



NATIONAL RESEARCH
UNIVERSITY

School of Innovation
and Entrepreneurship

Master of International Business (MIB) program





MIB INTRODUCTION



Irina G. Kratko

Founder and Academic Director of the MIB program



CHECKLIST FOR CHOOSING THE BEST MASTER'S PROGRAM



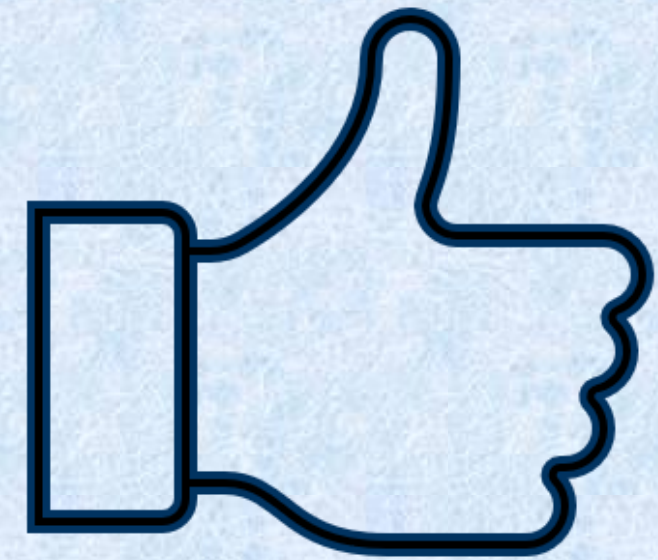
- ✓ Must match your career expectations and ambitions
- ✓ Reputation within university rankings and employers
- ✓ Qualifications & expertise of lecturers & instructors
- ✓ Career-building and networking opportunities
- ✓ Structure and contents of the curriculum
- ✓ Model and format of study
- ✓ Alumni feedbacks & their career success
- ✓ Student cohort profile (background, professional & cultural diversity, etc.)



MIB TARGET AUDIENCE

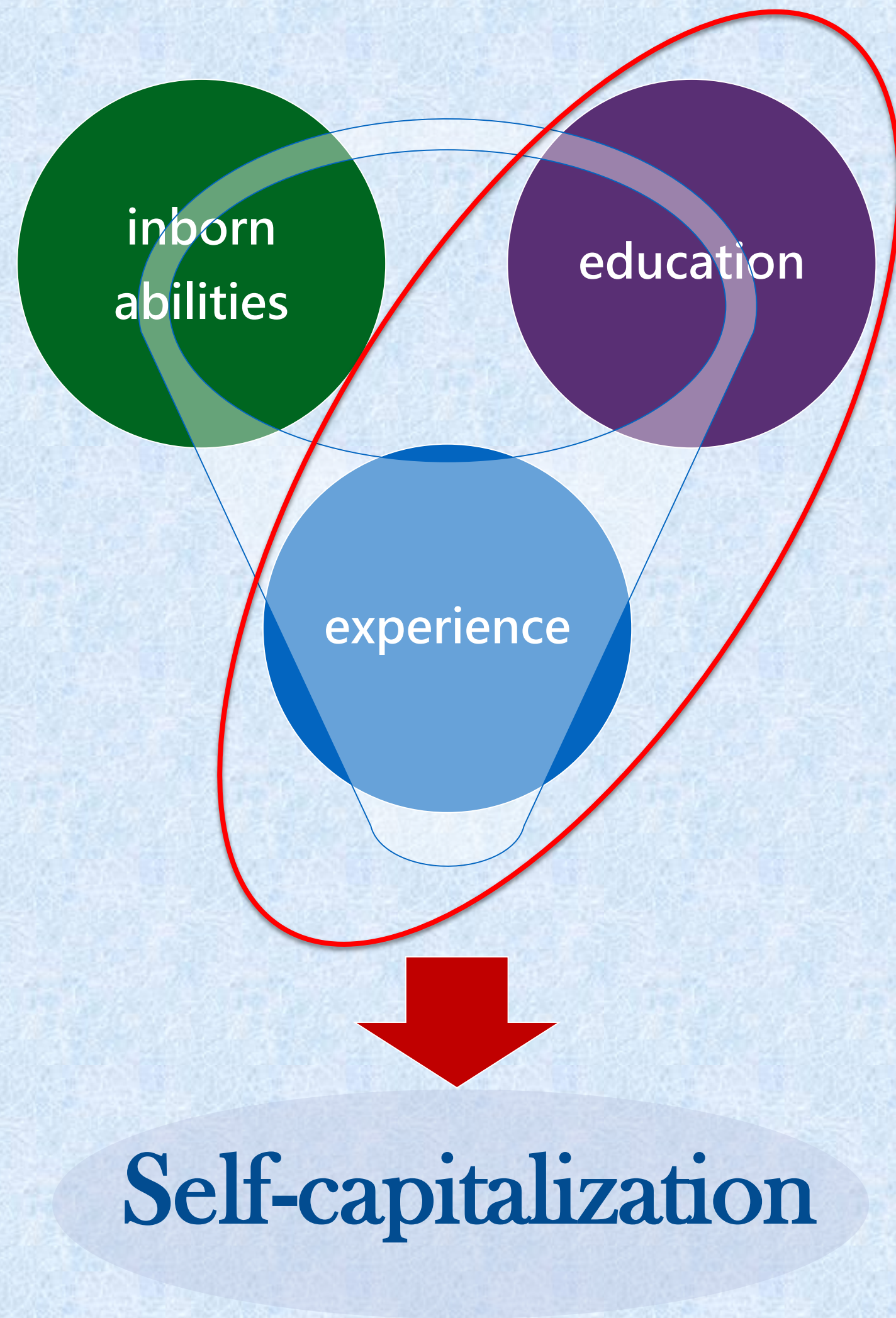
MIB is the best fit for those who:

- ✓ wish to pursue a business career with an international perspective and want to make the most out of their studies
- ✓ want to immediately plunge into the real business world
- ✓ appreciate the value of combining full-time work and study

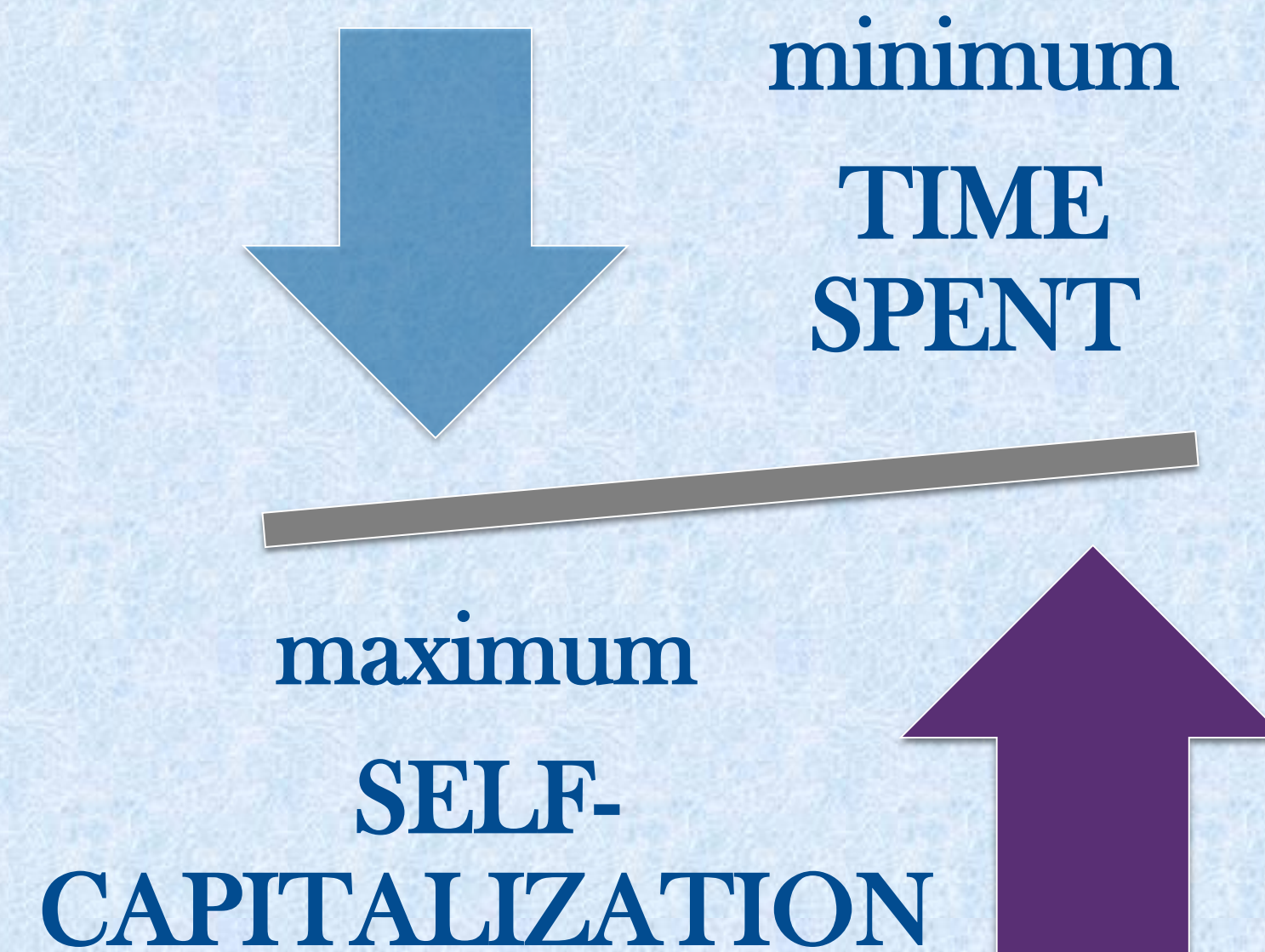




MIB RATIONALE



MIB multiplies your value in less time





MIB RANKINGS AND ACCREDITATION

Russia's only program in the Top 100 Master's in Management by the QS World University Rankings. Three years in a row

The highest possible number of points (100 out of 100) in the Student Employability category by the QS World University Rankings

Accredited by the International Agency for Quality Assurance in Higher Education and Career Development (AKKORK)

Open-ended State Accreditation





MIB PROFILE



Cross-cultural
environment

Diversified
community

- ✓ Launched in 2012 (> than 700 alumni in 50 countries)
- ✓ Full-time, two-year master's program in management
- ✓ Taught entirely in English
- ✓ Two separate tracks
 - Online – synchronously;
 - Offline – Moscow campus, Pokrovskiy blvd. 11
- ✓ Classes start in October and are held on weekday evenings and Saturdays
- ✓ No previous background (major) limitations or work experience required to enter the program



MIB UNIQUENESS

WE TRAIN INTERNATIONALIZATION EXPERTS



- ✓ MIB offers multidisciplinary training for business internationalization professionals
- ✓ MIB is practically oriented and fully integrated into the real business world (MBA-like model)

Students feel like in a real business world





MIB CONTENTS

How
ICs transform their
business

Focus on
International
Companies (ICs)
in new realities
as well as
domestic companies
and startups
going international

How global context
affects ICs



MIB MULTI-DISCIPLINARY CURRICULUM

Diverse cutting-edge cross-functional managerial skills

Extensive knowledge of the international environment

Compulsory courses:

- Theoretical Foundations of International Business
- Strategic Management of International Companies
- Foundations of Managerial Economics
- Introduction to Financial and Managerial Accounting
- International Corporate Finance
- International Marketing
- International Business Consulting (real-life projects)
- World's Business Cultures
- International Business Negotiations



FLEXIBLE CUSTOMIZED MIB STUDY PLAN

Elective courses:

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

Financial Courses:

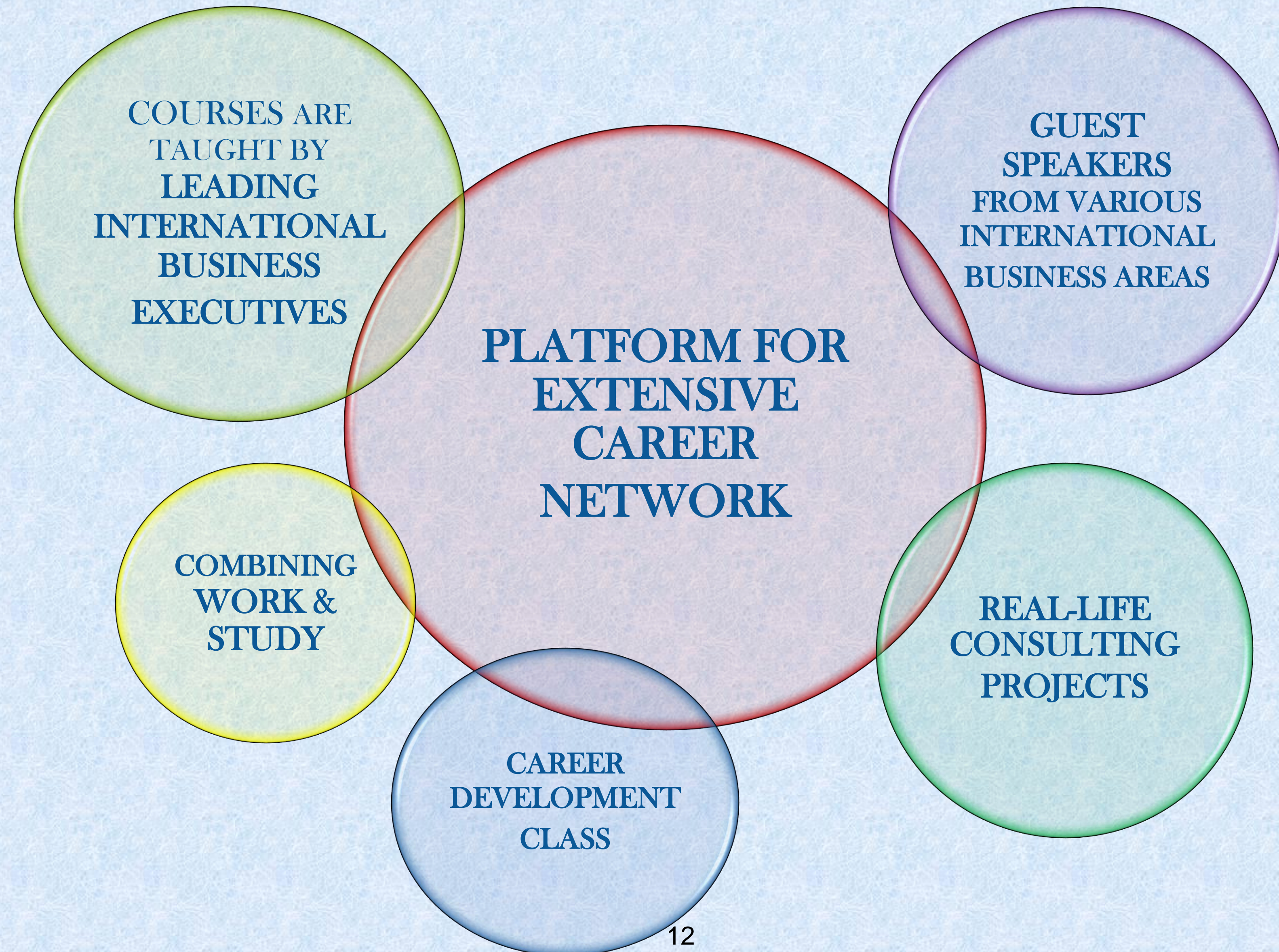
- International Financial Management
- International Finance (Advanced)
- New Venture Financing

Marketing Courses:

- International Marketing Strategies
- International Market Research and Analysis
- Global Brand Management
- Digital Marketing Basics: Mix of Global and Local Tools
- Digital Marketing Strategy Management and Adaptation
- Digital and Traditional Channels in International Advertising



MIB PRACTICE-ORIENTED MODEL





MIB TEACHING EXECUTIVES & LEADING EXPERTS



Vyacheslav Buevskiy

Partner, Strategy and Deals
Advisory Department

Technologies of Trust

- International Marketing Strategies
- Strategic Management of International Companies



Alexey Blinov

VP of Finance, **Mondelēz International (Eastern Europe)**

- International Corporate Finance
- International Finance (advanced)



Maxim Shevchenko

Marketing Director
Haleon

- International Marketing
- Global Brand Management



Dmitry Khokhlov

Managing Director, **Datawave**
Managing Director, **Digitalizm**

- Digital and Traditional Channels in International Advertising



Vladimir Lissniak

President
ANO "Pericles"™

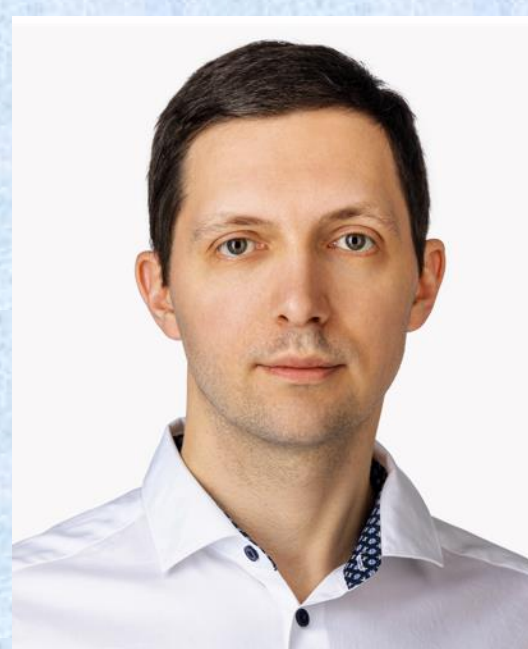
- International Business Negotiations



Fedor Vassilyev

Head of Cross-cultural
Communication Department,
Business Speech

- World's Business Cultures



Evgeniy Sidelnikov

Digital Account Director
SberMarketing

- Digital Marketing: mix of local and global tools
- Digital Marketing Strategy Management and Adaptation



Sergey Krokhalov

Partner, **Melling, Voitishkin & Partners**

- International Business Transactions



Yuriy Gavriilyuk

Head of Logistics
Department, **Metro Cash&Carry**

- International Operational and Supply Chain Management



MIB HSE FACULTY MEMBERS



Vladimir Zuev
Department of Trade Policy

- Doing Business in EU



Irina G. Kratko
School of Innovation and
Entrepreneurship

- International
Entrepreneurship
- International Business in New
Realities



Ekaterina Entina
School of Regional Studies

- Political Aspects of International
Business



Olga Guseva
School of Finance

- Corporate Finance
- New Venture Financing



Evgeny Kanaev
School of Regional Studies

- Doing Business in Asia



Maxim Braterskiy
School of International Affairs

- Global Political Economy and
Interaction between Business and
Politics



MIB TEACHING PRACTITIONERS - ALUMNI



Maria Pinson
Brand Manager
Perfetti Van Melle

- International Business in New Realities (Year 2)



Nikita Nazarov
Director, International Settlements Development Department, **Gazprombank**

- Theoretical Foundations of International Business
- Strategic Management of International Companies
- International Business in New Realities (Year 2)



Dmitry Pozdeev
Self-Employed Consultant

- International Business Consulting



Lyudmila Adyan
Procurement Business Partner, **Nestlé**

- International Operational and Supply Chain Management
- International Business in New Realities (Year 2)



Alla Dynko
Partner, **AD Pro**

- International Business Consulting



Natalya Radchenko
Marketing Insights Manager, **Allwin**

- International Business in New Realities (Year 1)



Ekaterina Garcia Rodriguez
Manager, **Yandex**

- Research Seminar (Year 1)



Anna Yasintseva
Market Analyst and Client Consultant
at **NielsenIQ**

- Research Seminar (Year 1)



Michail Ivchenko
Marketing Director, **Physical Transformation**
IB Consulting (Year 1)



MIB BUSINESS PARTNERS



LAB Industries



Технологии
Доверия



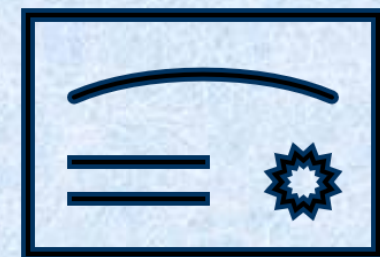


MIB DD AND EXCHANGE PROGRAMS

Double Degree



LUISS University Rome (Italy)



Study abroad



香港大學
THE UNIVERSITY OF HONG KONG



MIB STUDENT DIVERSITY



By BA majors:

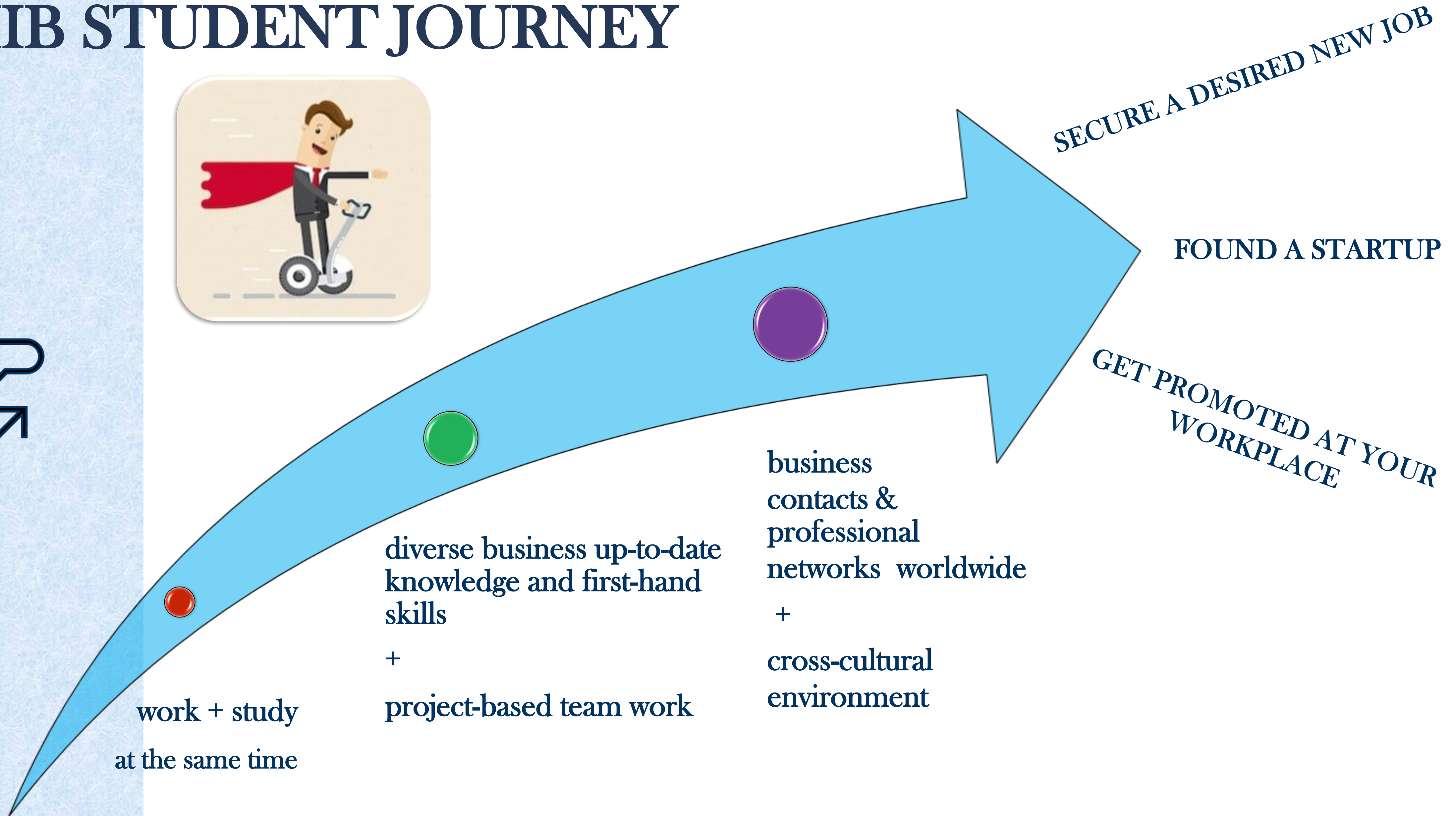
Antropology
Audio/Video Production
Business Administration
Business Informatics and IT
Chemistry, biology
Commerce and Trade
Economics
Engineering and Mechanics
Fashion
Law
Linguistics and Philology
Management
Marketing, PR and Communications
Medicine, pharmacy
Politics and international relations
Psychology,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

By countries:

Algeria	Indonesia	Serbia
Armenia	Israel	Sierra Leone
Austria	Italy	Slovakia
Azerbaijan	Japan	South Korea
Belarus	Kazakhstan	Spain
Canada	Kyrgyzstan	Switzerland
China	Luxembourg	Taiwan
Colombia	Mexico	Thailand
Denmark	Moldova	The Kingdom of Bahrain
Estonia	Montenegro	Turkey
France	Morocco	Turkmenistan
Germany	Nepal	UK
Greece	Netherlands	Ukraine
Honduras	Pakistan	USA
Hong Kong	Panama	Uzbekistan
India	Peru	Vietnam

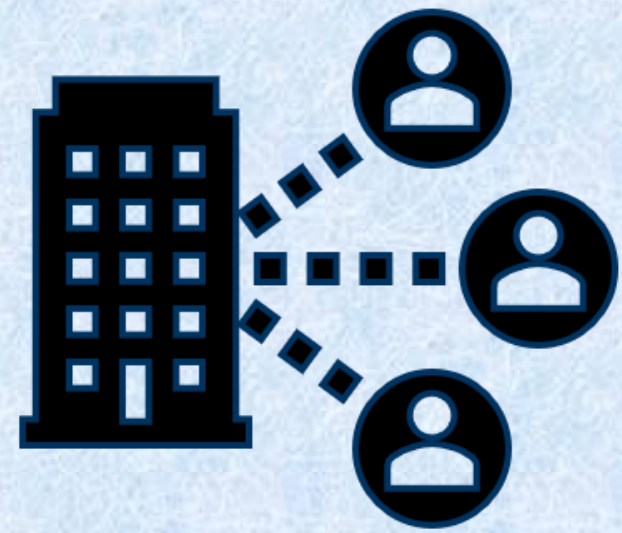


MIB STUDENT JOURNEY





MIB ALUMNI CAREERS



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



MIB ALUMNI SUCCESS STORIES

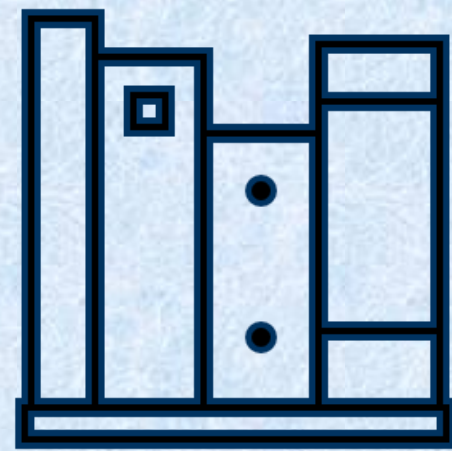


**PLEASE READ OUR STUDENT
AND ALUMNI FEEDBACKS!**



MIB: HOW TO APPLY

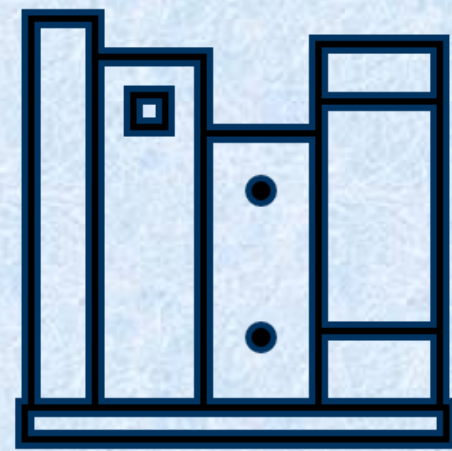
PORTFOLIO CONTENT AND ASSESSMENT CRITERIA



ASSESSMENT CRITERIA	POINTS
Motivation letter	30
Letters of recommendation	25
Resume (CV)	20
Diploma with honors	5
Publications and research papers, certificates, personal awards	10
Previous courses, trainings and workshops specifically related to International Business	10
Total	out of 100



MIB: CORE PORTFOLIO DOCUMENTS – TIPS



Motivation letter

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

Two recommendation letters

in English or Russian
preferably one from employer + one from academic
institution
follow the HSE's letter of recommendation [guidelines](#)

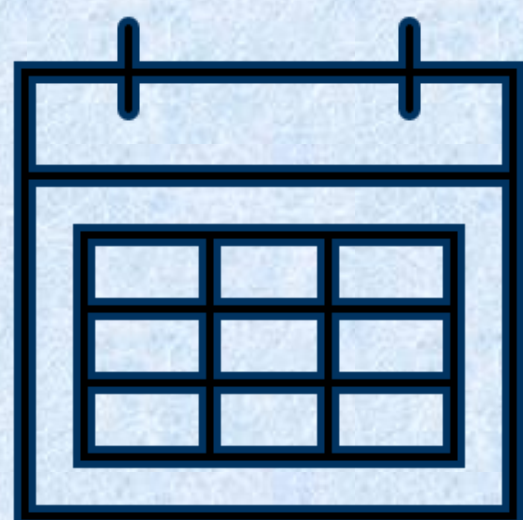
CV

in English or Russian

- your education
- work experience
- achievements



MIB APPLICATION DEADLINES



Foreign applicants

November 1, 2023 -
August 28, 2024

Create an account

<http://asav.hse.ru/app/lyma.html#signup>

Russian applicants

June 19, 2024 -
September 15, 2024

Online application:

1. 01.02.2024 - 15.05.2024 - — early invitation
2. 19.06.2024 - 11.07.2024 (first call for applications)
3. 12.07.2024 - 01.08.2024 (second call for applications)
4. 02.08.2024 - 15.09.2024 (third call for applications)



JOIN THE MIB FAMILY IN 2024!



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



Victoria



Albina



+7 (495) 7729590*27749, 27750



Address: 11 Pokrovsky Blvd., room T725



mib@hse.ru