Summary of Degree Programme 'International Business in the Asia-Pacific Region'

Field of Studies

38.04.02 Management

Approved by

Minutes of Academic Council Meeting No.13 of 27.09.2019

HSE University Educational Standard

Last Update

Minutes of St. Petersburg School of Economics and Management Council Meeting № 8.3.2.4-08/1909-01 from 19.09.2023

Network Programme

No

Length of Studies, Mode of Studies, Credit Load

2 years

Full-time, 120

Language of instruction

ENG

Instruction in English

Qualification upon graduation

Master

Double-degree Programme

No

Use of online learning

With online tools

Tracks

2024/2025 ACADEMIC YEAR

Business Innovations in Asia-Pacific Markets

Type: Applied

Track Supervisor: Veselova, Liudmila S.

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

— KER-1 Demonstrates understanding of the state of the art in the international business research, various methodological approaches implemented in this field, as well as their strengths and weaknesses;

— — KER-2 Applies both quantitative and qualitative research methods for analysis of practical situations in the international business sphere;

— — KER-3 Demonstrates the skills required for systematization, generalization and analysis of the best practices in terms of strategic and operational level of management in the organization;

— — KER-4 Explains the current structure of international economic relations and forecasts the future development of global markets;

— — KER-5 Demonstrates knowledge of the past and current trends in the global economy, including understanding of the functioning of international financial markets, world economy and international trade;

— — KER-6 Demonstrates the skills required to write official documents, formulates thoughts correctly in one of the Asian and English languages;

— — KER-7 Analyzes historical and political processes and describes the problems and situations of professional activity, using the language and apparatus of Oriental studies to solve interdisciplinary scientific problems and scientific theoretical and applied problems in related professional fields;

— — KER-8 Knows the techniques of business communication, the difference in business approach between Eastern and European countries. Able to express his thoughts orally and in writing in accordance with the standards of business communication.

Description of the professional field:

— PC-1 Able to apply appropriate methods and techniques for research projects in the international business area;

— PC-2 Able to identify main risks and business opportunities in the global economy;

— PC-3 Able to analyze the global trends in the world economy through appropriate theoretical frameworks;

— PC-4 Able to draw up official business, scientific and informal documents in one of Asian or/and English languages in accordance with the norms;

— PC-5 Able to analyze the historical roots of modern processes in Asia and Africa and make medium-term and long-term forecasts of development trends;

— PC-6 Able to conduct business negotiations in foreign languages.

Description of educational modules:

Module “Major”. The course “Actual problems of studying the Asia-Pacific countries” is taught in the first term of the program to give students who have not previously study Asian studies a better understanding and grounding in the nature of the field of Asian studies, to fill in any gaps in knowledge, and to help students to formulate their future research. Base courses such as “Entrepreneurship and Business in East Asia”, “Innovations in organization management”, “International Economics and Trade”, “Modern methods and tools of project management” and etc. are all taught throughout the first year of the program. These units help students to understand in detail the international, political, economic and environmental contexts in Asia and compare them with other countries and Russian in particular. Due to research by specialists in the culture and traditions of Asian countries, students have the opportunity to learn about cultural diversity in Asia and how Asian countries cooperate with one another. Elective courses students can choose from a range of courses such as “SMM marketing in China”, “Doing Business in the Asia-Pacific Region: Expert Experience”, “Chinese for Business Communication”, “Beginner Chinese Course I”, “Russia's Policies in Asia”, “Digital Business Transformation” and etc. These courses give students the opportunity to broaden their horizons and competences across a number of important topics and issues.

— Module “Key seminars”. Among the compulsory disciplines of the variable part of the Programme, it is worth highlighting such courses as Research Seminar “Intercultural Communication in the Asia-Pacific Region”, Mentor Seminars, “Research Seminar "Research Methods in Management I” that is taught in 2-4 Modules of the first year. The course allows students to master research methods that they have not previously applied, giving them an excellent grounding in management methodologies to help them conduct their future research. It should be noted that all courses are taught by professionals and specialists who have practical experience in business, making these courses even more attractive for students.

— The module “Internship” consists of 3 types of internship: Project Internship, Professional Internship, Research Internship

— Module “Magolego” takes place in the second year of study and involves the study of disciplines from the general university pool. Students can choose elective courses from the university-wide pool during their study period

International Business Operations in Asia-Pacific

Type: Applied

Track Supervisor: Veselova, Liudmila S.

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

— KER-1 Makes a reasonable choice of theoretical methods for analysis of practical situations in the international business sphere;

— KER-2 Demonstrates the skills required for systematization, generalization and analysis of the best practices in terms of strategic and operational level of management in the organization;

— KER-3 Explains the current structure of international economic relations and forecasts the future development of global markets;

— KER-4 Applies appropriate methods for solving practical tasks for a commercial entity in international markets;

— KER-5 Demonstrates knowledge of main issues related to international business operations;

— KER-6 Demonstrates the skills required to write official documents, formulates thoughts correctly in one of the

Asian and English languages;

— KER-7 Analyzes historical and political processes and describes the problems and situations of professional activity, using the language and apparatus of Oriental studies to solve interdisciplinary scientific problems and scientific theoretical and applied problems in related professional fields;

— KER-8 Knows the techniques of business communication, the difference in business approach between Eastern and European countries. Able to express his thoughts orally and in writing in accordance with business communication standards.

Description of the professional field:

— PC-1 Able to apply various methods and techniques for analysis of business cases;

— PC-2 Able to identify main risks and business opportunities in the global economy;

— PC-3 Able to develop reasonable practical solutions to reach organizational goals;

— PC-4 Able to draw up official business, scientific and informal documents in one of Asian or/and English languages in accordance with the norms;

— PC-5 Able to analyze the historical roots of modern processes in Asia and Africa and make medium-term and long-term forecasts of development trends;

— PC-6 Able to conduct business negotiations in foreign languages.

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Competitive Advantages

MA Programme “International Business in the APR” provides great opportunities for those graduates with bachelor or specialist degrees who wish to receive a high-quality education in the field of international business with focus

on Asian region, as well as to get an exciting experience of studying abroad and doing an internship in a large domestic or international company.

The Programme prepares a new generation of managers with excellent leadership, managerial and communication skills, who also know how to respond to the growing challenges of the new economy. The students are trained to identify various factors that influence international business endeavors and to search for non-standard solutions of complex business problems especially in modern situation when Russia made pivot to Asia and strengthen its cooperation with the Asian partners. The program combines professional Asian studies with a modern framework for the study of economics, and in particular, with the study of economic development and the development of state and management of socio-economic processes.

The Programme focuses on creating and developing the competencies that have become essential for successful management of enterprises in the global environment. The main emphasis is on the ongoing digital transformation and how this process affects the international business sphere. At the same time, the Programme provides fundamental knowledge in the broad area of business and management what allows our graduates to be prepared for a diversity of career pathways in different sectors of the economy. The focus on research-based teaching also enables students to start their careers in the academic filed via a PhD programme.

Information about choosing tracks / Selection (Assignment) of Tracks/Specializations

During the admission campaign students wrote the desired trajectory in their motivation letters. At the begging of the study in September, students will have chance to change the trajectory by writing the letter with request to the Academic Supervisor and Head of the Study Office of the Progamme.

Options for Students with Disabilities

This degree programme of HSE University is adapted for students with special educational needs (SEN) and disabilities. Special assistive technology and teaching aids are used for collective and individual learning of students with SEN and disabilities. The specific adaptive features of the programme are listed in each subject's full syllabus and are available to students through the online Learning Management System.

Programme Documentation

All documents of the degree programme are stored electronically on this website. Curricula, calendar plans, and syllabi are developed and approved electronically in corporate information systems. Their current versions are automatically published on the website of the degree programme. Up-to-date teaching and learning guides, assessment tools, and other relevant documents are stored on the website of the degree programme in accordance with the local regulatory acts of HSE University.

I hereby confirm that the degree programme documents posted on this website are fully up-to-date.

Vice Rector Sergey Yu. Roshchin

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