

How do Yandex and Tinkoff attract successful students?

Agenda



01 A brief overview of the selected companies

02 A brief overview of the selected programs

03 Projects of Yandex

04 Projects of Tinkoff

05 Survey about how students make decisions

A brief overview of the selected companies

Why have we chosen Yandex?

01

The largest IT company according to Forbes rating for 2024 with a total capitalization of **\$12.5 billion** and a corresponding market share of 23%.

02

The company has about **26,000 employees**, many of whom are graduates of the country's leading universities; the average age of an employee is 31.

03

Yandex, having obtained a banking license in 2021, is actively developing its Fintech business (Yandex Pay, Split, Pay Debit Card, Yandex Pro Card for drivers).

04

Yandex is actively engaged in non-commercial activities and invests in the education of schoolchildren and students - potential employees of the company. In 2022, more than 6 million people participated in educational programs of Yandex.



Why have we chosen Tinkoff?

01

Tinkoff, a digital bank with a current capitalization of about \$7 billion, was considered the third bank by number of retail customers and the largest broker in Russia until 2022. In 2020, Tinkoff was recognized as the best online bank in the world in information security, according to Global Finance.

02

The company currently provides more than 1,100 internship positions, 500 of which are in-house.

03

At the moment, the bank's clientele is more than 28 million people. As of 2023, the company employs about 70,000 people (tripled in 3 years), and the average age of employees is 27 years old.

04

It also invests in education and in June 2023 opened the Central University, created entirely on the basis of the company, from 2024 training will be available for undergraduate programs.



Tinkoff
Bank

Rankings



**Best
Company
Award
2024**

Students speak highly of these employers.

In Future Today's overall employer rating, Yandex ranks first in popularity among students (32% of respondents would like to work for this company), while Tinkoff is the third (18%). At the same time, among their target audience, 45% of surveyed students want to go to Yandex (1st place), and 29% (6th place) to Tinkoff.

According to a similar student rating of employers (in which 7000 students participated) Best Company Award 2024 Yandex and Tinkoff took first and third place respectively in the category "IT-specialty" and were in the top 4 in all other categories.

Yandex and Tinkoff are the leading IT and Fintech companies in Russia, which occupy top positions in employer rankings and tend to hire young employees. Students from the best universities want to work for the companies, but which students are the companies themselves interested in?

A brief overview of the selected university programs

What university programs have we chosen for the analysis?



01

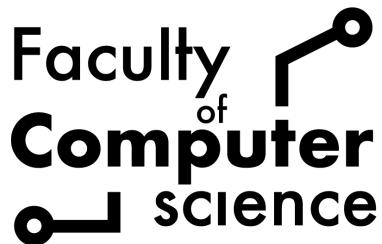
Let's talk about Applied Mathematics and Information Science,
Faculty of Computer Science, Higher School of Economics (AMI
CS HSE)

02

Let's talk about Applied Mathematics and Information Science,
Faculty of Applied Mathematics and Information Science,
Moscow Institute of Physics and Technology (PMI FPMI MIPT)

What university programs have we chosen for the analysis?

- Program: Applied Mathematics and Information Science.
- University: Higher School of Economics.
- Faculty: Faculty of Computer Science (joint with Yandex).
- The program is aimed at training data scientists, analysts, researchers and computer scientists, software engineers and research software engineers.



About the faculty and the program:

- Position in rankings:



**Computer Science &
Information Systems**
2022: 151-200



Mathematics
2022: 72



Computer Science
2022: 401-500



Mathematics
2022: 76-100

- In 2023, the average exam score of those who were enrolled on a free basis was 87,9.
- In 2023, the number of students who were enrolled in the faculty thanks to the All-Russian Olympiads was 268 out of 367.

According to the
official [website](#)

What universities have we chosen for the analysis?

- Program: Applied Mathematics and Information Science.
- University: Moscow Institute of Physics and Technology.
- Faculty: Faculty of Applied Mathematics and Information Science.
- The program is aimed at training "IT specialists who are able to solve problems of any complexity".



About the faculty and the program:

- Position in rankings:



**Computer Science &
Information Systems**
2022: 137



Mathematics
2022: 89



Computer Science
2022: 72

- In 2023, the average exam score of those who were enrolled on a free basis was 99,17.
- In 2023, the number of students who were enrolled in the faculty thanks to the All-Russian Olympiads was 188 out of 278.

According to the
official [website](#)

According to the statistics, HSE and MIPT produce high-quality specialists in IT, who are able to compete on the international stage.

**Yandex' projects
aimed at attracting
new employees**

Some facts and statistics



- Since 2023 and by 2026, Yandex will have trained more than 350,000 specialists with IT skills (three times more than in the previous three years).
- In 2020, 2021 and 2022, more than 6 million people participated in educational projects of Yandex annually.
- 6 main groups: junior school, middle and high school, teachers, undergraduate and graduate students, young research scientists and current professionals.

Yandex has a significant share of the online education market in Russia and is actively seeking and training future employees amid a constant shortage of IT specialists in Russia. At the same time, there is a focus on an increasingly younger audience.

What audience have we chosen to analyze?



01

Let's talk about teachers

02

Let's talk about middle and high school students



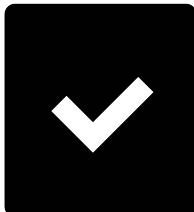
03

Let's talk about undergraduate and graduate students

What does Yandex do for teachers?



- Yandex Tutorial
- Teachers' Place
- Personnel Reserve



17% of schoolchildren in the study of "Uchi.ru" and "YaClass" specialists noted that they rely on teachers' opinion in choosing a profession.

Yandex Tutorial



Yandex Tutorial - educational service for classes for primary and secondary school in Russian, Math, Algebra, Environment, Functional Literacy and Computer Science and preparation for USE in Computer Science (probes, tasks, theory).

[Here you can read more about the service](#)



"Our goal is to make IT skills available to every child. Therefore, in August 2023, we announced plans to develop a service for schoolchildren that would remove all barriers to immersion in IT - Russia's first educational neural network for studying computer science"
- Elena Kraevskaya, Head of Yandex Tutorial.

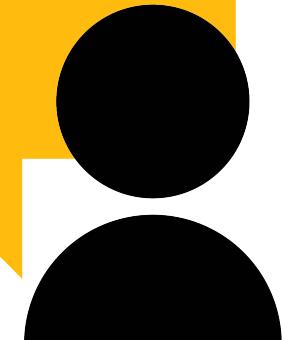
In 2022, the service was used by more than 4 million students from more than 35 thousand schools.

What do users say about Yandex Tutorial?



“

The main advantage is that the service saves a teacher's time. ... Teachers are given free webinars on how to use learning analytics and other tools. Children like it too.

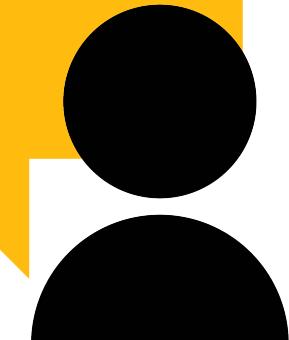


Teacher

What do users say about Yandex Tutorial?



It should be noted that a child shows more diligence while sitting at the computer than when he has to write in a notebook. ... And the tasks themselves are practically the same as in a regular textbook.



Student's parent

More reviews [here](#) and [here](#)

Teacher`s Place



Teacher`s Place - is a free program, through which teachers can improve their skills.

Teachers master such tools and practices as:

- neural networks and AI
- creating individual student learning trajectories
- integrating learning projects into the curriculum
- online learning techniques
- functional literacy
- anti-bullying etc.

A large, solid purple circle occupies the right side of the slide, containing white text.

More than
200000
teachers participated in
the project

Personnel Reserve

Personnel Reserve - training program for Computer Science teachers and students of pedagogical universities.

The project includes professional development courses, professional competitions and offers tools for disseminating effective pedagogical practices.

The program teaches how to work with Yandex Tutorial, conduct diagnostics, Olympiads and lessons, use Yandex GPT in training.

Teachers receive **points** as they complete the course and participate in activities.



What rewards await the participants?



Certificate of participation

Master classes for students

Training at the mentoring school and the position of a mentor at Yandex courses

80 points

100 points

- A bonus of 100,000 rubles
- Full-time internship at Yandex
- Methodological recommendations

What do users say about Personnel reserve?



I participate in almost every activity of the Talent Pool. One of them (ideas) - holding master classes on programming using YandexGPT - I will definitely try it in my classes.

“



Elena,
participant in the
program

Yandex offers full-fledged programs aimed at professional development and training of new Computer Science teachers - potential employees of the company's educational platforms and people, and introduces its own methods and materials into school education.

What does Yandex do for middle and high school students?



- 01 Yandex Lyceum
- 02 Olympiads and preparation for them
- 03 One-off activities for schoolchildren

Yandex Lyceum is an educational project opened and developed with the support of Yandex in 2016. It is two-year educational courses in programming for 8th-11th grades and 1st-2nd year college students.

Stages of enrollment:

1

Logic and math test

2

Face-to-face interview

Nuances of training:

Education lasts for 2 years, the main program is full-time - annual courses, where students are taught the fundamental basics of programming, students visit educational organizations (currently in 160 cities of the country) 2 times a week and spend 2-3 hours on homework on average. From the second year they start working on their own projects.

There is an opportunity to choose several annual courses, as well as to take "Specialization" – 3-month online courses.

1/ **Python Programming Basics**

For those who want to understand the basics of the language, learn how to make predictions, build charts, do analytics and code simple programs.

2/ **Industrial Programming in Python**

For those who want to learn how to create web applications, user interfaces and chatbots, as well as how to test programs and write beautiful code.

3/ **Go Programming**

For those who want to learn how to write code with multithreading support, deploy services for websites and create high-load applications from scratch.

Specialization, or 3-month online courses



1/ **Django Web Development**

You will learn server application design principles, working with git, and code testing basics.

2/ **Machine Learning**

You will learn how to apply ML algorithms in computer vision, build simple neural networks, and work with popular frameworks and libraries.

3/ **Big Data**

You will learn how to use neural networks to process, analyze and visualize massive data sets and build dashboards.

Specializations, or 3-month online courses



4/ Game Development

You will learn how to create games that you will have fun playing yourself and how to release them into production.

5/ Data Analysis

You will learn how to analyze and visualize data using Python and make decisions based on it.

6/ Familiarity with Specializations

This course brings together assignments and materials from other areas of the Specializations, this will help you build a comprehensive view of the different areas of IT.

What do students say about Yandex Lyceum?



Sociable community, responsive mentors, interesting lectures and homework - all this motivates you to learn. ... In my opinion, the Yandex Lyceum courses are a great opportunity for ambitious students to gain the necessary knowledge and get a head start in their field.



Daniel,
Game
Development



After a three-month introduction to Machine Learning, I wanted to study it seriously and connect my future profession with it. ... The well-chosen material and professional course team helped to make learning comfortable and enjoyable.



Egor,
Machine Learning

More reviews [here](#) and [here](#)

Yandex Lyceum and similar projects



More than
2000
students
graduated from
the Lyceum in
2022

Yandex also runs many similar but smaller scale projects based on Yandex Lyceum, such as:

- Programming Schools in Armenia, Kyrgyzstan, Uzbekistan and Kazakhstan.
- Three-month Machine Learning courses for 10th-11th grades.
- Code of the Future, a four-month online course where students from 8th-11th grades learn Python from scratch.

You can read more [here](#)

Two stages of the Olympiad



First Stage

- Any level of training
- 4 weeks for solving the problem
- Non-standard tasks
- Training videos

Second Stage

- 2 weeks to solve the problems
- Help from Yandex experts
- Creating your own project in [Yandex DataLens](#)

What do participants say about the Olympiad?



It's a great Olympiad. I am personally delighted with it. I liked the approach of the Yandex methodologists: they taught - asked in the form of tasks about what they had taught. A useful activity for both student and teacher.



Participant in the program, teacher of Computer Science

Read a detailed review and see sample tasks [here](#)

One-off activities for schoolchildren



The Numbers Lesson

Yandex, together with other Russian IT companies, holds open online lessons for schoolchildren of various ages. Yandex held a series of lessons on cloud services, and more than 3.3 million people have already taken this class.

Read more [here](#)

Online festival «8 bits»

5-day marathon, where schoolchildren were introduced to the Yandex company (2 online tours in the office were provided), entertaining and informative lectures on robots, unmanned technologies and AI were held.

Read more [here](#)



Yandex organizes a lot of educational events aimed both at students from mainly 7th-11th grades and their Computer Science teachers. The company also actively supports the Olympiad movement by preparing students for competitions free of charge. In the future, these students will probably work at Yandex.

Yandex Practicum



Yandex Practicum is an educational platform with almost 150 different courses to choose from: with and without experience, from 1 month to 22 (full online master's degree). There are 6 main tracks:

- Programming
- Data Analysis
- Design
- Management
- Marketing
- English

The full range of courses can be found [here](#)

If a person has doubts and cannot choose a course, he/she can leave a request and the company's specialists will contact him/her within half an hour to help with the choice. Courses can be taken in different intensities, from this the duration and cost of training varies greatly. During the courses, students will be accompanied by tutors, mentors, code reviewers and so on.

Yandex Practicum

The price of a professional course, for example, "Python Developer" (from 140,000 rubles) is comparable to the cost of courses at HSE. At the same time, about 10 courses Yandex provides for free, these include:

- What profession to choose in programming
- What profession to choose in data analysis
- Career guidance test
- Start in IT
- Basics of math for digital professions
- Basics of data analysis and Python

As you can see, these courses are supposed to set a person up to go into this industry and take other full-fledged courses. Also, there is a free part attached to almost every course - about 2 weeks.



Yandex Practicum – some statistics



Percentage of graduates, among those who wanted to change jobs and found a new job, depending on the period of study:

71% → **78%** → **77%** → **66%** → **52%**

1 January 2020 –
30 June 2020

1 July 2020 –
31 March 2021

1 April 2021 –
31 July 2021

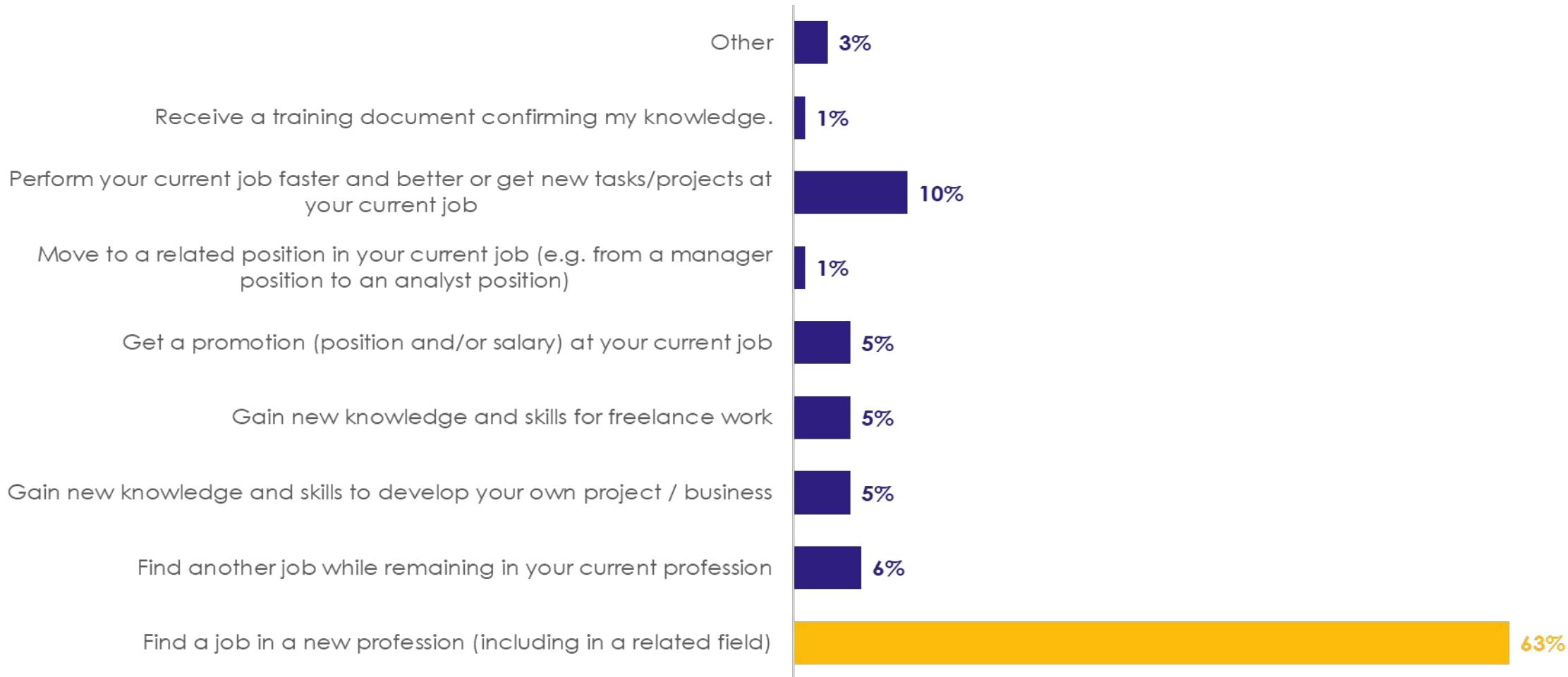
1 August 2022 –
31 December 2022

1 January 2022 –
30 April 2022

60% of students finish their studies before the end, and **83% of graduates** recommend Yandex Practicum.

A detailed and independent study "Monitoring the Achievement of Learning Goals of Yandex Practicum Graduates" (2022) by the National Research University Higher School of Economics can be read [here](#).

What do people go to Yandex Practicum for?



What do students say about Yandex Practicum?



I'm very satisfied with my experience of studying at Yandex. You can choose the degree of immersion in your studies: whether or not to do exercises from the task book and mini-projects, whether or not to watch webinars, whether or not to participate in all activities or only study theory from the textbook.



Graduate of
Practicum



According to my expectations, the reality turned out to be 10 out of 10. Of course, you can take books or any free courses, lessons that are available on the Internet, but it is important to me that the information was systematized, composed and beautifully visualized. For this I am ready to pay money.



Graduate of
Practicum

School of Data Analysis (SDA)



More than
1,400
graduates in 16
years

More than
50 courses

Classic
alternative
tracks

A two-year program where you'll learn how to develop ML-based services, analyze data, build big data storage and processing systems, and more.

5 directions:

Classical Track

- Machine Learning Development
- Data Science
- Big Data Infrastructure
- Data Analysis and AI in Applied Sciences

Alternative track

(for those with experience in industrial development)

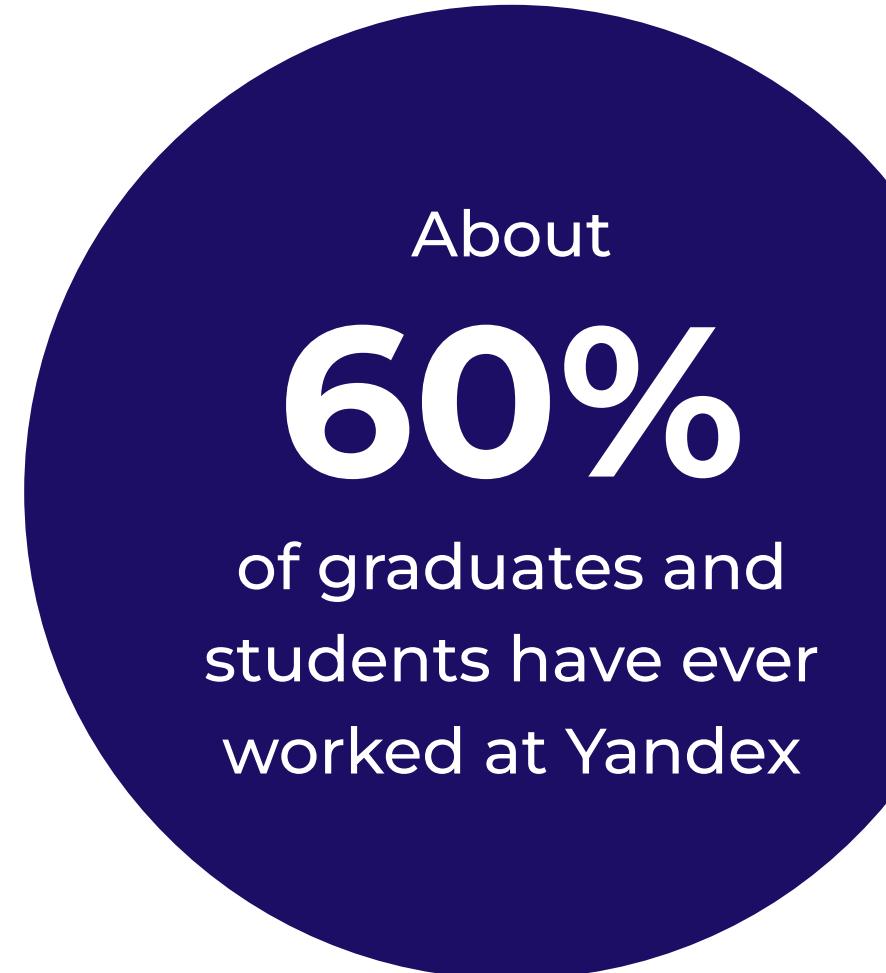
You can find all courses [here](#)

More about SDA

During each of 4 semesters a student must take a minimum of 3 courses, these can be compulsory courses, elective courses and specialized courses:

- Self Driving Cars
- Neuro-Bayesian methods
- Go Language and others

Classes are held face-to-face 3 times a week and last for 3 hours (there is also distance learning), and there are tutors. Full-time training is available in 6 cities in Russia and Belarus. Typically, training requires 30 hours per week.



Enrollment and admission requirements



Classic Track

Excellent in Math, knows algorithms
and at least one programming
language

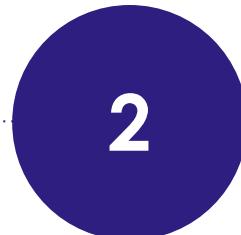


Alternative Track

Writes industrial code or
research, familiar with Higher
Math and Data Analysis



Online testing



Online exam
(with appeal)



Interview

By now I have been studying at the Yandex School of Data Analysis for a year and a half. I have never regretted my choice - all the courses give me a real boost in knowledge that I can use in my work. Thanks in large part to the School of Data Analysis, I reached **a senior IT position** in my first year of study, and I continue to develop in this direction.



Nikita Bukhachenko

Cooperation with HSE

In 2014, NRU HSE and Yandex founded **the Faculty of Computer Science** at HSE, the university began to actively engage the company's employees to train students in order to create a world-class faculty.

Since 2011, HSE has a **Yandex base department**, which is "responsible" for teaching programming in the first two courses of some programs, such as Applied Mathematics and Information Science.



Yandex Lab in HSE

In 2020, Yandex Lab - ML Residency opened in HSE building. It conducts research in the following areas:

- Computer Vision and Generative Models
- Natural Language Processing
- Probabilistic Machine Learning
- Machine Learning on Graphs
- Scalable and Distributed Deep Learning

Researchers are usually undergraduate students, it is possible to have a paid internship in the laboratory (currently 15 places). For those completing their fourth year, there is a special program, **the Master's degree research track**. Each intern has a supervisor from Yandex Research and access to courses from SDA.



Yandex scientists are unique experts working at the cutting edge of science and at the same time involved in the creation of state-of-the-art technologies.



Ivan Arzhantsev,
Dean of the Faculty of
Computer Science

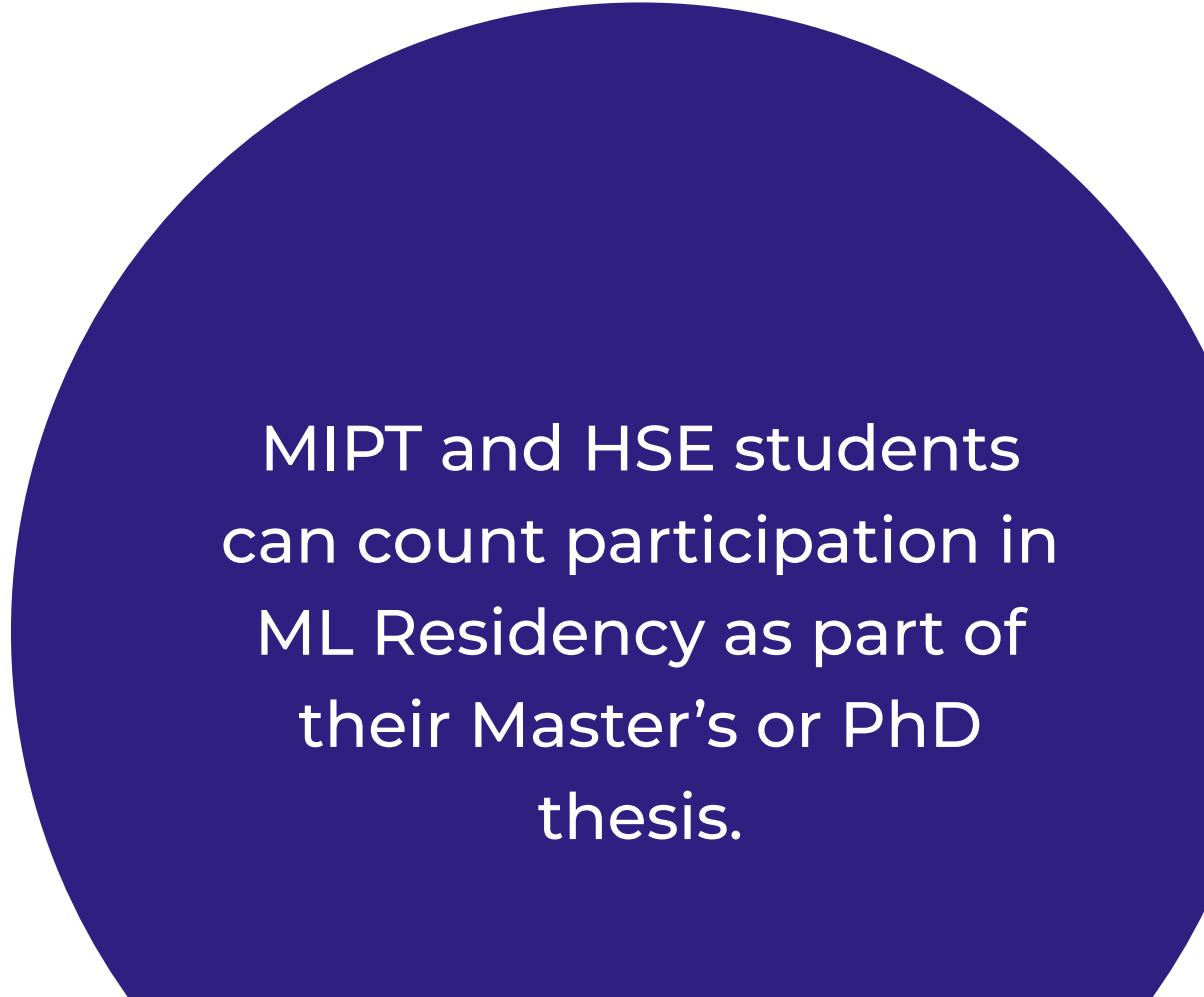
Yandex Research ML Residency



ML Residency program provides the opportunity to participate in world-class research in machine learning. The two organizers of the program are Yandex Research and HSE.

Residents work alongside Yandex Research researchers who act as mentors and supervisors.

Participation in the program is paid and assumes full-time or part-time employment as agreed.

A large, solid purple circle is positioned on the right side of the slide, partially overlapping the text area.

MIPT and HSE students can count participation in ML Residency as part of their Master's or PhD thesis.

Joint programs of Yandex and HSE



01

Modern Computer Science (Master's Degree)

02

Software Engineering (Bachelor's degree)

03

Applied Mathematics and Information Science (Bachelor's degree)

Modern Computer Science



Modern Computer Science programme is implemented jointly with Faculty of Computer Science of HSE and Yandex. It combines several main areas of Computer Science: Data Science, Theoretical Computer Science, and Big Data Infrastructure.

Close cooperation with School of Data Analysis of Yandex, as well as with International Laboratory of Theoretical Informatics, the base department of Yandex, NUL of Yandex and Yandex Research.

There are 52 budget and 5 paid places in total, teachers are from SDA, the foundation of the program is also built on SDA courses (students have unlimited access to SDA courses).



Software Engineering



The programme is aimed at training leading technical specialists, qualified software developers and architects, software quality managers and software development processes.

Among the professors of the educational program there are employees of high-tech companies (1C, Yandex, Sber, Ozon and others).

There are 150 budget and 80 fee-paying places in total, and ample opportunities to receive Yandex scholarships.



What students say about Software Engineering



Roman Nazmutdinov:

I chose Software Engineering because it is focused not only on software development, but also on interaction with business. At the beginning of my third year I was trained as an Android developer at Tinkoff Fintech, after which I got a job as a junior Android developer at Vivid Money, a European fintech startup.

Applied Mathematics and Information Science



The programme is aimed at training data scientists, analysts, researchers and computer scientists, software engineers and research software engineers.

In the first two years, students can choose between the main tracks as well as the pilot group with an advanced program. In the senior year, students choose their specialization and elective courses. Close cooperation with **the Yandex Basic Department**.

With a total of 165 budget and 80 paid places, the program builds on the experience of Stanford, EPFL (Switzerland), MSU, MIPT and SDA.



Cooperation with MIPT

Yandex opened **the Department of Data Analysis** at MIPT in 2007, now it has 110 students studying simultaneously. It prepares demanded specialists in IT industry.

The training is based on in-depth study of mathematics and modern programming techniques, which are necessary for successful working with data: from search to processing, storage and transmission.

Training directions: "Applied Mathematics and Information Science", "Applied Mathematics and Physics".



Joint programs of Yandex and MIPT



01 Software Engineering (Bachelor's Degree) – new programme

02 Applied Mathematics and Information Science (Bachelor's degree)

03 Data Analysis (Master's Degree)

04 Big Data Infrastructure (Master's Degree)

Software Engineering

In 2022, MIPT announced opening of a joint faculty of software engineering with Yandex and MIPT. The MIPT and Yandex **Graduate School of Software Engineering** trains backend, frontend, full stack developers and software architects. The programme is based on project activity - most of the time students are engaged in training projects and take special courses.

There are 36 budget places. Part of the program is individual, part is collaborative. Yandex employees teach and mentor students' projects.

In the future, a project center based on the faculty will open, where students will be able to work on cases by real companies and do scientific work.



The goal of the programme is to introduce students to a variety of problem-solving tools, teach them how to lead the development process and work in a team.



Elena Bunina,
CEO of Yandex Russia

Applied Mathematics and Information Science



The Fiztech School of Applied Mathematics and Information Science is designed to combine the most modern practices in the field of mathematics, informatics and their applications.

The School was organized by merger of two faculties: the Faculty of Innovation and High Technologies (FIVT) and the Faculty of Management and Applied Mathematics (FUPM). Interaction is carried out both within the framework of the basic departments, among major IT companies (Yandex, 1C, Sbertech, Tinkoff Bank), and in ultramodern fundamental and applied laboratories located on campus and having many scientific and industrial partners around the world.

There are 140 budget and 26 paid places, large scholarships (in the first year you can get up to 60-80 thousand per month).

Data Analysis

A joint program of the Yandex School of Data Analysis and MIPT. The SDA and MIPT master's programs run in parallel. Students master ML, algorithms, creation and training of neural networks, methods of data collection, storage and partitioning. There are two variants of training:

Basic track - suitable for those who have a good grasp of math and are just starting their journey in IT. To get into the basic track, you need to be enrolled in SDA.

Advanced track - suitable for SDA graduates and undergraduates in Data Science who want to deepen their knowledge or get into science.

There are only 6 budget places, the educational process is carried out at the Department of Yandex Data Analysis at MIPT. After or during the training, students can take an internship or practicum at Yandex.

Big Data Infrastructure

Students of the programme learn algorithms and data structures in depth, not only classical algorithms, but also algorithms in external memory and threaded algorithms.

They learn to program effectively in C++ and Go. The professors are active Yandex developers who can teach the practical implementation of studied algorithms and technologies.

There are 8 budget and 3 paid places in total, students are recommended to be enrolled in the corresponding direction of SDA.

Scholarships from Yandex



01 Scholarship for MIPT FPMI students

02 Ilya Segalovich Scholarship for students of HSE FCS

03 Yandex ML Prize

Scholarship for MIPT FPMI students



Scholarship in the amount of **15000 rubles** is awarded to the best **10** 1st and 2nd year **students**.

Position in the ranking depends on academic performance, publications, participation in conferences, Olympiads and hackathons. At the beginning of the first year, scholarship holders will be selected primarily based on the results of school competitions.



You can read more [here](#)

Ilya Segalovich Scholarship for HSE FCS students



It is awarded for active research activity in the field of Computer Science. The decision to award the scholarship is made by a competition committee consisting of the faculty members, including leading Yandex developers.

A total of 3 million 420 thousand rubles is allocated annually for the scholarship. Current scholarship amounts are **30**, **35** and **40** thousand rubles per month for undergraduate, graduate and postgraduate students respectively.



You can read more [here](#) and [here](#)

Yandex ML Prize

ML Prize - **Yandex Prize** for scientists and teachers in the field of Machine Learning.

Requirements for candidates:

- Specialization, undergraduate, graduate or postgraduate students at one of the universities or research institutes of CIS countries, who has a publication or conference paper.

The award winners are mainly HSE and MIPT students.

Bonuses:

- **500 thousand rubles** to use all services of the Yandex Cloud platform, which can be used for computing and storing datasets, training ML models.
- 1 TB on Disk in Yandex 360 space for yourself and for work
- Promo code for 360 days subscription Plus Multi with Amediateca.



You can read more [here](#)

Collaboration with Sirius

Yandex and **Sirius** (leading educational center) started active cooperation in 2021, Yandex supervise educational programs for Sirius shift participants, some of them are for high school students, most of them are for undergraduate students of IT specialties.

Thus, the company opened the Yandex Lab in Sirius Lyceum, where IT classes are held.

Classes for schoolchildren are also conducted by professors of FCS HSE.



Programs for students



01

Yandex run several programs for undergraduate, graduate and postgraduate students. Shifts last for about 12 days at Sirius base in Sochi, with accommodation, meals, travel and tuition paid in full.

02

Participants are selected on a competitive basis, they write an entrance test and pass an interview. Among the mentors there are professors from HSE and MIPT.

You can read more [here](#)

03

Courses taught by Yandex:

- Immersion in AI technologies
- Reproducing state-of-the-art results
- Mobile Development Intensive

What do students say about the programs?



Intensive is a great opportunity to get out of your everyday life for two weeks. At the Intensive, I gained experience in teamwork on creating a mobile application, got a great boost in mobile development, and then got an internship at Yandex.



Dmitry Delarue,
iOS developer at
Yandex Advertising

You can read more reviews [here](#), [here](#) and [here](#)

A bit more about Sirius and Yandex



Overview of projects at the "Immersion in AI Technologies" shift: [here](#)

Overview of projects at the "Reproducing state-of-the-art results" shift: [here](#)

Training in algorithms, ML and DevOps



Yandex holds a one-month free intensive in three areas:

- Algorithms
- Machine Learning
- DevOps

Students watch lectures and solve problems in the relevant field (the problems are similar to those given at job interviews) and watch debriefings. Based on the results of the Intensive and the problems solved, a student rating is compiled, which influences the prizes that participants receive.

More than
70%

of Training Leaders were successfully interviewed by Yandex.

More than
55,000
participated in algorithm trainings

What rewards await the participants?



1

Certificate of completion

They are usually given to those who have solved more than 50% of the problems.

2

Fast track in Yandex

On ML such an award is given to the top 30 ranking, and on DevOps top 10.

3

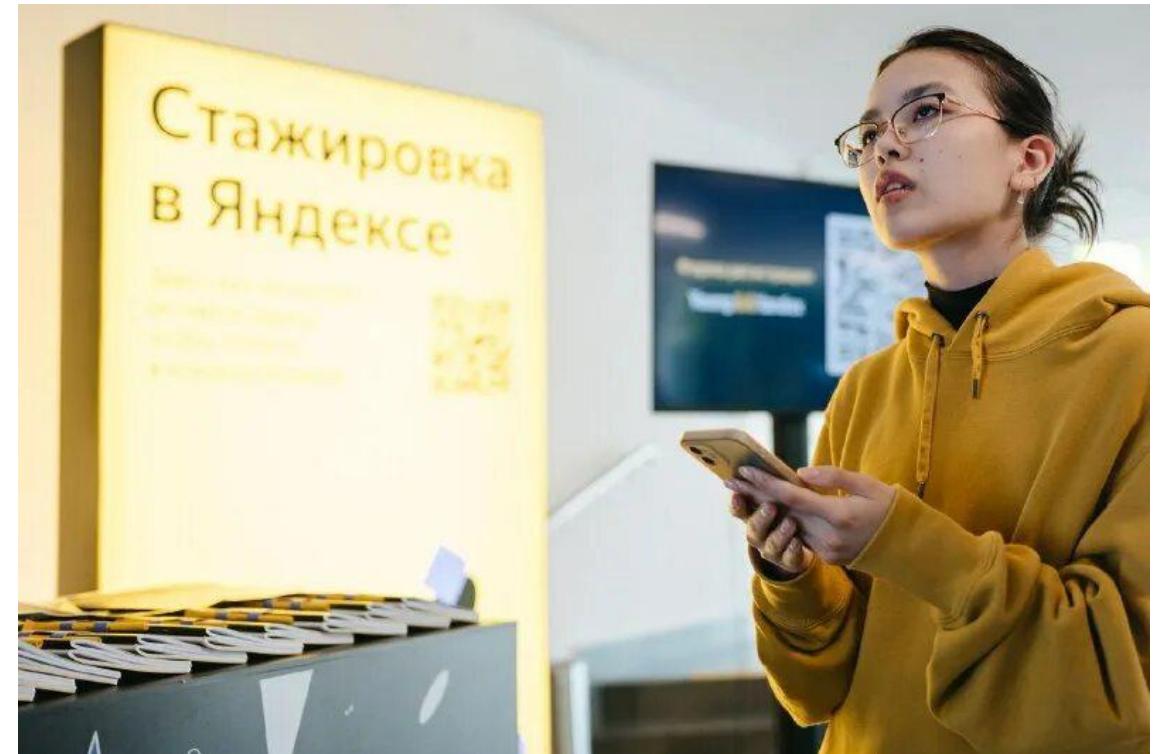
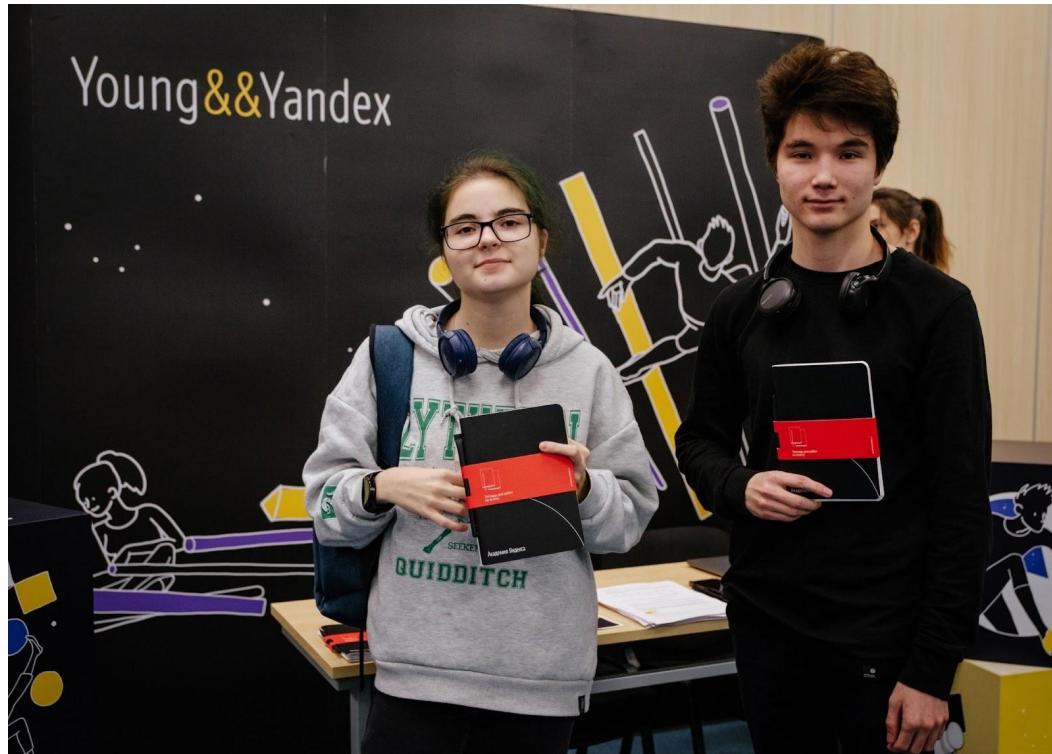
Trial algorithmic interviews

For the top 200 on algorithm training.

You can read more [here](#)

Yandex Days at universities

The company holds 2-3 lectures on current topics in the IT sphere and tells about internships and vacancies, as well as organizes entertaining events and math problem-solving contests. They are often held at HSE and MIPT.



You can read more [here](#) and [here](#)

Most of the events that Yandex organizes are for students, and the company tries not to poach employees, but to develop them with the skills Yandex needs. At the moment, Yandex courses are among the most prestigious in IT. After these courses, most of the students join the company's staff. In general, students note the efficiency of these courses.

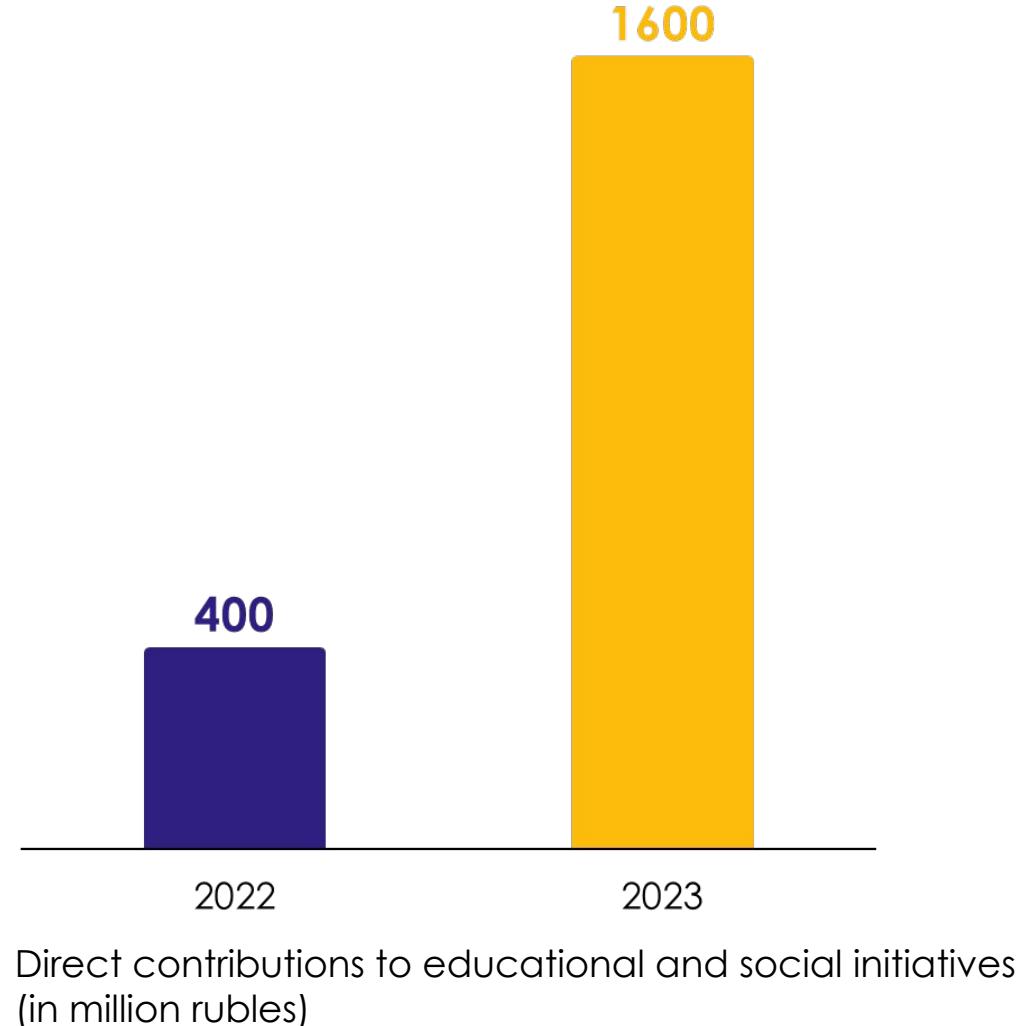
**Tinkoff's projects
aimed at attracting
new employees**

Some statistics

The development and support of education remains a key priority of Tinkoff's social strategy.

In 2023, Tinkoff's direct contributions to charitable, educational and other non-profit organizations in Russia exceeded 1.5 billion rubles.

According to
tinkoff.ru



Tinkoff Education



Tinkoff Education — autonomous non-profit organization established by the TCS Group, which deals with educational projects.

Its main audience are both **schoolchildren** and **students**.

A large, solid purple circle is positioned on the right side of the slide, containing the following text.

Almost
30000
schoolchildren and
students have studied
in Tinkoff Education

Tinkoff Education consists of:



01 Tinkoff Generation

02 Tinkoff Academy

Tinkoff Generation



Tinkoff provides free courses and activities for schoolchildren, preparation for competitions Mathematics, Computer Science and Data Analysis.

1

Courses

2

Contests

3

Other activities



A participant of the Olympiad on Data Science in the Tinkoff canteen.

Two levels of courses



Basic

For those who want to get into Coding (Python), Mathematics, Data Science or iOS Development.



Advanced

For future winners of Olympiads in Mathematics, Informatics (including DSA) and Physics.

1

Courses

2

Contests

3

Other activities

Why do schoolchildren choose to study at Tinkoff Generation?



Community:



I liked the atmosphere of working together with teachers and fellow students, being surrounded by people who speak the same language.



Kirill,
CMC MSU

Why do schoolchildren choose to study at Tinkoff Generation?



Effectiveness:

“I think that the Generation helped me a lot: I became a winner of the All-Russian Olympiad in Computer Science.



Kostya, FCS HSE

“I am in advanced group in Mathematics. We are currently studying what I have already learnt in Tinkoff Generation in 11th grade.



Julia, FCS HSE

Benefits for the company



Students are likely to work at Tinkoff:

“I work at Tinkoff Lab in the computer vision team.



Kirill, CMC MSU

“I teach at Tinkoff Generation.



Kostya, FCS HSE

According to vc.ru

- DANO allows 9th-11th grades students to immerse themselves in the profession of data scientist before entering a university.
- The Olympiad help participants to improve their logic and ability to work with data, learn to see non-obvious relationships and draw justifiable conclusions.
- Students are able to learn how to work on projects in a team and develop soft skills.

1

Courses

2

Contests

3

Other activities



Stages



1/ Qualifying

It is aimed at testing basic knowledge in mathematics and logic. It is available for everyone.

2/ Qualifying

It tests the ability to analyse data. It is available for winners of the previous stage.

3/ Final

Participants solve advanced data analysis tasks and then work on a real research project in a team.

Some statistics



winners for 2 years



participants
for 2 years



countries were
represented



people were
involved in
organisation

Benefits for students and company



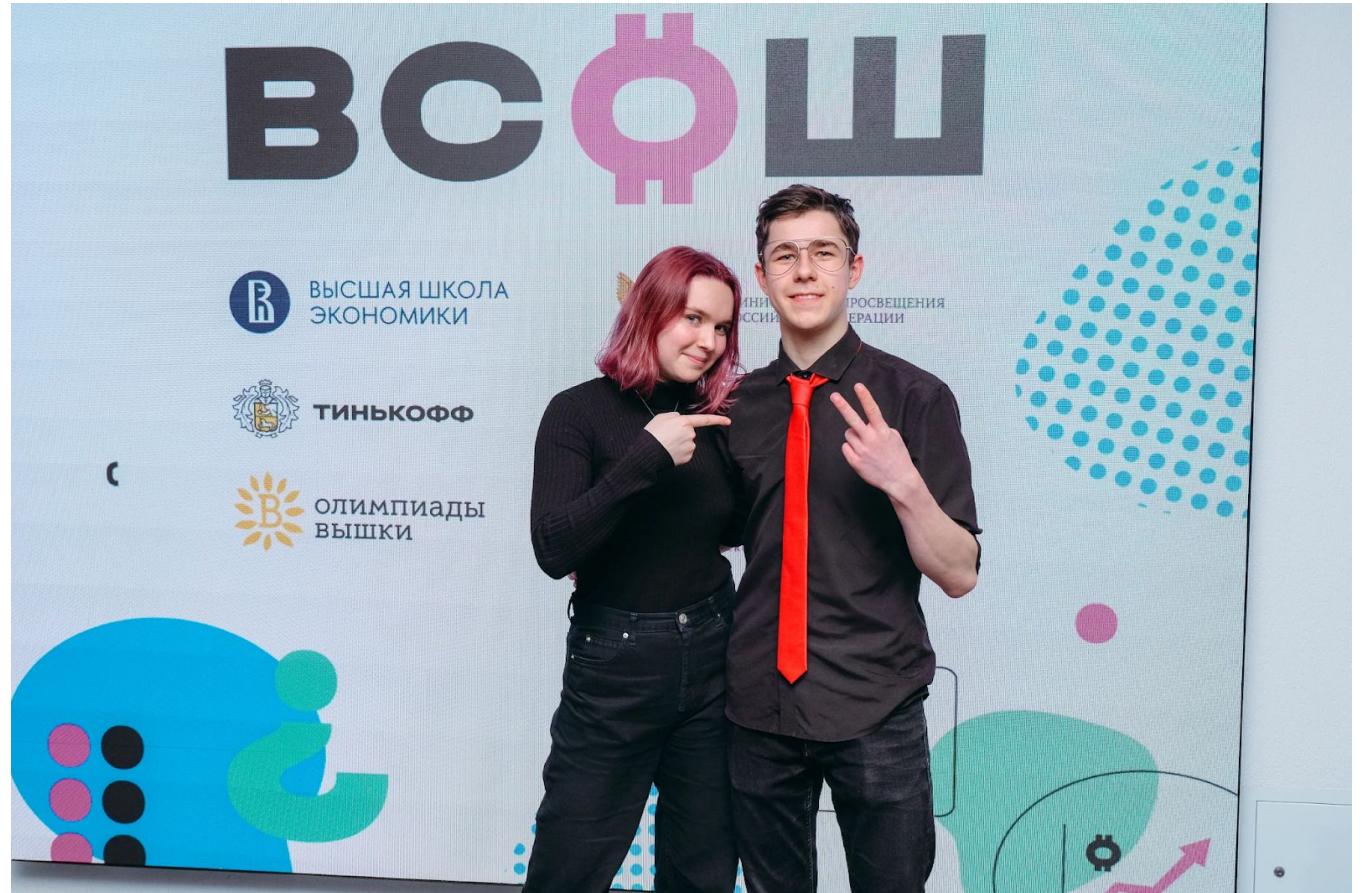
- Tinkoff is one of the co-organisers of the contest.
- Winners get benefits when entering a university as well as applying for an internship and scholarship by Tinkoff.
- In turn, Tinkoff finds out about motivated students, who are interested in Data Science from a young age.



Other projects



- Tinkoff provides support in organisation of the All-Russian Olympiads of schoolchildren. Thus, Tinkoff is a general partner of the All-Russian **Economics** Olympiad and a co-organiser of the All-Russian Olympiad in **Informatics** and **Mathematics**.



Other projects



- In 2021, Tinkoff became a business partner of the annual All-Russian Olympiad of schoolchildren which is held by the Higher School of Economics.



A new project

PROD – Olympiad in Industrial Programming

- Held by Tinkoff, Central University and HSE.
- There are 3 directions — frontend, backend and mobile development and 3 stages in each.



Stages:

1. The first one is a computer science test.
2. All participants of the second stage will be offered to solve tasks similar to those that their future fellow developers solve every day. They will encounter git technology, and testing system will resemble checking code in large companies.
3. The third one will include an individual test and a team hackathon, which will include not only programming, but also market analysis, problem formulation and other aspects.

A new project

PROD – Olympiad in Industrial Programming

- Besides additional points when applying to the university, winners will be able to apply for the Tinkoff scholarship and pass a simplified internship selection at Tinkoff.
- Participants will get some merch and an annual subscription to Tinkoff Pro.



A project for younger schoolchildren



- The All-Russian Olympiad in Informatics named after Mstislav Keldysh is a contest for 5th-8th grades students, which allows winners to get into the Russian national team and go to international Computer Science competitions.
- Tinkoff and CPM are two organisers of the Olympiad.

Other activities for schoolchildren



- Excursions to Tinkoff offices in Russia and Belarus.
- T-class at schools — classes with advanced programming across the country (from 10th grade).
- Partner programs (summer camps, schools, competitions...).

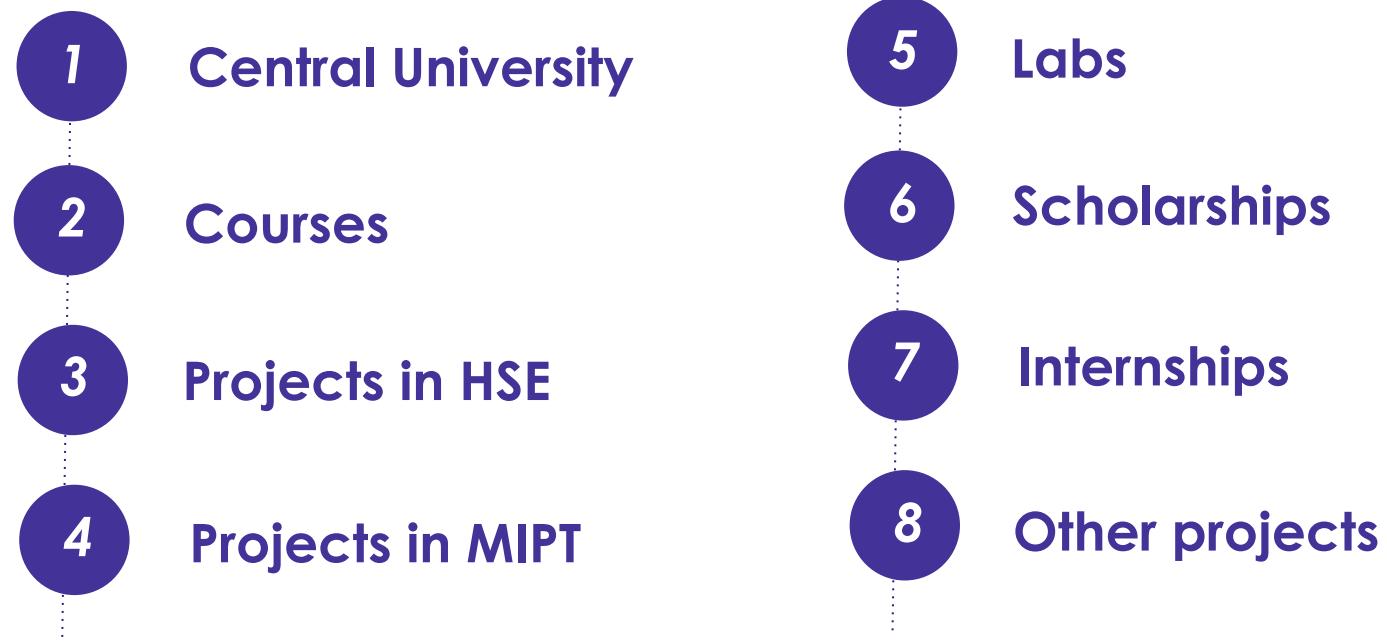
1 Courses

2 Contests

3 Other activities



- Educational projects at Russian universities. Special courses, departments of analytics and development, scholarship and labs.
- Let's talk about:



Central University



- In 2023, Tinkoff founded the Central University — Russia's first private STEM university.
- The training of masters in data analysis started, the bachelors degree programs will be available since 2024.
- The training is quite expensive up to 70000 per month.



The first 44 students of the Central University.

“

The status of a private university gives us great freedom and opportunity to satisfy market demand.

The boundary between academic and business communities is gradually blurring.



Evgeny Ivashkevich,
Rector of the Central University,
Deputy Chairman of the Board
at Tinkoff until recently

According to Tinkoff Journal

The atmosphere



Students of the Central University during a team building session.

Courses for Russian and Belarusian students



- Java for Backend Development
- Academy of Data Science
- Academy of Backend
- Fintech Trends
- Golang
- Data Structures and Algorithms
- Data Analysis in Manufacturing
- Zero Semester (online course about how our brain works and how to study better)

The most successful students will be offered an internship at Tinkoff.

- Educational IT courses by top managers, tech leads and senior developers of Tinkoff.
- Students are taught technologies that are used by Tinkoff.
- Examples of courses: Android Development, Product Design, QA Engineer Web, Business Analysis and others.
- For undergraduates and graduates of technical universities who start career in IT.
- Graduates of the course become strong junior developers and analysts. The best students get an offer from Tinkoff.

Results



1856

students

graduated from Fintech

454

graduates

became a part of
the Tinkoff team

This course is especially good because Tinkoff looks for developers in its team. Both the company and students themselves have a vested interest in success.

Thanks to this course, I improved my knowledge and could make the team.

Tinkoff x HSE



- In 2022, HSE established a Joint Department with Tinkoff, which handles about 80 students annually.
- The department trains IT specialists who can create and operate complex IT services with a large number of users.
- For students who choose this department, training begins from the 3rd year and lasts for 2 years until the end of the bachelor degree.

The main tracks of scientific activity of the department:

- Software design and development models in various areas.
- Design and development of distributed applications and fault-tolerant systems.
- Methods of data analysis in different areas.

Joint department



- Specialisation "Industrial Development"

Fundamental development and SRE program for 3rd-4th year students of AMI CS HSE.

- Elective courses

"Computer Networks", "Information Security" and "Fintech Trends".

- Projects for final works

Applied problems that students can solve within the paper or the thesis.

- Opportunity to complete an internship at Tinkoff

The department organizes internships for the purpose of professional orientation of the students.

Interesting fact

- In 2024, HSE and Central University are launching a new joint undergraduate program "Design and development of information products".
- Tinkoff will be an industrial partner of the program.
- Students will be able to get an idea of different professions in IT from Data and SRE engineering to system and product analytics.

Students will learn how to:

- Design and develop fault-tolerant high-load distributed systems.
- Test and operate information products.
- Work with big data.

Bachelor's degree

Master's degree

Department of Financial
Technologies based in FPMI

Bachelor's degree

- The Department has two branches available for 2nd-4th year students: **Analytics** and **Scala Backend Development**.
- The main advantage of this program is unique courses on product analytics, which allow students to immerse themselves in working with fintech industry products.
- Students gain experience in solving practical tasks and opportunity to become a part of the Tinkoff team in the future.

Master's degree



- The Department has three branches: Product Analytics, Machine Learning and Scala Backend Development.
- It is available for students from specializations "Computer Science and Engineering" and "Applied Mathematics and Physics".
- Total number of students is 20.
- When entering the university, students become junior specialists. After two years of studying for a master's degree, they grow to middle positions. And right after graduation, they have all necessary skills to become senior specialists.

Master's degree



Usual degree

Courses sometimes are out of touch with reality

Fundamental subjects are good and they give an insight into difficult topics, and allow you to get a base of knowledge.

Employment after graduation

To get a job, especially a good one, it is often necessary to be a graduate, not a student.

Fixed curriculum

Usually, a university determines courses in advance. Variety exists, but limited.

Tinkoff x MIPT degree

Courses help in real job

Every course contains only themes that appear in work tasks practically every day.

Employment when enrolment

Students are employed from the very beginning of studying. This allows them to put knowledge into practice.

Flexible curriculum

Elective part of the curriculum contains more than 40 disciplines.

Master's degree



60*

students graduated

They all started from junior and junior+ positions.

*for April 28, 2023

58

students

grew to middle positions
during studying

17
students

became senior
specialists

According to the official
page of Tinkoff Education



Tinkoff is a strong HR brand, which makes good products, it was clear that the team was cool. Therefore, I drew attention to the Tinkoff Master's degree program. An important advantage for me was employment, the opportunity to apply knowledge in practice.

Sergey Filimonov,
a student

- MIPT hosts a Tinkoff Laboratory. The scientific work at Tinkoff Lab is supervised by researchers from Tinkoff Research, one of the few Russian teams that conducts scientific research within the company, and not on the basis of a non-profit organization.
- You can join the lab, if you:
 - A 2nd-4th year student, master student or graduate of every university.
 - Are interested in tasks of AI and want to conduct research.
 - Can work remotely or in a hybrid format 20+ hours per week.
- You can make a team which focuses on:
 - NLP
 - Speech-to-text
 - Research
 - Computer Vision

Members about Tinkoff Lab:

According to
Tinkoff Journal



“Research at Tinkoff Lab is very different from traditional scientific work. Opportunities and resources are provided here without regard to regalia and age.



Alexander Nikulin,
researcher at Tinkoff
Research

If I wanted to take one of the proposed topics for the diploma, I could implement it together with the team of the laboratory.

Sonya Lo Cicero,
researcher at Tinkoff
Research



“Before joining the Lab, I was already familiar with Tinkoff's educational projects: I took a course on Machine Learning. The program helped me to get acquainted with the basic concepts in this field.

Scholarship

- Tinkoff supports talented students by paying them 25000 per month and helping in professional development.
- Who can apply for a scholarship?
 - A full-time bachelor, specialist or master student with excellent or good performance from any Russian university.
- Tracks of the scholarship:
 - "Analytics"
 - "Development"

- What increases chances of success?
 - Good and excellent academic performance at the university
 - Victories in Olympiads, championships and competitions in mathematics and data analysis/programming, hackathons
 - High rating on Codeforces/Kaggle
 - Pet-projects, articles, volunteering or internship experience
- What is included?
 - Monthly payments of 25 thousand rubles after taxes
 - Support of an experienced mentor from Tinkoff
 - Access to closed educational courses, lectures and knowledge bases
 - Deferred offer for an internship/job at Tinkoff
 - Tinkoff PRO Subscription

Tinkoff Start



- Paid internships in IT.
- Recruitment is conducted three times a year.
- Workload varies from 20 to 40 hours per week, duration varies from 3 to 6 months.
- There can be completely different tracks: from developers to lawyers.
- Work in the office and remotely.
- Selection is through exam and interview.



What about competition?



Data for summer 2022 enrollment:



Why do candidates choose Tinkoff?



“I started thinking about career after my third year. I went to the *job fair*, saw the Tinkoff stand and came over to find out about internships.



Rozalia Amirova,
senior developer at
Tinkoff Business

“I participated in the summer school for Computer Science by HSE. There, my teacher told me about Tinkoff Generation and recommended the course on Data Structures and Algorithms.



Andrey Moskalev,
Developer, data
engineer

In the middle of my first year, I decided to intern at Tinkoff: the company was *familiar* to me, I used its products.

What else?



//

All my colleagues are quite young, so it seemed to me that I just entered another university where they solve applied problems.



Alexey Piskunov,
chief analyst

Other activities

- Tinkoff Career Day at universities (master classes, lectures, One Day Offer)
- Math Love Day
- Workshops, lectures (about how to begin a career in IT, “Mobile development”, “Process and stages of development”...)
- Tinkoff Case Day
- Premium card for MIPT friends

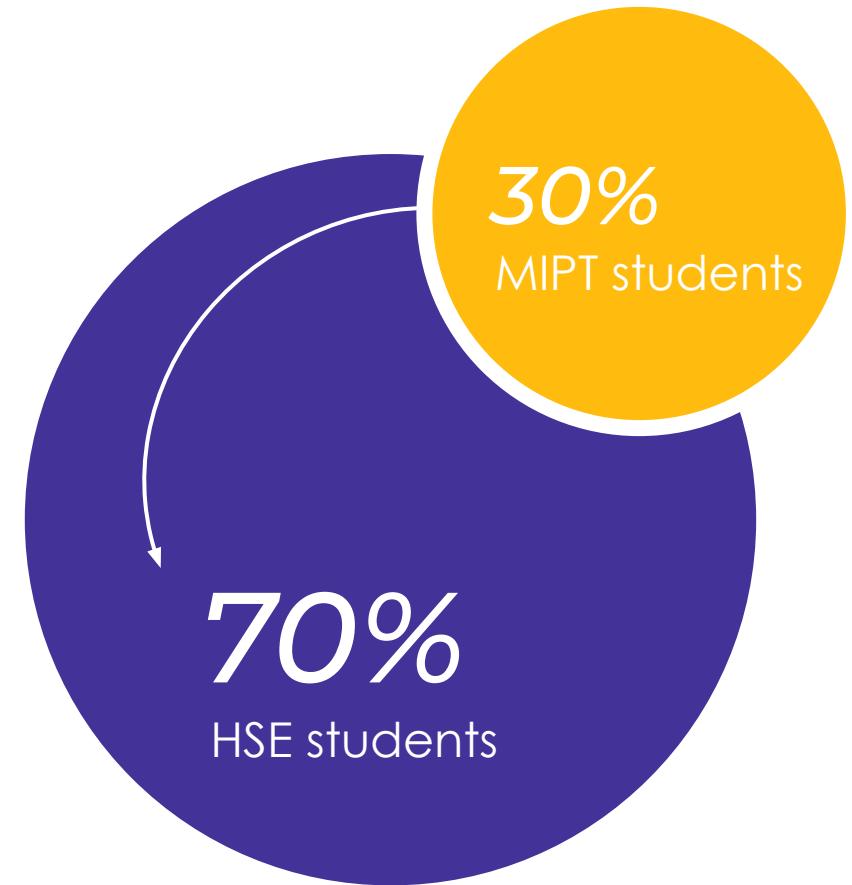
Tinkoff is intensively engaged in attracting talents to the company. Its main audience is high school students, undergraduates and graduates of top Russian universities, though there is a tendency towards interacting with younger audience. It tries to make potential employees familiar with the company, its products and values and invests in their education.

Survey

To illustrate the findings, we conducted a survey, in which we asked the successful students of HSE and MIPT about their interactions with Yandex and Tinkoff.

9 out of 30 participants (30%) were from MIPT, and the rest (70%) were from HSE.

23 out of 30 participants worked or took an internship at the indicated companies, and the rest closely interacted with them by participating in the career oriented events.



Some of the respondents



Alina Salimova (in the photo):
a winner of the All-Russian Olympiad in Economics and
DANO [check slide 83],
top 1 of the second year students of the Economics and
Data Science (EDS) program in HSE,
during her second year at university, she was working as
an analyst-developer at Yandex Eda (Yandex Eats).

Tanya Soboleva:
a winner of a number of school contests in Economics,
now, she is a jury member,
a third year student of the HSE and NES joint program,
she has been working as a financial analyst at Tinkoff
since freshmen year.

A bit more about the respondents

Our respondents are currently studying in different universities and programs, however, they all devote themselves to Computer Science, Data Science or Economics.

AMI

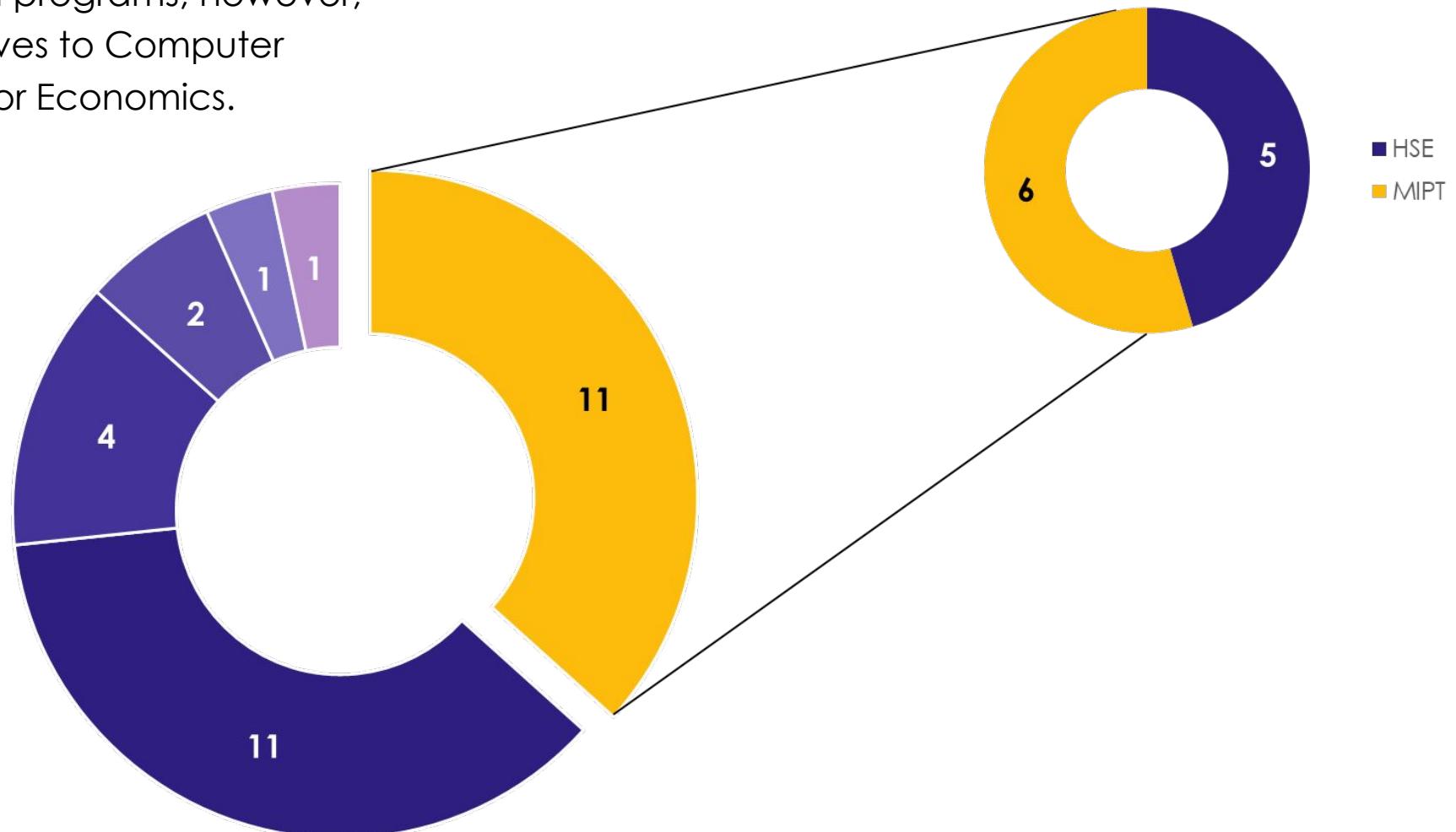
BAE (HSE-NES)

EDA

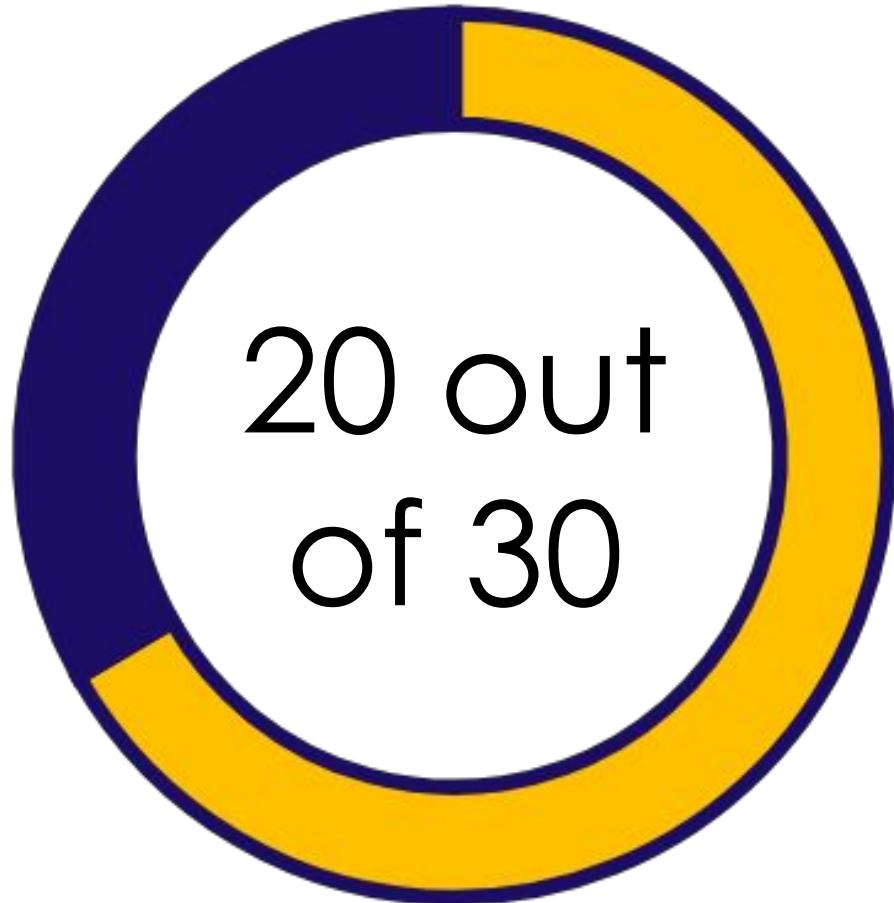
AMP (Applied Mathematics and Physics)

Business Informatics

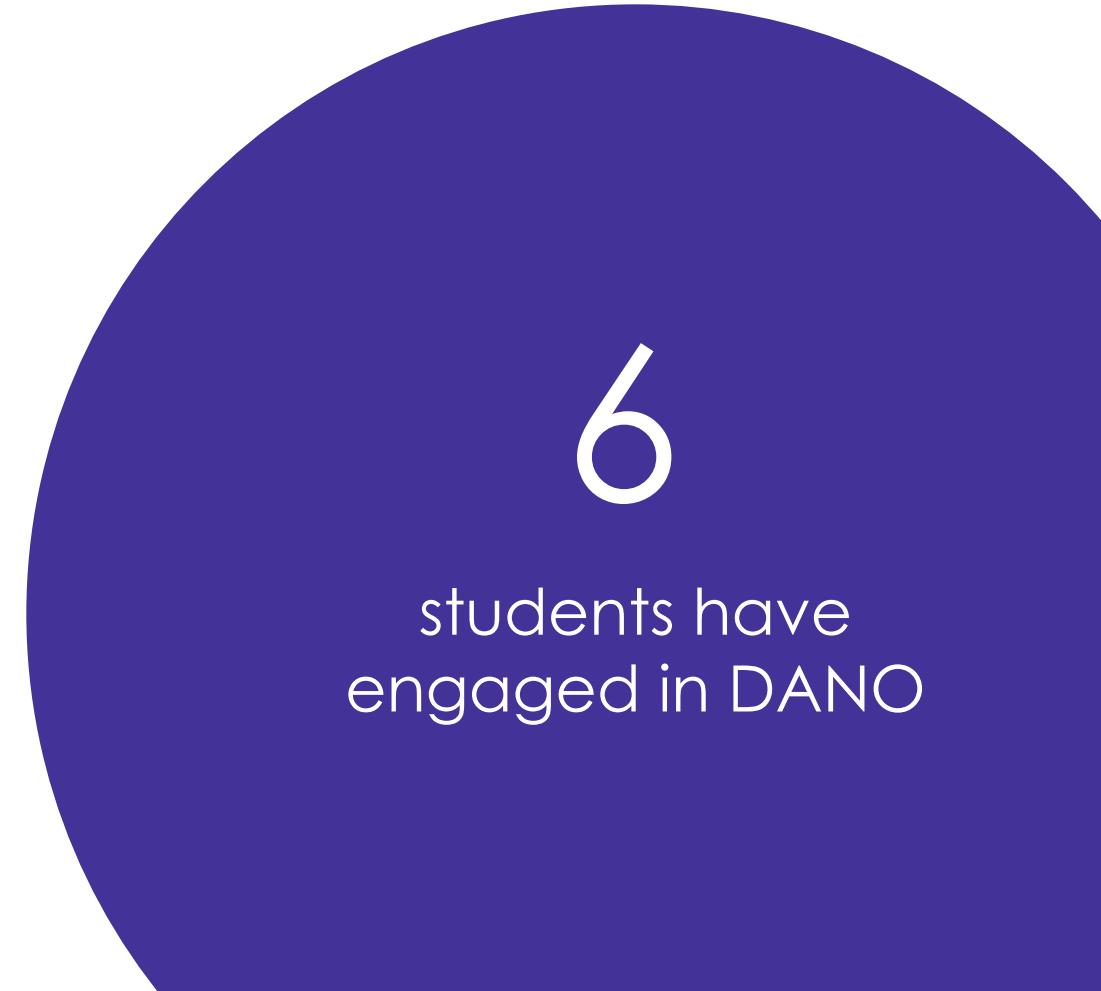
ICEF



Some statistics

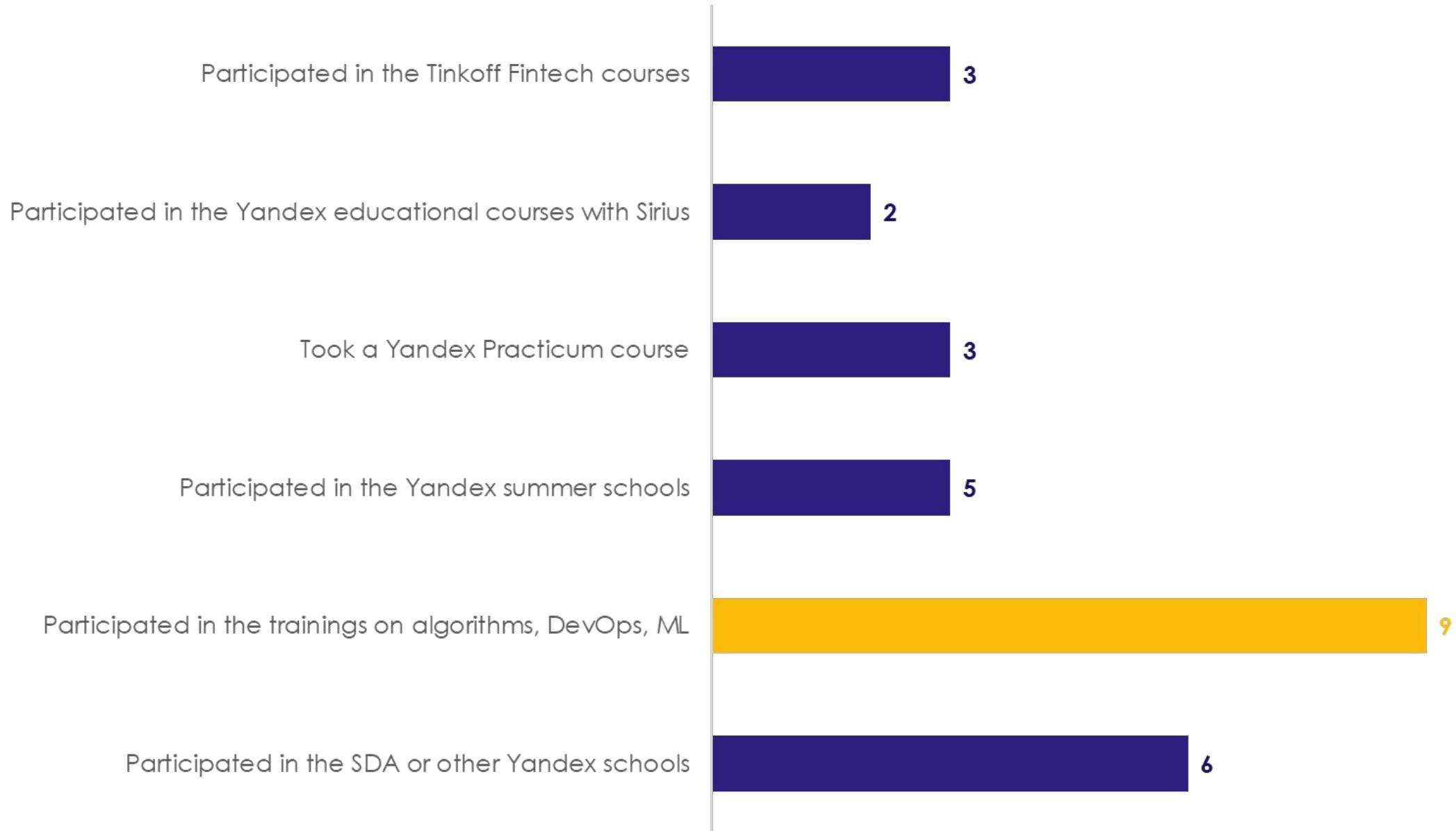


Are winners of the All-Russian Olympiad of schoolchildren in Informatics/Economics/Mathematics

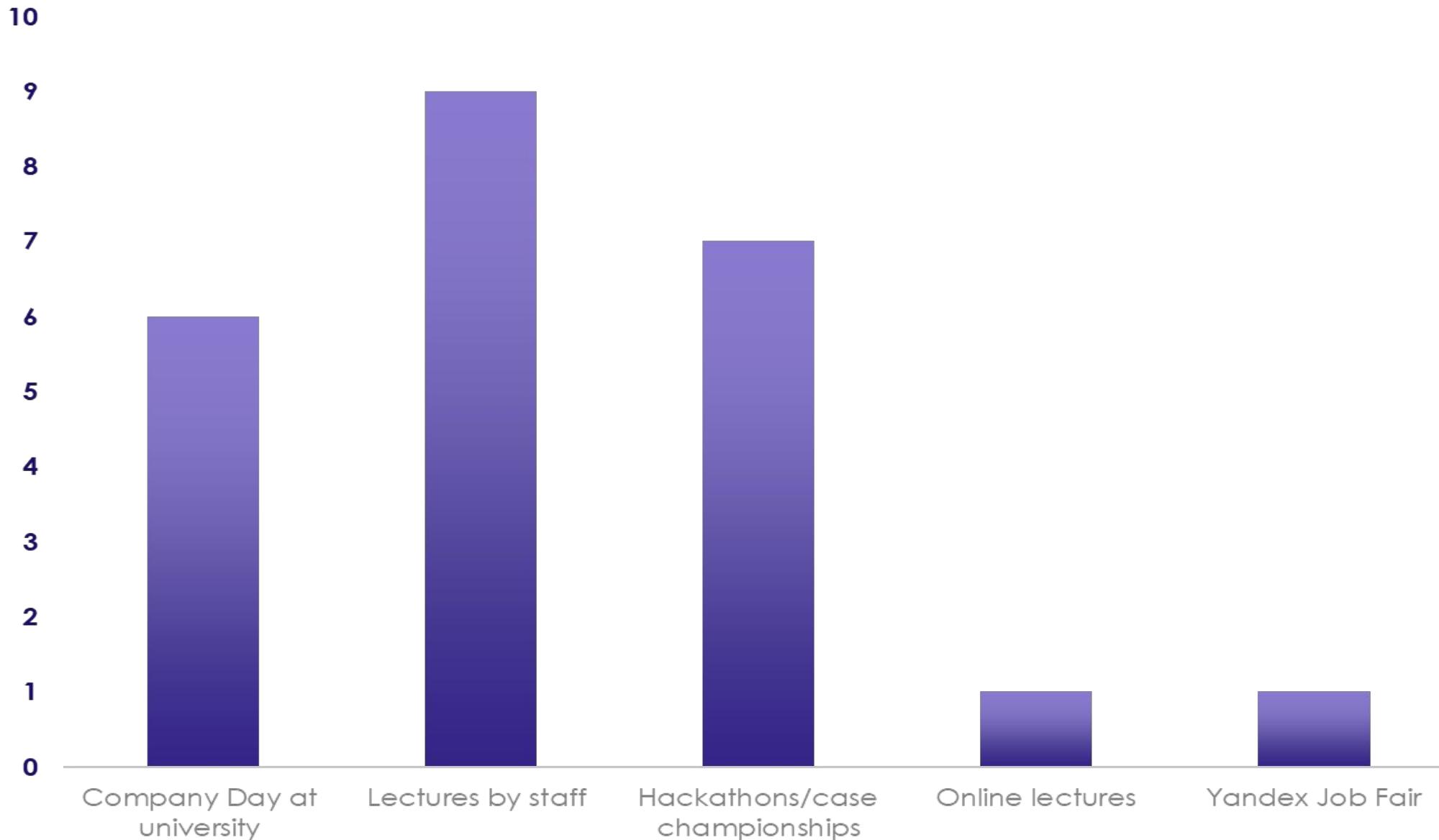


6
students have
engaged in DANO

Level of participation in the educational projects



Level of participation in the events by the companies





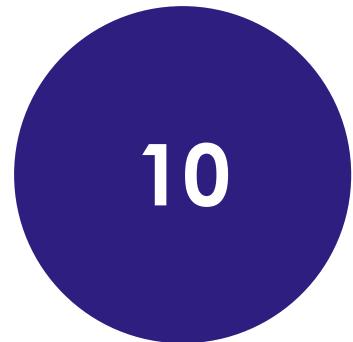
Yandex' stands in HSE

2
are receiving the
scholarships by the
companies

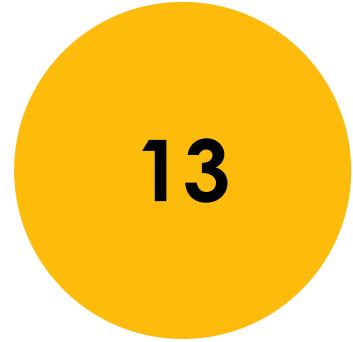
19

students paid attention
to the companies'
stands, branded
classrooms, etc.

Students working/interning

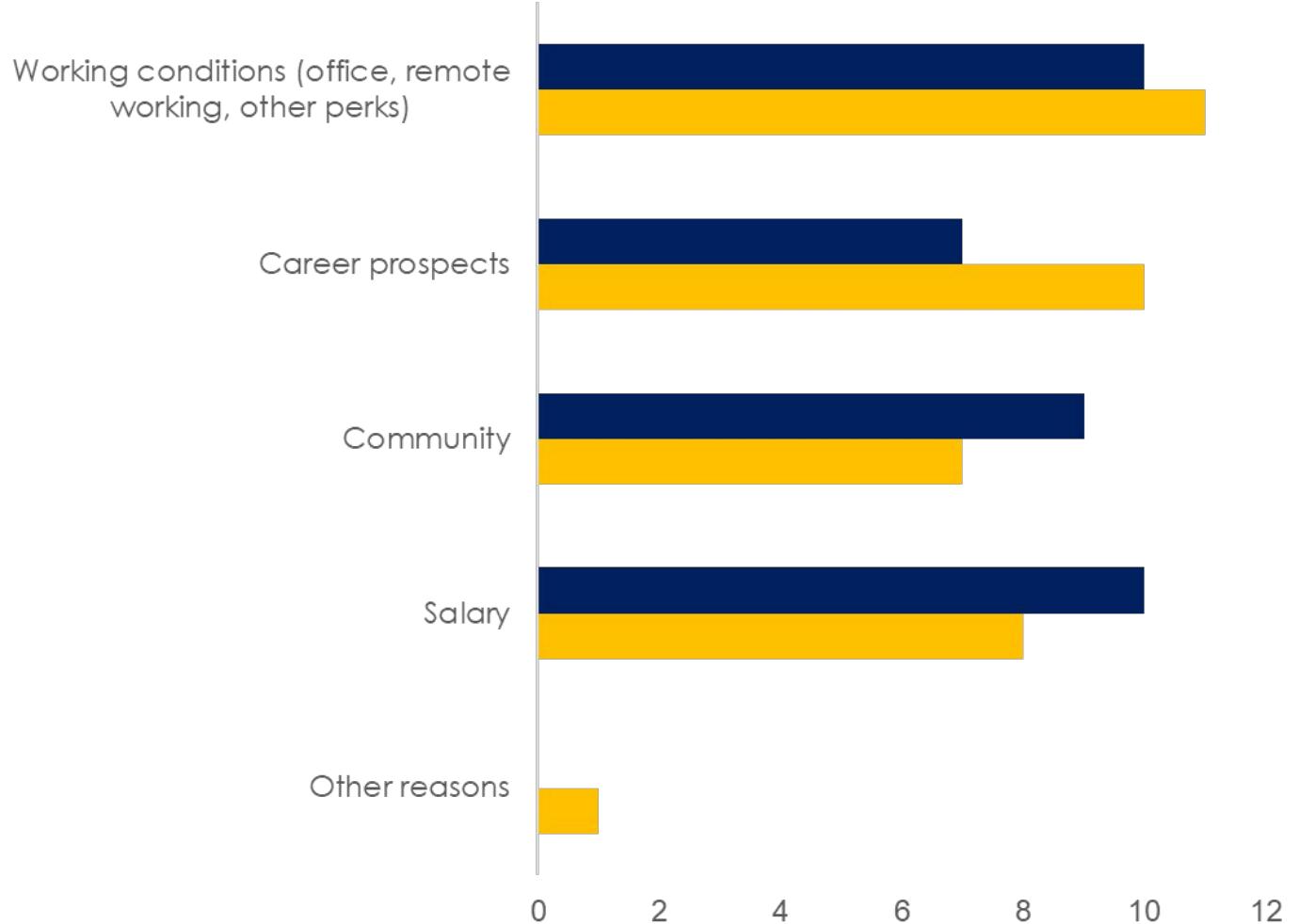


Yandex



Tinkoff

Why did they choose these companies?



Valuable feedback about Yandex



Yandex has shaped me as a specialist, and I owe my entire career to its educational courses for schoolchildren and students. This is the Lyceum [slide 29], Backend Development School, and the ML Intensive Courses. I regularly participate in the events on development and mathematical research by Yandex.

Gleb Pilnovatykh,
an EDS HSE 1 year student

Free schedule, remote work, understanding teammates - it's all very convenient in case of combining with studying.

Andrey Arzhantsev,
an AMI HSE graduate

Valuable feedback about Tinkoff

“I was lucky to get a team leader who was young, empathic, and who taught me the product approach. What was missing was that I got into an already developed project, which was very difficult to lead on my own.

Sonya,
an HSE-NES 4 year student

“Cool tasks, convenient tools for employees, and the company itself always supports them, gives various privileges.

Tanya Soboleva,
an HSE-NES 3 year student

“...but, as for me, they are trying to impose the corporate culture too much (Tinkoff DNA and all that sort of thing). They also really encourage overworking and a responsible attitude to everything you do.

Nikita Pogadaev,
an AMI MIPT 4 year student

Some more



Working at Tinkoff is cool if you are lucky with the team.

Matvey Shevchenko,
an HSE-NES 3 year student

About Tinkoff: cool office and working environment. The work itself is quite interesting, but it strongly depends on the product and the team leader. I have some friends who left due to the lack of new challenges, but I like everything so far.

Dmitry Kim,
a Business Informatics HSE
4 year student

I would like to have a free schedule and complete freedom of action, which is why I chose not Tinkoff or Yandex, but a venture fund where I can do whatever I want for its development + the startup is cool.

Dmitry Kutsenko,
an AMI HSE student

Yandex and Tinkoff are preferable employers. Interestingly, the stands of the companies, which are cheap, attract students' attention. It is worth noting that there are no branded classrooms in HSE and MIPT. The online courses and lectures allow students to know more about the subject and the company, and they are likely to become their potential employees. One of the main factors that attracts job seekers is the working conditions. Some of the respondents point out that the community and the team in particular is also important.

Authors



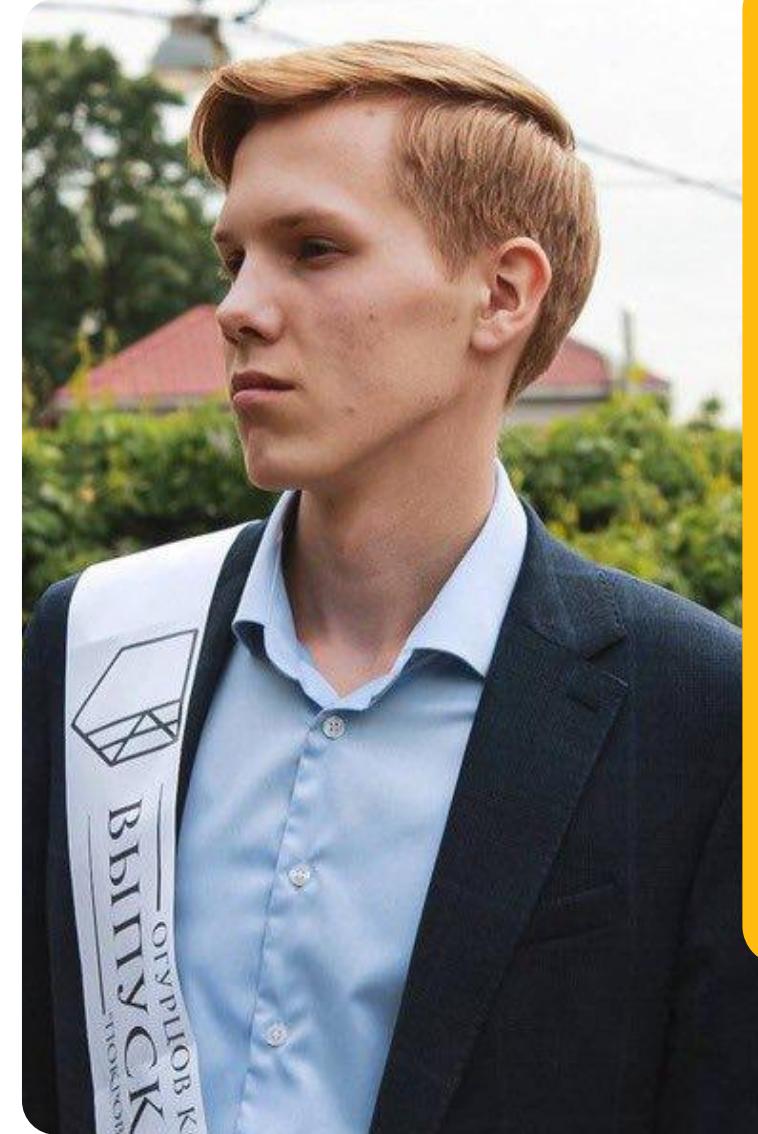
Mariya Semenova

 @mshsemenova



Konstantin Ogurtsov

 @kostiaogurtsov



**Thank you for your
attention!**

