**Project Proposal (Ref. 827663600)**

| Type of Project *(Practical or Service)* | Practical |
| --- | --- |
| Name of the Project | (P3-CLLMarket) Market Expansion Project |
| Initiating Department of the Project | Finance Department |
| Project Head | Dr. Makarova O.V. |
| **Description of the Project’s Contents** | Business-plan for expanding accounting services on Russian market. Marketing analysis of the project (SWOT / PEST / Porter's 5 forces) Definition of revenues and expenses of the project  Evaluating the effectiveness of the project - calculation of basic criteria of the project  Finding peer projects and identifying project growth drivers  Definition of project risks and development of the risk management system |
| **The Project’s Goal and Objectives** | to prepare and evaluate the effectiveness of creating a new product/expanding an existing business |
| **Tasks that students will complete during the project** | 1. determine the potential market for the new product 2. Create an operational plan of activities 3. Make a forecast of the project's revenues and expenses 4. Evaluate the effectiveness of the project being developed 5. identify the key risks of the project and propose a risk management policy |
| **Duration of the Project** | April 17 - June 17 |
| **Amount of Credits** | 3 |
| **Type of Student Work  *(удаленная, на месте, экспед, стажир)*** | Group Project |
| **Intensity (hours per week)** | 8 |
| **Form of Project Activity** *(индивид, групповая, общ по проекту)* | Project general |
| **Requirements for Students and Participants in the Project** | English writing skills  English reading  Academic writing  знание программ Excel, SPSS и других пакетов обработки данных  presentation skills |
| **The Planned Results of the Project** | To fulfill goals and objectives of the project: - to study theory, effect a scientific research on the subject and suggest relevant models and methods to study the research question; - collect and analyze data, approbate suggestions on a case of the Company; |
| **The Format of Presenting Results, which are subject to evaluation** | results should be submitted to the Company and to the HSE in a form of report and presentation in English language |
| **Grading Criteria for the Results of the Project** | 30% - Company grade for report 30% - Company grade for presentation 20% - HSE grade for report 20% - HSE grade for work on project |
| **Number of Vacancies in the Project** | 4 |
| **Criteria for the Selection of Students for the Project** (which will be used in the case that there is a large amount of applications to the project) | Relevance of students’ background to the project as per project leader evaluation: CVs & records of study welcome |
| **Educational Programs** | Finance |
| **Location** | HSE SPb + Company location |