



**Lomonosov Moscow State University
Business School**



Lomonosov Moscow State University Business School



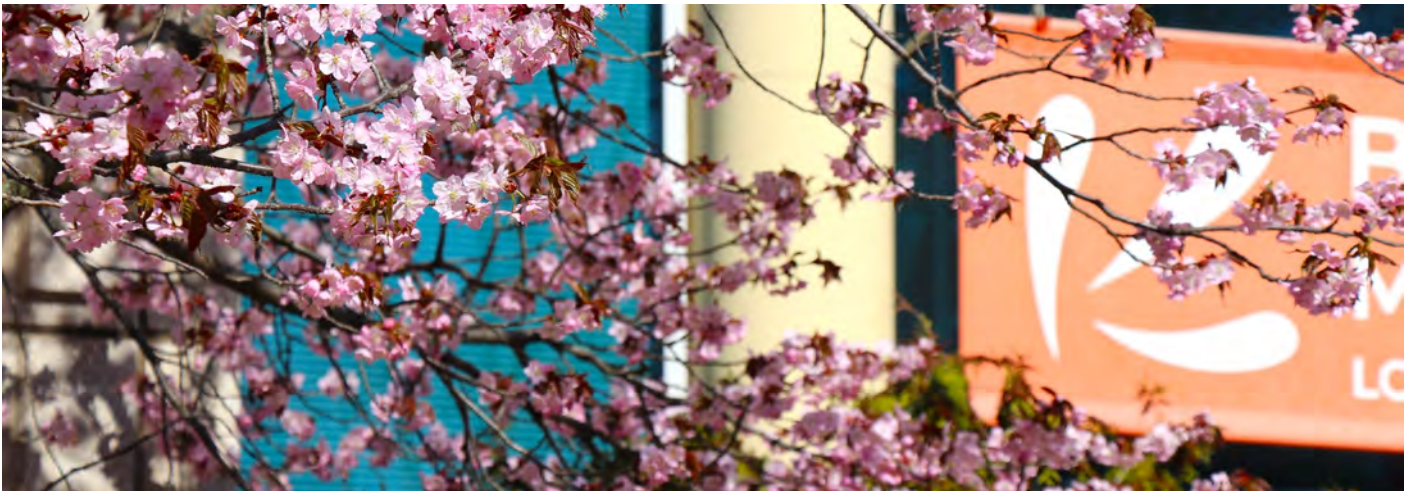
Entrepreneurship has always been the driving force behind innovation, productivity, and economic growth. It's more than just a skill—it's a mindset built on creativity, vision, risk-taking, and determination to achieve dreams against all odds.

Lomonosov Moscow State University Business School (MSUBS) cultivates this spirit, bringing up not just business professionals, but innovative leaders and creators. Our approach goes beyond the traditional view of entrepreneurship as starting a business. We believe the entrepreneurial mindset is valuable everywhere, including within established companies. We train leaders who don't just follow the corporate routine but strive to innovate, lead, and make a difference. This aligns with a key trend in management today: bringing entrepreneurial thinking into corporations.

At MSUBS, we don't just teach business basics—we nurture the qualities that make great entrepreneurs. Our programs are designed to equip students with the skills, knowledge, and mindset needed to pursue two distinct but equally impactful paths: launching their own startups or driving transformative change within established organizations. Whether students aspire to build their own ventures from the ground up or lead groundbreaking initiatives inside larger corporations, our curriculum prepares them to excel in both roles, because LMSUBS focuses on fostering creativity, strategic thinking, and leadership, empowering students to become catalysts for innovation and growth, no matter where their careers take them.

Dean

Prof. Oleg S. Vikhanskiy



Mission

We train future leaders to become change providers capable of addressing business challenges of today. Open-minded, enrooted in the world business environment. Dedicated to society and creating value for it.

About MSUBS

Lomonosov MSU Business School, a pioneer in Russian business education, began in 1989 with professional programs for managers of organisations to meet the demand of the rapidly changing business environment. Over the years, it has evolved into a globally recognized institution with a full range of educational programs, maintaining its core values: academic excellence, innovation, practical learning, and ethical standards.

Today, MSUBS is a dynamic, inclusive community fostering a strong sense of belonging for students, faculty, and staff. Offering selective degree programs in Management and Entrepreneurship, along with tailored executive training, MSUBS adapts to the ever-changing business world, proving that impactful contributions don't require size—just vision and dedication.

Vision

As a member of the international educational community, the Business School blends the traditions of classical university with innovative approaches to business education, ensuring that its graduates are in high demand in today's fast-evolving world. MSUBS fosters a unique space for collaboration among faculty, students, alumni, and businesses, enrooted in the values of trust, transparency, and responsibility.

What We Stand For

1. Management is about people. The basis of management is ethics and morality.
2. Be different. Being different from others is very difficult, but it will be the basis of success in the XXI century.
3. To comprehend and develop business and management, a transcendental number of «self» is necessary, like « π » in mathematics.
4. The type of management is based on national behavioral stereotypes. But some elements can and should be adopted.
5. Teaching, learning and education are not equivalents. Not even synonyms. Education should give a vision, including a vision of the future.
6. The future doesn't resemble anything. It doesn't grow out of anything – it comes to us. Comes from the day after tomorrow.
7. The features of the future can be seen. It requires insight, intuition, openness.
8. There is nothing universal in management – neither knowledge, nor recipes. To be successful, you need to see opportunities where others see a problem.
9. Making predictions about the future is extremely risky. But some predictions come true.
10. Some schemes, models and ideas are quite viable, even after a long period of time.



Key Facts



30+ years of history



8 educational programs



130+ business partners



20+ partner universities



800+ students



100+ faculty members



4000+ graduates



How We Train

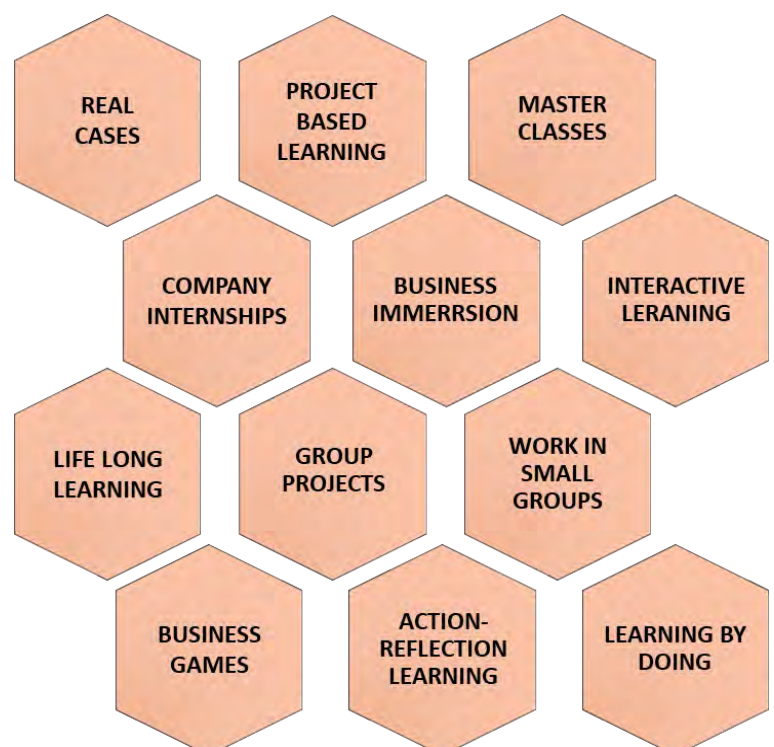
MSU Business School is dedicated to equipping students with the knowledge, skills, and mindset necessary to thrive in the dynamic world of business.

Leadership and Vision: We cultivate strong leadership skills, empowering students to articulate a compelling vision and inspire others to join their pursuit.

Creative Problem-Solving: We encourage students to think outside the box, to challenge conventional wisdom, and to develop innovative solutions to complex challenges.

Ethical decision-making: We incorporate CSR values, ensuring graduates prioritize integrity and sustainability in their professional endeavors.

Collaboration and Networking: We provide ample opportunities for students to connect with mentors, peers, and potential investors.



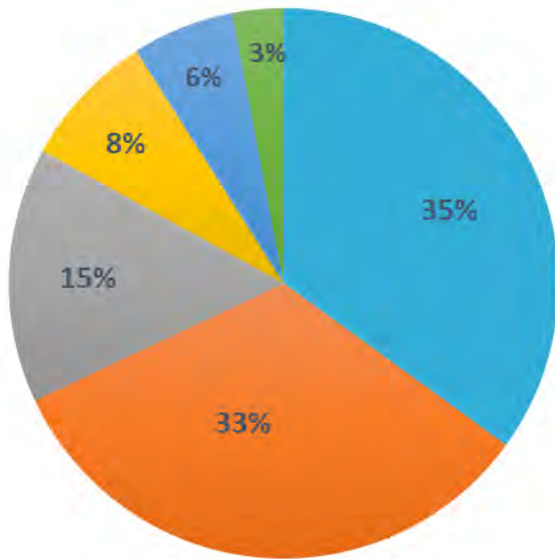
еца МГУ
ОСОВА

Learning with Lasting Impact

Graduates from LMSUBS pursue diverse paths after completing their studies.

According to 2024 statistics:

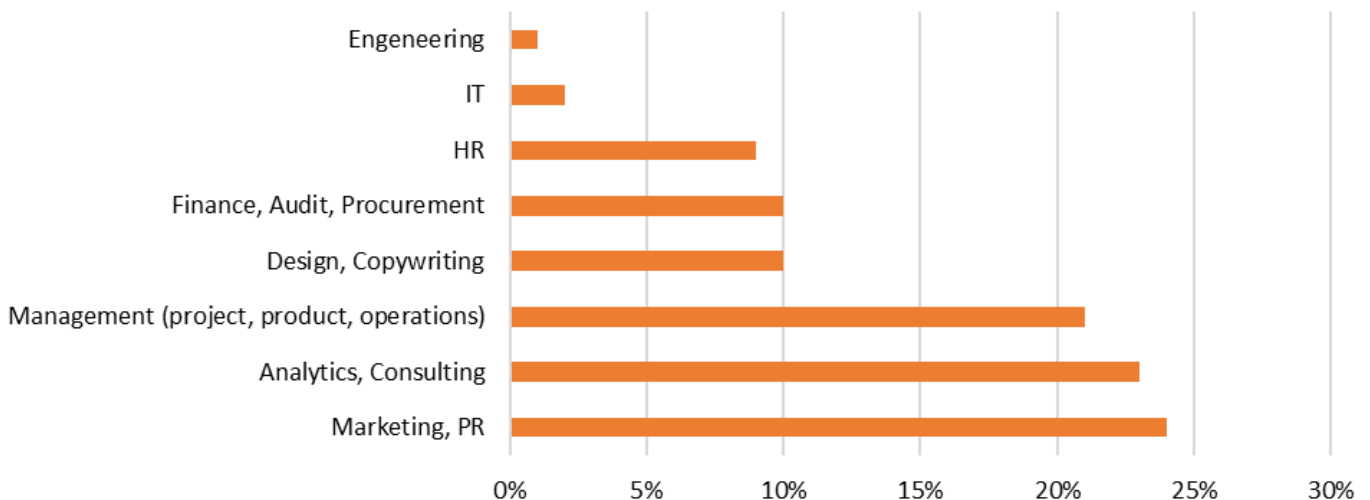
Graduates 2024



- A significant 35% choose to open their own businesses, showcasing their entrepreneurial spirit.
- 33% secure positions as employees in leading companies, reflecting the strong industry connections and career readiness fostered by the institution.
- Academic pursuits remain popular, with 15% continuing their studies at Moscow State University (MSU).
- 8% opt to study abroad, gaining international exposure.
- Another 6% continue their education at other Russian universities.
- And the remaining 3% explore other unique opportunities.

These varied trajectories highlight the versatility and success of MSUBS graduates in both professional and academic realms.

Professional Spheres



Students' Success

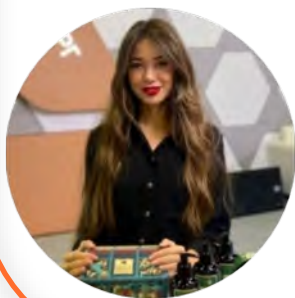
Entrepreneurial path



Kamilla Shadaeva
Marketing agency
ASTORS AGENCY



Artur Arakelyan
Online school
«Impuls»



Asel Chernykh
AQUAHERB
Cosmetics



Maksim Lukyanov
Cafe Nagoya,
Restaurant Izumi

Employment path

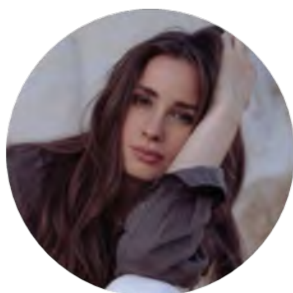
Ilya Sibirtsev
Yakov & Partners,
Consultant



**Ekaterina
Makarova**
Avito Estate,
Marketing director



Daria Vavakina
Vassa&Co,
PR-manager



Yulia Khorkina
Biomed SPLAT,
Brand manager





Affiliation With Best World Practices

MSUBS has consistently demonstrated its commitment to excellence and global standards through its affiliation with best world practices. Recognized with the prestigious "5 Palmes of Excellence" award for its strong international influence by Eduniversal, MSUBS not only exemplifies quality in internationalization and innovation, but also is setting a benchmark for business education in Russia and beyond.

As a proud member of PRME, MSUBS aligns itself with the UNs' mission to promote sustainability and ethical leadership in business education. This affiliation underscores the school's commitment to shaping future leaders who are not only skilled but also socially responsible and environmentally conscious.

Furthermore, MSUBS has achieved significant academic recognition through the EPAS accreditation awarded to its bachelor program in 2010, and prolonged for three consequent periods. This accreditation reflects MSUBS' dedication to maintaining world-class standards in its curriculum and teaching methodologies.

By integrating these prestigious affiliations and accreditations, MSUBS continues to strengthen its position as a leading institution in global business education, preparing students to excel in an increasingly interconnected and dynamic world.

PRME Principles for Responsible
Management Education



eduniversal

Going Global



ACTIVE COLLABORATION

MSUBS welcomes exchange students and free movers, actively participates in international conferences, and engages in joint research programs, fostering global collaboration and academic excellence.



DIVERSE PARTICIPATION

MSUBS professors and students actively engage in international activities from summer schools abroad to hosting delegations and supporting global initiatives. Their dedication fosters cross-cultural collaboration and strengthens MSUBS' global impact.



CROSS-CULTURAL DIVE-IN

MSUBS fosters a multicultural environment by inviting international professors, hosting master classes, and collaborating with global companies through workshops, enriching students with diverse perspectives and experiences.



REGULAR COIL PROGRAMS

MSUBS excels in fostering global collaboration through regular COIL projects, connecting students and faculty with universities worldwide to enhance cross-cultural learning and innovation.



I'm very happy that I had the opportunity to be a part of the community of MSUBS. Before coming to Russia, I knew that MSUBS was a high-level faculty but while studying there it exceeded my expectations in the best way and in different perspectives!

Studying at the Business School gave me a new panorama of the path I would like to follow in the future for my professional development.



I enjoy my student life in MSUBS. Despite the fact that the education here is very different from China, I gradually adapted to the learning mode. The courses are highly professional and practical, where you can learn comprehensive business knowledge with an international perspective. At the same time, there are many practical opportunities, such as companies' visits, mock interviews, corporate practice, student exchange programs, etc. These activities broadened my horizons and had an important impact on my future plans. Thanks to professors, I developed the habit of critical thinking, independent learning, and teamworking.



I really enjoyed chosen courses at Business school. The professors and frequent guest lecturers provide valuable insights for business. I can admit that I acquired a better understanding of Russian market.

The international office staff was very attentive and helped me with different problems. I highly appreciate the faculty's own buddy system. It helps to soften the initial culture shock and solves any possible problems. My exchange semester was successful and offered great memories, lifelong friends, and increased understanding of Russian culture.



Corporate Relationship

The importance of integrating various company-related activities into the academic experience of students at MSUBS cannot be overstated. These activities serve as a bridge between theoretical knowledge and practical application, equipping students with the skills, insights, confidence and significantly enhancing their career prospects.

Internships are one of the most effective ways for students to immerse themselves in the professional world. For MSUBS students, internships are an opportunity to explore potential career paths, gain industry-specific knowledge, and build a professional network. They are a mandatory part of MSUBS curriculum each academic year.

Group projects in companies offer another layer of practical learning. By working on real business challenges, students learn to analyze problems, propose solutions, and present their findings to stakeholders. Group projects often involve interdisciplinary collaboration, mirroring the real-world environment where professionals from different backgrounds work together to achieve common goals.

Pre-diploma practice is another critical activity that prepares students for their final academic projects and future careers. This practice allows students to delve deeper into their chosen fields, conduct research, and apply their knowledge to real-world scenarios. It serves as a culmination of their academic learning, enabling them to demonstrate their readiness for the professional world.

Incorporating **real company cases** into classroom learning is equally important. These cases expose students to the complexities and nuances of business decision-making. They make learning more engaging and relevant, as students can see the direct application of theoretical concepts.

In conclusion, integrating company-related activities into the MSUBS curriculum is essential for preparing students for the demands of the modern workforce. By engaging with real-world challenges, MSUBS students graduate as well-rounded, confident, and industry-ready professionals, equipped to make meaningful contributions to their fields and society at large.

PONY
EXPRESS

Яндекс

L'ORÉAL



Joint Courses With Companies



The practical course offers a comprehensive system for product launch and market entry, applicable across diverse industries. It focuses on fostering entrepreneurial thinking and leadership skills. Students learn to adopt an owner's mindset, manage projects effectively, and achieve high results, with tools for strategic vision and team collaboration.



The course introduces students to the financial market's specifics, digital trends, ecosystem approaches to insurance, and product cycle practices. Guided by experts of Ingosstrakh, the largest Russian insurance company, participants will collaborate in teams on retail, corporate, and digital insurance initiatives, with the opportunity to propose and develop their own innovative ideas in the field.

M
S
U
B
S



The course immerses students in Russian Railways' digital transformation strategy, covering digital infrastructure management, AI-driven technological innovation, and its role as a business model transformation driver. It includes visits to Russian Railways, such as a tour to its main computing center, the "digital brain" of the company.



In this course students learn tools, best practices, and apply them to real strategic projects in Russia's priority tech sectors. The content includes 7 seminars with theory, workshops, and case studies. Participants learn consulting tools and solve real business challenges. Top students gain fast-track opportunities to join SBS Consulting.

Practice Beyond the Classroom



Company Tours

Guest Speakers

Factory Visits



Career Days

Case Championship

Workshops



Company Quizzes



Bachelor Program

DURATION: 4 years

LANGUAGES: Russian and English

DEGREE: Bachelor in Management

This program is tailored for students passionate about entrepreneurship and entrepreneurial thinking. It emphasizes creativity, innovation, risk-taking, and perseverance as core elements of entrepreneurial behavior. The curriculum blends practical business studies with critical thinking development, integrating economic, humanitarian, and natural science disciplines.

Graduates are equipped to navigate dynamic business environments, armed with versatile skills and competencies. Career opportunities extend beyond entrepreneurship, enabling graduates to excel in roles requiring strategic vision, innovation, and risk management within established organizations. The program prepares students to drive growth, implement new ideas, and adapt to evolving business landscapes with confidence and expertise.

A
N
D

B
U
S
I
N
E
S
S

M
A
N
A
G
E
M
E
N
T

E
N
T
R
E
P
R
E
N
E
U
R
S
H
I
P



Master Program

BUSINESS AND ENTREPRENEURSHIP MANAGEMENT

DURATION: 2 years

LANGUAGES: Russian and English

DEGREE: Master in Management

The program is designed to equip graduates from diverse academic backgrounds with the skills to manage businesses effectively. By fostering innovation, risk-taking, and creativity, the program prepares students to navigate challenges and seize opportunities in resource-constrained settings, while creating meaningful value for people. It emphasizes entrepreneurship as a mindset and a practical approach to achieving success in uncertain environments. This experiential learning ensures that students gain real-world insights and apply entrepreneurial principles to solve complex problems.

Graduates of the program are well-prepared to launch their own ventures, enhance existing businesses, or contribute to corporate environments by infusing an entrepreneurial spirit into organizational management. The program's focus on value creation and resource optimization makes it ideal for those seeking to make a positive impact while driving sustainable growth.



Master Program

DURATION: 2 years

LANGUAGES: Russian and English

DEGREE: Master in Management

This program offers a comprehensive understanding of market dynamics, sectoral specifics, and the latest trends shaping the future of business. Students gain understanding of the intricacies of various business sectors, which helps to identify opportunities and challenges specific to each industry. The program emphasizes the development of analytical skills essential for strategic decision-making. Through practical case studies and hands-on projects, students learn to analyze complex data, assess market trends, and evaluate the potential impact of strategic decisions. Recognizing the transformative impact of digitalization, artificial intelligence, and sustainable development, the program integrates these key themes into its curriculum. Students explore how these trends are reshaping industries and creating new opportunities for innovation and growth.

Graduates of this program are equipped with a comprehensive set of skills and tools necessary for making strategic decisions and implementing them effectively. They develop a deep understanding of the global business context and the ability to analyze complex problems, enhancing their future contribution to organizations focused on development and innovation. The program empowers future leaders to navigate the complexities of the digital age and drive sustainable success in a constantly evolving world.

B
U
S
I
N
E
S
S

S
T
R
A
T
E
G
Y





Lomonosov Moscow State University Business School

Leninskie Gory 1-52
119234 Moscow, Russia

Tel: +7(495)939-21-03
E-mail: mail@edu.mgubs.ru

