

Synergy University

One of the leading Russian universities, which provides training in more than 200 college programs, higher, second higher and extended education.



1988

University
foundation year

200+

educational
programs

120000

Student enrolled
in programs

65000

listeners of
the «Knowledge Base»

950

Synergy
CRM partners

The University is part of the Synergy Corporation as a key element among more than 50 educational organizations and service companies.

Synergy is one of the most recognizable brands in the field of Russian education.



Structure and Training Programs



FACULTY OF BUSINESS

- > Entrepreneurship

FACULTY OF HOSPITALITY

- > International Hospitality Management
- > Management in the hotel and catering business

FACULTY OF MANAGEMENT

- > General management
- > Marketing
- > Logistics and supply chain management
- > Event management
- > HR management
- > State and municipal service
- > Technology entrepreneurship

FACULTY OF PEDAGOGY AND PSYCHOLOGY

- > Practical psychology
- > Legal education
- > Primary education and foreign language
- > Pedagogy and Psychology of Primary Education
- > Pedagogy and Psychology of Preschool Education

FACULTY OF GAMING INDUSTRY AND E-SPORT

- > Gaming Industry and e-sports management

FACULTY OF SPORT INDUSTRY

- > Sports management
- > Physical education

FACULTY OF ECONOMICS

- > Banking
- > General economy
- > Finance and loans
- > Data Science
- > Data analysis and risk management
- > Economic and legal support of economic security

FACULTY OF INFORMATION TECHNOLOGY

- > Development, maintenance and security of information systems
- > Development of computer games, augmented and virtual reality
- > Internet application development
- > Applied informatics in economics
- > IT management in business

FACULTY OF LINGUISTICS

- > Translation theory and practice (English and Spanish/English and German)
- > Specialized translation (English and Spanish/English and German)

FACULTY OF LAW

- > General legal profile
- > Civil law profile
- > Criminal law profile

FACULTY OF ANIMATION

- > Animation and computer graphics artist

FACULTY OF ROBOTICS AND MECHATRONICS

- > Robotics and Mechatronics

FACULTY OF THEATER, FILM AND TV

- > Drama theater artist
- > Drama Theater Artist (Moscow Academic Art Theatre)
- > Cameraman
- > Film Producer
- > Internet Marketing

FACULTY OF DESIGN AND ADVERTISING

- > Graphic design and virtual augmented reality
- > Environment design
- > Architectural design
- > Internet Marketing

FACULTY OF JOURNALISM

- > TV journalism

ART FACULTY

- > Art-Business

FACULTY OF MEDICINE

- > Medical doctor (therapist)

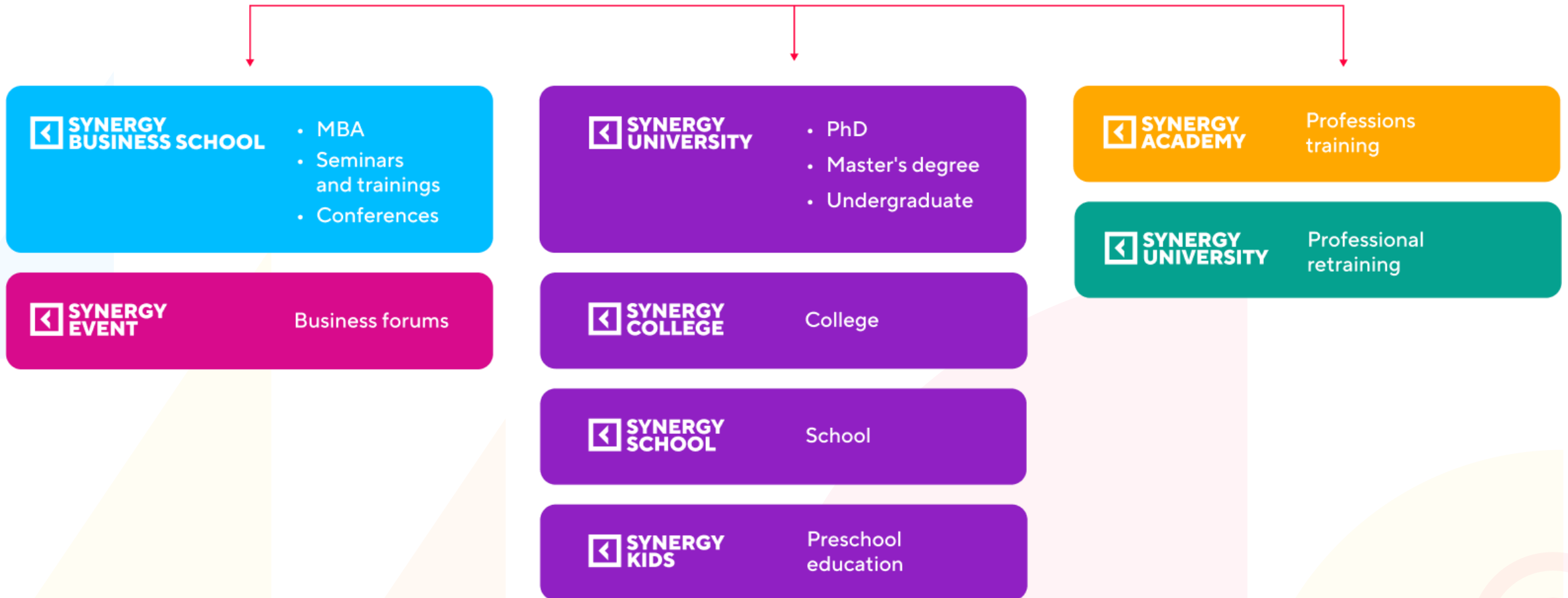
FACULTY OF VARIETY ART

- > Vocal teacher
- > Choreography teacher
- > Pop artist

FACULTY OF GAME DESIGN

- > Game design
- > Game design and game development
- > Game design and mobile games
- > Game design and board games

Model of **Lifetime** Education



Continuous education **program**

College +University



Career guidance activities

1. Master classes by leading experts
2. Business games
3. Testing for entrepreneurship (Ministry of Economic Development of the Russian Federation)
4. Synergy Robotics workshops

Soft skillsevents

5. Financial literacy
6. History not from textbooks
7. Excursions to the Moscow Academic Art Theatre
8. Excursions to employing companies
9. Excursions to Skolkovo
10. Voroshilov Sharpshooter



Career guidance **activities**



Master classes by leading experts

Synergy University attracts leading specialists from various fields of activity to train students



Business games

The specialists of the career guidance department organize an exciting entrepreneurial game of drawing up a business plan and promoting a product



Testing entrepreneurship

Determination of the student's proficiency level using the methodology of the Ministry of Economic Development of the Russian Federation



Master classes Synergy Robotics

Free master classes on designing and programming robots

Soft skills events



Financial literacy

We have developed special trainings, webinars and intensive courses on financial literacy to teach students how to manage money wisely and invest it profitably



History not from textbooks

Off-site educational interactive excursions to the historical places of Russia



Excursions to the Moscow Academic Art Theatre

Visiting the Moscow Academic Art Theatre building and excursions around 14 creative spaces



Excursions to partner employing companies

Visiting partner companies of the University, which can be prospective employers of students after graduation



Excursions to Skolkovo

Observation excursions around the Skolkovo Innovation Center, inspection of laboratories and area with modern equipment



Voroshilov Sharpshooter

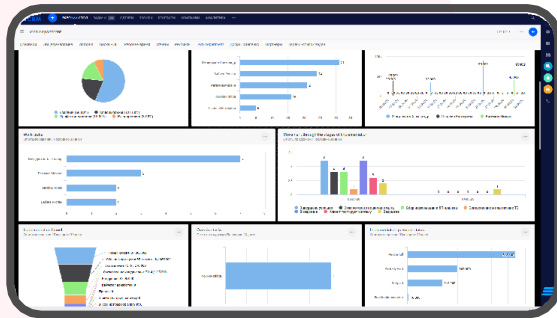
Federal interactive science game among students

Synergy University experience



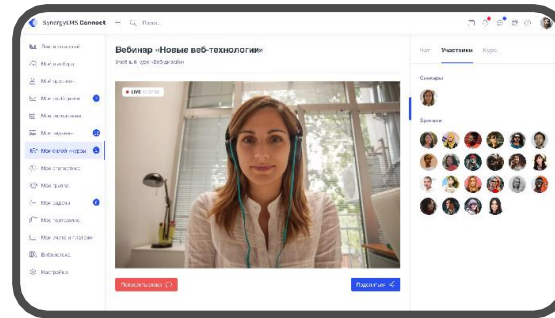
950

clients improve business processes
in organizations together
with Synergy CRM



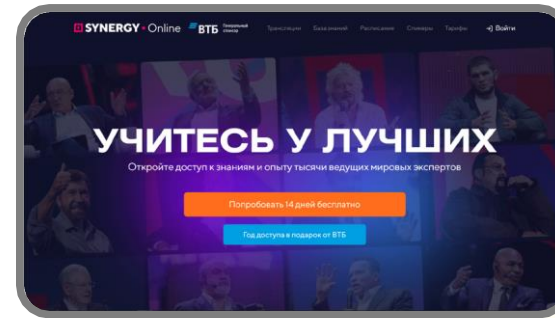
96 000

students and listeners
study on the Synergy
LMS platform



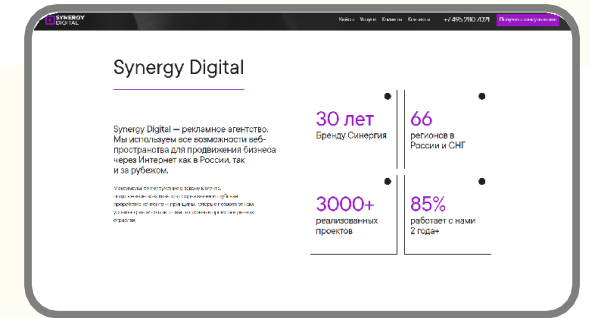
15 000

listeners on the Synergy
Online platform



12 000

organizations use Synergy.Digital
services



SynergyCRM



Processes

SYNERGY CRM allows to manage all stages of production and is suitable for companies from small to large businesses

Integration

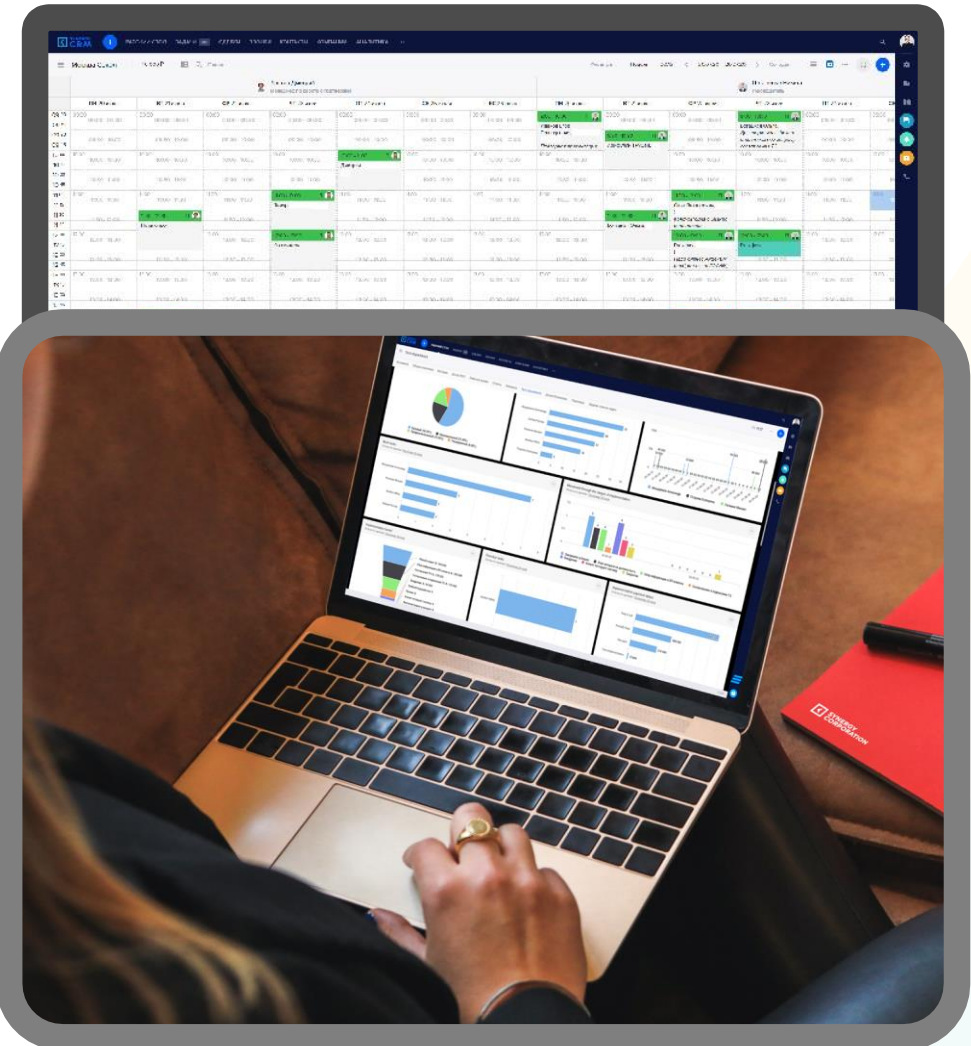
Integration with any services for working with a subpopulation and ready-made modules for working with educational platforms will increase efficiency through automation

Content

Is updated according to the needs of the Organization and adapts to the head

Analytics

Analysis and output of any business process in a short or extended report



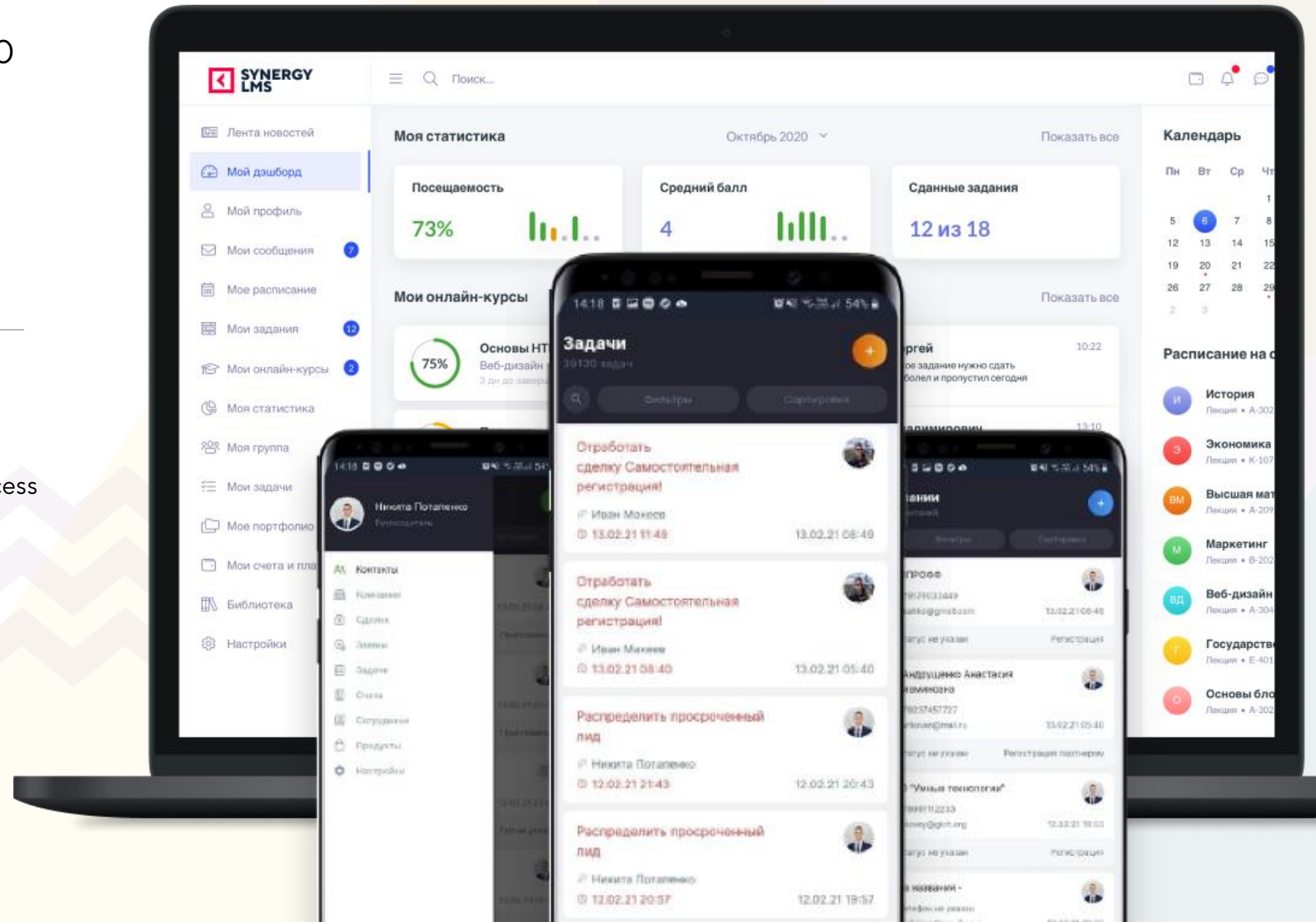
Synergy LMS



Synergy LMS is a modern educational platform that brings together over 30 000 students and 600 teachers around the world. To study online, you only need a computer or tablet with Internet access

Synergy LMS Advantages

1. Works on all devices
2. Personal account for managing the educational process
3. Multi-format teaching materials
4. Video lectures with the University teachers
5. Seminars and master classes of famous business speakers
6. Communication with tutors and curators
7. Intensive testing

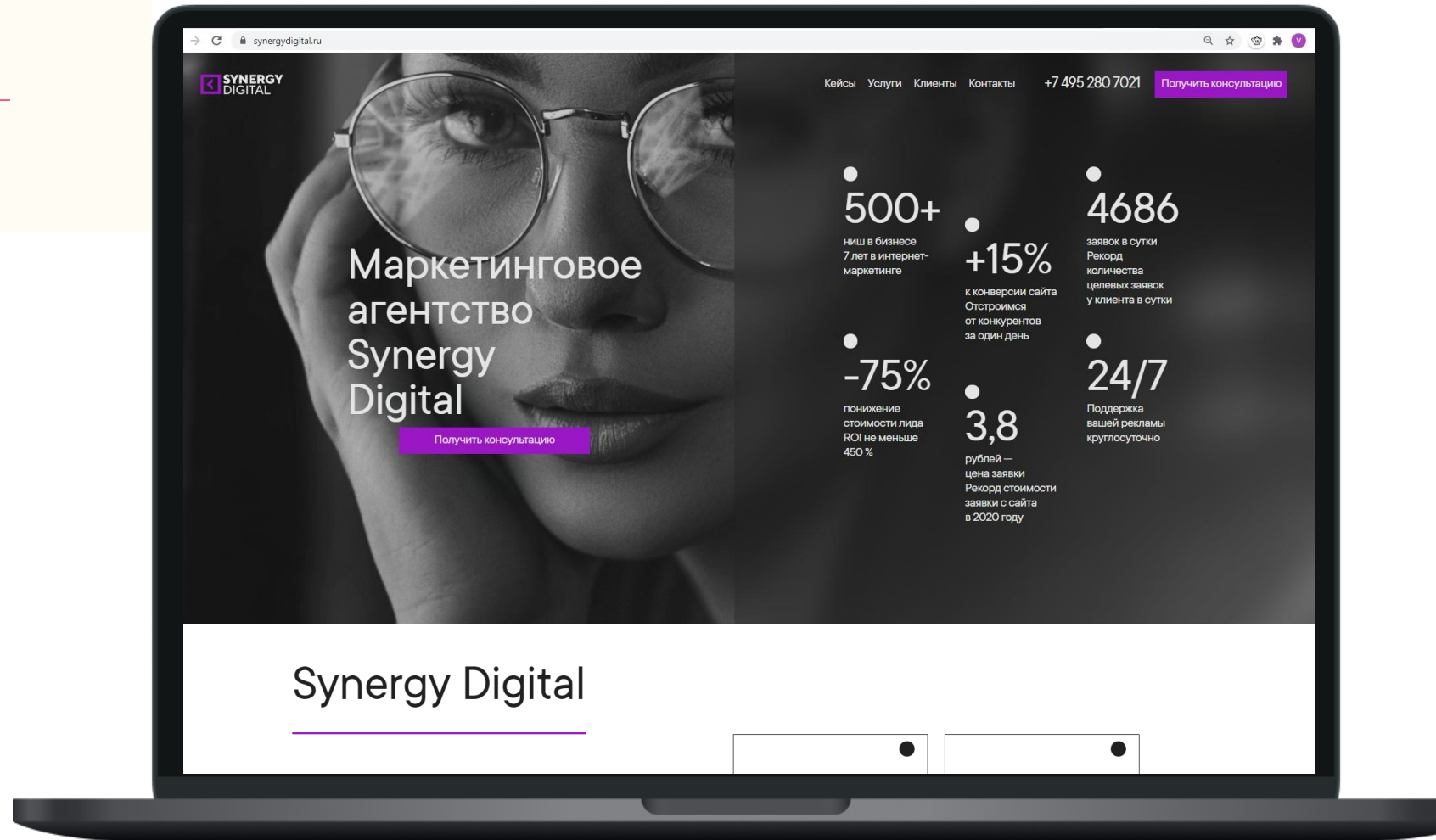


Synergy Digital

Internet Marketing
Agency

Our advantages

- + Deep level of expertise
- + Solving problems of any complexity
- + Proprietary technologies
- + Individual approach from startups to large network brands





Russian Educational Hub

**«Russia – an attractive country for study
and work»**

within the framework of the initiatives list for the
social and economic development of the country
up to 2030 approved by the Government of the
Russian Federation

Project Concept



The Russian educational hub concept provides for the creation of multifunctional educational centers' network on the territory of foreign states.

The project is aimed at increasing the competitiveness of Russian education and increasing the number of foreign students studying in Russia by 1.5 times. These activities will contribute to the achievement of national goals within the framework of approved initiatives for the country's socio-economic development.



Creation of a single site for the presence of Russian universities in foreign countries

The Russian language and culture promotion

Attracting international students to universities in Russia

Opportunity to obtain diplomas of education from most Russian universities

Establishment of Russian educational hubs' network abroad in the PPP (Public Private Partnership) format

Conducting international scientific and educational forums

Joint research programs of national and foreign universities

Russian schools' development on the territory of foreign countries

Russian Educational Hubs' Objectives



Education

Providing in-demand programs of higher and additional education to foreign students

Providing opportunities for learning and experience exchange for students from different countries within the framework of Russian educational hubs

Services development for foreign students and feedback channels

International accreditation of all educational programs

Research

External expertise and support system creation for international scientific research

Focus on international research in various fields

Formation of strong international teams in the framework of cooperation with leading research and educational centers

Involving young people from all over the world in science: postdoctoral studies, scientific and educational laboratories, internships

Personnel

Training of highly qualified international personnel based on educational hubs

Facilitating the employment of the best international specialists at Russian enterprises

Personnel reserve development, graduates' involvement in the significant for Russia projects' implementation

Creating comfortable conditions for foreign high-class specialists

Promotion

Promotion of the Russian language and Russian education in foreign countries

Support for talented and promising foreign students for their further adaptation in Russia

Favorable comfortable conditions for high-class foreign specialists, investors and foreign startups

Attracting additional investments to the Russian economy through Russian educational hubs abroad

Pilot Project **Dubai**



Opening of the first Russian educational hub based on the Synergy University campus in Dubai on the public-private partnership model and involvement of leading Russian partner universities in the project of exporting Russian education

- + Campus premises provision for international educational conferences, field events and master classes of Russian educational organizations
- + Organization of events aimed at increasing the loyalty level to the Russian educational brand
- + Raising the Russian universities' ratings in the top world charts, promoting the domestic international ranking "Three University Missions"
- + Development and replication of tools to attract the Russian-speaking community to Russian education abroad



The educational hub in Dubai will become an entry point for all Russian universities with which Synergy University has already signed cooperation agreements

Priority 2022-2023 **EAEU countries**



After the opening of a pilot Russian educational hub on the territory of the UAE, it is planned to open Russian educational hubs on the territory of 3 EAEU countries: Armenia, Kazakhstan and the Republic of Belarus

Armenia



Opening of the Hub on the basis of its own representative office

Kazakhstan



Project scaling in Q3 2022

Kyrgyzstan



Strengthening positions in the EAEU countries

Unique experience

An extensive network of representative offices and University partners in the CIS countries, which purpose is to popularize Russian education among citizens of the allied countries, will guarantee the fastest and most effective project scaling.



10000 + students from the EAEU countries in 2021 receive in-demand professions at Synergy University



Official representative offices on the territory of the EAEU countries



Wide affiliate network

Project Scaling

















In the next 3 years, it is proposed to create a global multifunctional Russian educational hubs' network in foreign countries, which will combine the efforts of many Russian and international participants in the educational sector – universities, students, research centers and education development specialists – in order to popularize, globalize and promote the Russian education system, Russian language and Russian culture.

600
Russian teachers
“ambassadors of
Russian education”

100 000
foreign
students

22 countries of presence

2022		2023	2024
 United Arab Emirates	 Tajikistan	 United States of America	 Republic of South Africa
 Uzbekistan	 Kazakhstan	 Germany	 Egypt
 Belarus	 Turkmenistan	 Nigeria	 Thailand
 Ukraine	 Central African Republic	 India	 Brazil
 Serbia	 Turkey	 Iran	
 Syrian Arab Republic	 China	 Kenya	

Synergy University today



Mission

We unite the potential of people and organizations for the sustainable society development

Strategic goal

Ensure the growth of labor productivity and business activity, by training over 1 million professionals with relevant competencies and entrepreneurial skills for the new economy over 10 years, introducing technological and managerial innovations in the corporate and public sectors.

Far-reaching

120 000
students

500
educational programs

International

6 900
foreign students

20
international events
in 2020

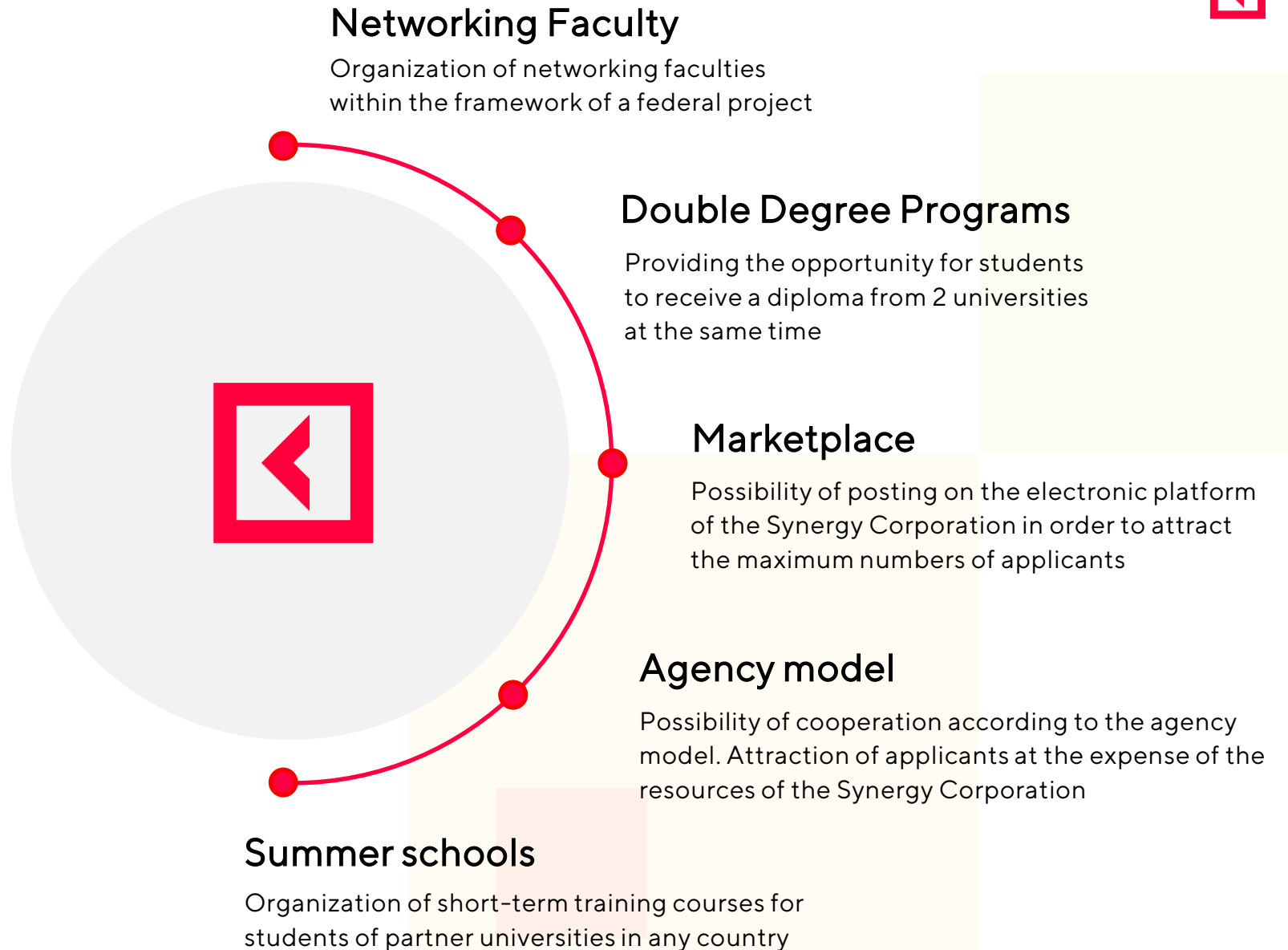
Campus in Dubai
according to Russian
and UAE standards

Entrepreneurial

Startup = Diploma
since 2017

100
startups in the Synergy
Accelerator

Cooperation with Institutes of Higher education



Thank you
for your attention

