Lomonosov Moscow State University
Faculty of Economics

Sustainable Entrepreneurship:
Business Initiatives and the Role of Public Policy

July 18 – 24, 2022

Faculty of Economics, Lomonosov Moscow State University is pleased to offer a new short-term program on Sustainable Entrepreneurship aimed to provide knowledge and skills related to organization of international business in Russia and other countries considering the principles of sustainable development, as well as the role of the state in promoting business initiatives. The program is practice oriented. Throughout the training, students work on projects and analyze possibilities of introducing the principles of sustainability into business development strategies of international companies that plan to or already operate in Russia.

Language of instruction: English

Target group: undergraduate and graduate students

Agenda

Over the course of a week participants will be engaged in interactive sessions tackling the following topics:

Economic and Business Environment in Russia, Public Policy and Sustainable Business Initiatives, Approaches to Sustainability: Cross-Cultural Aspect, Changing Trends in Consumer Behaviour, Sustainable Marketing: How Businesses Adapt to the Demand for Sustainability, ESG Reporting and Green Finance, Business Models and Sustainability: Triple Bottom Line Approach, Risk Management and Climate Change.

Participants will apply the knowledge gained while working on special group projects 'Integrating Sustainability into Existing Business'.

All participants are provided with personal access to a faculty educational website where all the program materials (pre-readings, presentations, etc.) will be posted.

Workload: 38 academic hours of contact work with professors, 72 academic hours of total work (36 hours = 1 ECTS).

Format of Studies: online

Orientation: The program starts with a short orientation to provide students with information about the studies and opportunities to collaborate on program assignments.