBER)

PARTICIPATION FEE:

€ 68

REGISTRATION FORM:



EVENT LANGUAGE:
ENGLISH

THE INVITED PARTICIPANTS:
BACHELOR AND MASTER
STUDENTS

BUSINESS WEEK PROGRAM

14TH, MARCH

10:00 – 12:35 OPENING CEREMONY & PRESENTATION OF THE PARTICIPATING UNIVERSITIES

12:40 – 13:00 BREAK

13:05 – 14:35 SPEED DATING

14:40 – 15:00 ANNOUNCEMENT OF THE TEAMS & CASE INSTRUCTIONS

15:10 – 18:10 WORKING ON THE CASE & TUTOR'S MEETING

15TH, MARCH

10:00 – 14:00 WORKING ON THE CASE

14:00 – 15:00 BREAK

15:00 – 16:50 PREPARING FOR THE PRESENTATION & PRESENTATION OF THE 1ST CASE

17:00 – 18:30 ZOOM MEETING

16TH, MARCH

10:00 – 14:00 WORKING ON THE CASE

14:00 – 15:00 BREAK

15:00 – 16:35 QUEST

17:00 – 18:30 ZOOM MEETING

17TH, MARCH

10:00 – 13:00 WORKING ON THE CASE

13:00 – 14:00 BREAK

14:00 – 16:10 PREPARING FOR THE PRESENTATION & PRESENTATION OF THE 2ND CASE

16:15 – 17:45 ZOOM MEETING

18TH, MARCH

11:00 – 12:30 JURY FEEDBACK, Q&A SESSION

12:40 – 14:10 RESULTS ANNOUNCEMENT, CLOSING CEREMONY

14:15 – 14:30 PARTICIPANT FEEDBACK SESSION