



EY Academy of Business
Caucasus and Central Asia

Trainings, master classes,
international certifications



Building a better
working world

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EY Academy of Business Caucasus and Central Asia has the status of an official partner and training provider of leading international institutions and associations. We have trained tens of thousands of employees of leading companies in Caucasus and Central Asia since 1999. EY Academy of Business Caucasus and Central Asia provides world-class trainings for you and your employees.

EY Academy of Business Caucasus and Central Asia trainings are distinguished by an open atmosphere, which allows you to unlock the potential of each participant and make the learning process engaging, promotes the exchange of experience between participants and the establishment of new business connections. We are recognized as official partners of leading organizations that certify the competencies of experts around the world.

50
thousand clients

25
years of leadership

150+
trainings

20+
experts



Learn from the experts

Your trusted professional development consultant



Series of trainings on business analytics, data visualization and programming

EY Digital Academy

At our training sessions, we elucidate and demonstrate how to handle large volumes of data, conduct analysis, and prepare reports for management. We aim to enhance your personal efficiency, bolster your confidence in analytics, and equip you with new digital tools.



Explore digital trainings
at eyacademycca.com



Digital Skills and Business Intelligence

MS Excel. Module I

You will learn to navigate the MS Excel user interface, perform basic calculations using formulas and functions, format spreadsheets like a pro, and visualize data using charts and graphs.

Duration

1 day
8 academic hours

MS Excel. Module II

You will gain knowledge and skills in working with large volumes of data, analyzing complex tables, effectively using built-in functions: comparing tables, substituting data from one table to another, calculations with complex conditions.

Duration

1 day
8 academic hours

Power BI. Module I

The training will allow you to get acquainted with the functionality of Power BI business analytics, learn the best practices for building interactive dashboards, collect and combine data from different sources into a report, and learn how to build dynamic interactive reports.

Duration

2 days
16 academic hours

Power BI. Module II

The training will allow you to improve your capabilities in Power BI business analytics, become familiar with the M language for advanced data transformation, create complex models between tables, and understand and use complex functions in the DAX language.

Duration

1 day
8 academic hours

Digital Skills and Business Intelligence

Power BI. Module III

New!

You will improve your capabilities in statistical and dynamic analysis, become familiar with advanced UI/UX design elements for Power BI, create integration with SQL servers and Python scripts using Power BI, and learn how to configure auto-updates in the cloud.

Duration

1 day
8 academic hours

Power BI in Oil and Gas Industry

New!

You will learn how analytical reporting is built using scenarios from the oil and gas industry. You will learn how to solve problems in analyzing predictive scenarios, and learn the process of integrating data into Power BI from various sources. You'll understand the basic concepts in Power BI for creating auto-updating and collaborative dashboards.

Duration

2 days
16 academic hours

Artificial Intelligence in Business: First Steps with ChatGPT

New!

You will learn the principles of operation and use of ChatGPT, master techniques for writing effective prompts for better results. Learn how ChatGPT can be used in research and business, social media marketing and digital marketing. You'll learn how to use ChatGPT to create content and business correspondence. You'll also be introduced to ChatGPT plugins and how they can improve your ChatGPT experience. In addition, you will explore other AI tools for automatic video creation and voice syncs.

Duration

2 days
16 academic hours

Programming and Advanced Analytics

Python: Basics, Automation and Data Science

New!

Online

You will create a Python application to automate filling out contracts from scratch using external libraries, and also learn how to transform and visualize large amounts of data using the Matplotlib and Seaborn libraries. You will become familiar with Python programming, creating scripts and applications for statistical calculations and automation.

Duration

7 days
21 academic hours

Business Analytics in MS Excel

You will learn to solve complex data analysis problems using real cases that you encounter every day in your work, use MS Excel with the help of useful life hacks, automate routine operations in MS Excel using VBA, organize databases and write SQL queries, prepare beautiful, informative and interactive dashboards in MS Excel. You will also understand the practical applications of machine learning so that you know what kind of query you should approach a professional data scientist with.

Duration

2 days
16 academic hours

Data Visualization and Digital Marketing

Data Visualization. Module I

In 2 days you will build dashboards from scratch, using conditional formatting and the basics of smart tables and pivot tables in MS Excel.

Duration

2 days
16 academic hours

Data Visualization. Module II

You will use MS Excel as a dynamic platform for data visualization. You will learn how to create dashboards to show both operational and strategic indicators.

Duration

1 day
8 academic hours

Presentation Development

in MS PowerPoint / Apple Keynote

You will learn how to easily prepare business presentations from scratch, make presentations that are selling and convincing, easy to understand and aesthetic, develop presentations on a project, on the results of a department or company, on products or services.

Duration

1 day
8 academic hours

Digital Management for Executives

New!

You will receive a proven set of executive tools for managing the IT part of the enterprise. You will understand how to keep IT risks under control. You will also learn how to effectively plan and control money allocated to ICT (information and communications technology).

Duration

2 days
16 academic hours

Data Visualization and Digital Marketing

Digital Marketing

The training will allow you to develop, evaluate and integrate digital marketing strategies into the organization's business strategy, identify critical success factors when developing digital marketing campaigns, websites, mobile applications and e-stores.

Duration

2 days
16 academic hours

Digital Marketing: Workshop

New!

The workshop will allow you to get acquainted with the basic tools of digital marketer and study the process of developing advertising on the Internet. You will gain practical website development skills and understand what competencies a digital marketer needs.

Duration

2 days
16 academic hours

Digital Marketing and Power BI for Executives

New!

You will gain a deep understanding of digital marketing, understanding how to effectively track and measure marketing initiatives to evaluate effectiveness and make data-driven decisions. You will also learn to develop strategies to create customized marketing campaigns targeted to specific audiences for better engagement and higher conversion rates and understand what makes a successful digital content strategy, driving higher engagement and ROI.

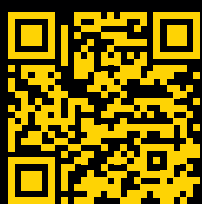
Duration

1 day
8 academic hours

Soft skills trainings for business owners, managers and specialists

Soft Skills

Learn the key skills needed to successfully interact with colleagues, clients and partners. This section includes communication techniques, conflict management, problem solving, as well as the development of empathy, leadership skills and the ability to work in a team. Soft skills trainings will help participants improve their professional communication, strengthen relationships with clients and partners, and develop leadership skills to lead their team.



Explore soft
skills trainings at
eyacademycca.com



Leadership

Effective Manager

You will receive a proven set of leadership tools, learn how to consciously manage people to get business results, effectively plan, distribute tasks, delegate, provide feedback, motivate, set goals and manage priorities.

Duration

2 days
16 academic hours

Change Management

You will master the methodology for implementing changes, understand your role and the role of your colleagues in implementing successful changes, work on techniques for creating a vision of change, assessing their impact on business units, drawing up a communication plan and motivating the team.

Duration

2 days
16 academic hours

Conducting Meetings and Conferences

Only in corporate format

You will learn how to conduct meetings effectively, stick to a pre-determined meeting agenda, increase employee productivity and minimize time wasted on meetings.

Duration

1 day
8 academic hours

Personal Leadership

You will develop an attitude of “personal responsibility” to develop proactivity and an internal locus of control, define strategic goals, assess the current situation and develop a plan to achieve goals, and learn to develop your authority in the team.

Duration

2 days
16 academic hours

Team

Team Management

The training will enable you to learn how to unify a team into a cohesive entity, strategically manage interpersonal dynamics, shape the team's culture and environment, assume the role of a leader, and guide the team towards achieving results.

Duration

2 days
16 academic hours

Workshop on Increasing Team Motivation and Engagement

New!

At the workshop, you will systematize the experience gained and receive a set of staff motivation tools. You will also learn how to find employees' intrinsic motivations and use them to improve employee performance.

Duration

1 day
8 academic hours

High Performance Team

Only in corporate format

You will create a culture of collaboration and interaction in your company. Participants will learn how to work in a team, increase motivation, and overcome difficulties associated with conflicts and misunderstandings within the team. Participants will learn to work effectively, constructively share experience and knowledge, and learn from their mistakes.

Duration

1 day
8 academic hours

Cross-Cultural Leadership and Corporate Culture

New!

You will learn how to enhance cross-cultural business relationships both within and between teams. You will also gain skills in applying strategies for behavior and communication that align with local corporate and international norms, as well as internal company policies and protocols for interacting with external parties.

Duration

1 day
8 academic hours

Communication

Effective Communication and Assertiveness: How to Achieve Desired Outcome without Conflicts

You will receive a set of fundamental communication tools, understand the principles of communication and minimize barriers, and also learn to take into account your needs and the interests of your interlocutor.

Duration

2 days
16 academic hours

Effective Negotiations

You will learn the principles and technology of effective negotiations. You will understand how to achieve the goals of negotiations with colleagues, suppliers and clients. Determine the reasons for difficult situations in negotiations and ways to move negotiations into a constructive direction.

Duration

2 days
16 academic hours

Feedback as the Foundation of Effective Communication

You will learn to accept and give feedback, distinguish criticism from objective feedback, and also discover two sides of communication - feedback from you and feedback about you.

Duration

2 days
16 academic hours

Active Sales in B2B

You will learn how to significantly boost sales efficiency, both your own and that of your department. You will master practical sales techniques and learn to employ a systematic approach to sales management.

Duration

2 days
16 academic hours

Communication

Public Speaking

You will learn to feel comfortable speaking in front of any audience of any size, from employees to management. You will learn how to make your presentations more vibrant, engaging, and confidently answer questions of any complexity from participants.

Duration

2 days
16 academic hours

Conflict Management

You will master a sequence of steps to resolve interpersonal conflict. Reduce destructive conflicts in communication with colleagues and management to a minimum. Learn to confidently navigate tense situations using tools proven by EY practice.

Duration

1 day
8 academic hours

Business Correspondence

The training will allow you to learn how to write clear and concise results-oriented letters. You will learn the key factors for the success of business correspondence and receive an algorithm that will help you write any letter “from scratch”. You will learn to structure information depending on your goal and the attitude of the recipient, and you will also learn how to build sentences without bureaucratic language.

Duration

1 day
8 academic hours

Self Management

Structured Approach to Problem Solving

You will learn to effectively use a systematic approach proven by EY consulting practice. You will learn specific methods and techniques for solving problems, and also learn to assess risks and predict the possible consequences of the chosen solutions.

Duration

1 day
8 academic hours

Time Management

You will learn to create a schedule that is resistant to changes and the emergence of unplanned tasks, receive tools for self-unloading and recommendations for maintaining a work-rest balance.

Duration

1 day
8 academic hours

Stress Management

You will receive effective tools for coping with stress and learn how to apply them depending on a specific situation. You will be able to determine your level of sensitivity to stress and create a plan to increase your stress tolerance.

Duration

2 days
16 academic hours

Emotional Intelligence

You will learn to identify personal areas for developing emotional competence in daily management, learn the characteristics of behavioral styles and how to build constructive relationships in a team. You will also receive a set of techniques and tools for self-control and effective reflection.

Duration

1 day
8 academic hours

Public Speaking

The key to a successful speech is a clearly formulated goal that is aimed at your audience.



Explore the “Public Speaking” training and other related trainings on the next page

Before preparing materials for your presentation, ask yourself a few questions

- ▶ What is the purpose of my presentation?
- ▶ Who is my audience? What are their characteristics and unique features?
- ▶ After my presentation, what should my audience understand, feel and do?

Formulate the answers to these questions as specifically as possible and with reference to realistic timelines.

Recommendations for developing public speaking skills from EY Academy of Business

- ▶ Preliminary analysis of audience needs: what do participants want to gain from your presentation?
- ▶ Analyzing strengths and weaknesses by recording your presentation on video
- ▶ Focused work on just one area for development
- ▶ Analyzing other speakers’ performances and expanding your repertoire with effective techniques



Read more at
eyacademycca.com

Self Management

Critical Thinking

You will learn to work with information, determine its value for building an argument and substantiating evidence, understand the key meaning of problems, ask the right questions and find answers to them. You will also learn to form unbiased and independent judgments, select the right argumentation, evaluate other people's arguments and draw conclusions based on them.

Duration

2 days
16 academic hours

Flexibility of Thinking

You will learn to change your plans and behavior when new information comes in or the current situation changes, and you will understand how not to go back when switching between tasks or activities. You will also learn to understand other people's points of view and consider other ways of thinking, values, ideas, beliefs.

Duration

1 day
8 academic hours

Conscious Leadership

You will learn to consciously use emotional leadership styles to achieve team effectiveness and a positive work environment, and maximize team synergy and engagement.

Duration

1 day
8 academic hours

Personal Effectiveness and Communication Disruptors

You will understand how to increase personal and internal team initiative. You will work on your own and your team's destructive habits, and also receive tools for personal and team transformation.

Duration

1 day
8 academic hours

A small red badge with the word "New!" written in white, slanted upwards to the right.

MBTI® and DISC® Tools

MBTI®: Personal and Team Effectiveness

You will be able to analyze your behavior style through the lens of MBTI®. You will examine behavioral strategies for people with different MBTI® types and find ways to achieve synergy, receive recommendations for increasing personal and team effectiveness, and improve the quality of individual and team work.

Duration

1 day
8 academic hours

Development of Leadership Competencies Through the DISC®

You will learn to understand people better. You will be able to recognize yourself, your strengths and areas for development, quickly find an approach to colleagues, subordinates, clients, management, partners and loved ones in order to negotiate more easily, prevent conflicts and convince. You will also learn how to effectively build a team, assign roles, prevent conflicts, and communicate confidently with different people.

Duration

1 day
8 academic hours

Trainings for employees of accounting and financial reporting methodology departments

Financial Accounting

The section includes the study of International Financial Reporting Standards (IFRSs). Participants will understand the basic principles of financial accounting and reporting in accordance with IFRS. The trainings also help participants understand how to use information from financial statements to make important decisions and improve a company's financial performance.



Explore financial accounting trainings at eyacademycca.com



IFRS: Theory and Practice

IFRS: Advanced Level

You will gain in-depth knowledge of the most pressing IFRS issues based on interviews with our clients, audit, accounting and finance professionals. You will also learn about the latest developments, trends and ongoing work of the IASB in relation to the standards covered in the training.

Duration

2 days
16 academic hours

Deferred Taxes

You will become familiar with the correct calculation of deferred taxes in accordance with IAS 12 Income Taxes, and gain a clear understanding of the requirements of IAS 12 regarding deferred tax calculation methodology and related disclosures.

Duration

2 days
16 academic hours

Cash Flow Statement

You will learn to apply theoretical knowledge in practice to independently construct a Cash Flow Statement. You will understand how to organize and unify the process of preparing a Cash Flow Statement in accordance with best international practice.

Duration

2 days
16 academic hours

Individual Financial Statements and IFRS Notes Formation: Workshop

Only in corporate format

With experienced tutors, you will break down individual financial statements according to IFRS standards.

Duration

2 days
16 academic hours

IFRS: New and Current

IFRS Update: Recent Developments and Practical Aspects

You will receive systematic information about new IFRSs and interpretations that have been adopted or amended over the past 18 months. You will also learn about the current status of the IASB's projects to issue new and amend existing standards.

Duration

1 day
8 academic hours

IFRS 15 Revenue from Contracts with Customers

You will understand the practical aspects of applying IFRS 15 Revenue from Contracts with Customers. Learn about the revenue recognition model and the five steps, as well as the disclosure requirements under IFRS 15.

Duration

1 day
8 academic hours

IFRS 9 Financial Instruments

You will become familiar with the main provisions of IFRS 9 Financial Instruments and become confident in classifying financial assets and financial liabilities. You will also learn the criteria and options for reclassifying financial instruments between categories.

Duration

1 day
8 academic hours

IFRS 16 Leases

You will understand the requirements of IFRS 16 Leases for reporting leases in financial statements, gain fundamental knowledge of the key requirements of the standard, and assess the extent to which the standard's requirements will impact your company's lease accounting practices.

Duration

1 day
8 academic hours

IFRS: Industry Insights

Financial Accounting in Oil and Gas Industry

You will understand the reflection of business practices in financial statements and the specifics of forming the accounting policies of an oil and gas company. You will also learn to define industry-specific criteria for recognizing company's assets, liabilities, revenues and expenses.

Duration

2 days
16 academic hours

Financial Accounting in Mining Industry

Only in corporate format

You will understand the reflection of business practices in financial reporting and the specifics of the formation of the accounting policy of a mining company. You will also learn to define industry-specific criteria for recognizing a company's assets, liabilities, revenues and expenses.

Duration

2 days
16 academic hours

New!

IFRS S1&S2 Standards on Sustainability Disclosures

You will study the requirements of IFRS S1 and S2 standards for disclosure of information in financial statements, and become familiar with the processes of identifying risks and opportunities for sustainable development, climate risks and their assessment. You will also explore the concept and continuity of the TCFD, the concept of goal setting for climate risk management, and an introduction to the Greenhouse Gas Protocol, Scope 1, 2 and 3.

Duration

1 day
8 academic hours

Trainings for specialists and managers of the finance department

Financial Management

The section includes the study of key aspects of financial management for specialists and managers. Participants will receive tools and knowledge to analyze a company's financial performance, assess its potential and develop business plans, and will also learn to assess risks and make decisions based on financial performance data. The trainings in this section will help managers develop skills in financial planning and management of company resources to ensure its successful development in the long term.



Explore financial management trainings at eyacademycca.com

Financial Management: CFO Workshop

3 days | 24 academic hours

18 CPD units | 21 CPE hours

1

CFO - strategic business partner

- ▶ Modern business environment: approaches to strategy development
- ▶ Template for building a company business model
- ▶ Levels and assessments of strategy success

Business game: assessing competitive advantage

Financial analysis - see the invisible

- ▶ Assessment of the market value of equity capital: dividend model, CAPM
- ▶ Cascading market value onto the company's current indicators: PBV, PE, EVA, WACC, Re, ROE
- ▶ Decomposition of ROE into 5 factors

Practical exercise: calculation and analysis of company performance indicators based on financial reports

2

From business strategy to financial model - embrace the vast

- ▶ Alignment of the model with strategy
- ▶ Working capital management
- ▶ Study of the sensitivity of model results to changes in factors

Practical exercise: building a macromodel of normal growth of a manufacturing company based on financial reports

Financial strategies - your own path to success

- ▶ Role and hierarchy of capital. Sources of financing: risks and life cycle stages
- ▶ The influence of the financing structure on investment return and profit volatility

3

Financing instruments - influence of market and other factors

- ▶ Debt financing
- ▶ Equity financing
- ▶ Mezzanine financing
- ▶ Entering the stock exchange

Practical exercise: buyout of a company using borrowed funds

Protecting assets from fraud: detection and prevention of fraud

- ▶ Best practices for protection of company's assets from fraud

Critical thinking

- ▶ Empathy: developing social sensitivity
- ▶ Strengthening self-regulation skills

Financial Analysis

Financial Analysis I: Financial Analysis Tools and Their Applications

You will learn to professionally analyze the financial condition of your own or third-party company based on its financial statements. You will learn the basic financial ratios, learn to understand their economic meaning and calculate them in the most meaningful way for the company.

Duration

2 days
16 academic hours

Financial Analysis II: Business Performance Evaluation

You will understand exactly what factors influence the company's capitalization. You will learn to understand the relationship between financial ratios and assess the impact of various factors on return on equity (ROE).

Duration

3 days
24 academic hours

Evaluating the Credibility of Financial Statements

You will learn to determine the financial condition of a potential borrower based on its financial statements, understand a wide range of financial ratios and their economic meaning, and learn to confidently apply them to assess the benefits and risks of lending.

Duration

2 days
16 academic hours

Financial Analysis for Credit Analysts

Only in corporate format

You will learn to understand the problems in the development of the business being financed, understand possible financial recovery measures and their impact on the profitability, financial stability and solvency of the borrower.

Duration

3 days
24 academic hours

Corporate Finance

Investment Project Evaluation I

You will understand which revenues and expenses are relevant to a given project and should be included in investment appraisal, learn to evaluate investment projects of any level of complexity by selecting the right criteria.

Duration

3 days
24 academic hours

Investment Project Evaluation II: Sources of Financing and Other Complex Questions

You will consider the impact of funding sources on project performance indicators: adjusting discount rates, applying the APV criterion and evaluating projects in national currency. You will calculate the sensitivity of the project to changes in various parameters.

Duration

2 days
16 academic hours

Business Valuation

You will understand what methods should be used to value a minority/controlling interest in a business, what discounts and bonuses should be applied and in what cases. You will also learn how to correctly apply discount rates and multipliers depending on the object of evaluation and the currency of calculation.

Duration

3 days
24 academic hours

Finance for Non-Financial Managers

Finance for Non-Financial Managers I: Accounting, Analysis, Budgeting

The training will enable you to communicate in the language of finance both within and outside the company, understand financial terminology, read financial statements, and analyze them. You will gain skills in budgeting and learn how your work and the work of your department impact the financial performance of the business.

Duration

3 days
24 academic hours

Finance for Non-Financial Managers II: Cost and Risk Management

The training will allow you to manage costs and risks, understand and evaluate their relationship. You will gain practical skills in analyzing and managing net working capital, which affects the flow of cash into the company. You will also understand the basics of performance management.

Duration

2 days
16 academic hours

Financial Modelling

Financial Modelling: Flexibility, Dynamics, Visibility

You will develop skills in using helpful MS Excel functions in financial models, learn the rules for building financial models to ensure their structure, transparency, and testability. You will also learn how to create flexible models with multiple calculation scenarios, as well as how to effectively analyze calculation results, find target values, and identify optimal solutions.

Duration

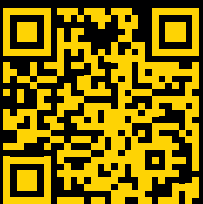
3 days
24 academic hours



Trainings for employees of the oil and gas and mining sectors

Industry Trainings

Participants will gain practical knowledge and tools to assess the financial strength of companies in specific sectors. Trainings are held only in a corporate format and upon specific request, taking into account the specifics of the client company and industry.



Explore industry
trainings at
eyacademycca.com



Oil and Gas Industry

New!

Power BI in Oil and Gas Industry

You will learn how analytical reporting is built using scenarios from the oil and gas industry. You will learn how to solve problems in analyzing predictive scenarios, and learn the process of integrating data into Power BI from various sources. You'll understand the basic concepts in Power BI for creating auto-updating and collaborative dashboards.

Duration

2 days
16 academic hours

Investment Project Evaluation in Oil and Gas Industry

You will learn to build a financial model of a project and calculate parameters such as NPV, PI, IRR, MIRR, EAB/EAC, taking into account the specifics of the oil and gas sector. You will also learn to rank investment projects and make decisions in the face of ambiguous project evaluation results.

Duration

3 days
24 academic hours

Planning and Budgeting in Oil and Gas Industry

You will become familiar with the basic concepts and types of budgets, get an idea of budgeting by responsibility centers in an oil and gas company. You will also learn to develop a budget that is focused on achieving company goals.

Duration

3 days
24 academic hours

Oil and Gas Industry Economics

You will understand the meaning of specific oil and gas economic terms, learn how to perform economic calculations and identify the necessary sources of information. You will also be able to correctly interpret the results of economic calculations.

Duration

3 days
24 academic hours

Oil and Gas Industry

Financial Accounting in Oil and Gas Industry

You will understand how to reflect business practices in financial statements and formulate accounting policies. You will learn to determine criteria for the recognition of assets, liabilities, income and expenses of a company, taking into account the specifics of the industry, and to base the analysis of business activities on reliable financial information.

Duration

2 days
16 academic hours

Project Management in Oil and Gas Industry

You will develop practical skills and gain systemic knowledge of managing a portfolio of oil and gas projects. You will learn the basics of project portfolio modelling and also learn how to avoid common mistakes when managing a project portfolio.

Duration

2 days
16 academic hours



How do we engage with our business clients step by step?

Read at eyacademycca.com

Mining and Metallurgical Industries

Financial Accounting in Mining Industry

Only in corporate format

You will understand how business practices are reflected in financial statements and how to formulate accounting policies in a given industry. You will learn to determine the criteria for recognizing a company's assets, liabilities, income and expenses, taking into account and basing business analysis on reliable financial information.

Duration

2 days
16 academic hours

Project Management in Mining industry

You will develop practical project management skills in the mining and metallurgical industry. You will learn the specifics of implementing life cycle stages of complex capital-intensive projects, and also learn to avoid common mistakes when managing capital-intensive projects.

Duration

2 days
16 academic hours

Haven't found your industry?

Our corporate training programs are tailored to meet the needs, challenges, and specific issues of the industry and client. We can help enhance the competence and efficiency of employees in specific tasks, identify organizational problems, and demonstrate effective industry practices and solutions.

We are open to corporate inquiries on any topics listed in our catalog.
For inquiries, please contact us at the following email addresses:



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Trainings for executives and C-suite

Company Management

EY Academy of Business provides a unique opportunity to immerse in the world of high management and learn about advanced business management strategies and methods. The section covers topics such as strategic planning, risk management, financial management and team leadership, as well as the use of effective tools to optimize productivity and achieve success in modern business.



Explore top
management trainings at
eyacademycca.com



New!

Executive MBA: Intensive

5 days | 40 academic hours

30 CPD units | 35 CPE hours

1

Turbulent Business Environment, Strategy and Strategic Drift

- ▶ Strategy decomposition
- ▶ Characteristics of successful strategies
- ▶ Strategic analysis
- ▶ How to prevent strategic drift

2

Strategic Risk Management: Scenario Planning

- ▶ Scenario planning as a response to a turbulent business environment
- ▶ EY recommendations: what to think about before a crisis

3

Finance in Planning and Decision Making

- ▶ Financial ratios as indicators of strategic drift
- ▶ Finance and BCG matrix
- ▶ Sources of financing
- ▶ Link between strategy and finances
- ▶ Shareholders and stakeholders

4

Digital Marketing and Power BI for Executives

- ▶ Digital Marketing Overview
- ▶ Analytics and data measurement
- ▶ Personalization and targeting
- ▶ Content marketing and social media marketing
- ▶ Artificial intelligence

5

Development of leadership competencies through the DISC®

- ▶ How to identify your interlocutor
- ▶ Team profile analysis: strengths and limitations
- ▶ Avoiding potential conflicts

Business Strategy and Performance

Strategy: Turbulent Business Environment and Strategic Drift

You will grasp and appreciate the importance of strategy and strategic planning. You will learn how to analyze the business environment and identify your business's competitive edge. You will understand what strategic drift is and what can serve as an early indicator of strategic drift. During the training, you will discuss methods to overcome strategic drift.

Duration

1 day
8 academic hours

Optimization of the Company's Business Processes

You will be able to systematize knowledge about business processes, learn to analyze them, collect analytics about the progress of the process and measure its effectiveness. You will also become familiar with notations for modelling business processes, methods for optimizing them, and useful tools for analyzing problems in processes.

Duration

2 days
16 academic hours

Project Management

Project Management I: Intensive

You will simplify project management, learn to obtain results on time and within budget, respond correctly to changes and risks, adapt the project management plan in a timely manner, and regularly analyze the feasibility of further project implementation.

Duration

3 days
24 academic hours

Agile: Scrum. Practical Experience

The main focus of the training is the formation of a sustainable corporate culture for organizations and teams seeking to develop new business areas, launch innovative products and find the “blue ocean” in conditions of uncertainty, using OKR, HADI, Traction Mapping, Agile, Scrum methodologies.

Duration

2 days
16 academic hours

Project Management II: PMP® / IPMA® Preparation Program

An in-depth course designed to prepare for the PMP® / IPMA® exams - international exams that are highly recognized within the global professional community. In this module, you will have the opportunity to explore various types of exam questions, take a mini mock exam, and receive guidance from EY Academy of Business tutors who are certified in PMP® / IPMA®.

PMP®

3 days
24 academic hours

IPMA®

2 days
16 academic hours

This is a preparation program for international certifications. See p. 63-64 for details.

Planning and Budgeting

Planning Practice: Budgets and Forecasts

You will learn to confidently develop a system of interconnected budgets for a trading company, including profit and loss budgets, cash flows and the budget balance. You will learn to competently assess how good a company's budget is, apply variance analysis techniques, and also assess the responsibility of company departments for budget implementation.

Duration

3 days
24 academic hours



Cost and Price Management

Management Accounting

You will learn to clearly distinguish between the concepts of costs, expenses, and cost of goods sold. You will understand the potential reasons for profit decline as business scales up, and you will delve into the potential causes of deteriorating financial results when expenses are reduced. You will also grasp the fundamental difference between cutting costs and managing expenses, and you will learn how to manage expenses to enhance the company's efficiency.

Duration

3 days
24 academic hours



Building confidence in ESG

Increasing understanding of the different uses of sustainability information

71% of investors worldwide want to make a positive social impact as part of their investment goals

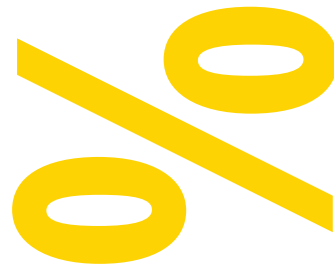
System of criteria for determining socially responsible ESG companies are going through major changes. As established capital levels shift towards ESG priorities, key questions arise.

As interest in ESG issues grows, there is a need for more reliable and useful ESG data.

To build trust, the industry needs better standards for obtaining sustainability information, as well as independent assurance of information.

In addition, the taxonomy should ensure true comparability and transparency of sustainability reporting, including in emerging economies.

Read at: ey.com/ru_kz





The ESG movement is still in its early stage and much more work needs to be done to encourage open collaboration and build trust. However, it is encouraging that rulemakers, standard-setters and regulators are already taking important steps to define and regulate the information investors seek to find. At the same time, market participants are looking for new ways to collaborate to develop innovative reporting and data modeling solutions.

The international standard-setting work undertaken by the International Sustainability Standards Council could also benefit emerging countries if they take this opportunity to incorporate these standards into their own legislation.

Read more at ey.com/ru_kz



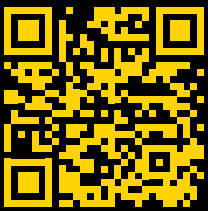
Read more at ey.com

Section for developing an ESG-conscious strategy for executives and business owners

Environmental, Social, Governance

The ESG (Environmental, Social, Governance) trend is starting to emerge but is still not widespread in Caucasus and Central Asia. In recent years, some companies and investors have begun to make greater efforts to integrate ESG principles into their operations, but this is still in its early stages of development.

ESG principles help companies and investors understand and evaluate the environmental and social impacts of a business and implement practices that help reduce harmful impacts to achieve sustainable competitive advantage.



Explore ESG trainings
at eyacademycca.com



ESG Responsibility

ESG: Challenges, Strategy, Risks and Reporting

You will discover the power of using ESG approaches to improve the effectiveness of strategic planning. You will learn to recognize sustainability risks and choose solutions to mitigate them in advance.

Duration

2 days
16 academic hours

New!

IFRS S1&S2 Standards on Sustainability Disclosures

You will study the requirements of IFRS S1 and S2 standards for disclosure of information in financial statements, and become familiar with the processes of identifying risks and opportunities for sustainable development, climate risks and their assessment. You will also explore the concept and continuity of the TCFD, the concept of goal setting for climate risk management, and an introduction to the Greenhouse Gas Protocol, Scope 1, 2 and 3.

Duration

1 day
8 academic hours

ESG Responsibility

New!

Workshop: Non-Financial Reporting in accordance with International GRI standards

You will become familiar with the process of preparing non-financial reporting and understand the structure and requirements of GRI standards. You will also gain skills in identifying material topics that are important to stakeholders and necessary for the preparation of non-financial reporting.

Duration

1 day
8 academic hours

New!

Corporate Governance & Sustainable Development Fundamentals

You will become familiar with the basic concepts and models of corporate governance used in international practice, learn to analyze the structure, charter and performance criteria of the board of directors, and also learn the criteria for assessing corporate governance.

Duration

2 days
16 academic hours

ESG Responsibility

New!

Compliance: New Challenges and Role in the Corporate Governance System and ESG

You will become acquainted with the new challenges and current trends in the compliance function, analyze the structure and effectiveness criteria of the board of directors, and the tone at the top. The training will enable you to explore the competencies of compliance management and gain an understanding of the role of compliance in the corporate governance system.

Duration

1 day
8 academic hours

ESG Internal Audit

You will familiarize yourself with the standards and criteria for preparing non-financial reporting and the methodology for assessing ESG performance. You will analyze the effectiveness of the overall ESG environment. Learn how to help businesses benefit from environmental, social, and corporate governance and how to assist the board of directors in overseeing ESG processes. Additionally, you will acquire practical skills in evaluating the effectiveness of ESG processes.

Duration

1 day
8 academic hours

Explore “Risk Appetite” and other trainings on page 52.

Risk appetite

Risk appetite is the amount of risk that an organization is willing to accept in the process of obtaining added value. This is a guideline for management and the board of directors when developing a company’s development strategy, for making tactical and operational decisions when choosing priority areas of activity.

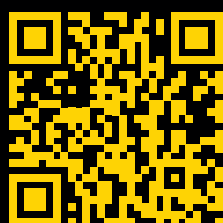
Every company has a risk appetite, whether there has been a clear statement or not. Risk appetite is expressed in the actions of management and the board of directors that are taken to achieve the company’s goals.

Everyone understands that there is no business without risks, and it is important for any business to understand and formalize its risk appetite at all levels. Those companies that do this have a chance of being successful in the long term.

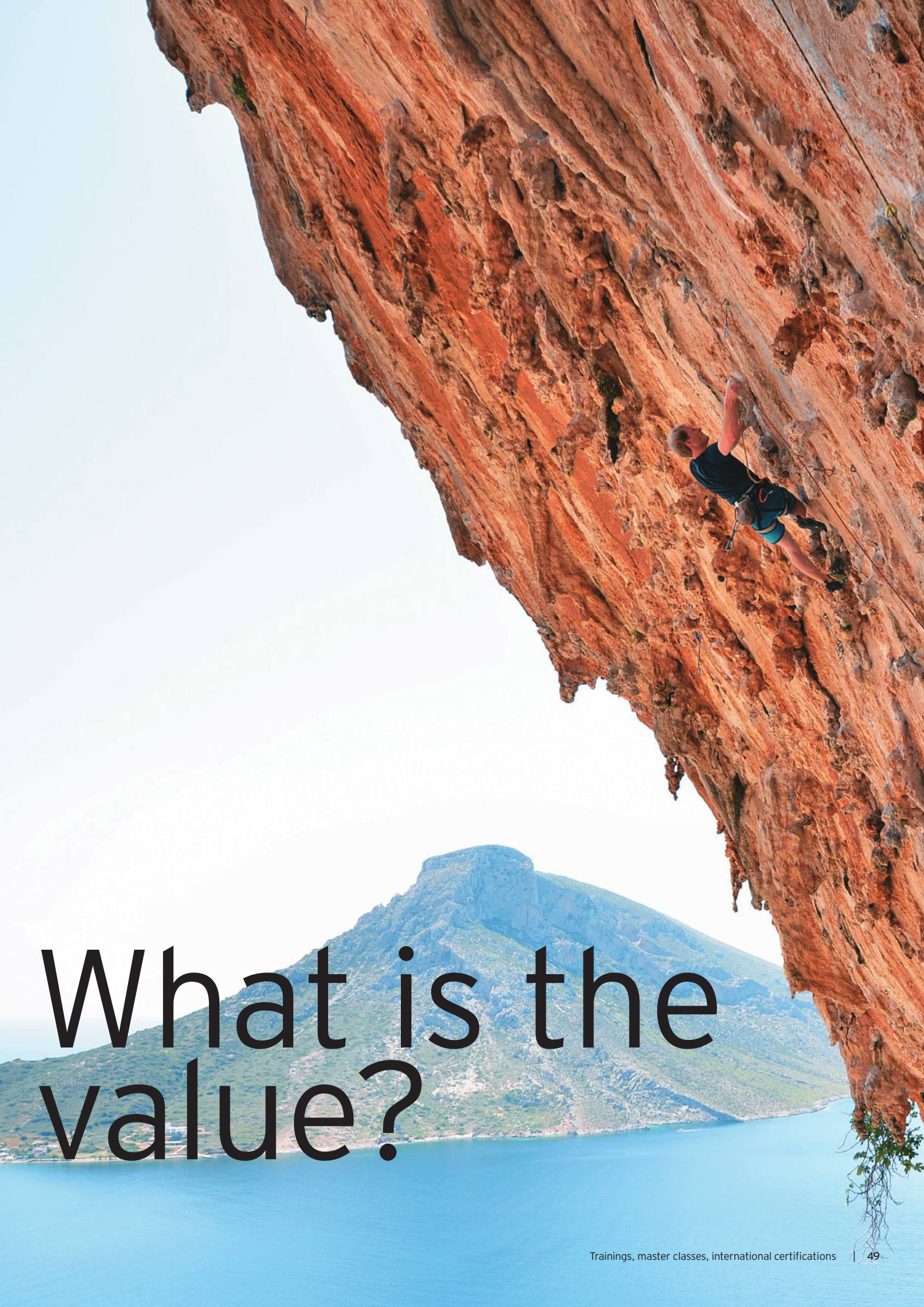
It is important not only to determine the risk appetite at the level of the company’s strategy, but also to cascade the risk appetite to the level of operational limits and key risk indicators for business units according to the main risk categories or performance indicators.

The 5 components of the COSO ERM Framework include 20 principles that cover practices from management to monitoring, regardless of enterprise size, industry or type of organization.

Currently, you can find sources and recommendations for building a risk management system within a company, such as COSO ERM, ISO 31000, and ISO/IEC 270001. All these standards and concepts share a common feature—they emphasize the importance of defining risk appetite so that company management understands which risks the organization considers acceptable or unacceptable.



Read more at
eyacademycca.com



What is the value?

Trainings for risk management, internal control and internal audit specialists

Risk Management, Internal Control and Internal Audit

Risk management and internal controls are important to ensure the long-term success and sustainability of an organization. Risk management helps identify, assess and prioritize potential risks for the organization, allowing it to plan and implement strategies to minimize or mitigate their impact. For internal auditors, the issue of a “risk-based approach” to conducting an audit, and how and how to achieve this, is especially acute. We present trainings for internal auditors and risk department employees from EY experts.



Explore risk management,
internal control & internal audit
trainings at eyacademycca.com



Internal Audit

Internal Audit: Risk-Based Approach

You will learn to analyze in detail the stages of risk-based internal audit, effectively conduct internal audit and qualitatively inform management about the need to make important management decisions and evaluate the effectiveness of internal audit. You will practice automating the conduct of a risk-based internal audit based on a case in MS Excel, and also become familiar with a best practice approach to minimizing risks associated with fraud.

Duration

2 days
16 academic hours

Workshop: Designing & Writing an Internal Audit Report

You will learn to identify and qualitatively carry out all stages of preparing an internal audit report, formulate requirements for the structure of the report and correctly formulate the report in accordance with the methodology of risk-based internal audit.

Duration

2 days
16 academic hours

Internal Audit

Internal Audit of Project Activity

You will learn the algorithm for conducting an audit of investment projects, understand the criteria for the effectiveness of investment projects, learn to regularly analyze the feasibility of further implementation of the project, gain practical skills in preparing an audit assignment and checklists for the phases of an investment project, and also consider the red flags of construction projects.

Duration

2 days
16 academic hours

ESG Internal Audit

You will familiarize yourself with the standards and criteria for preparing non-financial reporting and the methodology for assessing ESG performance. You will analyze the effectiveness of the overall ESG environment. Learn how to help businesses benefit from environmental, social, and corporate governance and how to assist the board of directors in overseeing ESG processes. Additionally, you will acquire practical skills in evaluating the effectiveness of ESG processes.

Duration

2 days
16 academic hours

Internal Audit

Effective Communication in Internal Audit

You will improve the quality of interviews, reduce the number of difficult situations during negotiations, and also increase the effectiveness of interaction with stakeholders. You will learn ways to quickly reach agreements between audit engagement participants and improve the status of the audit team, as well as approaches to effectively manage uncertainty and change in a project.

Duration

2 days
16 academic hours

Don't know where to start?

The trainer consultants at EY Academy of Business have developed a recommendation for training in internal auditing and internal control. This recommendation takes into account all the relevant skills expected of internal audit, internal control and risk management employees.

You can find the recommendation at "Modular Program for Developing Competencies in Internal Audit" at the end of the section.

Internal Control

Internal Control: Fundamentals of Theory and Practice

You will understand how to build effective internal controls to create a successful business in an environment of constant change and uncertainty, identify the roles and responsibilities of participants, and the importance of documenting the internal control system.

Duration

2 days
16 academic hours

Internal Control: Sarbanes-Oxley Requirements

Only in corporate format

You will study the general practice of organizing and implementing internal control, accounting and preparation of financial statements by an economic entity. You will also receive step-by-step instructions for establishing internal control over financial reporting.

Duration

2 days
16 academic hours

Evaluation and Indicators of Internal Control System Effectiveness

You will develop approaches to evaluating the effectiveness of internal control systems, work through practical examples of key control indicators (KCIs) and their impact on achieving business process objectives. You will also understand the «objective-risk-control» relationship.

Duration

1 day
8 academic hours

Anti-Fraud Program

Only in corporate format

You will study the types, causes and typical schemes of fraud. You will also learn fraud indicators, gain insight into fraud detection techniques, and learn how to develop fraud prevention measures.

Duration

1 day
8 academic hours

Risk Management

Risk Management

You will study in detail the principles of building a risk culture in an organization, the risk management process in the company, and understand the role, authority and responsibility of each employee in risk management. You will also learn identification tools and techniques.

Duration

2 days
16 academic hours

Risk Appetite: Definition, Evaluation and Monitoring

You will become familiar with the process and principles of determining risk appetite in an organization, understand the relationship between strategy and risk appetite, and gain practical skills in determining risk appetite and cascading it to the organization's business goals.

Duration

1 day
8 academic hours

Investment Project Risk: Assessment and Computer Modelling

You will learn to quantify risks and make risk management decisions, using tools such as the Tornado chart and the distribution histogram of Monte Carlo simulations. You will also learn about a new approach to risk management - the real options method. As a result of the training, you will receive tools for risk assessment using MS Excel, skills in quantitative risk assessment and decision-making on financial risk management, as well as model and macro templates for applying the Monte Carlo method.

Duration

2 days
16 academic hours

Modular Program for Developing Competencies in Internal Audit

To continuously improve internal audit performance, EY Academy of Business has developed a comprehensive professional development plan for internal auditors at every stage of their professional career.

EY Academy of Business modular program defines four areas of knowledge, according to the IIA Competency Model, each of which covers the IIA Standards, specific functions, skills and three levels of competence: entry-level, intermediate and highest expert level.

“

Internal auditors must accept the challenges of the modern world and become a catalyst for changes in the organization that will increase the efficiency of the company and its capitalization.



Larisa Baskakova

Manager, trainer consultant at EY Academy of Business

Member of The Institute of Internal Auditors, DipIPSAS, DipIFR(RUS)

ISSBA SAR



Read more at
eyacademycca.com

1

Professionalism

- ▶ Internal Audit: Risk-Based Approach
- ▶ CIA® Part I “Essentials of Internal Auditing”

2

Effectiveness

- ▶ Risk Management
- ▶ Internal Control: Fundamentals of Theory and Practice
- ▶ Corporate governance and sustainable development fundamentals
- ▶ Anti-Fraud Program
- ▶ CIA® Part II “Practice of Internal Auditing”

3

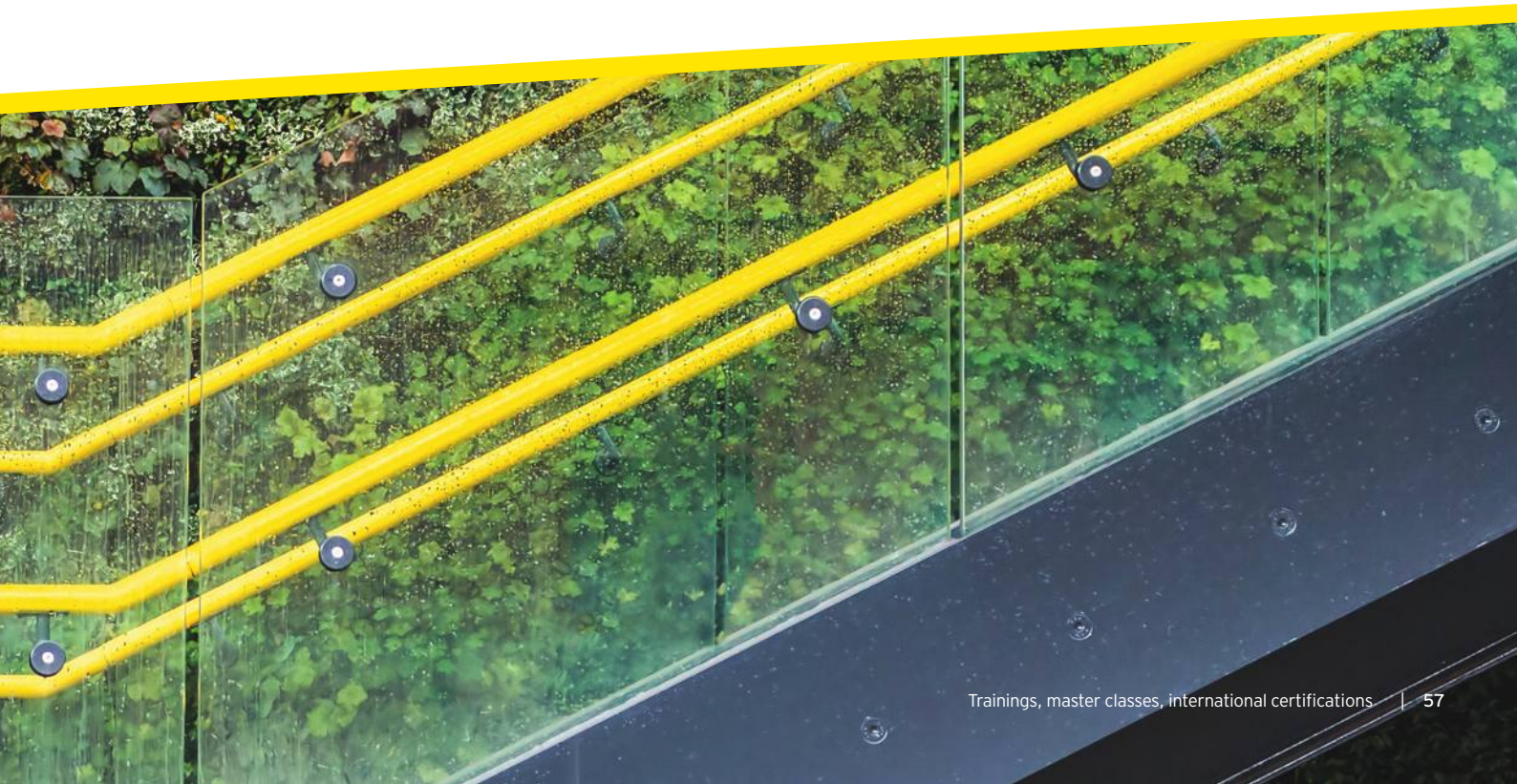
Leadership and communication

- ▶ Critical Thinking
- ▶ Effective Communication in Internal Audit
- ▶ Workshop: Designing and Writing an Internal Audit Report

4

Environment

- ▶ Evaluation and Indicators of ICS Effectiveness
- ▶ Financial Analysis
- ▶ Investment Project Risk: Assessment and Computer Modelling
- ▶ ESG Internal Audit
- ▶ Finance for Non-Financial Managers
- ▶ CIA® Part III “Business Knowledge for of Internal Auditing”



Trainings for employees of the logistics and supply chain management departments

Logistics and SCM

The section covers key aspects in the field of logistics. Participants will explore digital transformation in supply chains, supply chain logistics, including purchasing and supplier relationship management, as well as transport logistics and multimodal freight transportation. The training will provide participants with the skills and knowledge to optimize logistics processes, improve delivery efficiency and implement innovative solutions in the field of logistics and supply.



Explore logistics and
SCM trainings at
eyacademycca.com



Logistics and SCM

New!

Digital Transformation in Supply Chains: Modern Technologies in Logistics

You will form an understanding of the possibilities of digital business transformation, gain a set of skills and approaches to the successful implementation of a digital transformation strategy in supply chains and logistics. You will gain a clear understanding of the benefits, opportunities and risks of digital transformation and understand the best cases of digital transformation in supply chain management and logistics business processes. You will gain an understanding of how to diagnose digital maturity in SCM and logistics, and also create an optimal digital transformation scenario with a step-by-step action plan.

Duration

2 days
16 academic hours

Supply Logistics: Purchasing and Supplier Relationship Management

You will gain an understanding of the possibilities and benefits of using SCM methods and approaches in purchasing activities, learn how to achieve effective results when implementing a supply strategy and how to build effective relationships with suppliers.

Duration

1 day
8 academic hours

Transport Logistics: Multimodal Cargo Transportation

You will gain an understanding of the possibilities of using SCM methods and approaches in distribution logistics, a set of methods and approaches for effective results in managing transportation and warehouse operations, and learn up-to-date information about current trends in the transport industry and modern IT technologies.

Duration

2 days
16 academic hours

Preparation programs for passing prestigious certification exams together with EY experts

International Certifications

EY Academy of Business is a leader in preparing for international certifications. In this section you will find long-term training courses where participants learn the theory and practice necessary to pass exams, obtain certifications and develop their careers in their chosen field.



Explore preparation programs
for international certifications at
eyacademycca.com



DiplIFR(Rus) Preparation Program

Diploma in International Financial Reporting (DiplIFR) from the Association of Chartered Certified Accountants (ACCA) in Russian

Trainings	Offline	Online
DiplIFR(Rus): Full Course	12 days 130 academic hours	21 days 130 academic hours
DiplIFR(Rus): Intensive	4 days 26 academic hours	7 days 26 academic hours

1 | Theory

- ▶ In-depth exploration of IFRS theory
- ▶ Reinforcement of theory through solving exam-format problems
- ▶ Familiarization with exam techniques and strategies

2 | Practice

- ▶ Solving problems from past exams covering all IFRS topics and consolidation
- ▶ Practice in the technique of presenting answers in an exam setting

3 | Mock exam

- ▶ Mock exam (3 hours 15 minutes) and its review
- ▶ Reinforcement of answer presentation techniques for the exam
- ▶ Strengthening skills in effective time management
- ▶ Assessment of exam readiness

4 | Interim testing

- ▶ Test (1.5 hours) and its review twice during the training
- ▶ Intermediate knowledge assessment
- ▶ Stress resilience training
- ▶ Development of effective time management skills

5 | “Consolidation” module

- ▶ Familiarization with key consolidation concepts: goodwill, non-controlling interest, group RE, and others
- ▶ Mastery of the consolidation algorithm for the main financial statements (balance sheet, income statement, statement of changes in equity)
- ▶ Reinforcement of consolidation algorithms through solving exam-format problems

New!

Preparation program for ACCA exams “Finance and Business Management in Russian”

A course from EY experts for those who want to gain a comprehensive understanding of finance and business.

Description

The ACCA diploma is suitable for financial analysts, business controllers and auditors, financial directors, chief accountants and international reporting specialists.

After receiving the diploma, you will have a complete understanding of all financial processes in the organization, will be able to prepare and analyze all types of reporting, evaluate the effectiveness of processes, make decisions in the field of investment and financing, solve audit problems, and comply with ethical and professional standards.

Preparation for exams

- Business performance management
- Financial management
- Audit and related services

8 days | 64 academic hours for each paper

ACCA: Emergency Learning Kit

Video course from EY experts for those who want to combine a busy schedule with training.

Course structure

- ▶ 20 video workshops covering all theoretical blocks
- ▶ Analysis of practical exam tasks for each topic
- ▶ Mastering a successful strategy for preparing for ACCA exams
- ▶ Familiarity with the exam structure and examiner requirements
- ▶ Tips for efficient time management during the exam
- ▶ Overview of CBE format functions (computer-based exams)
- ▶ Kaplan training materials in electronic/printed formats

Preparation for exams

- ▶ Performance Management (ACCA PM)
- ▶ Audit & Assurance (ACCA AA)
- ▶ Financial Management (ACCA FM)
- ▶ Strategic Business Leader (ACCA SBL)

Target audience

Financial directors, CFOs, heads of reporting departments, directors of strategic development, business controllers and financial analysts.



CIA® Exam Preparation Program

CIA (Certified Internal Auditor) is the only certification for internal auditors, recognized in international practice.

Certified Internal Auditor	Duration
CIA® Part I: Essentials of Internal Auditing	3 days 24 academic hours
CIA® Part II: Practice of Internal Auditing	3 days 24 academic hours
CIA® Part III: Business Knowledge for Internal Auditing	7 days 56 academic hours

Training program structure

Interactive classes with a trainer consultant

- ▶ In-depth study of complex theoretical aspects of the exam
- ▶ Familiarity with the structure of the exam and the requirements of the examiner, the technique of passing the exam
- ▶ Recommendations for developing time management and stress tolerance skills

Independent work

- ▶ Diagnostics of the level of mastery of material for each topic
- ▶ Diagnosis of readiness using a practice exam simulator
- ▶ Practicing exam technique



CFA[®] Exam Preparation Program

The CFA[®] qualification gives you a significant competitive advantage in the job market and opportunity to join the international professional community.

Chartered Financial Analyst	Duration
CFA [®] Level I	130 academic hours
CFA [®] Level II	142 academic hours
CFA [®] Level III	142 academic hours

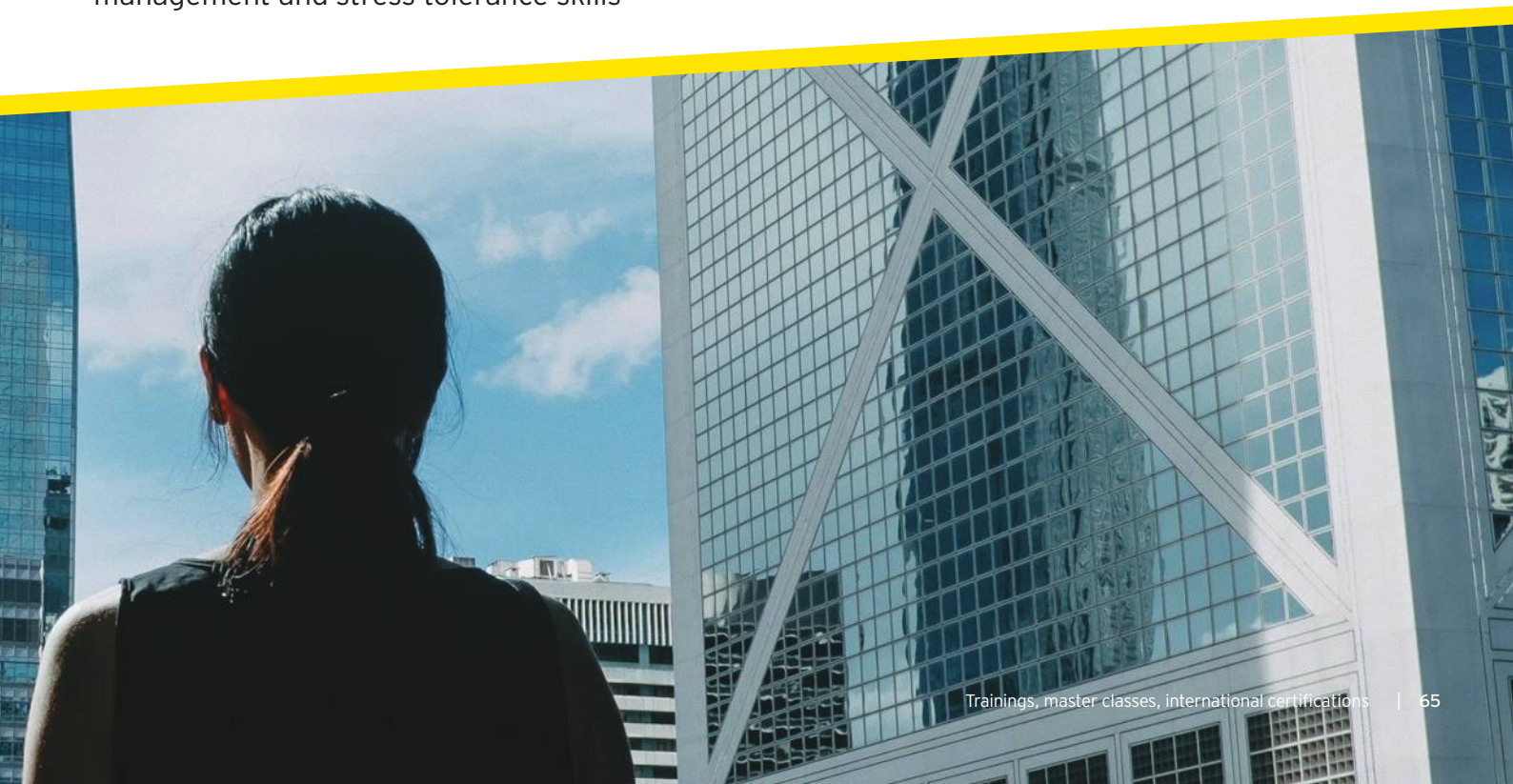
Training program structure

Interactive classes with a trainer consultant

- ▶ In-depth study of complex theoretical aspects of the exam
- ▶ Familiarity with the structure of the exam and the requirements of the examiner, the technique of passing the exam
- ▶ Recommendations for developing time management and stress tolerance skills

Independent work

- ▶ Diagnostics of the level of mastery of material for each topic
- ▶ Diagnosis of readiness using a practice exam simulator
- ▶ Practicing exam technique



PMP® Exam Preparation Program

The prestigious international qualification PMI PMP® (Project Management Professional from the Project Management Institute) is currently one of the most in demand for project management specialists.

More than 480,000 people around the world have this qualification, which significantly increases their value in the labor market. Having a PMP® certificate confirms a high level of professionalism in the field of project management; such specialists easily find work with the best employers.

1

Project Management I: Intensive

A basic module that examines global project management practices in accordance with NCB (IPMA®), PMBOK (PMP®) standards.

This module allows you to gain practical skills and knowledge in the field of project management.

Offline/Online

3 days
24 academic hours

2

Project Management II: PMP® Exam Preparation Program

In this module, you will have the opportunity to learn exam question types, take a practice exam, and receive guidance from EY Academy of Business PMP® certified faculty.

Offline/Online

3 days
24 academic hours



IPMA® Exam Preparation Program

Due to the highly competitive labor market, it is important to stay on top of your knowledge and understand new approaches to work.

It is beneficial for employers to have a certified project manager on staff who is proficient in project management methodology, knows the best world practices and international project management standards, since this is the key to the successful implementation of projects in the company.

1

Project Management I: Intensive

A basic module that examines global project management practices in accordance with NCB (IPMA®), PMBOK (PMP®) standards.

This module allows you to gain practical skills and knowledge in the field of project management.

Offline/Online

3 days
24 academic hours

2

Project Management II: IPMA® Exam Preparation Program

In this module, you will have the opportunity to learn exam question types, take a practice exam, and receive guidance from IPMA®-certified EY Academy of Business faculty.

Offline/Online

2 days
16 academic hours



Business Course for Teenagers by EY Academy of Business

Future Leaders Academy

Future Leaders Academy (FLA) program presented by EY Academy of Business is designed for teenagers aged 14-16 years. This program is intended for future leaders who demonstrate such qualities as confidence, competence, entrepreneurship, sociability and vision.

Discuss a business project with your child

Working together with tutors, participants will collaborate in groups throughout the course to transform their own business ideas into projects. These projects will then be presented to parents at a gala evening.

To show that business is exciting - that's on us!

Participants will go all the way from a business idea to its implementation. They will gain insights into the crucial factors that need consideration in business.



Explore the program at
eyacademycca.com



Program Modules

1

Personal and team leadership

- ▶ Developing leadership skills through practical exercises and games
- ▶ Stress resistance and emotional intelligence
- ▶ How to create an effective team and communicate correctly

2

Business simulation game

- ▶ Basics of starting a business
- ▶ Strategy and what risks you may encounter in business
- ▶ How to build a successful business

3

Finance in business

- ▶ Business Investments
- ▶ What factors should be taken into account
- ▶ What are income, expenses, profit, assets and liabilities
- ▶ Difference between profitability and liquidity

4

Digital marketing and analytics

- ▶ Modern digitalization trends
- ▶ Basic marketing principles for better understanding of the consumer
- ▶ Creation of an effective marketing analytics dashboard in Power BI
- ▶ Avoiding mistakes when creating a company image

5

Presentation and pitching skills

- ▶ Managing stress before, during and after a presentation
- ▶ Approaches to creating sales presentations
- ▶ Approaches to using presentation software
- ▶ Tips for an effective presentation

6

Final project presentation

- ▶ Closing ceremony of the program with parents
- ▶ Presentation of business ideas
- ▶ Presentation of certificates and gifts

Transformation of the art of coaching: classical standards and digital innovations in one program

Business Trainers' Academy

New!

Discover the unique “Business Trainers' Academy” program, where traditional training methods, recognized as classics, are intertwined with advanced digital platforms and artificial intelligence. This is not just a course for trainers, it is a deep dive into the world of training where tradition meets innovation.

What makes this program unique is not only its broad range of topics and teaching methods, but also the fact that it is tailored to the needs of the modern trainer, offering personalized development paths through digital tools and online support. Achieve outstanding results in your coaching practice by combining the best of the past and present in this unique program.

Duration

5 days
40 academic hours



Explore the program at
eyacademycca.com



Program Modules

1

Specifics and structure of business training

- ▶ Differences between training and other forms of learning and the competencies of a business trainer
- ▶ Principles of adult learning and methodological work
- ▶ Stages of skill development and algorithm for working with the skill

2

Business training methods

- ▶ Forms and methods of group work
- ▶ Rules of facilitation and training in fundamental coaching tools
- ▶ Practice in developing empathy and preventing burnout in the trainer's work

3

Training presentation development

- ▶ The objective, composition, and presentation formatting standards
- ▶ Options for delivering material
- ▶ Time optimization: ChatGPT (AI) in conjunction with MS PowerPoint

4

Public speaking

- ▶ Causes and symptoms of public speaking stress
- ▶ Techniques for effectively handling difficult questions and public speaking skills
- ▶ Components of a presentation: visual, auditory, verbal
- ▶ Tools for engaging the audience

5

Final projects and certification of participants

- ▶ Training styles and approaches
- ▶ Rules for providing constructive feedback
- ▶ Participants conducting a training segment
- ▶ Feedback exchange
- ▶ Creation of an individual development plan

Target audience

- ▶ Internal trainers
- ▶ Managers and specialists who train employees of their company
- ▶ Experts who conduct trainings and workshops for clients

An unconventional approach to problem-solving and pathways for organizational development

Business Games

Business games are an interactive learning format. Participants receive starting conditions, a description of roles and a goal to achieve. By immersing themselves in a simulated situation as much as possible, interacting with each other and making decisions, the team makes important discoveries for themselves and trains the necessary skills. After the game, a debriefing is held, during which the participants discuss their actions and decisions made, analyze what actions they led to, and draw parallels with the workers

Games last from 30 to 90 minutes and can be combined with business training



Explore business games at
eyacademycca.com



Tantam

40 minutes

Gameplay

The team's task is to construct the figure displayed on the screen. Each team has three roles: builder, architect, and observer. The success of the game depends on the team's coordinated collaboration.

Participants form mini groups of 3-4 people. A figure is displayed on the screen. The architect sees the figure and explains to the builder what the final image should look like. The builder and architect sit back-to-back but can communicate. The builder does not see the figure but creates the image based on the architect's description. The architect cannot see what the builder is constructing.

The observer monitors the process and can switch places with the architect at any time.

The success of the game relies on the smooth interaction between the architect, builder, and observer. The game simulates teamwork, highlights the importance of leadership skills, effective communication, and feedback.

Skills addressed

- ▶ Effective communication
- ▶ Feedback
- ▶ Proactivity
- ▶ Team interaction

For those who find it important to

- ▶ Demonstrate the importance of feedback in the work process
- ▶ Test the level of team interaction
- ▶ Enhance proactive behavior skills
- ▶ Improve team communication skills

Zoom

45 minutes

Gameplay

The game involves each participant assembling a story sequence using their own cards, which cannot be passed on or shown to other players.

Each card contains a fragment of the story and has a sequence number indicating the correct order. Players must use their intuition and creativity to assemble the correct sequence and guess which cards the other participants hold.

The goal of the game is to put together the correct sequence as quickly as possible. This game can be an excellent way to improve communication skills, develop intuition and creativity, and enhance thinking skills.

Skills addressed

- ▶ Effective communication and thinking
- ▶ Team problem-solving
- ▶ Analysis of engagement
- ▶ Leadership

For those who find it important to

- ▶ Establish the process of team interaction
- ▶ Enhance listening skills
- ▶ Identify leadership qualities in participants
- ▶ Improve analytical and decision-making skills



Railway

120 minutes

Gameplay

Game participants are representatives of two different companies negotiating over the course of 10 days for the right to use a shared railway line.

Before negotiations begin, the companies study data, discuss negotiation strategy and tactics, and plan the desired outcome. Each team member takes turns participating in the negotiations. After each round of negotiations, there is an opportunity to adjust the game strategy.

The goal of the game is to achieve the highest possible profit. As a result, participants will gain a comprehensive view of the negotiation process and identify their strengths and areas for development.

Skills addressed

- ▶ Negotiation skills
- ▶ Communication
- ▶ Analysis and decision-making
- ▶ Team interaction

For those who find it important to

- ▶ Enhance negotiation skills
- ▶ Improve argumentation skills
- ▶ Increase communication effectiveness within the team
- ▶ Improve cross-functional interaction
- ▶ Learn to negotiate and focus on a common outcome
- ▶ Learn to think with a WIN-WIN mindset



Red and black

90 minutes

Gameplay

Participants are divided into two teams, each required to reach a unanimous decision on choosing a color over seven rounds.

The teams make their decisions in separate rooms without the ability to contact each other or coordinate their choices. The final score will depend on the decisions made by both teams.

The goal of the game is to score the maximum number of points. The game develops skills in teamwork, decision-making, and a partnership style of thinking.

Skills addressed

- ▶ Communication
- ▶ Shared vision
- ▶ Decision-making
- ▶ Team interaction
- ▶ Effective thinking

For those who find it important to

- ▶ Develop trust within the team
- ▶ Demonstrate what true teamwork is
- ▶ Enhance cross-functional collaboration
- ▶ Learn to negotiate and focus on the collective outcome
- ▶ Understand the difference between formal and intrinsic accountability



Team sketcher

30 minutes

Gameplay

Team sketcher is a game where the team needs to draw a pre-prepared image on a separate sheet of paper using a special drawing tool.

The game requires good communication and coordinated action from the team, as any discrepancy can lead to a distortion of the final image.

Skills addressed

- ▶ Developing the art of communication,
- ▶ Team interaction
- ▶ Leadership
- ▶ Results-oriented approach

For those who find it important to

- ▶ To foster a unified vision within the team,
- ▶ Enhance team communication skills
- ▶ Improve team interaction
- ▶ Increase employee engagement



Color blind

60 minutes

Gameplay

The team receives a set of shapes in various forms and colors, while a portion of the shapes remains with the trainer. The participants' task, through communication, is to determine which shapes are missing.

A crucial condition is that the game is played with eyes closed, which helps to develop communication skills and trust within the team. The team must act in unison, giving instructions to each other and exchanging information about the color and shape of the shapes. Additionally, teams are given a limited amount of time to solve the task, which fosters the development of quick decision-making skills under resource constraints.

Skills addressed

- ▶ Communication
- ▶ Shared vision
- ▶ Decision-making
- ▶ Team interaction
- ▶ Leadership

For those who find it important to

- ▶ Enhance cross-functional collaboration
- ▶ Learn to negotiate and focus on a common goal
- ▶ Improve mutual understanding among colleagues
- ▶ Boost listening skills
- ▶ Identify leadership qualities in participants



Tournament

75 minutes

Gameplay

The «Tournament» game is a team-based card game with special rules where participants must negotiate principles of interaction and cooperation.

The game promotes a team approach, as no player can win alone and must collaborate with others. It teaches participants to negotiate with each other, helps them recognize their communication style, and their reactions to changes.

At the end of the game, the trainer leads a discussion where participants reflect on their experience and learn to apply new knowledge in their work and daily life.

Skills addressed

- ▶ Communication
- ▶ Teamwork
- ▶ Effective thinking
- ▶ Change management
- ▶ Emotional intelligence

For those who find it important to

- ▶ Analyze your reactions to change
- ▶ Assess your communication style
- ▶ Learn to negotiate within a team
- ▶ Better understand the nature of your own and others' emotions
- ▶ Learn to think with a WIN-WIN mindset



Signs

45 minutes

Gameplay

The «Signs» game is a team-based activity where the objective is to arrange cards in the correct sequence to form a 5x5 grid. Each card features various symbols or signs.

The team must place them in the correct order. Players discuss different options among themselves to determine the right sequence.

The «Signs» game requires not only communication but also logical thinking and attentiveness. Each card may have multiple possible placements, so the team must be ready for experimentation and trial.

Skills addressed

- ▶ Development of the art of communication
- ▶ Team problem-solving skills
- ▶ Leadership
- ▶ Strategic planning
- ▶ Art of influence
- ▶ Result orientation

For those who find it important to

- ▶ Establish effective communication within the team
- ▶ Enhance listening skills
- ▶ Streamline the workflow
- ▶ Broaden the team's mindset
- ▶ Identify leadership qualities in team members



Team

30 minutes

Gameplay

The «Team» game is an activity where participants need to assemble figures using a lifting mechanism and special hooks.

The team's task is to correctly assemble the figures in sequence. This requires good communication and collaboration among team members, as well as quick decision-making and coordinated actions.

The lifting mechanism and hooks add an element of physical interaction to the game. For the team to achieve the desired outcome, it is crucial to reach maximum synchrony.

Skills addressed

- ▶ Development of the art of communication
- ▶ Team interaction
- ▶ Leadership
- ▶ Strategic planning
- ▶ Art of influence
- ▶ Goal setting

For those who find it important to

- ▶ Establish team interaction
- ▶ Strengthen team communication
- ▶ Identify leadership potential
- ▶ Increase focus on results



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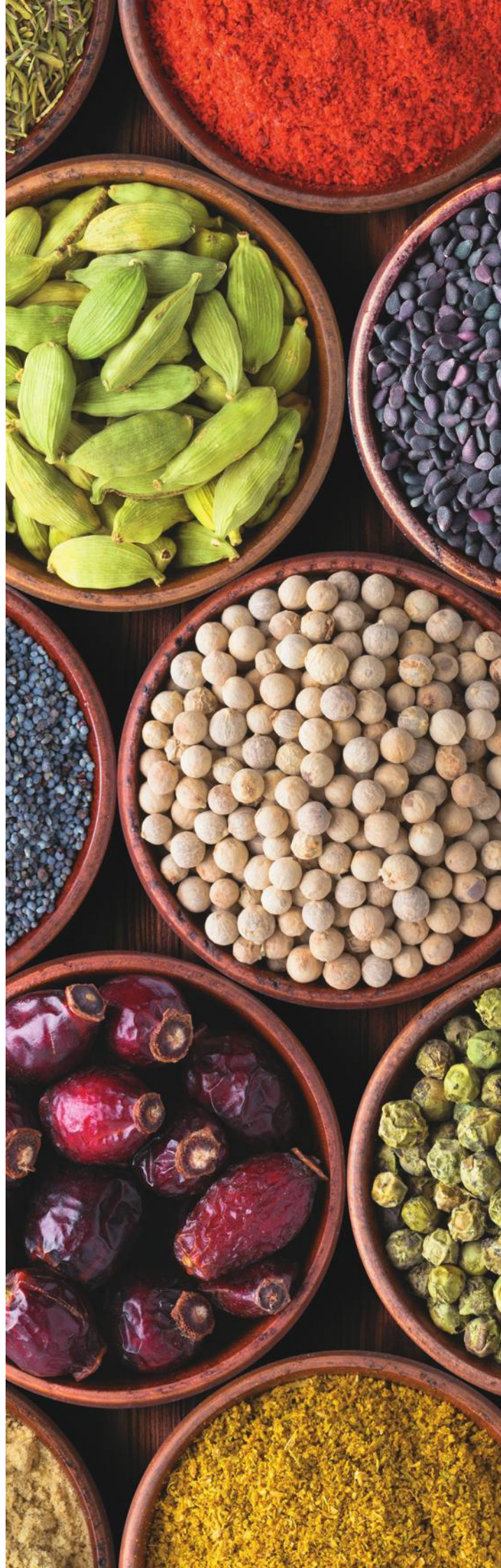
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