



NATIONAL RESEARCH  
UNIVERSITY

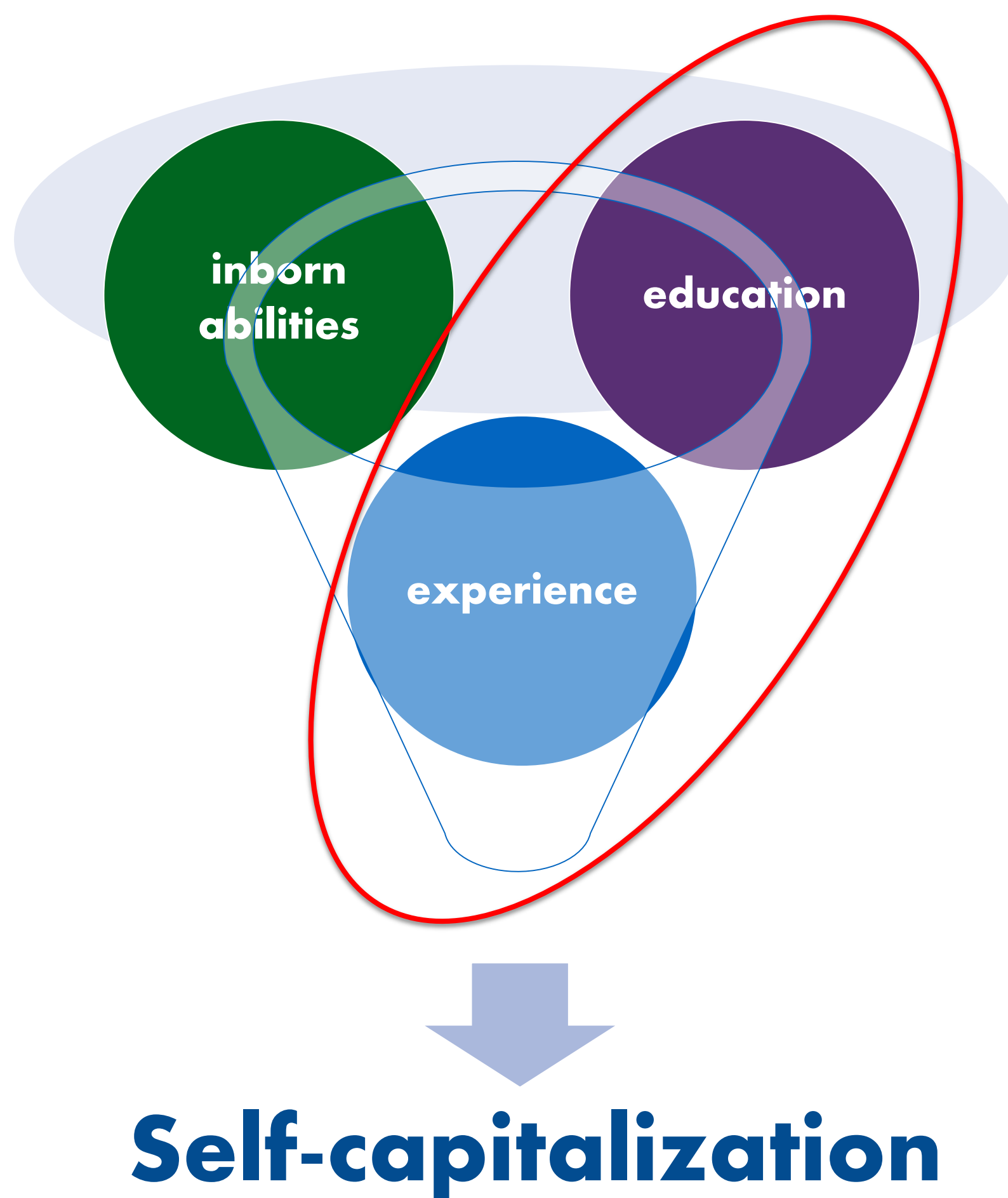
# **MASTER OF INTERNATIONAL BUSINESS (MIB) PROGRAM**



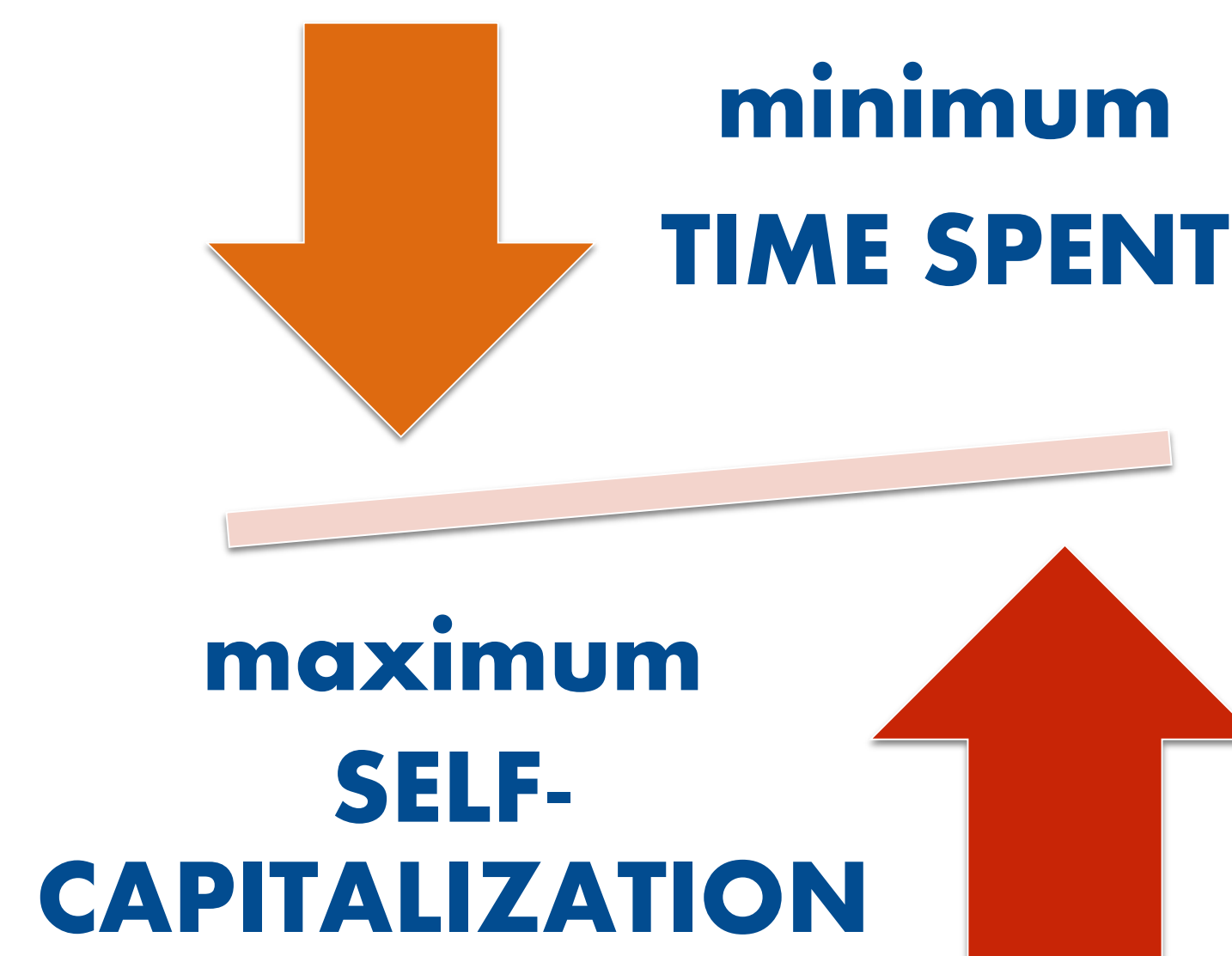
**Founder and Academic Director**

**Irina G. Kratko**

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



**MIB multiplies your value  
in less time**





# MIB HIGHLIGHTS

MIB program

- ✓ **Russia's only program in the Top 100 Master's in Management by the QS 2022 World University Rankings**



- ✓ **full-time, two year master's program in management delivered both offline & online**
- ✓ **taught entirely in English**
- ✓ **hybrid of Business Administration & International Affairs**
- ✓ **practically oriented and uniquely integrated into the real business world**
- ✓ **classes are scheduled in the evenings and on Saturdays**





# MIB IN RANKINGS

MIB program

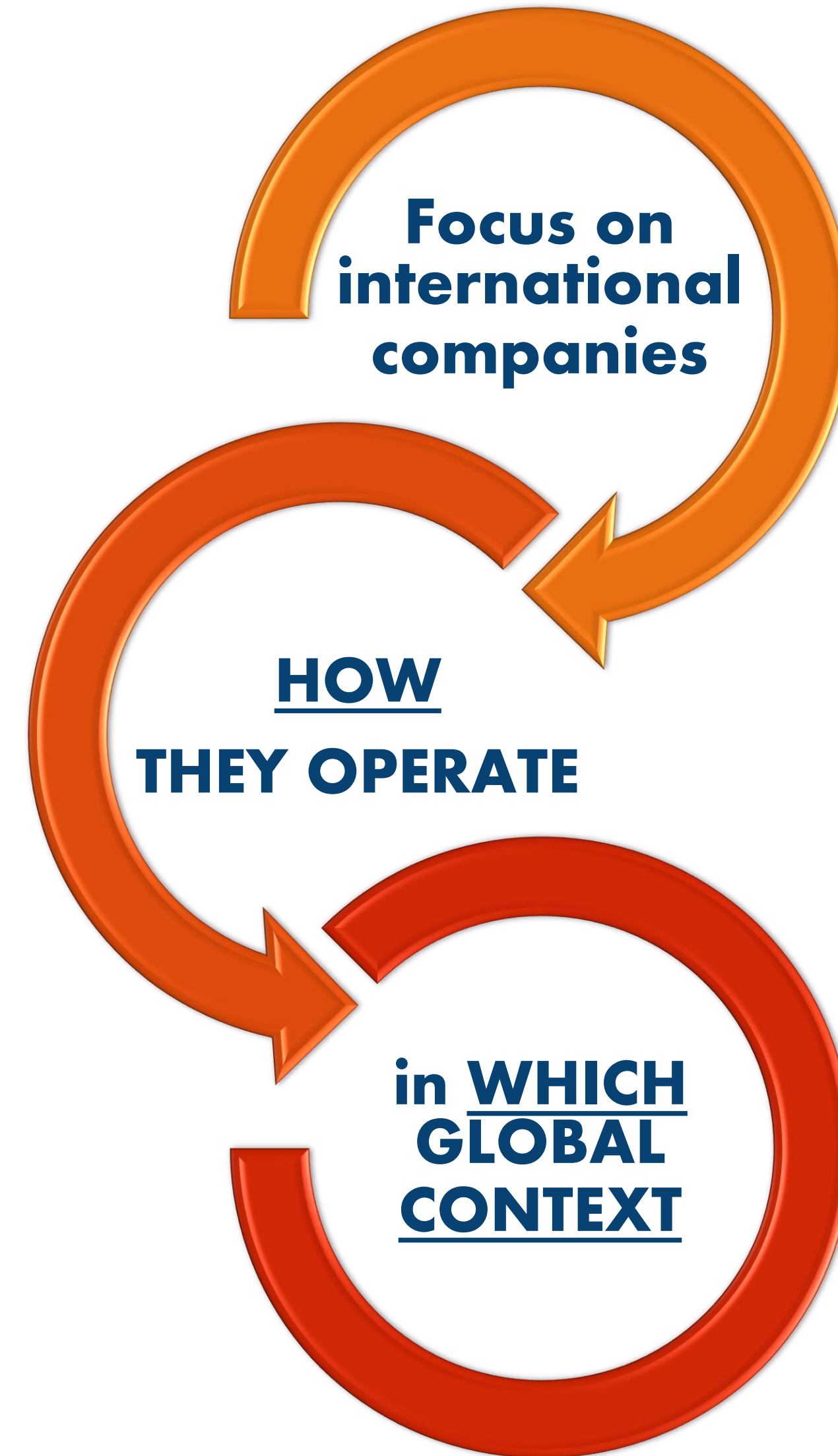
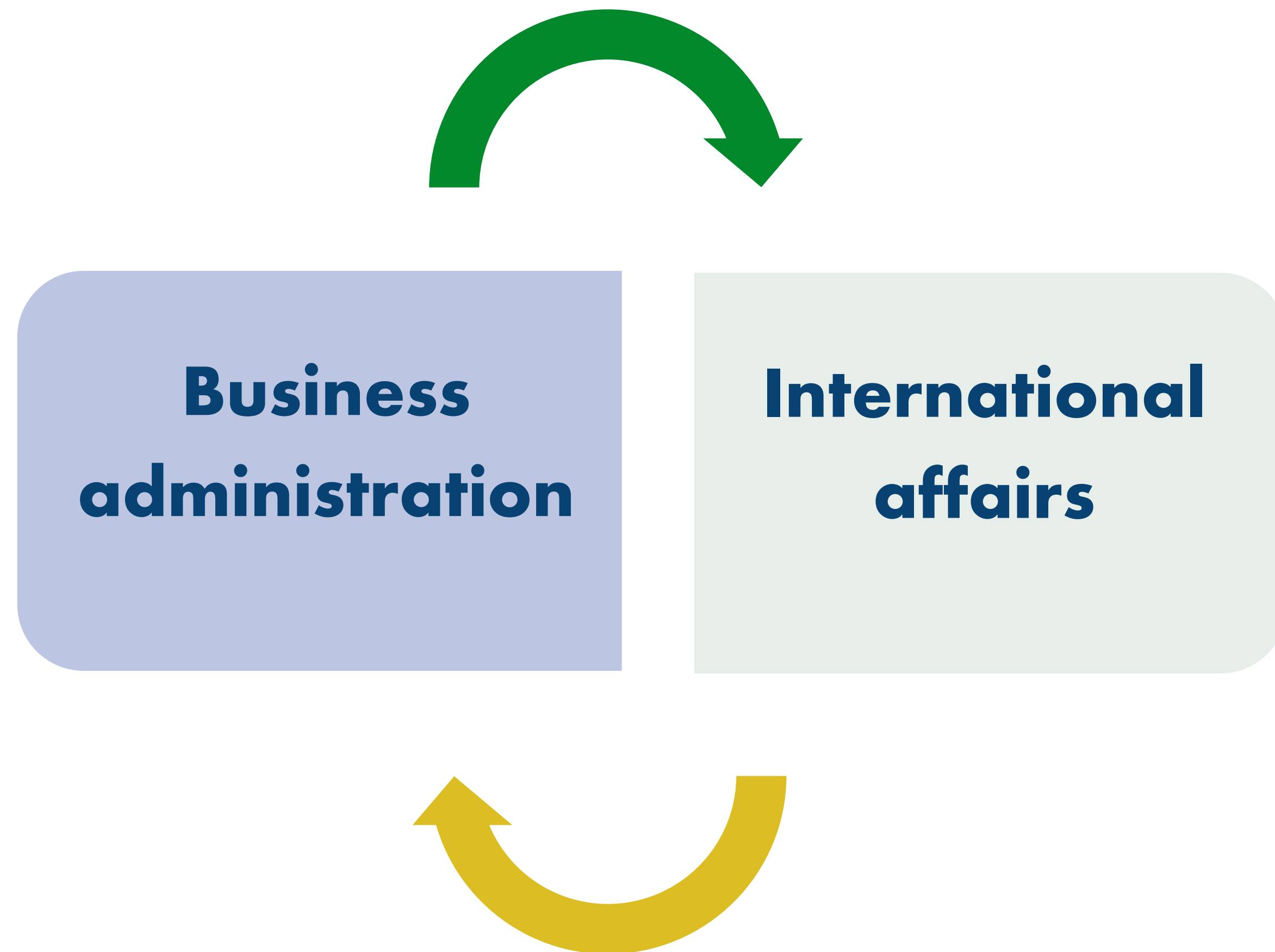
- **The only Russian program in the Top 100 Master programs in Management by the QS 2022 World University Rankings by Countries**
- **The highest possible number of points (100 out of 100) in the Student Employability category**
- **Accredited by the International Agency for Quality Assurance in Higher Education and Career Development (AKKORK)**





# WHAT MAKES MIB UNIQUE

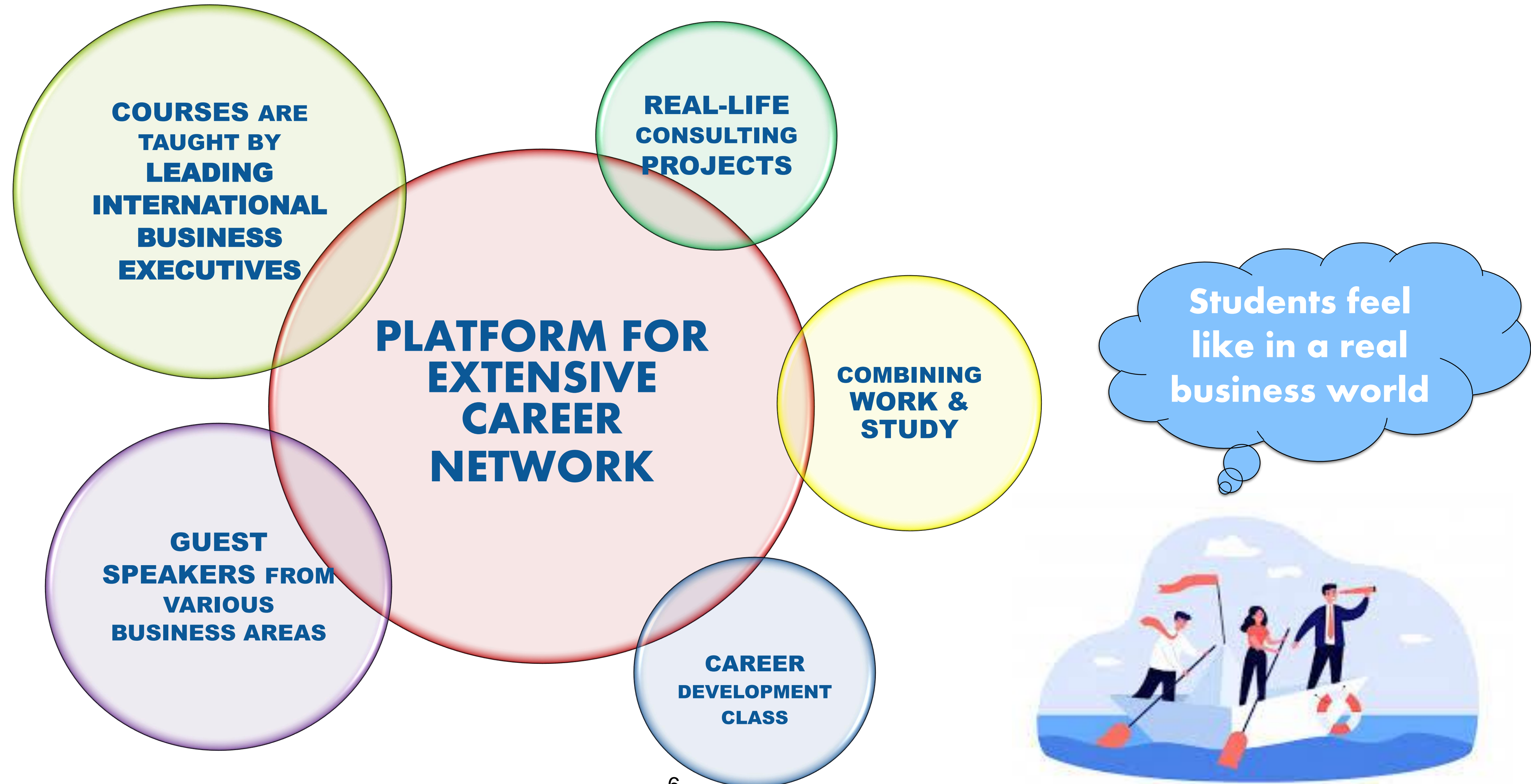
MIB program





# MIB PRACTICAL ORIENTATION

MIB program







# MIB BUSINESS PARTNERS

MIB program



**Coca-Cola HBC  
Russia**



**pwc**



**STIEBEL ELTRON**  
Technik zum Wohlfühlen



**Mondelēz**  
International



**ЕКОНИВА  
ЭКОНИВА**



**simple**



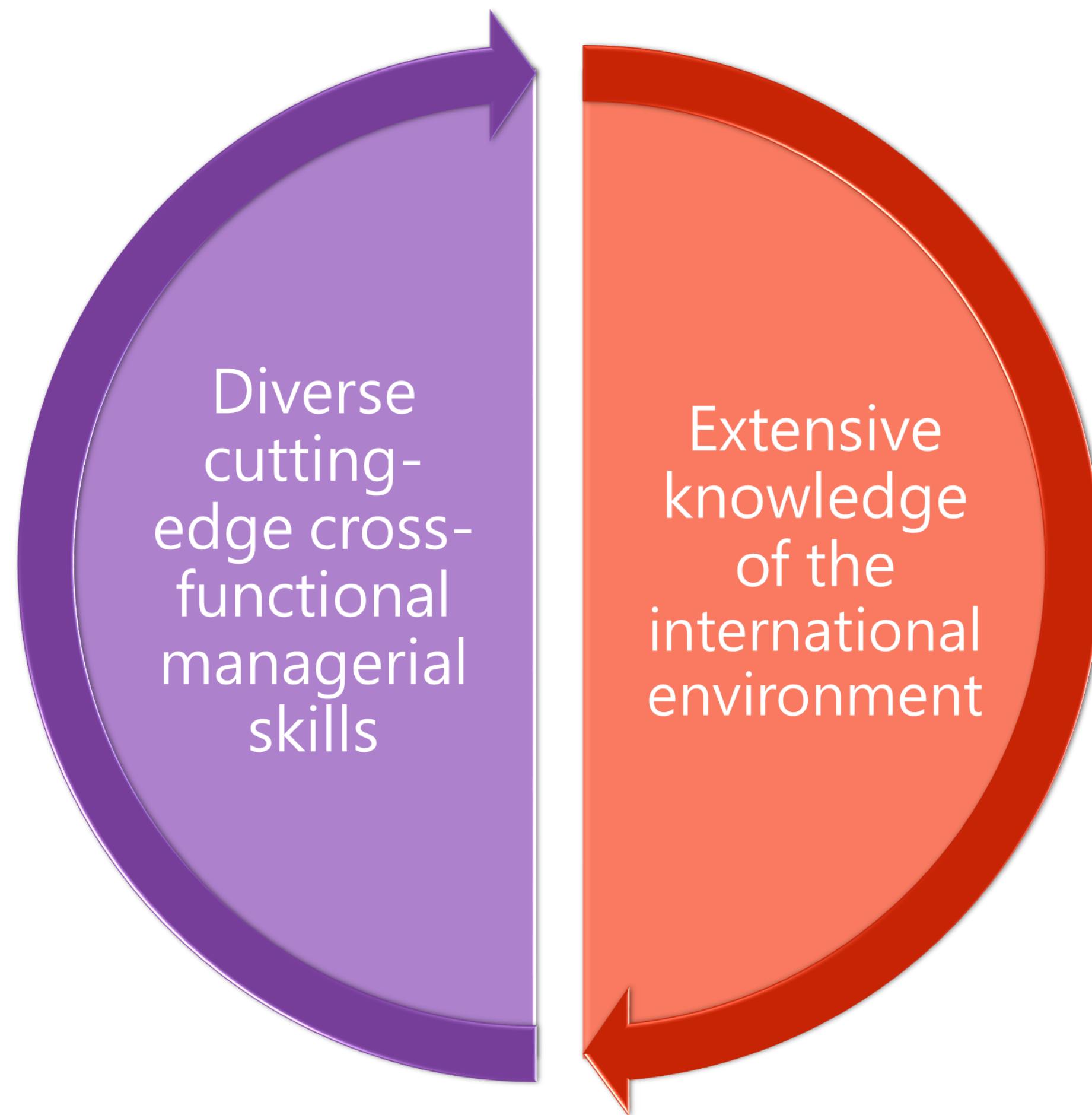
**nielsen**  
.....

**Haier**

**Energopas**



## MIB IS MULTI-DISCIPLINARY



### Adaptational courses (where applicable):

- International Relations
- World Economy

### Core study block:

- International Business Research
- Strategic Management of International Companies
- Economics: 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 (real-life projects)





# FLEXIBLE CUSTOMIZED MIB STUDY PLAN

MIB program

## Elective courses:

- Global Political Economy and Interaction between Business and Politics
- Political Aspects of International Business
- Legal Aspects of International Business
- International Business Transactions
- International Entrepreneurship
- International Operational and Supply Chain Management
- Corporate Governance of International Companies
- Doing Business in Asia / the EU

### Optional Financial Track:

- International Financial Management
- International Finance (Advanced)

### Optional Marketing Track:

- International Marketing Strategies
- International Market Research and Analysis
- Global Brand Management
- Digital and Traditional Channels in International Advertising
- Digital marketing: mix of global and local tools
- Digital Marketing Strategy management and adaptation



# MIB TEACHING EXECUTIVES & LEADING EXPERTS

MIB program



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

- International Marketing Strategies
- Strategic Management of International Companies



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

- International Corporate Finance
- International Finance (advanced)



**Maxim Shevchenko**  
*Marketing Director,  
**GlaxoSmithKline**,  
OTC-Russia*

- International Marketing
- Global Brand Management



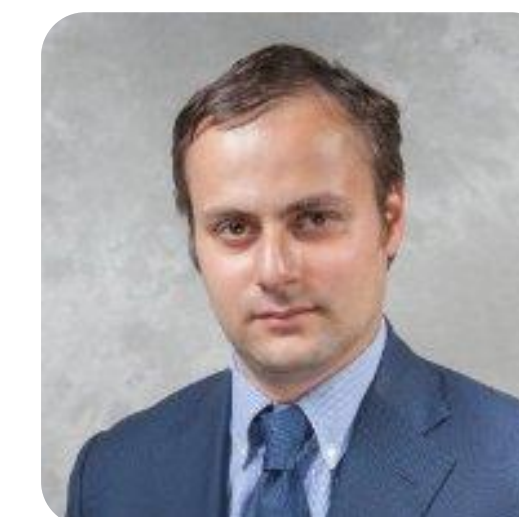
**Vladimir Lissniak**  
*President, ANO  
"PERICLES"™*

- International Business Negotiations



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

- International Business Transactions



**Dmitry Khokhlov**  
*Managing Director,  
**Accenture**  
Co-Founder, **DIGITALIZM***

- Digital and Traditional Channels in International Advertising



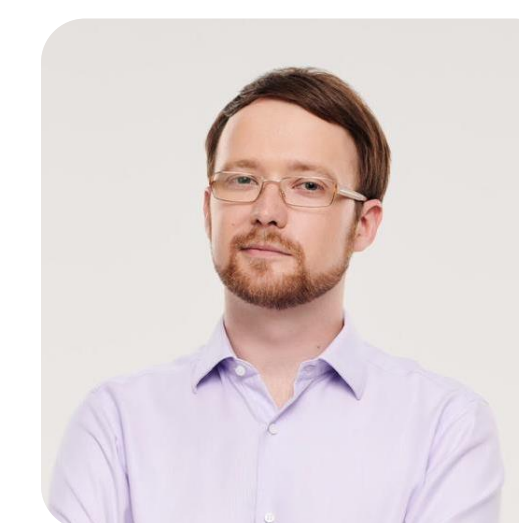
**Yuriy Gavriyuk**  
*Head of Secondary  
Logistics Department,  
**METRO Cash&Carry***

- International Operational and Supply Chain Management



**Evgeniy Sidelnikov**  
*Head of Digital,  
**GlaxoSmithKline***

- Digital Marketing: mix of local and global tools
- Digital Marketing Strategy management and adaptation



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

- World's Business Cultures





# MIB HSE FACULTY MEMBERS

MIB program



## **Irina G. Kratko**

*Head of MIB Program,  
Associate Professor*

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



## **Olga Guseva**

*Master's in Economics,  
School of Finance*

- International Corporate Finance



## **Evgeny Kanaev**

*Professor, School of  
International Regional  
Studies*

- Doing Business in Asia



## **Maxim Braterskiy**

*Professor, Faculty of  
World Economy and  
International Affairs*

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



## **Alexandra Zhukova**

*Visiting Professor,  
Faculty of Economic  
Sciences*

- Economics: Foundations of Managerial Economics



## **Igor Makarov**

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

- World Economy



## **Ekaterina Makarova**

*Lecturer,  
School of World Economy*

- Political Aspects of International Business



## **Ekaterina Entina**

*Deputy Vice Rector,  
Doctor of Sciences,  
School of International  
Affairs*

- Political Aspects of International Business





# MIB TEACHING PRACTITIONERS – ALUMNI

MIB program



**Maria Pinson**

Junior Brand Manager, **Reckitt Healthcare**

- Research Seminar (Year 1&2)



**Nikita Nazarov**

Senior Manager in Trade finance and settlements

- International Business Research (Year 1)
- Research Seminar (Year 2)



**Dmitry Pozdeev**

O2C Automation Program Project Manager, **Sibur**

- International Business Consulting (Year 1)



**Alla Dynko**

Manager, PwC's Freelancer Marketplace, **PwC**

- International Business Consulting (Year 1)



**Anna Yasintseva**

Market Analyst and Client Consultant at **AC Nielsen**

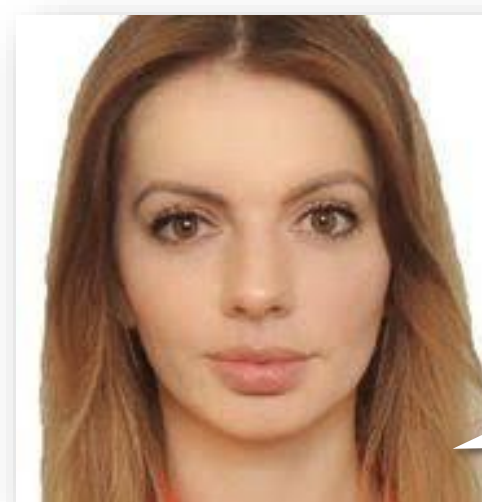
- Research Seminar (Year 2)



**Ekaterina Fokina**

Change Manager, **X5 Retail Group**, Russia

- Research Seminar (Year 2)



**Lyudmila Adyan**

Procurement Business Partner, **Nestlé**  
Research Seminar (Year 1)



# DDs & EXCHANGEs

MIB program

## Double Degree:



- **LUISS University Rome (Italy)**



NATIONAL RESEARCH  
UNIVERSITY



## Study abroad:



THE FLETCHER SCHOOL  
TUFTS UNIVERSITY





## By BA majors:

Antropology  
 Audio/Video Production  
 Business Administration  
 Business Informatics and IT  
 Chemistry  
 Commerce and Trade  
 Economics  
 Engineering and Mechanics  
 Fashion  
 Law  
 Linguistics and Philology  
 Management  
 Marketing, PR and Communications  
 Medicine  
 Politics and international relations  
 Psychology  
 Public Administration  
 Regional Studies, Asian Studies



## By countries:

Azerbaijan  
 Belarus  
 Canada  
 China  
 Colombia  
 Estonia  
 France  
 Germany  
 Honduras  
 Honk Kong  
 India  
 Israel  
 Italy  
 Japan  
 Kyrgyzstan  
 Luxembourg

Mexico  
 Moldova  
 Montenegro  
 Morocco  
 Netherlands  
 Pakistan  
 Panama  
 Peru  
 Slovakia  
 South Korea  
 Taiwan  
 Turkmenistan  
 UK  
 Ukraine  
 USA  
 Uzbekistan







# MIB STUDENT'S JOURNEY

MIB program



**work + study  
at the same time**

**diverse business  
up-to-date  
knowledge and  
first-hand skills**  
+  
**project-based  
team work**

**business  
contacts &  
professional  
networks  
worldwide**  
+  
**cross-cultural  
environment**

**GET  
PROMOTED AT  
YOUR  
WORKPLACE  
OR SECURE A  
DESIRED NEW  
JOB**



# MIB GRADUATES ARE ABLE TO

MIB Program





# MIB ALUMNI CAREERS

MIB Program

- 
- |                                 |                              |                                 |                           |
|---------------------------------|------------------------------|---------------------------------|---------------------------|
| • <b>McKinsey&amp;Company</b>   | • <b>ICBC</b>                | • <b>Henkel</b>                 | • <b>Burger King</b>      |
| • <b>BCG</b>                    | • <b>Mastercard</b>          | • <b>Unilever</b>               | • <b>Danone</b>           |
| • <b>PwC</b>                    | • <b>Accenture</b>           | • <b>Procter &amp; Gamble</b>   | • <b>Simple</b>           |
| • <b>KPMG</b>                   | • <b>AC Nielsen</b>          | • <b>Reckitt</b>                | • <b>General Electric</b> |
| • <b>Ernst&amp;Young</b>        | • <b>Yandex</b>              | • <b>Kimberly-Clark</b>         | • <b>Haier</b>            |
| • <b>Deloitte</b>               | • <b>L'Oreal</b>             | • <b>Fater S.p.a.</b>           | • <b>Philips</b>          |
| • <b>Roche &amp; Duffay</b>     | • <b>Estee Lauder</b>        | • <b>SC Johnson</b>             | • <b>HUAWEI</b>           |
| • <b>Raiffeisenbank</b>         | • <b>Chanel</b>              | • <b>METRO Cash and Carry</b>   | • <b>Fudzi Motors</b>     |
| • <b>Societe Generale Group</b> | • <b>Guccio Gucci S.p.a.</b> | • <b>Mondelez International</b> | • <b>Mercedes-Benz</b>    |
| • <b>Tinkoff Bank</b>           | • <b>Vogue</b>               | • <b>Coca-Cola HBC</b>          | • <b>Michelin</b>         |
| • <b>VTB Bank</b>               | • <b>Nike</b>                | • <b>Nestle</b>                 | • <b>Toyota Motors</b>    |
| • <b>Sibur</b>                  | • <b>Bonduelle</b>           | • <b>Heineken</b>               | • <b>Volkswagen</b>       |





# MIB SUCCESS STORIES

MIB Program



**Roman Syumaikin**, Supply Chain Digital Project Leader, HEINEKEN,  
Russia (Class of 2016)



**Anna Tisnohuz**, Strategic Initiatives Analyst, Guccio Gucci S.p.a.,  
Ukraine (Class of 2019)



**Anya Siobhan Alexander**, Director, Customer Success & Renewals  
at Lacework, USA (Class of 2018)



**Wisnu Supriyadi**, Managing Director, CV. DUTA GLOBAL JAYA,  
Indonesia (Class of 2018)



# MIB CANDIDATES

MIB Program

**MIB is the best fit for those who desire an international career and want to make the most out of their studies**

**MIB invites candidates with different majors, with or without previous work experience**



**Please, read our student  
and alumni feedbacks!**



# PORTFOLIO CONTENT AND ASSESSMENT CRITERIA

MIB program

<b>Assessment criteria</b>	<b>Points</b>
<b>Motivation letter</b>	<b>30</b>
<b>Letters of recommendation</b>	<b>25</b>
<b>Resume (CV)</b>	<b>20</b>
<b>Diploma with honors</b>	<b>5</b>
<b>Publications and research papers, certificates, personal awards</b>	<b>10</b>
<b>Previous coursework, trainings and workshops specifically related to International Business</b>	<b>10</b>
<b>Total</b>	<b>out of 100</b>





# Core portfolio documents --- tips

MIB program

## Motivation letter

**in English**

- **max 1 page of A4 format**
- **reasons for applying to MIB in the context of your long-term career goals and background**

## 2 recommendations

**in English or Russian**

- **one from employer**
- **one from academic institution**
- **follow the HSE's letter of recommendation guidelines**

## CV

**in English or Russian**

- **your education**
- **work experience**
- **achievements**

# APPLICATION DEADLINES

MIB program

## Foreign applicants

from **1 November 2021**  
to **15 August 2022**

Create an account

<http://asav.hse.ru/appl/yma.html#signup>

## Russian applicants

from **20 June 2022**  
to **19 August 2022**

### Online application:

1. **01.02.2022–31.03.2022** – preliminary invitation (new option)
2. **20.06.2022-15.07.2022** (early admission)
3. **16.07.2022-19.08.2022** (regular admission)

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





# JOIN THE MIB FAMILY IN 2022!

MIB program



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



Daria



Marina

(495)772-9590 \*27749, 27750    [mib@hse.ru](mailto:mib@hse.ru)





# INFO ABOUT MIB

MIB program

- ✓ **MIB Website:** <https://www.hse.ru/en/ma/inbusiness>
- ✓ **Video Interview with MIB Academic Director:**  
<https://www.youtube.com/watch?v=fs4tO0pRTEY>
- ✓ **Pokrovka Campus 3D tour:** <https://www.youtube.com/watch?v=eDull73sbug>



**THANK YOU FOR YOUR ATTENTION!**



**Address: 11 Pokrovskiy Boulevard, room T725**