



NATIONAL RESEARCH  
UNIVERSITY



Irina G. Kratko

Ph.D, Associate Professor,  
Faculty of World Economy  
and International Affairs

# MASTER OF INTERNATIONAL BUSINESS (MIB) PROGRAM

Head of the program – Irina G. Kratko  
Ph.D, Associate Professor

Moscow , 2019



# MIB RANKINGS

MIB program

**QS World University Rankings 2020: TOP 100 Master in Management programs**

**QS World University Rankings by Countries 2020: No.1 program in Management in Russia**



**International Accreditation from the Agency for Quality Assurance in Higher Education and Career Development (AKKORK) (for the first time at HSE)**





# MIB IN THE HEART OF MOSCOW

MIB program



**MIB location: 11 Pokrovsky Boulevard,  
Moscow, Russia**







# MIB PROGRAM FEATURES

MIB program

- ✓ **Balanced combination** of a business degree and an international affairs degree
  - equip students with both the traditional business skills and the knowledge in political, economic, legal and socio-cultural aspects of the global marketplace
- ✓ This program is the **first of its kind** in Russia. The curriculum and the core aspects of the program meet the requirements of the world's most advanced MIB programs
- ✓ The program is taught **in English**
- ✓ Classes are scheduled **in the evenings** and on **Saturdays**
- ✓ Admission requirements – **Portfolio**
- ✓ Tuition-based program
- ✓ **Practice-oriented program**

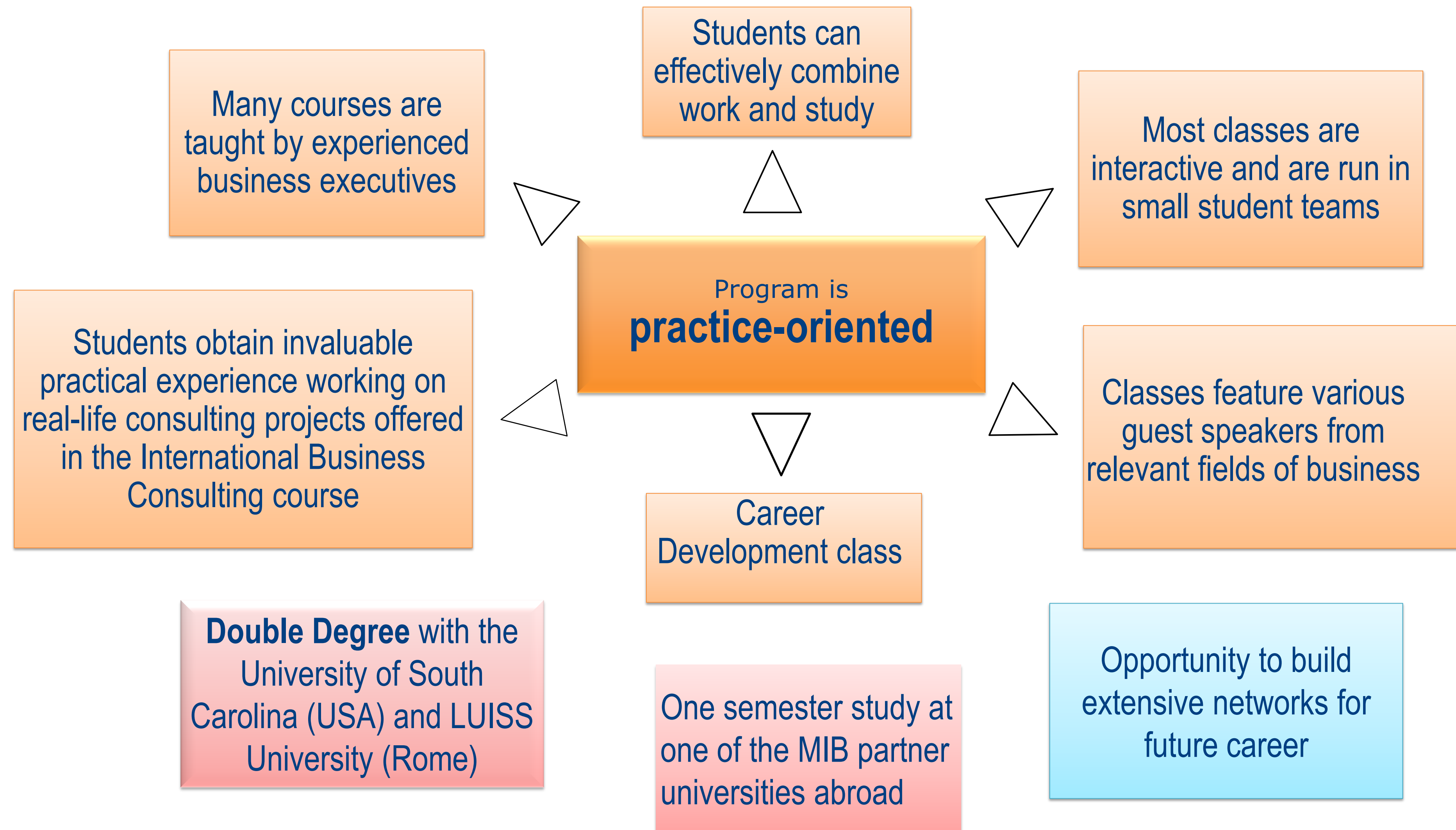


2 years  
120 ECTS



# MANY IDENTIFIED BENEFITS

MIB program





# MIB LEARNING OUTCOMES

MIB program

**Our goal** is to train cross-functional executives, managers, experts and analysts with global thinking and proactive mind

Students can create a **specialized, flexible curriculum** in order to expand their previous knowledge or acquire new skills

Graduates are prepared **to work in the global arena** as executives, managers and consultants in international companies and their foreign subsidiaries, and to start their own foreign business





# MIB PROGRAM CONTENTS

MIB program

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## **Adaptational courses:**

World Economy & International Relations

## **Core study block:**

- International Business Research
- Strategic Management of International Companies
- Foundations of Managerial Economics
- Introduction to Financial and Managerial Accounting
- International Corporate Finance
- International Marketing
- World's Business Cultures
- International Business Negotiations
- International Business Consulting





# MIB PROGRAM CONTENTS (CONT.)

MIB program

## Elective courses:

- Global Political Economy and Interaction between Business and Politics (required for double degree)
- Political Aspects of International Business (required for double degree)
- International Business Transactions
- Legal Aspects of International Business
- International Entrepreneurship
- Corporate Governance in International Companies
- International Operational and Supply Chain Management
- International Financial Management
- International Finance (Advanced)
- International Marketing Strategies
- International Marketing (Advanced)
- International Market Research and Analysis
- International Advertising
- Doing Business in Asia
- Global Brand Management





# MIB DOUBLE DEGREE PROGRAM USC



MIB program

## University of South Carolina (USC), Darla Moore School of Business, MIB program

- Ranked #1 Graduate International Business Degree (U.S. News & World Report)
- One of the most competitive MIB in the USA

### Terms and conditions

- one additional semester at USC
- competitive GMAT/GRE score for application
- several MIB HSE courses are transferred towards the USC degree
- 3 credit hours are tuition-free for HSE students







# MIB DOUBLE DEGREE PROGRAM LUISS

MIB program

## LUISS University (Rome, Italy) Master in Management (major in International Management; Luxury, Fashion and Made in Italy or Entrepreneurship and Innovation)

- Private school accredited by the Italian Ministry of Education
- Controlled by CONFINDUSTRIA, the Association of Italian industries
- Business School accredited by EQUIS, ISO 9001, ASFOR
- Master's programs taught in English



### Terms and conditions

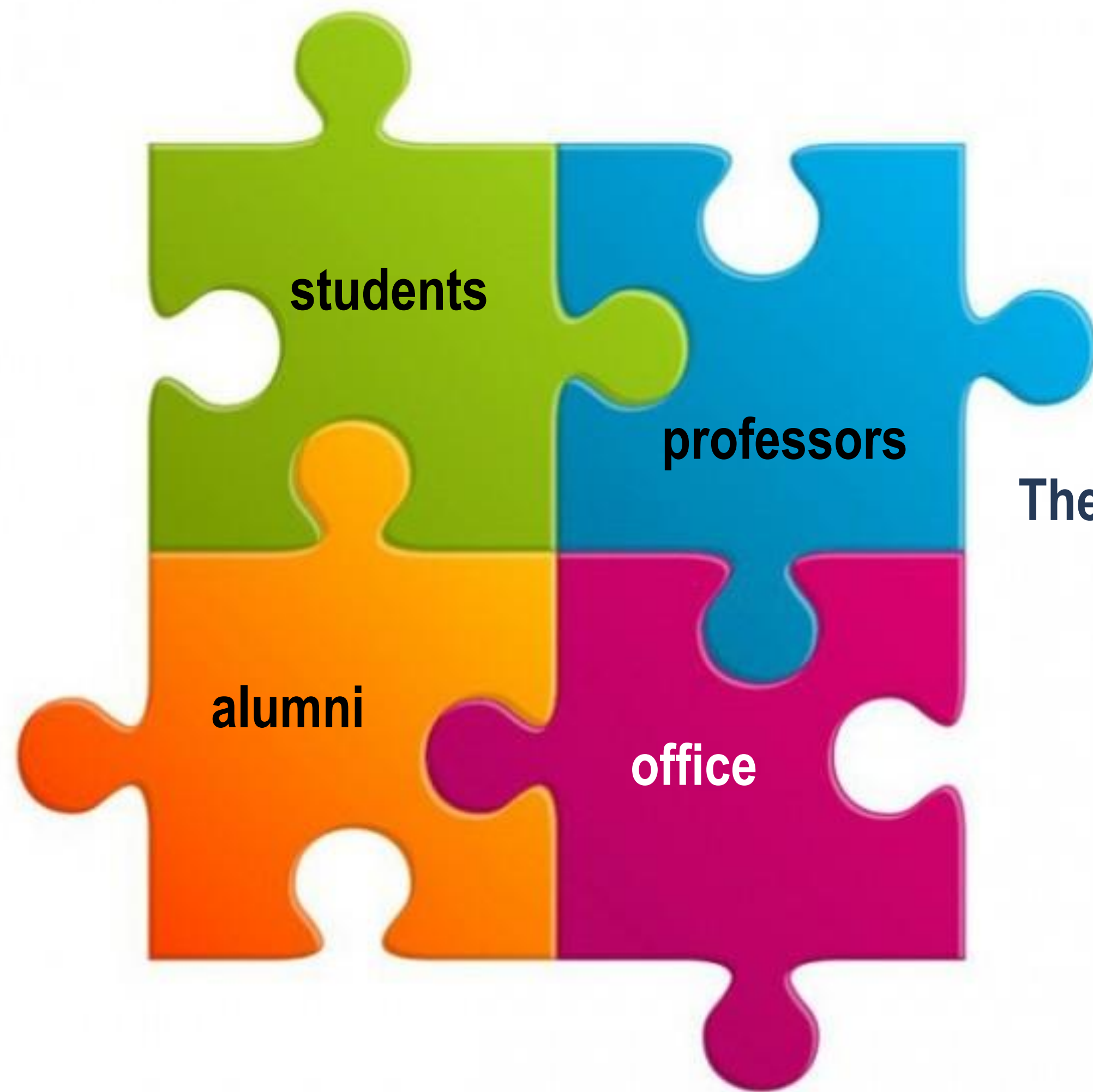
- first year at HSE, second year at LUISS
- NO extra tuition fee at LUISS
- 1 master thesis, 2 research advisors (HSE, LUISS), defend twice (HSE, LUISS)
- IELTS 6,5/ TOEFL IBT 79-80 for application





# MIB FAMILY PUZZLE

MIB program



The Fletcher School Spirit



HSE MIB



MIB family



THE FLETCHER  
SCHOOL

TUFTS UNIVERSITY

and MIB

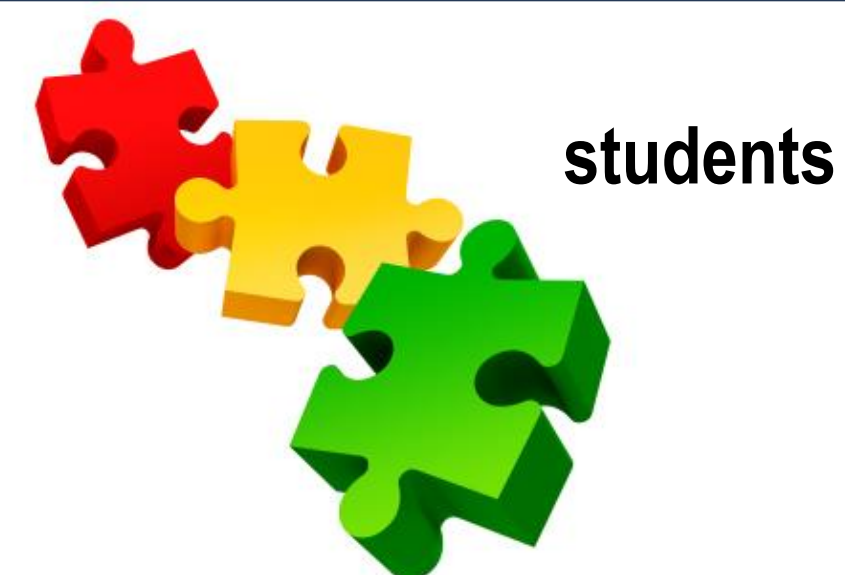




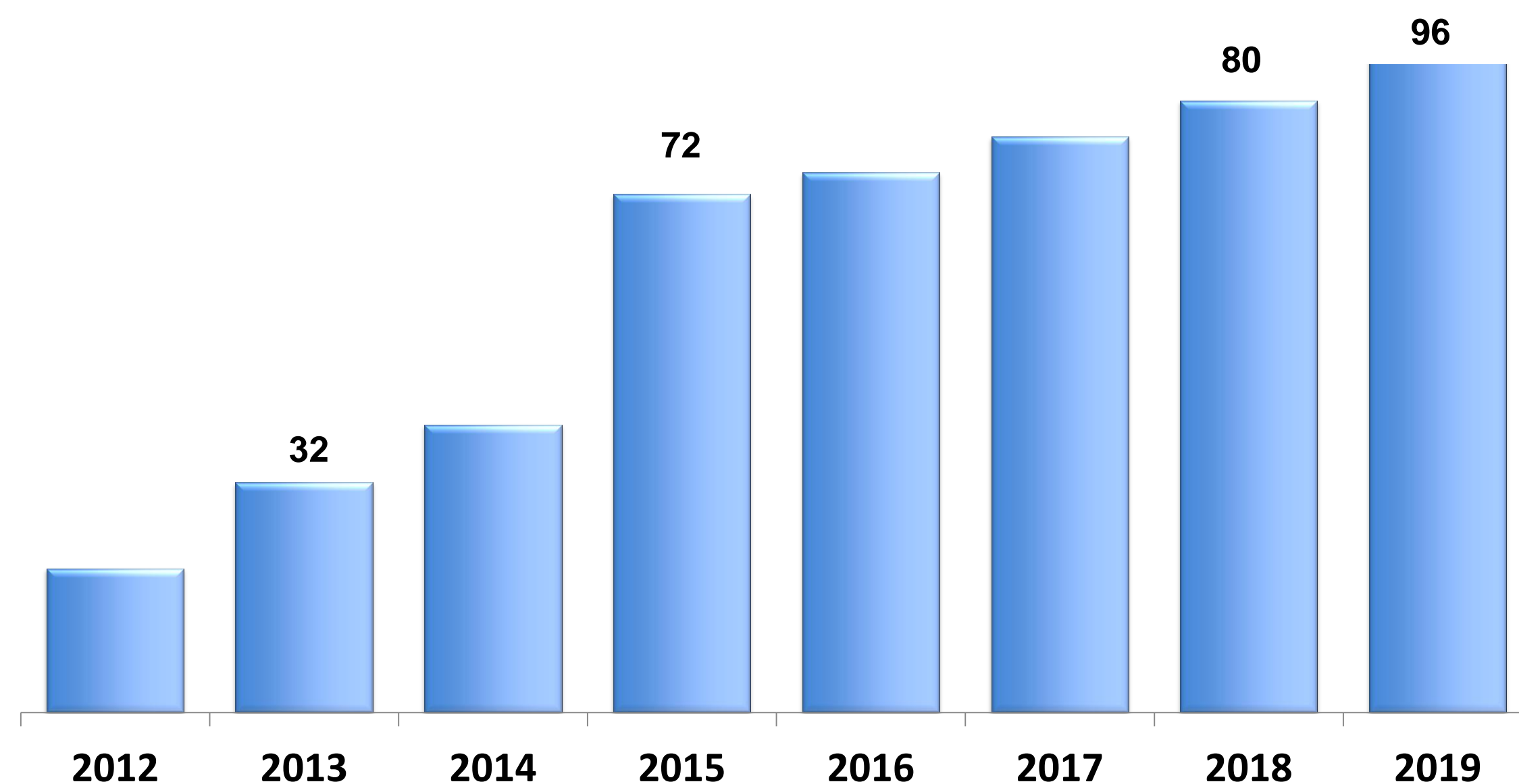


# MIB STUDENTS

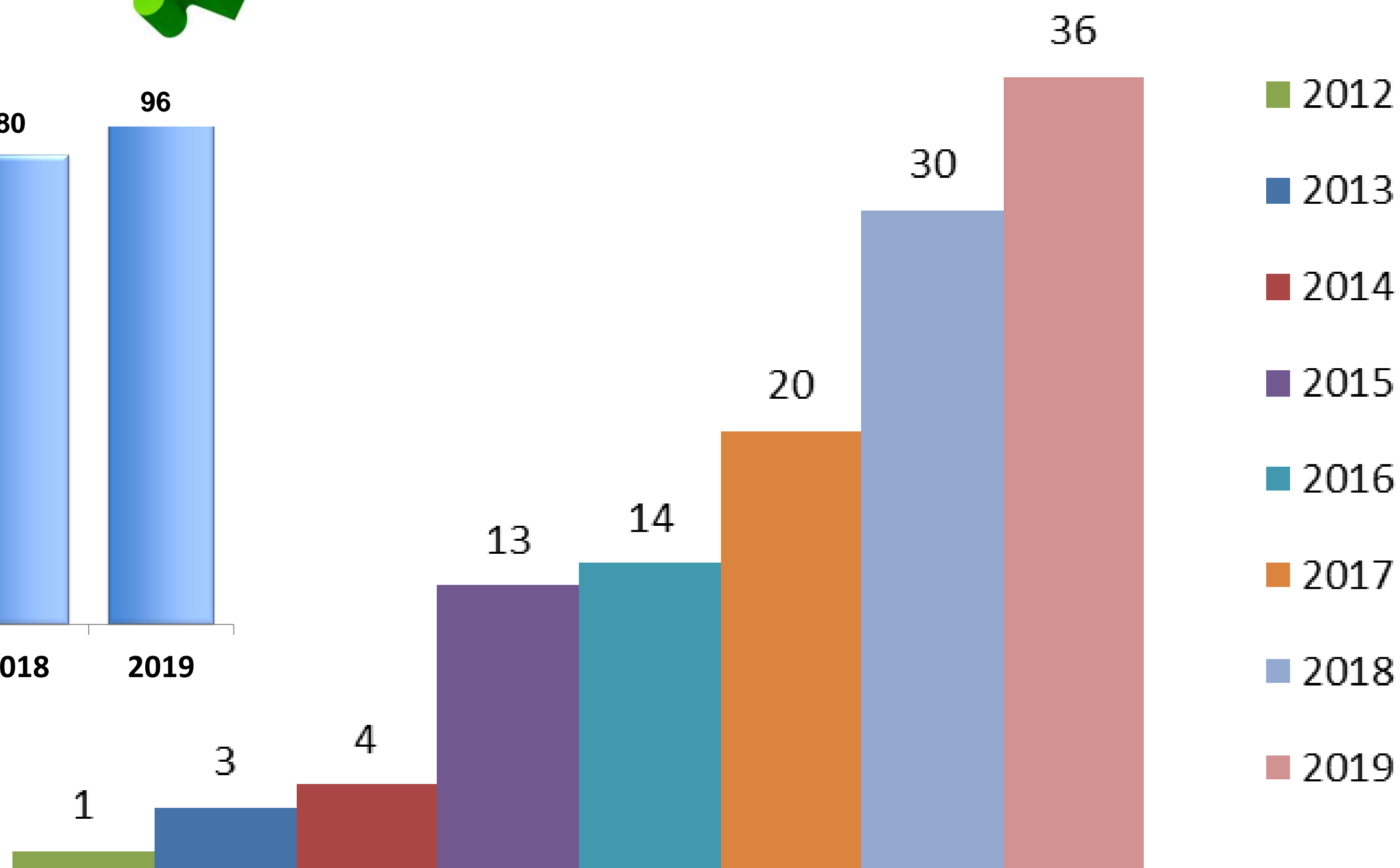
MIB program



Number of MIB students by years  
(incl. Russian students)



Number of international degree  
students by years

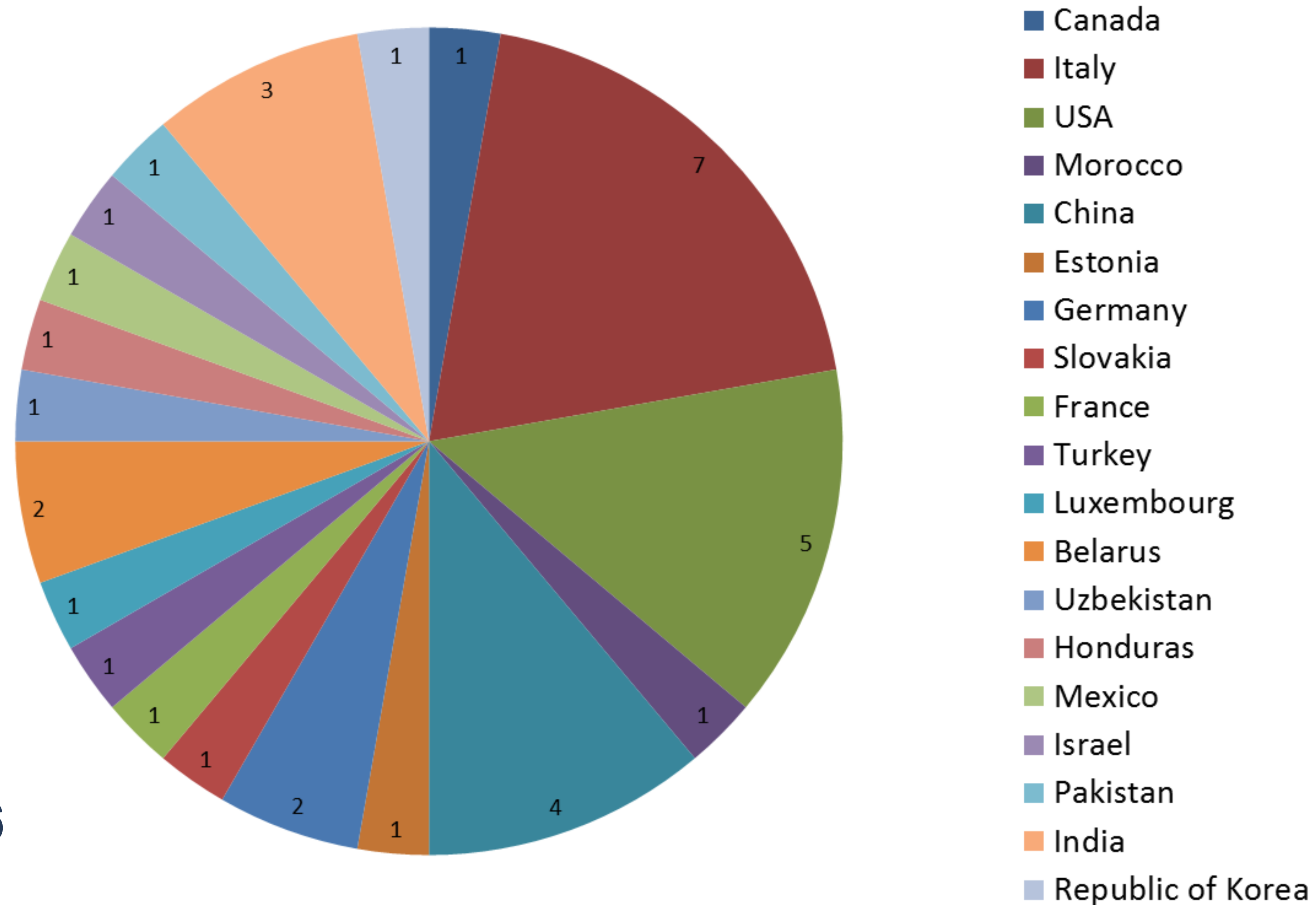




# NUMBER OF INTERNATIONAL MIB STUDENTS BY COUNTRIES

## 2019/2021 A.Y.

MIB program



36 in total out of 96



# MIB ALUMNI



MIB Program



Class of 2014: Sergey Kornilov, Co-Founder and PR-director, PR of Things



Class of 2015: Alla Dynko, Advisory Transformation Driver, Senior Associate at PwC

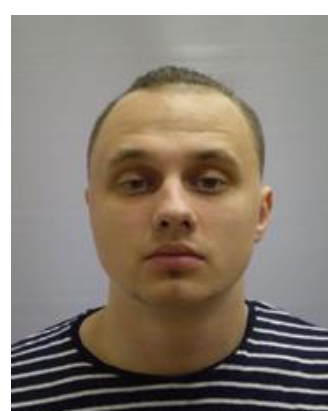


## Accenture Interactive

Part of Accenture Digital



Class of 2016: Roman Syumaikin, a member of Heineken International Graduate Program (3 countries, 6 months each)



Class of 2018: Business Development Executive, Yandex



Class of 2019: Melanie Trombetta, Junior Auditor, Deloitte France

## Deloitte.







# MIB HSE PROFESSORS



MIB program



## **Irina G. Kratko**

*Head of MIB Program,  
Associate Professor*

- International Business Research
- International Business Consulting
- International Entrepreneurship
- Research Seminar



## **Maxim Braterskiy**

*Professor, Faculty of  
World Economy and  
International Affairs*

- Global Political Economy and Interaction between Business and Politics
- International Relations



## **Igor Makarov**

*Associate Professor,  
Faculty of World Economy  
and International Affairs*

- World Economy



## **Ekaterina Entina**

*Associate Professor, Faculty  
of World Economy and  
International Affairs*

- Political Aspects of International Business



## **Anastasiya Stepanova**

*Associate Professor,  
Faculty of Economic  
Sciences*

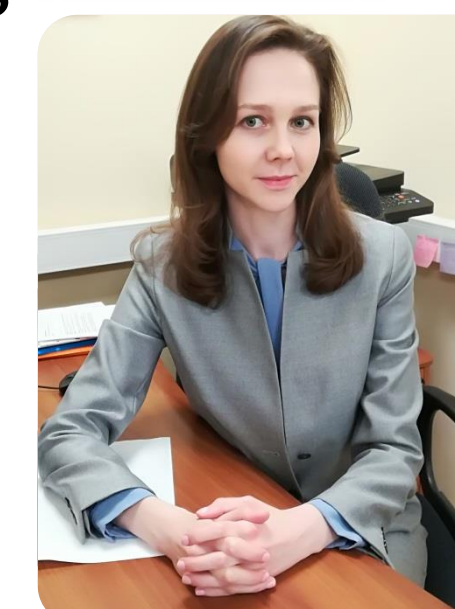
- International Corporate Finance
- International Financial Management



## **Alexandra Zhukova**

*Senior Lecturer,  
Faculty of Economic Sciences*

- Economics: Foundations of Managerial Economics



## **Oksana Soboleva**

*Senior Lecturer, School of  
Finance*

- Corporate Governance in International Companies





# MIB TEACHING PRACTITIONERS



MIB program



**Vyacheslav Buevskiy**  
*Partner, Strategy and Deals  
Advisory Department, PwC*

- International Marketing Strategies
- International Market Research and Analysis
- Strategic Management of International Companies



**Vladimir Lissniak**  
*President, ANO  
"PERICLES"™*

- International Business Negotiations



**Alexey Blinov**  
*Finance Director,  
Mondelēz  
International  
(Eastern Europe)*

- International Corporate Finance
- International Finance (advanced)



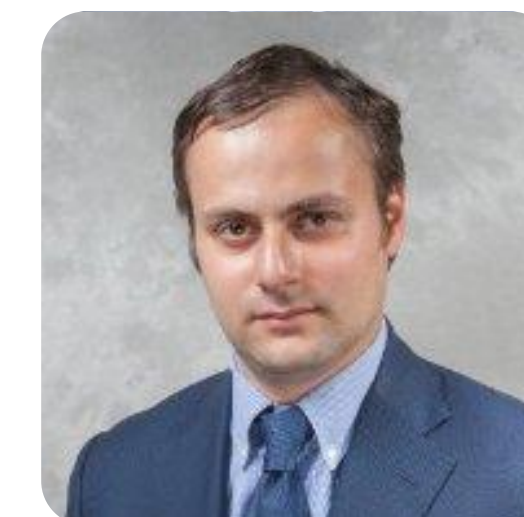
**Sergey Krokhaev**  
*Partner, Baker &  
McKenzie*

- International Business Transactions



**Maxim Shevchenko**

- International Marketing
- Global Brand Management



**Dmitry Khokhlov**  
*Managing Director,  
DIGITALIZM branch  
in Moscow  
Managing Director,  
Accenture*

- International Advertising





# MIB TEACHING PRACTITIONERS



MIB program



**Yuriy Gavrilyuk**  
*Head of Secondary Logistics  
Department, METRO  
Cash&Carry*

- International Operational and Supply Chain Management



**Fedor Vassilyev**  
*Head of Cross-cultural Communication  
Department, Business Speech*

- World's Business Cultures



**Tatiana Babkina**

- Quantitative Methods of Research



**Kristina Pogosbekyan**

- Introduction to Financial and Managerial Accounting



**Gayane Zimrutyan**

- Introduction to Financial and Managerial Accounting





# MIB COMMUNITY

## MIB PARTNER UNIVERSITIES (EXCLUSIVE)

- **The Fletcher School of Law and Diplomacy at Tufts University, the USA**
  - One of the world's oldest and most prestigious schools of diplomacy and international affairs, notable for its Master of International Business (MIB) program
  - Higher School of Economics is the first institutional partner of the Fletcher School in Russia
- **University of Luxembourg**



partner  
universities

business  
partners

prospective  
students

MIB program



THE FLETCHER SCHOOL  
TUFTS UNIVERSITY



UNIVERSITÉ DU  
LUXEMBOURG



# MIB PARTNER UNIVERSITIES (EXCLUSIVE)

MIB program

- **University of Parma, Italy**



- **Norwegian School of Economics, Norway**



- **Maastricht University SBE, the Netherlands**



- **University of Lugano, Switzerland**





# MIB BUSINESS PARTNERS

MIB program

- American Chamber of Commerce
- Unilever
- PepsiCo
- METRO Cash&Carry
- Henkel
- Michelin
- Mondelez International
- SimpleWine
- Burger King



**PEPSICO**







# MIB SOCIAL LIFE

MIB program

## MIB Welcome Parties



## Business consulting projects



## MIB Graduation Parties



## Fun after exams



## Fun at master classes







# JOIN THE MIB COMMUNITY IN 2020!



MIB program



Please address your questions and /or inquiries to MIB Study Office Managers:

Alyona Sutormina  
(495)772-9590 \*27750 [mib@hse.ru](mailto:mib@hse.ru)



Marina Petrashkevich  
(495)772-9590 \*27749 [mib@hse.ru](mailto:mib@hse.ru)



Website:

<https://www.hse.ru/en/ma/inbusiness>

Address: 11 Pokrovsky Boulevard,  
room T725 (building T)

**No entry exams, but portfolio!**

Applications: from 22 June 2020 till 17 August 2020  
(for Russian students)

From 1 November 2019 till 14 August 2020  
(for foreign students)



**THANK YOU FOR YOUR ATTENTION!**



<https://www.hse.ru/en/ma/inbusiness>

Phone.: +7 (495) 7729590\*27750

Address: 11 Pokrovsky Boulevard, room T725