**Project description**

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| **Type of project** | Service project |
| **The name of the project** | Ambassadors MIM |
| **Department of university** | GSB International office |
| **Project supervisor** | Anton Grigorev |
| **Project summary** | The project aims to establish an ongoing connection between students of the Master in International Management programme (MIM) and applicants interested in the MIM programme and to raise awareness of the MIM programme among potential applicants |
| **The goals and objectives of the project** | Implementation of a system to promote the MIM programme at the student level and to establish permanent links between applicants and MIM students |
| **Project’s tasks** | 1. To raise the interest of potential applicants by providing detailed advice on all aspects of the MIM programme from a student perspective  2. To increase the trust of applicants to the MIM programme and the GSB student environment  3. To increase the number of leads on the MIM programme web pages |
| **Project implementation period** | 01.11.2021-30.01.2022 |
| **The number of credits** | 2 |
| **The form of the final control (exam or test)** | Test |
| **Entry requirements for student** | Should be a student of the MIM programme  Should know English (Upper-Intermediate at least)  Should be able to work in teams  Self-ownership for doing a particular task  Should be communicative |
| **The results of the project** | All questions of applicants are covered  Applicants are satisfied with the support  Applicants become more interested in the program  A promotion campaign is held |
| **The presentation of the project’s results to estimate** | A brief discussion about the results with coordinators |
| **Assessment criterion** | Pass/Not Pass  Pass is awarded if  - All applicants who have expressed a wish for individual consultation have been advised (a short report for each consultation is drawn up)  - There is a permanent contact with all applicants, who are assigned to the project participant;  - Organised 3-4 online infostreams to attract new potential applicants (presented links);  - Participation in online/offline events to promote the MIM programme (if such events are held) |
| **The number of vacancies** | 8 |
| **Selection criteria of students** | 1. The level of foreign language proficiency;  2. Experience in presentation and online promotion;  3. Academic performance. |
| **Educational programs for** | Master in International Management (MIM) |
| **Location** | Moscow / online |