



Tomsk State University

Institute of Economics and Management

International Management Master's program (in English with Chinese)

Online Winter School

Your Global Opportunities: International Perspectives

January, 18-29, 2021 ZOOM

Language: English

Date	Time (Tomsk zone)	Persons	Title
Monday January, 18 th	10.00-10.40	prof. Artem Yu. Rykun Vice-Rector for International Affairs, TSU prof. Evgenya V. Nekhoda Director, Institute of Economics and Management prof. Olga P. Nedospasova academic supervisor for master's program assoc. prof. Evgeniya V. Tikhonova co-supervisor for master's program assoc. prof. Evgeniya M. Kaz International coordinator	Greeting, General information about Tomsk State University, Institute of Economics and Management, and International Management Master's program (in English with Chinese)
	10.40-11.20	TSU campus: virtual tour	
	11.40-13.00	assoc. prof. Natalia V. Cherepanova Department of Organizational Behavior and Human Resource Management	Global trends in management
Tuesday January, 19 th	10.00-11.20	assoc. prof. Irina A. Pavlova Institute of Economics and Management	Adaptation versus standardization approaches in the global marketing mix

	11.40-13.00	assoc. prof. Elena M. Rozhdestvenskaia Department of Management and Marketing	The motivation to start a business: in Russia and abroad
Wednesday, January, 20 th	10.00-11.20	assoc. prof. Natalia V. Cherepanova Department of Organizational Behavior and Human Resource Management	Problem-solving skills for successful management
	11.40-13.00	assoc. prof. Artem V. Dankov Department of World Politics	International trade: new opportunities and restrictions
	13.00-14.20	assoc. prof. Evgeniya M. Kaz Department of Management and Marketing	Design thinking: a creative way to solve problems
Thursday January 21 st	15.00-16.20	Guest speakers: professors and personalities of the business community Academic convener: prof. Jean-Paul Larçon, HEC Paris and assoc. prof. Irina Pavlova, Institute of Economics and Management Moderator: assoc. prof. Anastasia M. Pogorelskaya, School of History and Politics	Paris roundtable "How multinational companies are responding to trade wars and rivalry between great powers?"
Friday, January 22 nd	10.00-11.20	assoc. prof. Irina A. Pavlova institute of Economics and Management	Global marketing specifics for consumer goods: how to avoid potential market failures
	11.40-13.00	assoc. prof. Natalia V. Cherepanova Department of Organizational Behavior and Human Resource Management	Corporate social responsibility
Monday January 25 th	10.00-11.20	assoc. prof. Peter J. Mitchell Department of Translation and Language Communication	Introduction to business communication
	11.40-13.00	A. Malankhanova Adviser, Department of International Affairs, Deputy Executive Director of the Russian-Chinese Chamber for Promotion of Trade of the Ministry and Innovative Products	Russia and China: interstate cooperation, projects and interaction in multicultural teams
Tuesday January 26 th	10.00-11.20	assoc. prof. Peter J. Mitchell Department of Translation and Language Communication	Introduction to business communication
	11.40-13.00	Tatiana I. Smetannikova Transport Company Chief Translation Specialist, Specialist in Special Economic Zones	Russian special economic zones
Wednesday, January 27 th	10.00-11.20	assoc. prof. Peter J. Mitchell Department of Translation and Language Communication	Introduction to business communication
	11.40-13.00	A. Malankhanova Adviser, Department of International Affairs, Deputy Executive Director of the Russian-Chinese Chamber for Promotion of Trade of the Ministry and Innovative Products	Russia and China: interstate cooperation, projects and interaction in multicultural teams

Thursday, January 28 th	10.00-11.20	Tatiana I. Smetannikova Transport Company Chief Translation Specialist, Specialist in Special Economic Zones	Russian special economic zones
	11.40-13.00	Simon Zagainov CEO of ExpoPromoter, Shanghai, China	International team management
Friday January 29 th	10.00-11.20	assoc. prof. Natalia V. Cherepanova Department of Organizational Behavior and Human Resource Management prof. Olga P. Nedospasova academic supervisor for master's program	Final discussion, conclusion, and evaluation of the program
	11.40-13.00	prof. Olga P. Nedospasova academic supervisor for master's program assoc. prof. Evgeniya V. Tikhonova co-supervisor for master's program assoc. prof. Evgeniya M. Kaz International coordinator	Reflection after the study & presentation of certificates

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We look forward to your active participation!