



ВЫСШАЯ ШКОЛА БИЗНЕСА
МГУ им.М.В.ЛОМОНОСОВА

MBA

Logistics and
Supply Chain Management

Логистика и
Управление Цепями Поставок



english

European  Business School
International University · Schloss Reichartshausen



GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

The Graduate School of Business Administration (GSBA) of Lomonosov Moscow State University (MSU) prepares highly skilled and strategically thinking managers capable to assume responsibility for taking decisions in conditions of uncertainty and risk, and thus contributing to the construction of business in Russia.

GSBA MSU has more than 500 students. Since 1989, the year of its foundation, almost 800 students successfully graduated from GSBA MSU, which provides strong academic education in the best tradition of Moscow State University. The close co-operation with leading companies gives the students a unique opportunity to be involved in the decisions of real business in the course of their studies. After graduating, the students usually develop their career in prestigious companies and quickly advance in their profession.

- In 2005 GSBA MSU became the only Russian business school to be listed among the 100 best business schools of the world and the 40 best business schools of Europe according to the results of the study „Global 100 Top Business Schools”.
- The advisory board of GSBA MSU consists of directors and managers of the following companies: Basic element, Savings Bank of Russia, IKEA Russia, Group GAZ and other leading companies.
- GSBA MSU was founded in 1989 as one of the first business schools in Russia.
- Management and faculty of GSBA MSU developed the first „Bachelor” programme in the field of „Management” in Russia.
- GSBA MSU is co-founder of the association ABEST21.

Graduate School of Business Administration Moscow State University offers the following programmes:

- Higher professional education acquiring a „Bachelor” and „Master” degree;
- „Master of Business Administration” (MBA and Executive MBA);
- Postgraduate studies;
- Educational programmes for pupils of high schools (preparatory courses, „School of the Young Manager”).

GSBA MSU cooperates with a number of leading foreign universities and business schools. The main objective is to provide students with a wide range of opportunities to participate in foreign educational training, student's exchange programmes and fact-finding excursions to partner universities and business schools.

EUROPEAN BUSINESS SCHOOL

European Business School (EBS) International University Schloss Reichartshausen is the oldest state-accredited private university of business administration in Germany. It is located at Schloss Reichartshausen near Wiesbaden and Frankfurt in the centre of Germany. The innovative, entrepreneurial approach of EBS is based on strong research and continuing close contact with leading international companies to foster theory based and business linked education. Jointly with an increase in the number of trustees and sponsors, the number of endowed chairs has also risen steadily over recent years. This intensive interaction between the university and its teaching staff and students on the one hand and the real world of business on the other gives EBS its unique and dynamic character.

EBS has about 1200 students and 2400 alumni. Students have excellent career prospects and generally receive appealing job offers before they have completed their studies. This is a result of a strong academic education along with a special focus on developing soft skills to solve practical business problems.

- Since its foundation EBS has consistently been ranked among the top three universities in all relevant rankings of business schools in Germany. It is also among the top 15 in national research.
- EBS has a network of 148 partner universities and 160 corporate companies, including numerous companies listed on Germany's DAX index.
- EBS promotes a close relationship between faculty and students. It has a near ideal faculty to student ratio of 1:15. The individual approach to students allows EBS to raise quality of education.
- Management and employees of EBS have developed unique executive education programmes which became the most renowned on the German executive education market. In addition, the EBS coaching programme as well as its „studium universale“ are exemplary in the German higher education landscape.
- EBS gives its students the opportunity to acquire the degrees „Bachelor“ and „Master“, which are internationally recognized, as well as a structured doctoral programme.

The Supply Management Institute (SMI) is one of the leading research institutes worldwide for strategy, purchasing, logistics and supply chain management at European Business School in Wiesbaden. Together with renowned partners and experts from the academic and business world, we successfully drive up-to-date and innovative topics in purchasing, logistics and supply chain management research projects and studies. The institute offers Bachelor degrees for undergraduate students as well as postgraduate degrees and management certificates for graduates and executives.



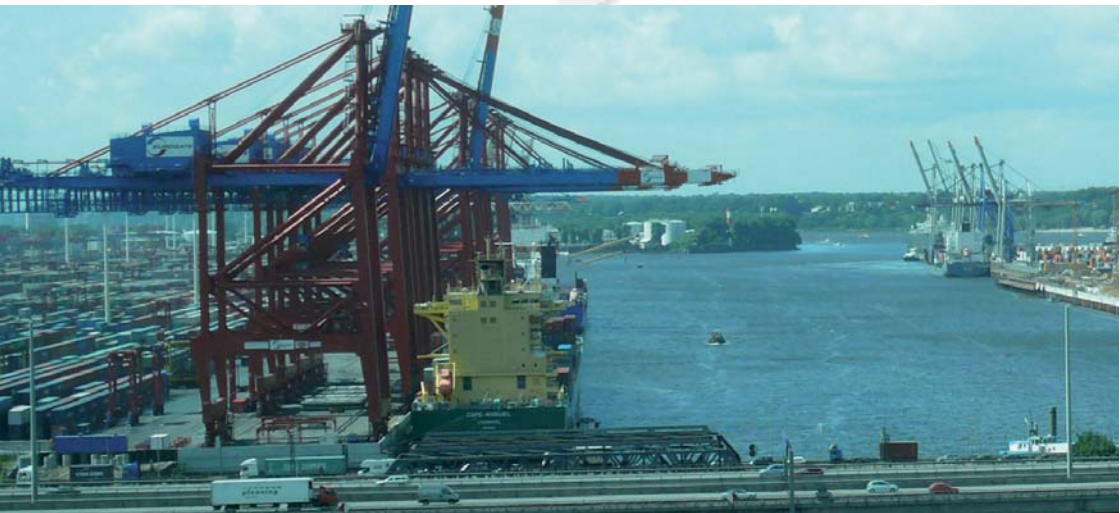
LOGISTICS IN THE MODERN WORLD

In our modern times global economies with increasing competition in the markets determine the world of business. Flows of information, goods and services, people and capital become more complex than ever before in the history of mankind. The majority of companies faces a growing uncertainty in their business environment and a reduction of product life cycles. To remain competitive, they have to meet the needs of their clients quickly and accurately, be flexible and innovative. This is why a smooth interaction of business processes is required.

Logistics and supply chain management include processes such as analysing, forecasting and planning, introducing and coordinating flows of goods, services, capital and information in the supply chain in order to satisfy customer needs. Logistics aims at providing the agreed services in the determined quality by effectively utilising accessible resources and optimising costs.

The basic logistics tasks are moving, handling and storage of goods, services, informational and financial assets inside the logistics system.

In the modern world logistics and supply chain management play an important role in economic activities of countries and companies. The annual total turnover in the logistics market amounts to about € 1.5 bln. in the leading industrial countries. According to experts, the annual growth rate is approximately 5 to 10 % in developed countries. In countries with developing economies, rates of growth considerably exceed an average level.



In Russia the demand for skilled employees in the field of logistics essentially exceeds the existing resources. In particular, there is a significant lack of knowledge how to optimise processes, project management and strategic management in logistics and supply chain management. Surveys show that the share of logistics costs in the price of goods is about 10% in the USA and Western Europe, while in Russia it comprises more than 20%.

Shortage of employees in logistics is related to the high level of professional requirements and expert knowledge that is necessary to manage complex value chains.

Experts in logistics are expected not only to provide practical skills and experience, but also knowledge in the field of supply chain modelling and statistical analysis, understanding of business processes and general management tools and techniques. Besides that, soft skills in communicating and negotiating play a major role to succeed in logistics and supply chain management. The abilities to take well-founded decisions, to delegate power and to take over responsibility are as important as the readiness to implement an innovative product, service or process in practice. Supply chains do not stop at national borders – therefore, logistics managers need to understand international markets and intercultural interaction as well as international transport and customs.





COURSE DESCRIPTION

The two-year Russian-German modular programme „**MBA in Logistics and Supply Chain Management**” is aimed at acquiring personal managerial skills in strategic and operational contexts of logistics and SCM-skills which are vital to succeed in conditions of quickly developing economies in a linked world of business. The programme is modular, includes fact-finding practises at best-practice enterprises in Germany and Russia as well as a final practice related research project.

The first module „**Introduction to Logistics**” treats the basic requirements for team work, in-time detecting and coping with conflict situations and questions. Furthermore, the acquired skills will be deepened in all training sessions by jointly performing practical tasks, analysing cases and participating in interactive business-games, both in groups and individually.

In two „**General management**” modules basic competencies are trained on how to organise and co-ordinate business processes within the company, both on a strategic and operational level, covering the functions of finance, human resources, production management and marketing. Courses in cross-cultural management and organisational behaviour familiarise the students with the skills required to perform in highly competitive, dynamic environments of the global economy.

For an efficient performance in the field of logistics and supply chain management it is extremely important to today's professionals to be competent in forecasting and planning of capacities and streams of goods and services, finance and information. The two modules „**Management analysis**” aim at providing tools and techniques for these areas. In the courses of these modules the students will develop and extend their skills to apply quantitative analysis of key performance indicators. In addition, methods will be taught for project, risk and income management, how to initiate a practical realisation of market opportunities and strengthen competitive advantages of the company.



MBA

The two modules „**Supply Chain Management**” explain logistics structures and systems within the supply chain, and auxiliary activities connected with them. Apart from studying the supply chains, equal attention is paid to the questions of purchasing and distribution, warehousing and storage. The latest informational systems are an important linking element in the supply chain. They are thoroughly treated over the entire programme. Important criteria for succeeding in logistics are quality services and the required infrastructure, efficiency and reliability of interaction of supply chain parts. Other important components for a successful functioning of a modern company are social responsibility and environmental protection. These issues will also be reflected in the modules.

The **fact-finding practices** in best practice companies of the logistics industry in Russia and Germany show students how to transform the knowledge gained from the decision-making process of logistical problems to real conditions.

In the module „**Management related topics**” students study Russian business practice issues, specific legislative features peculiarities of the legislation and documentation rules of freight transportation. Students can optionally choose in-depth training on the following topics: leadership, negotiating and process modelling.

To complete their MBA programme, students prepare a **master thesis** on the basis of a selected professional project, business plan or market research topic. This last important step allows to strengthen analytical skills and to apply the knowledge acquired during the MBA programme. The final research work should merge professional interests of the student, needs of his or her current or potential job environment and lay the foundations for their future career.



STUDY LAYOUT

The Programme is designed for 2 years and has a modular educational system:

- 11 modules in the course of studies, module duration – 7 days.
- Modules are held every 6 – 8 weeks. The intervals between modules are devoted to task accomplishment and self-preparation for the next module.
- 2 modules are organised as workshops in German and Russian best practice companies in logistics.
- The main part of lectures is held in English.
- The students complete their studies by writing their master thesis.

Upon successful completion of the programme the students will be awarded the state diploma of Moscow State University „Master of Business Administration (MBA)”. As the programme is run in cooperation with European Business School, it is projected to award the equivalent German degree.



		MBA in L	
		Module	Content
23.11.2008 29.11.2008	1	<i>Introduction to Logistics</i>	
		1	MBA Course Outline
		2	Team Building
		3	Introduction to Logistics and SCM
18.01.2009 24.01.2009	2	<i>General Management I</i>	
		1	General Management
		2	Strategic Management
		3	Financial Management
		4	Marketing
19.04.2009 25.04.2009	3	<i>Management Analysis I</i>	
		1	Quantitive Methods
		2	Project Management
		3	Financial Analysis
		4	Managerial Accounting
31.05.2009 06.06.2009	4	<i>Logistics Practices in Germany</i>	
		1	Logistics Companies in Germany
06.09.2009 12.09.2009	5	<i>General Management II</i>	
		1	Business Processes Management
		2	Product and Innovation Process Management
		3	Personnel Management
		4	Organizational Behavior
		5	Economics



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Logistics and Supply Chain Management

	Module		Content		
	15.11.2009 21.11.2009	6	Management Analysis II		
			1	Demand Analysis and Pricing	
			2	Business Forecasting and Capacity Planning	
			3	Revenue Management	
Supply Chain Management			4	Business Game	Airline Management
	24.01.2010 30.01.2010	7	Supply Chain Management I		
			1	Supply Chain Management	
			2	Procurement Logistics	
			3	Production Logistics	
			4	Distribution Logistics	
			5	Information Systems for Supply Chains	
	18.04.2010 24.04.2010	8	Supply Chain Management II		
			1	Operations Management in Logistics	
			2	Planning and Controlling in Logistics	
			3	Infrastructure and Traffic Logistics	
			4	Quality Management in Supply Chains	
			5	Ecology and Social Responsibility in Supply Chains	
	20.06.2010 26.06.2010	9	Logistics Practices in Russia		
			1	Logistics Companies in Russia	
			2	Analysis of Logistics Practices in Russia	
	05.11.2010 11.11.2010	10	Management Related Topics		
			1	Russian Business Law and Practice	
			2	Freight Regulations and Documentation	
			3	Training Electives: (A) Leadership (B) Negotiations (C) Simulation	
MBA 2010-2	05.12.2010 11.12.2010	11	Final Examination		
			1	Disputation	Final Master Thesis
Subject to change			2	Final Test	



ADVANTAGES OF THE PROGRAMME

Highly-professional professorial staff

Lecturers of the MBA programme in logistics are experienced and skilled professionals from Russia and Europe combining well-founded academic career paths and practical knowledge. The teaching personnel is faced with the challenge to train people who already have practical and managerial experience. Guest lecturers, who have proven to be successful in their business, actively participate in the training process and share their experience with the students.

Interactive education

The educational process is designed to further interactive studying: practical tasks, analysis of case studies from Russian and multi-national experience, conducting interactive business games, and working in project groups. These methods help students to effectively master the disciplines and to develop decision making, team-work, and interpersonal communication skills as well as leadership qualities.

Studying in Russian and English

As most of the courses are held in English by leading European teachers, students have the opportunity to master and expand their English business and logistics terminology.

Russian and international composition of the programme

The programme can draw on best international experience in business education and mainly uses case studies from Russian and international enterprises. This allows students to get broader insight into the business environment.

Fact-finding practices

In their studies students who joined the programme will explore fact-finding practices with leading logistics enterprises in Russia and Germany.

SPECIAL ISSUES

Demanding requirements

Only highly motivated candidates aiming at acquiring elite education and career growth will be suitable students for the MBA in logistics and supply chain management.

Intensive studies

We demand from our students to assume responsibility. The demands are challenging in training, education and projects. All training courses have an integrative character and combine the performance of the students during the whole course: home-work, team-work, presentations and group projects.

„Action - Reflection - Learning”

Our teaching method uses the active training model „action-reflection-learning”. According to this method, students perform the practical task first, and then learn the theoretical basis for the decision, unlike in traditional educational theory.

Active training methods

Active training methods are based on work in small groups. Students perform practical exercises, analyse specific situations, prepare group projects and participate in business games: this helps students to foster their role behaviour, study effective communication and exchange, develop leadership qualities.

Best-practice classes

Students of the MBA in logistics and supply chain management are regularly trained by successful businessmen and top-managers of Russian and foreign companies. The purpose of this training is to discuss the most urgent issues of business development in Russia and modern trends in business and management.





APPLICATION TERMS

Candidates who apply for the programme have to meet the criteria of having worked for at least 3 years and holding a state diploma of higher education (any discipline). The application process consists of 3 stages:

First stage (till 30 September 2008) – hand in application

1. Filled in application form (download at www.mgubs.ru);
2. 4 coloured matt photos 3x4 cm;
3. Essay (application form contains requirement of an essay);
4. 2 recommendations (see application form);
5. CV;
6. Copy of Diploma of higher education;
7. Copy of Appendix to Diploma (degree certificate);
8. Reference confirming work experience or certified copy of work-book;
9. Copies of passport and travel passport.

Documents should be in Russian (copies of russian documents do not require notarial certification). Documents translated into Russian have to be notarially certified. As soon as all documents meet the requirements, the applicant moves to the second stage of the application.

Second stage – entrance examination

The written entrance examination tests the applicant's skills on decision making within a business context. The examination consists of tasks aimed to check logical, analytical and mathematical thinking and knowledge of English. If an applicant provides a GMAT certificate (score not less than 600), he is exempted from the entrance examination.

Dates of entrance examination: 11, 15 and 18 of October 2008 (at the applicant's discretion).

Third stage – interview

Those applicants who successfully passed the entrance examination go through an interview with professors of GSBA and EBS. The interview will partially be held in English. Upon receipt of the interview results, the admission process is completed.

Study fees

The study fees for the programme are: 370 000 + 200 000 rubles (fact-finding practices). Payment to be effected in 4 x 92 500 rubles. Payment for fact-finding practices: 2 x 100 000 rubles.

GSBA students can get an educational credit from BSGV (Bank Societe General Vostok) Bank.



GERMAN ACADEMIC EXCHANGE SERVICE

Significant financial support of the Programme MBA-Logistics and Supply Chain Management is rendered by German Academic Exchange Service. Deutscher Akademischer Austauschdienst (DAAD) – is a self-governing organization, which unites all higher education institutions of Germany and promotes the development of international academic relations and scientific cooperation, first of all by organising student and scientist exchange.

DAAD is an intermediary organisation putting into action international scientific, cultural and educational policy of Germany. DAAD's top priority goals are:

- Scholarships for foreigners – to promote young international elites at German higher education institutions and research institutes.
- Scholarships for Germans – to promote young German academics and scientists in their studies and research work abroad.
- Internationalizing higher education institutions – to increase the international appeal of German higher education institutions and research institutes for students, academics and scientists from all over the world.
- Promoting German studies and language abroad – to raise interest in the German language and culture through worldwide cultural exchange.
- International educational cooperation – to promote academic, scientific and economic relations with other countries worldwide.

These goals are reflected in more than 200 DAAD programmes which are open for all countries worldwide and for all disciplines. Besides, DAAD supports higher education institutions in Germany as well as abroad in their international activities providing numerous services - marketing, information programmes advisory help, etc.

DAAD

WWW.DAAD.RU / WWW.DAAD.DE

MOSCOW INTERNATIONAL BUSINESS ASSOCIATION

Assistance to the Programme MBA-Logistics and Supply Chain Management is also rendered by Moscow International Business Association (MIBA). The main goal of MIBA is to create best conditions for Russian and foreign businesses located in Moscow and the regions to efficiently perform their co-operation with the Moscow City Government.

The Association's supreme body of operational management is the Executive Board, headed by the MIBA President, Moscow Mayor Yuri Luzhkov. Today, the Association counts about 200 members – Russian and foreign companies actively working in the Moscow and Russian market. Among MIBA's members there are companies of world reputation - Procter & Gamble, BASF, Deloitte and Touche, Siemens, METRO Cash and Carry, and big Russian companies - Wimm Bill Dann, M-Video, Tema, Nord Group, Bank of Moscow.

MIBA renders the following basic services to its members: organization of business meetings with members of Moscow City Government, search of reliable partners, promotion of production and services of MIBA's members in Russia and abroad, organization of seminars and conferences. Each year MIBA is receiving several hundreds of requests from its members related to various directions of their activity including projects of interest for the city and its citizens as well as legal issues proposals, complaints about actions of authorities on different levels, requests to speed up some decisions, or to support them in solving various problems with different regional or federal services.

Within MIBA Service Bureau, member-companies can provide highly professional services to each other at preferential conditions. The members actively participate in club work where managers of all levels get together in meetings held on PR or HR issues, and the top executives are regularly invited to join the meetings of the VIP club. International and inter regional connections of MIBA are maintained through network of overseas and regional representatives. MIBA has representatives in 35 regions of Russia and in 19 countries abroad.



WWW.MIBAS.RU



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CONTACTS

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