**Проектное предложение/ project description**

|  |  |
| --- | --- |
| **Type of project** / Тип проекта  | *прикладной* |
| **The name of project** / Название проекта  | *Promoting the program Data analytics for Business and economics with chatbot* |
| **Department of university** /Подразделение инициатор проекта  | *Management*  |
| **Project supervisor** / Руководитель проекта  | *Natalia V. Volkova* |
| **Project summary** /Подробное описание содержания проектной работы  | The main outcome of this project is to create the telegram chatbot that will be a promotion tool for the Master program. The chatbot will answer the most frequent applicant’s questions and will add an element of the game to the complex process of admission. The chatbot must be incorporated in the program’s telegram channel [https://t.me/+AVfqkEC1xAM5NmU6?roistat\_visit=8571825](https://t.me/%2BAVfqkEC1xAM5NmU6?roistat_visit=8571825) |
| **The goals and objectives of the project** /Цель и задачи проекта  | The promotion of the Program via telegram-channel. |
| **Project’s tasks** /Проектное задание  | To create chatbot for program’s telegram channel. To devise different paths for local and foreign applicants. To develop the most frequent questions from the perspective students. Examples:1: "When the program was founded?",2: "Who is the Academic supervisor?",3: "How long will my graduate studies last?", 4: "How much will my graduate studies cost?", 5: "What language of instruction will be?", 6: "After graduation what positions can I apply for?",7: "How many students will be in 2023?",8: "What are the main reasons for choosing program?", 9: "Will I have an ability to go for an exchange program?",10: "How can I apply?" |
| **Project implementation period** / Сроки реализации проекта  | *11.03.2023 – 24.04.2023* |
| **The number of credits** / Количество зачетных единиц  | *2* |
| **The form of the final control (exam or test)** /Форма итогового контроля  | The chatbot for program’s telegram channel. The report in which the student should describe the most frequent chat questions and algoritm .  |
| **Entry requirements for student** /Требования к студентам, участникам проекта | *The willingness to work with social media web-sites and followers.* |
| **The results of the project** /Планируемые результаты проекта  | *Active chatbot for program’s telegram channel.*  |
| **The presentation of the project’s results to estimate** / Формат представления результатов, который подлежит оцениванию  | *The report and links to the community on the Internet* |
| **Assessment criteria** / Критерии оценивания результатов проекта  | *- an active chatbot for the program’s telegram channel with key questions for applicants(60%)**- the description of an algorithm for the chatbot (40%)* |
| **The number of vacancies** / Количество вакантных мест на проекте  | *4-5* |
| **Selection criteria of students** /Критерии отбора студентов  | *The enthusiastic explanations of the reasons for participation in this project* |
| **Educational programs for** /Рекомендуемые образовательные программы  | *Management and Analytics for Business* |
| **Location** /Территория  | *Not applicable* |