



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



PERFECT MASTER'S PROGRAM FOR YOU



- ✓ 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 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

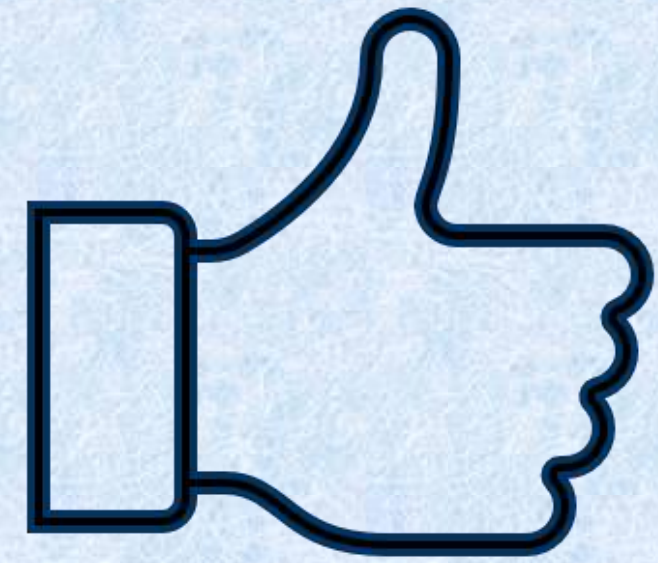




MIB TARGET AUDIENCE

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
- ✓ appreciate the value of combining full-time work and study
- ✓ want to immediately plunge into the real business world





MIB PROFILE



Cross-cultural
environment

Diversified
community

- ✓ Launched in 2012 (800 alumni in more than 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 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

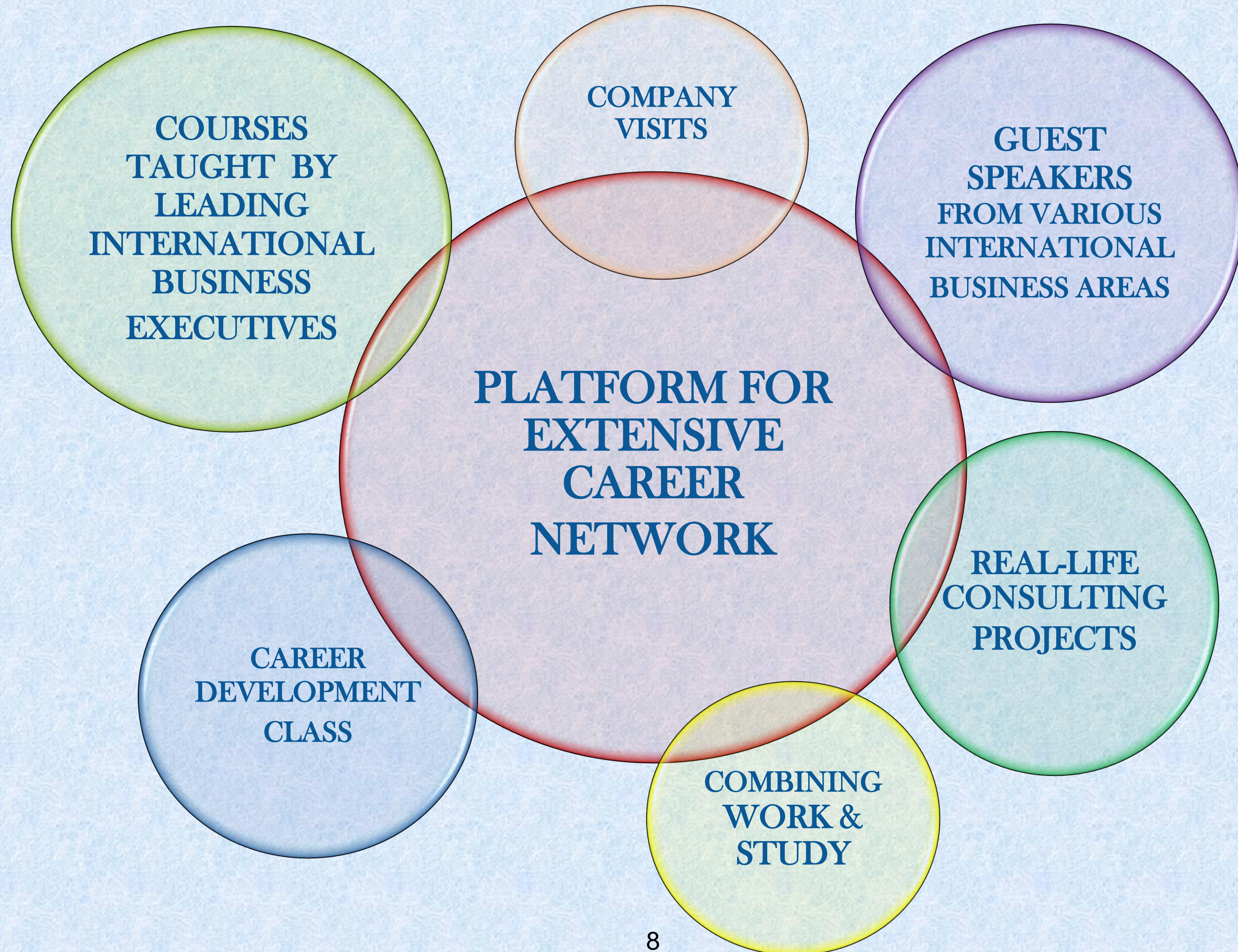
Accredited by the International Agency for Quality Assurance in Higher Education and Career Development (AKKORK)

Open-ended State Accreditation





MIB PRACTICE-ORIENTED MODEL





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 TEACHING EXECUTIVES & LEADING EXPERTS



Vyacheslav Buevskiy
Partner, Strategy and Deals
Advisory Department
Technologies of Trust

- International Marketing Strategies



Almaz Miftakhov
Business Performance Coach
Novartis

- Strategic Management of International Companies



Fedor Vasilyev
Head of Cross-cultural
Communication Department,
Business Speech

- World's Business Cultures



Sergey Krokhaev
Partner, **Melling, Voitishkin & Partners**

- International Business Transactions



Maxim Shevchenko
Marketing Director
Haleon

- International Marketing
- Global Brand Management



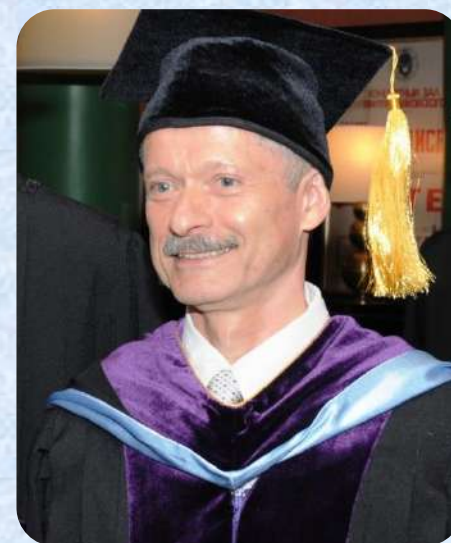
Alexey Blinov
CEO, **Mondelēz International (Eastern Europe)**

- International Corporate Finance
- International Finance (advanced)



Evgeniy Sidelnikov
Digital Account Director
SberMarketing

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



Vladimir Lissniak
President
ANO "Pericles"™

- International Business Negotiations



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

- International Operational and Supply Chain Management



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

- Digital and Traditional Channels in International Advertising



MIB HSE FACULTY MEMBERS



Vladimir Zuev
Department of Trade Policy

- Doing Business in EU



Ekaterina Entina
School of Regional Studies

- Political Aspects of International Business



Olga Guseva
School of Finance

- Corporate Finance
- New Venture Financing



Irina G. Kratko
School of Innovation and Entrepreneurship

- International Entrepreneurship
- International Business in New Realities



Maxim Braterskiy
School of International Affairs

- Global Political Economy and Interaction between Business and Politics



Evgeny Kanaev
School of Regional Studies

- Doing Business in Asia



Alexandra Zhukova
Faculty of Economic Sciences

- Foundations of Managerial Economics



MIB TEACHING PRACTITIONERS - ALUMNI



Maria Pinson
Brand Manager
Perfetti Van Melle

- International Business in New Realities



Nikita Nazarov
Director, Department for Development of
Cross-Border Transactions, **Gazprombank**

- Theoretical Foundations of International Business
- Strategic Management of International Companies
- International Business in New Realities



Natalya Radchenko
Marketing Insights Manager,
Allwin,

- International Business in New Realities



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



Ekaterina Garcia Rodriguez
Manager, **Yandex**

- Strategic Management of International Companies
- International Business in New Realities



Alla Dynko
Partner, **AD Pro**

- International Business Consulting



Mikhail Ivchenko
Marketing Director,
Physical Transformation

- International Business Consulting



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

- International Business in New Realities



Anastasia Sadovnikova
International Communications
Expert, **Russian Export Center**

- Strategic Management of International Companies



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 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	Lithuania	Thailand
Denmark	Mexico	The Kingdom of Bahrain
Estonia	Moldova	Turkey
France	Montenegro	Turkmenistan
Germany	Morocco	UK
Greece	Nepal	Ukraine
Honduras	Netherlands	USA
Hong Kong	Pakistan	Uzbekistan
India	Panama	Vietnam
	Peru	

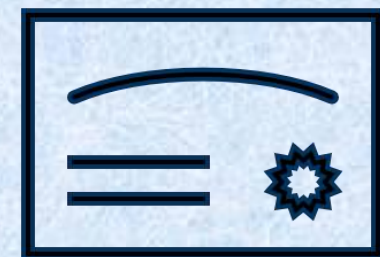


MIB DD AND EXCHANGE PROGRAMS

Double Degree



LUISS University Rome (Italy)



Study abroad



香港大學
THE UNIVERSITY OF HONG KONG



MIB BUSINESS PARTNERS



LAB Industries



Haier

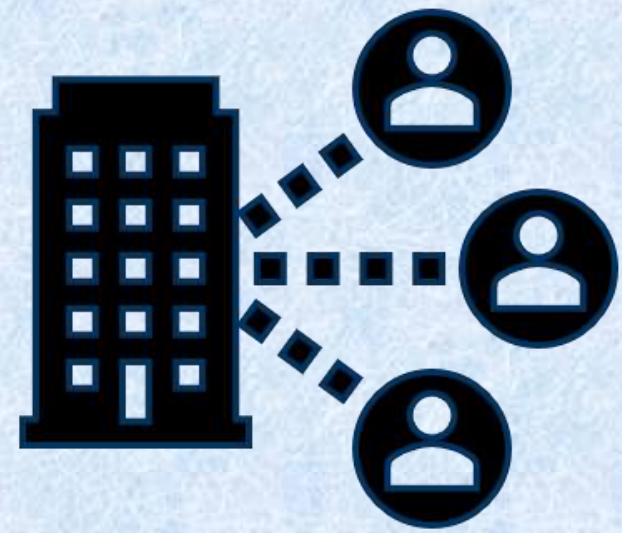


Технологии
Доверия





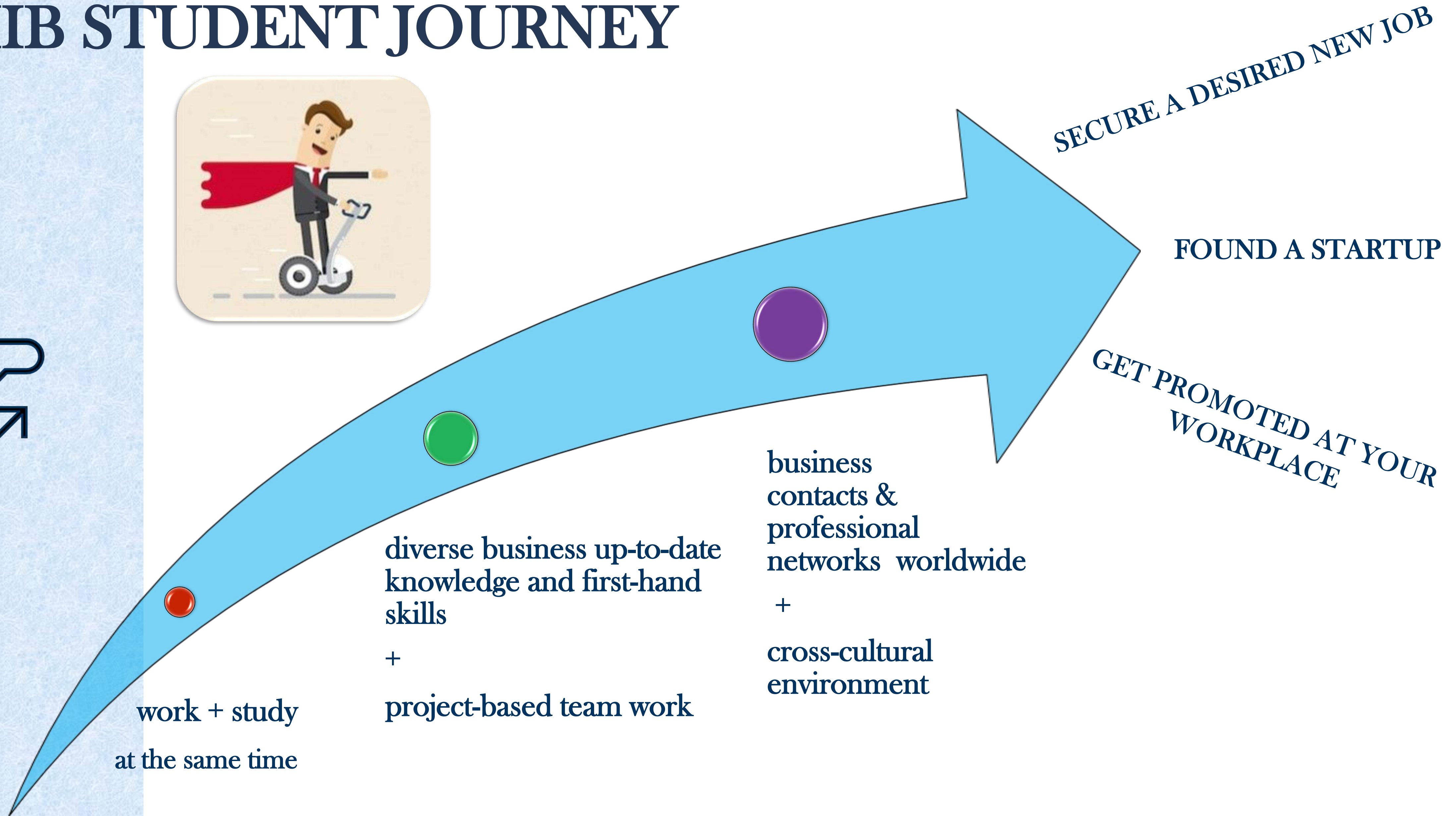
MIB ALUMNI CAREERS



- 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 STUDENT JOURNEY





MIB ALUMNI SUCCESS STORIES



PLEASE READ OUR STUDENTS'
AND ALUMNI FEEDBACKS!



ADMISSIONS



«EARLY INVITATION FOR ENROLLMENT 2025»

ADVANTAGES

- ✓ Your place in the master's program can be “reserved” in advance in spring
- ✓ Participants who did not win in the first wave have an opportunity to adjust their portfolio and participate in the second wave

! Keep in mind that participation in early invitation will allow you to receive specific advice on your portfolio to improve it in time for the admissions process in the summer, greatly increasing your chances of admission

Number of invitations

40

Passing grade

57

*Those who did not receive an early invitation to enroll can still take part in the general admissions campaign within the established deadlines



MIB: EARLY INVITATION

Senior students or university graduates can apply

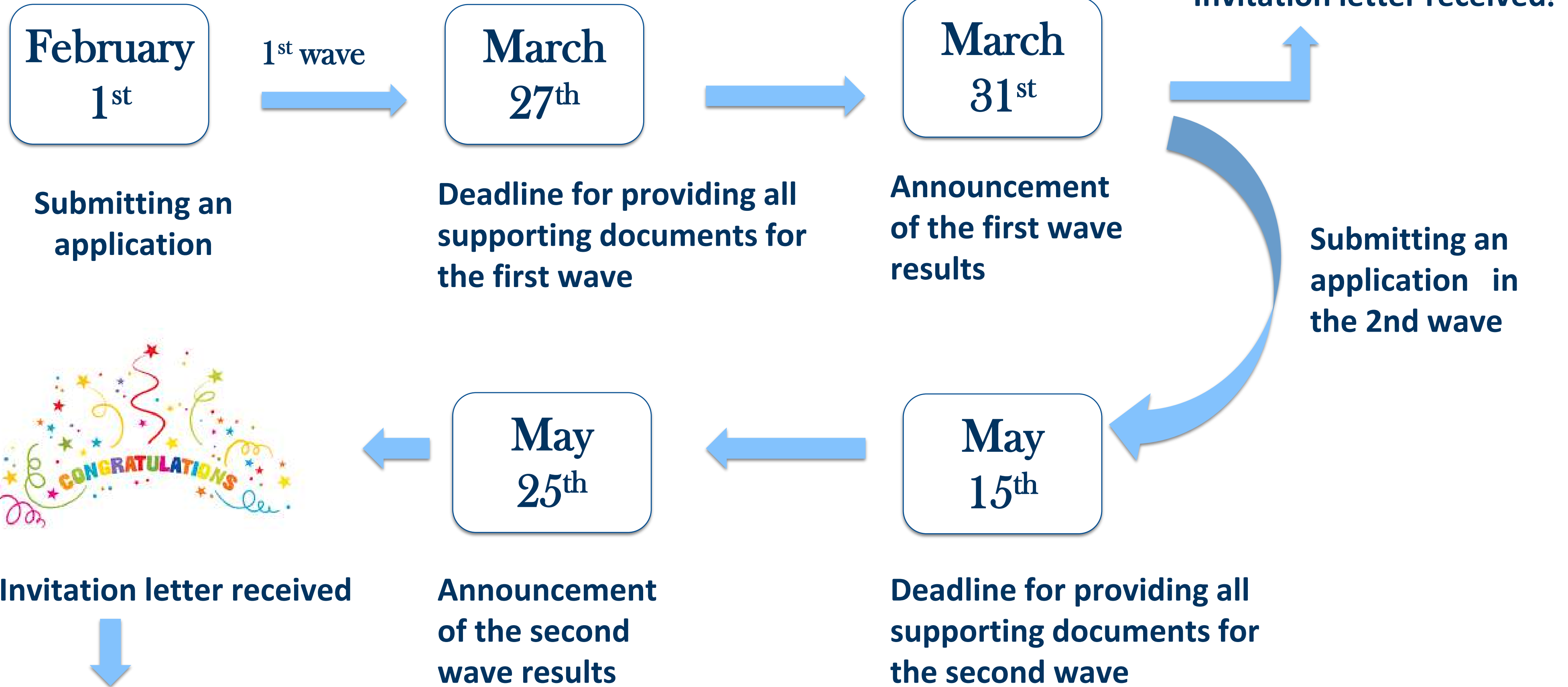
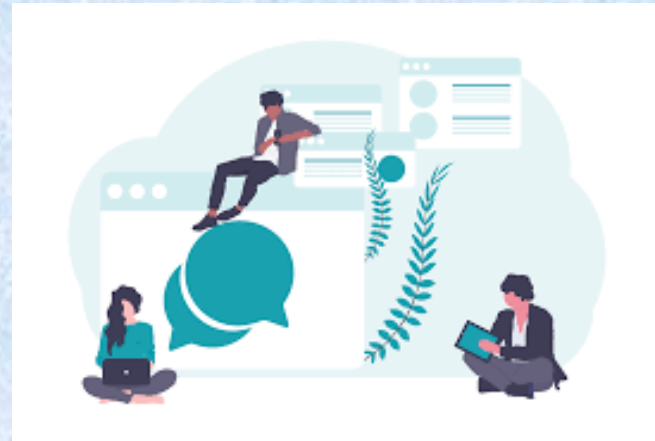


!Documents required for admission

- To be considered for admission to the program, applicants provide their portfolio within the established time frame



MIB: APPLICATION PROCESS OF «EARLY INVITATION»



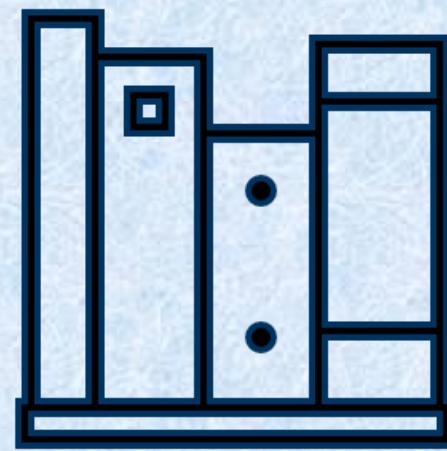
! If you did not receive an early invitation, please apply to the general admissions campaign



MIB: HOW TO APPLY

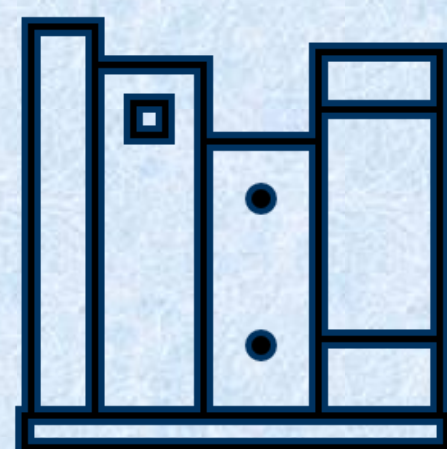
PORTFOLIO CONTENT AND ASSESSMENT CRITERIA

ASSESSMENT CRITERIA	POINTS
Motivation letter	40
Resume (CV)	25
Letters of recommendation	20
Diploma with honors	5
Publications and research papers, certificates, personal awards 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 (follow the motivation letter [guidelines](#))

Two recommendation letters

in English or Russian

preferably one from employer & one from university with contact details (email, telephone) (follow the letter of recommendation [guidelines](#))

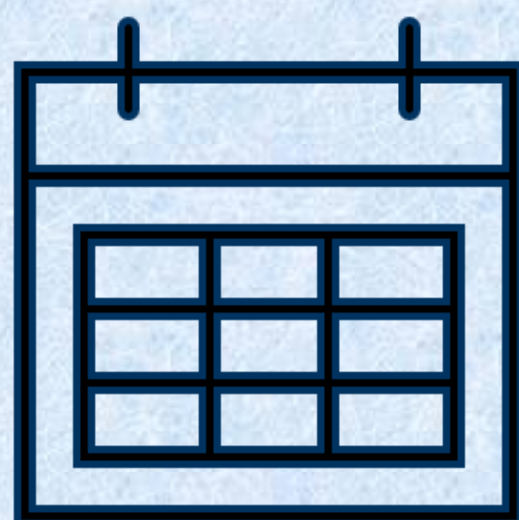
CV

in English or Russian

- your education
- work experience
- achievements



MIB APPLICATION DEADLINES



Foreign applicants

November 1, 2024 -
August 28, 2025

Create an account

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

Russian applicants

April 1, 2025 -
September 15, 2025

Online application:

1. 01.02.2025 – 15.05.2025 -
– early invitation

2. 01.04.2025 - 15.09.2025
(General Admissions
Campaign)



MIB STUDY OFFICE



Anna Utkina
Head of Study Office



Polina Shelukhina
Manager



JOIN THE MIB FAMILY IN 2025!



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



+7 (495) 772-95-90 *27749, 27750



Address: Pokrovsky Blvd. 11, room T725



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