



NATIONAL RESEARCH  
UNIVERSITY

# International Business

## Master's Program Concept

080200.68 «Management»

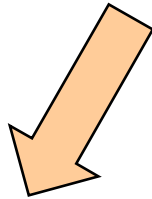
Head of program – Candidate of Science,  
Associate Professor Irina G. Kratko

## Basic concepts of the “International Business” program

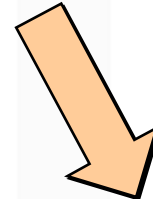
- Program benefits from the unique intellectual **opportunities** offered by the School of World Economy and International Affairs, creating a required synergy effect
- When selecting an optimal master’s program model the preference was given to MIB (Master of International Business), and not MBA with concentration in IB (MBA IB)
- Program meets the demands of the **leading foreign programs** in international business

## Program placement

- Interdepartmental and interdisciplinary program
- **Hybrid** of business, world economy and international affairs



School of  
World Economy and  
International Affairs



MIB model

## International partner institution – the Fletcher School at Tufts University (USA)

- The Fletcher School of Law and Diplomacy is the world's oldest (75 years), most prestigious and leading school of international affairs and international business, famous for its Master of International Business (MIB) program
- The Higher School of Economics is the first and the only institutional partner of the Fletcher School in Russia



THE FLETCHER SCHOOL  
TUFTS UNIVERSITY

## Program goals

- Our goal is to train managers, experts and analysts with global thinking and proactive mind
- We train specialists with the necessary knowledge and skills to enter the international business arena. Such specialists understand not only **how** companies operate, but also the complex economic, political and cultural **context** in which they operate

## Competitive advantage for the program's graduates

- Graduates are prepared to step into the positions of leadership in global corporations as well as to work as “country executives” and “country managers” in the headquarters of multinational companies and their foreign affiliates, branches and representative offices
- Thanks to the synergy of competences in business, political economy, foreign policy, international law, and regional specializations the program gives a competitive advantage to its graduates right at the start of their career

# Program contents

- Core study block
- Elective study block
- Adaptational courses (introductory courses)
- Consulting project “International Business Consulting”
- Language of study: English
- Optional Course: Career Development

## Core courses

- Research Methods in International Business
- Global Political Economy and Interaction Between Business and Politics
- Strategic Management of International Companies
- International Corporate Finance
- Foundations of Managerial Economics
- Introduction to Financial and Managerial Accounting
- International Marketing
- World's Business Cultures and International Business Negotiations
- International Business Consulting



# Adaptational Courses

- World Economy
- International Relations

## Elective courses

- Political Aspects of International Business
- Legal Aspects of International Business
- International Alliances, Mergers and Acquisitions
- Business Internationalization Strategies and Procedures
- International Organizations
- International Trade
- International Financial Management
- Global Macroeconomic Tendencies and Financial Institutions
- Investment Analysis
- International Marketing Strategies
- International Market Research and Analysis
- Cross-Cultural Marketing Communications
- International Business Transactions
- Doing Business in EU
- Doing Business in North America
- Doing Business in Asia
- Doing Business in post-soviet countries
- Elective course from any program

## Additional information

- The program is taught in English
- The program is realized on a commercial basis
- Classes are taught in the evenings and on Saturdays
- Students receive assistance in securing internships, and part- and full-time positions in international companies



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# Thank you for your attention!

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