



# **SUMMARY REPORT**

# on professional-public accreditation of the cluster of further education programmes

Delivered by Stavropol State Agrarian University



2020

While preparing this Summary Report we used information from the Self-Evaluation Report and the Report on the External Review of the cluster of further education programmes "Marketing and sales management", "Corporate Finance", "Personnel management in the digital economy", "Project management in small and medium-sized businesses", "State and municipal management", "Economist-Analyst in the agro-industrial complex", "Financial instruments for the development of agriculture in the digital economy", "Development of a financial model of an economic entity in the digital economy", "Business analytics of agricultural production", " Digital technologies of data mining in business», "Organization and management of business processes based on marketing technologies", "Commercial agent", "Financial Economist", "Broker", "Cashier", " Bank Agent» delivered by Stavropol State Agrarian University.

The presentation document for the use by the National Accreditation Board.

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# GENERAL INFORMATION ON EDUCATIONAL INSTITUTION

Full name of the educational institution	Federal State Budgetary Educational Institution of Higher Education "Stavropol State Agrarian University"	
Founders Year of foundation	<i>Ministry of Agriculture of the Russian Federation 1930 — Institute of sheep breeding 1933 — North- Caucasus Livestock Institute 1944 — Stavropol Agricultural Institute 1994 — Stavropol State Agricultural Academy 2001 — Stavropol State Agrarian University</i>	
Location	12., Zootechnochesky per., Stavropol, Russia 355017	
Rector	Ivan Atanov, Candidat Associate Professor	e of Technical Sciences,
License	Series 90Л01 No. 8917 Reg.No. 1887 of 20.01.2016, permanent	
State Accreditation	<i>Certificate of State Accreditation, Series 90A01 No 3381, Reg.No. 3220, of 17.08.2019 valid till 07.08.2025</i>	
Number of students	8510 Among them: Full time Part-time Off-site	4647 14 3849

## INFORMATION ON THE EDUCATIONAL PROGRAMMES UNDERGOING ACCREDITATION

Programmes	Professional retraining programmes: "Marketing and sales management", "Corporate Finance", "Personnel management in the digital economy", "Project management in small and medium-sized businesses", "State and municipal management", "Economist-Analyst in the agro-industrial complex", Professional development programmes: "Financial instruments for the development of agriculture in the digital economy", "Development of a financial model of an economic entity in the digital economy", "Business analytics of agricultural production", "Digital technologies of data mining in business», "Organization and management of business processes based on marketing technologies" Professional training programmes: "Commercial agent", "Financial Economist", "Broker", "Cashier", "Bank Agent»
<i>Level of training / Standard period of training</i>	Professional retraining programmes / from 250 hours Professional development programmes / 16 and 72 hours Professional training programmes / from 250 hours
Structural subdivision (head)	Institute of Further Professional Education (O.Lisova, Candidate of Economics, Professor)
Major department (head of major department)	Department of Accounting Management (E. Kostyukova, Doctor of Economics, Professor,) Department of Management and Management Technology (A. Nazarenko, Candidate of Econimics, Associate Professor)

Department of Economic theory and Economics of AIC (O. Kusakina, Doctor of Economics, Professor)

Department of Economic Analysis and Audit (M. Leshcheva, Doctor of Economics, Professor) Department of Economic Security, Statistics and Econometrics (A. Gerasimov, Doctor of Economics, Professor)

Department of State and Municipal Management, and Law (N. Miroshnichenko, Doctor of Law, Associate Professor)

Department of Financial Management and Banking (Y. Sklyarov, Doctor of Economics, Professor)

Department of Financial Accounting (N. Kulish, Candidate of Econimics, Associate Professor) Department of Finance, Credit and Insurance (I. Glotova, Candidate of Econimics, Associate Professor)

Department of Entrepreneurship and Global Economy (N. Telnova, Candidate of Econimics, Associate Professor)

Department of Information Systems (C.Shmatko, Candidate of Econimics, Associate Professor)

Date of site visit

27-30 April 2020

Persons responsible for public accreditation of study programmes *Elena Khokhlova, Head of the Department for Strategic Development and Project Management* 

## **REFERENCE DATA ON STUDENT ENROLLMENT FOR PROGRAMMES**

Name of the Programme	2019
Marketing and sales management	3
Corporate Finance	15
Personnel management in the digital economy	13
Project management in small and medium-sized businesses	12
State and municipal management	9
Economist-Analyst in the agro-industrial complex	11
Financial instruments for the development of agriculture in the digital economy / 16 hours	55
Financial instruments for the development of agriculture in the digital economy / 72 hours	2
Development of a financial model of an economic entity in the digital economy / 16 hours	12
Development of a financial model of an economic entity in the digital economy / 72 hours	2
Business analytics of agricultural production / 16 hours	10
Business analytics of agricultural production /72 hours	2
Digital technologies of data mining in business / 16 hours	10
Digital technologies of data mining in business / 72 hours	2
Organization and management of business processes based on marketing technologies / 16 hours	11
Organization and management of business processes based on marketing technologies / 72 hours	2
Commercial agent	12
Financial Economist	9
Broker	11
Cashier	12
Bank Agent	15

#### ACHIEVEMENTS OF THE EDUCATIONAL PROGRAMMES

#### Quality of implementing the educational programme

Quality assurance of further education students' training is carried out on the basis of analysis and evaluation of admission requirements, results of knowledge assessment and control in the disciplines of the curriculum.

The average score of academic performance ranges from 4,4 to 4,9 points.

The quality of educational programmes is ensured by a high level of qualification and effective research activity of the teaching staff and students; development and continuous updating of educational and methodological materials in the disciplines, including electronic ones; use of innovative educational technologies in the learning process.

#### Provision of up-to-date education

The relevance of the content of education is ensured by the annual updating and adjustment of further education programmes, curricula and syllabi of disciplines in accordance with changes in federal and regional legislation, their coordination with employers and other stakeholders, taking into account international experience. Quality assurance is implemented with the account of the opinions of all stakeholders, which are analyzed in the framework of annual sociological surveys.

The employees of the Department for monitoring the customer satisfaction implemented the model "Stavropol SAU customer satisfaction".

According to the results of surveys, at least once during the calendar year, professional competencies are updated, and the quality of graduate training is analyzed.

#### Teaching staff

The percentage of full-time teachers in the further education programmes under accreditation is not less than 90%, the share of research and pedagogical staff with an academic degree and academic title is 100%. The share of employees with education in the field of the taught disciplines is 100%.

The competence of the teaching staff is evaluated both at the regional and national levels. They were awarded letters of appreciation of the Ministry of Education and Science of the Russian Federation and other departments for the success in the practical training of students, the introduction of new forms and methods of teaching in the educational process, and the development of research.

In addition to research and pedagogical activities, the teachers are involved in the practical activities of the state and municipal authorities of the Stavropol Territory as members of public councils and independent experts in competition and certification committees of various levels.

#### Independent assessment of student learning outcomes

Representatives of the employer and (or) the professional community take part in the work of each examination board during the final assessment of students. Among them there are members of the National Guild of Accountants and Auditors, representatives of the regional and municipal authorities of the Stavropol Territory, including the Ministry of Education of the Stavropol Territory, and banking organizations.

#### Learning Resources

For the implementation of further educational programmes the University has adequate material and technical resources that ensure the implementation of laboratory work, practical work, disciplinary and interdisciplinary training, stipulated by the curriculum, including independent and research work of specialists. The facilities meet sanitary and fire safety requirements. The study programmes are provided with learning and teaching materials in all the disciplines of the syllabi.

Students have access to databases and library collections formed according to the full list of the disciplines of the main educational programme. For independent work the students are provided with access to the Internet.

#### Research activity

The faculties implementing the programmes under accreditation have research schools, within the framework of which the teachers carry out their research work.

For the period of 2015-2019, the average H-index of the teachers in the RSCI was 27,7; in the international citation databases Scopus, WoS – 0,82. 247 monographs and 980 research articles were published in the journals included in the list of the Higher Attestation Commission. The number of publications in foreign publications is 382, of which 351 were included in the Scopus and WoS citation databases.

The amount of funding for research and development within the framework of the implementation of state contracts and economic agreements for 2015-2019 is 36008,6 thousand rubles. The amount of funds raised as part of the provision of additional educational services is 15251,1 thousand rubles. The participation in grant programmes brought about 3172,2 thousand rubles.

#### Academic mobility of students

The University participates in various educational programmes of international exchange. Presentations of international educational programmes are regularly held: the Tempus project "GREEN MASTER": "Innovative technologies in energy saving and environmental control in Russian universities", the Erasmus Mundus Program, APOLLO e. V., the International Program AgriMBA, ISA-ISFRADA, DAAD, the Presidential Program "Global Education".

## Employability of graduates

The demand for graduates of Stavropol SAU for the past 5 years has been 100%. The high level of demand for graduates of FEPs of Stavropol SAU is confirmed by the position of the University in various rankings: in 2016-2019, the University took the 1st place among the higher educational institutions of Russia in the Ranking of demand for HEIs of the Russian Federation in the category "Agricultural education" (outreach project "Social Navigator" of the International media group "Russia today"); in the "100 best universities of Russia", held annually by the Rating Agency RAEX (RAEX-Analytics) the University has risen to  $62^{nd}$ position in 2019, from 85<sup>th</sup> place in 2016.

## **EXTERNAL REVIEW PANEL**



#### Tatyana Shindina (Moscow)

Review Chair, Russian expert

Doctor of Economics, Associate Professor, Director of the Institute of Distance and Further Education of the National Research University "MEI", member of the national Register of Experts in the field of quality of education

Nominated by the Guild of Experts in Higher Professional Education

#### Svetlana Panasenko (Moscow)

Deputy Review Chair, Russian expert

Doctor of Economics, Associate Professor, Head of the Trade Policy Department of Russian University of Economics named after G. V. Plekhanov, Editor of the Trade-Economic Journal, Executive editor of the Analytical Bulletin REU "Modern trends in the development of markets for goods and services," a member of the Expert Council of the Committee for Public Relations of the Moscow city Government

Nominated by the Guild of Experts in Higher Professional Education

#### Ekaterina Shapochkina (Stavropol)

#### Panel Member, employer representative

Candidate of Economics, Senior accountant of the payroll service of the group for accounting and tax of the Department of Economics and Finance of the Stavropol Territory JSC "Mail of Russia»

Nominated by the Ministry for Economic and Social Development of the Stavropol Territory

#### Maria Taranushenko (Stavropol)

Panel Member, student representative

Student of the educational programs of the FPE of the North Caucasus Federal University

Nominated by the North Caucasus Federal University





## INFORMATION ON THE LEADING TEACHERS OF THE EDUCATIONAL PROGRAMME

#### Lyubov Agarkova

Doctor of Economics, Associate Professor, Professor of the Department of Finance, Credit and Insurance of the Faculty of Accounting and Finance, author of 470 scientific papers, including 9 in the Web of Science and Scopus, H-index 30, has 9 certificates for software products. "Honored Worker of Science and Education" of the Russian Academy of Sciences; member of the editorial board of the International Center for Scientific Cooperation "Science and Education"; member of the jury of the annual All-Russian Olympiad in Economics

#### **Irina Glotova**

*Candidate of Economic Sciences, Associate Professor, Head of the Department of Finance, Credit and Insurance of the Accounting and Finance Faculty, author of 294 scientific papers, including 10 in Web of Science and Scopus, H-index 30, has 11 certificates for software products.* 

#### **Olga Kusakina**

Doctor of Economics, Professor, Head of the Department of Economic Theory and Economics of the Agro-industrial Complex, author of 207 scientific papers, including 10 in the Web of Science and Scopus, H-index 36, has 9 certificates for software products. Honorary Worker of Higher Professional Education of the Russian Federation

#### Yulia Sklyarova

Doctor of Economics, Professor, Head of the Department of Financial Management and Banking, author of 324 scientific papers, including 10 – in Web of Science and Scopus, H-index 40, has 10 patents and certificates for software products. Member of the Academic Council of the University, member of the Scientific Council under the Ministry of Economic Development of the Stavropol Territory

#### Olga Uglitskikh

Candidate of Economics, Associate Professor of the Department of Finance, Credit and Insurance. Author of more than 200 scientific and educational works, including 1 textbook in the field of finance, accounting and world economy, 15 monographs and 25 textbooks in the field of economics and finance. Author of scientific articles in the international citation databases Scopus and Agris.

## COMPLIANCE OF THE EXTERNAL REVIEW OUTCOMES WITH THE STANDARDS

## STANDARD 1. Policy (goals, development strategy) and quality assurance procedures of the educational programme

Compliance with the standard: **substantial compliance** 

## **Good practice:**

The success stories of the graduates present at the meeting, including in the field of entrepreneurship in the agricultural sector, the level of changes in personal development in the system of lean production organization, in the system of marketing activities and new technologies for promoting services, characterize the high level of implementing the programmes.

Strong ties with employers, recognition of the University's authority and the quality of its educational services, focus on the most significant issues within the professional spheres and the standards adopted in them allow the staff to obtain a high degree of attractiveness of the University's further education programmes for employers, especially the programmes that take into account the industry specifics of the region.

The feedback from all stakeholders, the point-rating system for evaluating the results of activities makes it possible to improve the planned learning outcomes.

#### Areas for improvement:

It is recommended to collect success stories of the graduates of FE programmes as the most effective form of advertising for short-term education market focused on the specialists already working in the field.

It is recommended to pay attention to the content of the syllabi of leading Russian universities and focus on the international labor market from the point of view of assessing the level of expediency of developing their own programmes.

It is recommended to strengthen the receipt of the feedback on the study of changes in the requirements of employers and the needs of students in the process of digitalization of both the industry and educational activities.

### STANDARD 2. Content of the programme

## Compliance with the standard: substantial compliance

#### **Good practice:**

The advantage of the programmes is the price category, the location in a large regional center of Stavropol, multiple positive reviews and recommendations from relatives and colleagues.

For the most part, the programmes under accreditation are practiceoriented, adaptive to the individual educational needs of students in the learning process. Students in the process of retraining learn from each other's knowledge and experience, the programmes are adjusted to the individual needs of employers/students.

In the further education programmes specific cases are embedded, on the example of which the training takes place. The implementation of the project "The Boiling Point of StGAU" as a space for collective work and interaction of students and teachers, representatives of science, business and government allows one to create a favorable environment for the development of the programmes. In the process of obtaining further education the students have the opportunity to undergo practical training in PJSC IC "Rosgosstrakh", LLC "Brokerconsultinginvest", PJSC "Sberbank of Russia", LLC "Trading House", PJSC Sovcombank, etc. with the prospect of further employment.

The formation of professional competencies among the students of the programmes is conducted at a fairly high level, professional expectations were met by the vast majority of the graduates.

#### Areas for improvement:

It is recommended to strengthen the system for regulating the rules for the development of the programmes under accreditation in terms of determining the requirements for the content of the programmes in accordance with professional standards, methods for determining the work load according to the number of contact hours, and approaches to developing skills.

It is recommended to increase the share of field practice-oriented classes in the educational process in order to attract a wider range of practitioners, including those from other regions.

It is recommended to pay attention to the issue of determining the difference between the programmes under accreditation for bachelors/masters and for students with experience in the field of economics, to make adjustments according to the abilities of the students.

### STANDARD 3. Resource provision of the programme

## Compliance with the standard: substantial compliance

#### **Good practice:**

The University has adequate and sufficient material and technical resources, innovative laboratories and university centers with modern software and methodological support. The University actively uses case databases created by the teachers.

The students are given free access to up-to-date reference and information systems and databases, as well as an electronic library. The modern library system contains all the necessary information for the students to master the programmes under accreditation.

The University is working on the development of human resources, network clusters have been created, which make it possible to attract students from other territories.

In the context of the Pandemic, the University has mastered the system of knowledge and skills development based on Moodle, Tims, Webinar.ru, etc.

#### Areas for improvement:

It is recommended to pay attention to the development of virtual simulators and search for solutions for developing skills in the remote mode. This approach will expand the audience of students who will have access to the laboratory base of StSAU, and increase the number of potential consumers.

It is recommended to develop a pool of situational cases, continue to create a database of cases, and initiate the use of a number of professionally prepared cases (by advanced national and foreign universities, for example, in video format).

It is recommended to develop a plan for the transition of the main programmes under accreditation to a distance learning format.

### STANDARD 4. Human resources and methodological provision of the programme

Compliance with the standard: **substantial compliance** 

#### **Good practice:**

The strength of the teaching staff is the involvement of researchers and business coaches in the programmes. High competence of the teaching staff, is noted both at the regional and Russian levels. In the distance learning format, the quality of training has not decreased; the training takes place on Internet sites at a fairly high level. The motivation for participating in the programmes for teachers is to gain new knowledge and pedagogical competencies, to master new methods of work.

The University has created its own electronic library system, which is registered as a mass medium in the Federal Service. The University has also been granted licensed access to international science citation indexes and databases.

During the training period, the students are provided with lists of references indicating the pages to study on the topics of the course, and access to the electronic library system is provided. The use of electronic multimedia textbooks, oriented towards the best domestic and foreign counterpart educational multimedia textbooks allows creating an appropriate level of methodological support of the implementation of the programmes under accreditation.

However, the issue of developing methodological and personnel support is relevant in accordance with the development programme in the field of digitalization of education and the transition of 20% of the total amount of programmes to the electronic form of classes.

#### Areas for improvement:

It is recommended to increase the frequency of training of the teaching staff at the enterprises of the real sector of the economy, to expand opportunities for organizing field internships in order to exchange experience.

It is recommended to consider the development of the additional staff of specialists to provide work in the field of developing lesson scenarios, directing video materials, or to decide on additional training of teachers in order to combine roles in the preparation of educational materials.

It is recommended to supplement the programmes with video cases and methodological materials developed jointly with international specialists and leading Russian specialists.

#### STANDARD 5. Organization of the academic process

### Compliance with the standard: **substantial compliance**

### **Good practice:**

Interaction with the professional community in the region allows one to quickly respond to requests and make changes to the programmes.

In addition to surveying, there are other various forms of receiving feedback from employers. The University regularly monitors the students' satisfaction with the quality of the educational process.

As part of the classes, interactive methods are practiced, aimed at maintaining the attention of students when studying the material. The programmes include specific cases, on the basis of which the training takes place.

Upon request, students are allowed to take an individual educational path.

The opinion of the students is taken into account when drawing up the schedule of training. Before the start of the training, students fill in an entrance questionnaire to study their expectations from professional retraining and further adjustment of the content of the disciplines.

#### Areas for improvement:

It is recommended to develop evaluation materials within the framework of the incentive system for students and to define a programme-oriented approach to the formation of learning.

It is recommended to increase the number of video lectures, to provide for the possibility of conducting final certification in the remote mode.

It is recommended to improve the form of surveying employers by expanding the questions related to their new requests and the development of appropriate programmes.

# STANDARD 6. Internal quality assurance system of the programme

Compliance with the standard: **full compliance** 

## **Good practice:**

According to the results of the monitoring of the Ministry of Labor of the Stavropol Territory, graduates of the StSAU have very high ranking.

The development and implementation of a certified quality management system that meets international standards and its regular improvement allows maintaining a high level of quality. The quality system of StSAU is recognized as the best at the national and international levels.

The long-term cooperation of StSAU with the professional community has led to the established system of relationships, within which the needs of the labor market are met. The preparation of the programme package is mainly based on the opinion of employers. The programmes are able to quickly adapt to the individual needs of students and employers.

The establishment of the University's Employers' Council, regular feedback in the form of surveys, interviews, questionnaires, and participation in conferences harmoniously complement the system. The University has developed a 5-module model that characterizes the satisfaction of various types of stakeholders with the quality of educational services, including students and graduates. The results of the surveys are regularly brought to the attention of all interested parties.

#### Areas for improvement:

It is recommended to expand the range and increase the interest of employers to participate in the improvement of the programmes under accreditation, also through the use of various marketing tools.

It is recommended to analyze customer requests (for example, the composition and the number of individual entrepreneurs who have applied for help in building a financial business model for a certain period of time).

#### STANDARD 7. Competitiveness of the programme

Compliance with the standard: substantial compliance

#### **Good practice:**

The competitive advantages of the programmes under accreditation are clearly expressed (agricultural specialization, high practiceorientation, etc.). The financial profitability of the programmes contributes to the achievement of one of the key performance indicators identified in its development programme and roadmap, increasing financial autonomy.

The programmess are quite competitive due to the price of the services provided and individual work with customers. The University offers a monthly installment payment.

In the course of training, work in small groups is used, which allows you to create an atmosphere of information exchange and strengthen communication between students.

The programmes under accreditation are in demand in the market of educational services, high-quality in content and attractive in cost.

The University has signed contracts with leading enterprises of the region and Russia for practical training (PJSC IC "Rosgosstrakh", LLC "Brokerconsaltinginvest", PJSC" Sberbank of Russia", LLC" Trading House", PJSC Sovcombank, etc.) with the prospect of further employment.

#### Areas for improvement:

It is recommended to use the competitive advantages of the programmes under accreditation in the process of entering the market of online products, to expand the target audience.

It is recommended to expand the audience of students of the programmes by conducting regular benchmarking with similar programmes in other educational organizations, both in their own and other regions.

It is recommended to actively inform and advertise the activities to promote the programmes in the news section on the University's website, in the media, professional communities, and social networks.

# DISTRIBUTION DIGRAM OF THE EXTERNAL REVIEW OUTCOMES



- Standard 6. Internal quality assurance system of the programme
- Standard 7. Competitiveness of the programme

## **CONCLUSION OF THE EXTERNAL REVIEW PANEL**

Based on the self-evaluation report analysis, documents and data submitted the External Review Panel has come to the conclusion that the cluster of further education programmes "Marketing and sales management", "Corporate Finance", "Personnel management in the digital economy", "Project management in small and medium-sized businesses", "State and municipal management", "Economist-Analyst in the agroindustrial complex", "Financial instruments for the development of agriculture in the digital economy", "Development of a financial model of an economic entity in the digital economy", "Business analytics of agricultural production", " Digital technologies of data mining in business», "Organization and management of business processes based on marketing technologies", "Commercial agent", "Financial Economist", "Broker", "Cashier", " Bank Agent" delivered by Stavropol State Agrarian University substantially comply with the standards and criteria of public accreditation of the National Centre for Public Accreditation.

The Panel recommends that the National Accreditation Board accredit the cluster of further education retraining programmes "Marketing and sales management", "Corporate Finance", "Personnel management in the digital economy", "Project management in small and medium-sized businesses", "State and municipal management", "Economist-Analyst in the agro-industrial complex" for the period of **6 years**; professional training programmes: "Commercial agent", "Financial Economist", "Broker", "Cashier", " Bank Agent" for the period of **6 years**; professional development programmes "Financial instruments for the development of agriculture in the digital economy", "Development of a financial model of an economic entity in the digital economy", "Business analytics of agricultural production", " Digital technologies of data mining in business», "Organization and management of business processes based on marketing technologies" for the period of **4 years**.

## SCHEDULE OF THE SITE VISIT OF THE EXTERNAL REVIEW PANEL

Time	Event			
27 April, Monday				
08.00 — 08.50	On-line meeting of the ERP and NCPA coordinator			
Break 10 min.				
09.00 — 10.30	On-line meeting with the HEI's administration			
Break 15	min.			
10.45- 11.45	On-line meeting with the leaders of the Educational Programmes			
Break 15 min.				
12.00 — 13.00	On-line meeting with teachers			
Break 10	min.			
13.10 — 14.00	Internal online meeting of the ERP			
Lunch br	eak			
15.00 — 17.00	Work with documents Work with the website, self-evaluation report, filling in individual assessment forms			
	28 April, Tuesday			
12.45 — 13.00	Link to the Zoom meeting			
13.00 — 14.00	Online meeting with students			
Break 15	min			
14.15 — 15.15	Online meeting with alumni			
Break 15	min			
15.30 — 16.30	Online meeting with representatives of employers			
Break 10	min			
16.45 — 17.30	Internal online meeting of the ERP			
17.30 — 19.00	Work with documents Work with the website, self-evaluation report, filling in individual assessment forms			

Time	Event			
29 April, Wednesday				
Link to the	Link to the Zoom meeting			
10.15 — 12.20	Internal online meeting of the ERP: discussing individual assessment forms and completing the final assessment form, preparing final report of the ERP			
30 April, Thursday				
10.00 — 10.15	Link to the Zoom meeting			
10.15 — 14.00	<ul> <li>Internal online meeting of the ERP: discussion of preliminary results of the site visit, preparation of the oral report of the Panel</li> </ul>			
Lunch				
15.00 — 15.30	Link to the Zoom meeting			
15.30 — 17.00	$^-$ Closing meeting of ERP with the representatives of the University			