

**Dear schoolchildren, students, undergraduates!**

**The International Business School Alikhan Bokeikhan University** would like to invite everyone to take part in the International Winter School on Entrepreneurship Abu – 2022: "Business planning: methodological aspects", December 1-2, 2022, organized jointly with the Novosibirsk State University of Economics and Management (Novosibirsk, Russia), in remote format.

**The main goal of the School** is to form the participants of the International School of Entrepreneurship a set of skills for planning, substantiating and organizing business projects in changing market conditions in various sectors of the economy.

**Moderators:**

**Blagoev Vesselin,** Director of the International Business School of Alikhan Bokeikhan University, Professor.

**Elena Pavlovna Shustova,** Vice-Rector for International Cooperation, Alikhan Bokeikhan University, PhD, MBA.

**Shekhovtsova Lada Viktorovna,** Dean of the Faculty of Basic Training, Novosibirsk State University of Economics and Management "NINH", Ph.D. in Economics, Associate Professor

**Winter School program:**

- to study the role of business planning in modern entrepreneurship;

− define the goals and objectives of business planning;

− to acquaint listeners with the structure of the business plan;

− consider the methodology of the financial model of the project and indicators of evaluation

 of the effectiveness of an entrepreneurial project;

− explain the relationship of the main sections of the business plan;

− analyze typical mistakes and shortcomings in business planning.

**Speaker:**

**Yulia Borisovna Kolozhvari,** Associate Professor of the Department of Economics and Entrepreneurship of the Novosibirsk State University of Economics and Management, Candidate of Economics, expert in the field of business planning.

International certificates (electronic format) will be issued to all participants of the winter school.

**Participation in the International Winter School of Entrepreneurship is free of charge.**

**ATTENTION!**

All participants need to register in advance for the timely production of certificates!

Registration form:

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| --- | --- |
| Full name in Russian (how you write, as will be indicated in the certificate!!!!) |  |
| Email address |  |
| Mobile phone number indicating WhatsApp (for sending information about the seminar and links to connect) |  |
| Place of study |  |

The deadline for submitting applications is November 29, 2022.

The application for participation in the winter school program on entrepreneurship – 2022 should be sent to:

oms\_abu@mail.ru

**Attention of the coordinators: applications from participants from one university are accepted by a single list!**

**Additional information - number with WhatsApp:** + 7 702 113 7735 (only during working hours from 9 to 18.00, Astana time) – Zholdykhanova Akbota Serikkhanovna (WhatsApp)

**A link to participate in online seminars will be sent one day before the start of the event to the email address or WhatsApp number.**