

**Концепция модернизируемой образовательной программы
«International Business and Management Studies (Международный
бизнес и менеджмент)»
НИУ ВШЭ – Санкт-Петербург
по направлению 38.03.02 Менеджмент
(квалификация - бакалавр)**

Общая характеристика программы

- бакалаврская программа по направлению Менеджмент
- форма обучения - очная
- бюджетная/коммерческая. Бюджетных мест – 50.
- практико-ориентированная
- язык преподавания- английский
- руководитель программы – ШАКИНА ЕЛЕНА АНАТОЛЬЕВНА
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BSc in International Business and Management Studies

Full-time Course of Study:

- 8 semesters, 4 years
- 240 ECTS
- Business Internship: 1 semester in international companies abroad or in Russia for 25% best students, 6 weeks for the rest

Language of Instruction:

- English

Foci of the Programme:

- International Business
- Business Analytics
- Emphasis on Regional Studies

Relevance:

Companies are seeking for graduates who:

- have broad fundamental knowledge in Business studies
- are equipped with the most relevant analytical and digital skills,
- demonstrate deep understanding of global business context,
- are able to communicate effectively and professionally in English
- exploit investigative approach for problem setting and solutions.

Market and Positioning of the Programme:

- **Target market niche:**
high school graduates with strong English language skills and good level of mathematical training
about 40% of intake from other Russian regions (apart from St. Petersburg city)
about 20% of international intake by 2020
- **Place in the programme portfolio of HSE:**
International programme in Business and Management with 100% instruction in English
Unique programme in the domain of International Business with a focus on Analytics and emphasis on Regional studies
- **Key international competitors:**
University of Economics Prague: BA in International Business
Ljubljana School of Business: BA in International Business
Lappeenranta University of Technology: BA in International Business
- **Key competitors in Russia:**
Lomonosov Moscow State University: BA in Management
RANEPA: BA in Management, BA in Business Informatics, BA in International Relations
- **Key local competitors:**
Graduate School of Management: BA in Business Administration, BA in International Business

Unique Selling Propositions:

- Opportunity to get international education in Russia.
- Unique combination of relevant analytical skills with soft-skills typical for Business education.
- Emphasis on regional context of international business within recommended minors: Eastern or North-European studies.
- Integrated incentives for students based on academic achievements followed by business internship in international companies and exchange programmes with partner universities: King's College (UK), Lancaster University (UK), LMU (Germany), Frankfurt School of Finance & Management (Germany), Vienna University of Economics and Business (Austria) and Audencia Nantes School of Management (France).
- Double-degree programme with University of Rome Tor Vergata.

Management of the Programme:

- Academic director: Elena A. Shakina, PhD in Economics, Associate Professor, Head of the international Laboratory on Intangible-driven Economy
- Academic board: Alexander A. Kaisarov (PhD, Associate Professor, Head of the Department of Management), Angel A. Barajas (PhD, Full Professor, Head of the Department of Finance), Tatiana Y. Grishenko (PhD, Associate Professor), Anna O. Davy (Lecturer), Elena V. Veretennik (Lecturer), Elena M. Zelenskaya (Lecturer), Eugeni A. Zazdravnikh (Lecturer)
- Coordinator – Ksenia A. Boyko

Background of the Programme

Bachelor's degree programme in 38.04.02 Management originates from the Specialist' degree programme under the same name which has been delivered in HSE University-St. Petersburg starting from 1997. Educational programme in Management always was seen one of the most successful projects in St. Petersburg campus of HSE attracting high-quality intake from all Russian regions and St. Petersburg city. With a new internationalization strategy initiated in 2014 by St. Petersburg campus of HSE, bachelor programme in Management has started its modernization with a focus on international business transferring major part of the instruction into English. After two years of successful experience, this programme meets all requirements of international standards and can be considered a Bachelor programme "International Business and Management Studies" (38.04.02 Management) – BSc in International Business and Management Studies for an international positioning. It is designed for students seeking a fundamental understanding of main areas of international business and eager to develop essential skills to build a successful career in this field. As for now, it is 100% English-taught programme, which covers up-to-date practice in international business.

Relevance of the programme to the Institutional Mission

BSc in International Business and Management Studies is seen one of the flagship undergraduate programmes of St. Petersburg School of Economics and Management at HSE University. International context of the programme together with the opportunity to learn specific features of Russian and other emerging markets might be of a particular interest both for full-time and exchange international students. Speaking fluent business English is almost a must for the Business programme graduates. Many of HSE St. Petersburg goals – one of which is training qualified staff – cannot be accomplished unless this major issue is

addressed. The second issue is on delivering academic education and applied activity at the bachelor level. The significance of this focus in the university educational context is based on the assumptions that academic knowledge is an essential part of any education and it provides a base for further activity. In addition, we train students to apply academic skills to real projects throughout applied activity. Thus bachelor students gather knowledge about theoretical and practical features of management. The programme fosters innovation in both education and research in the fields of enhancing the students' practical skills.

The programme is aimed at developing core management and business competencies together with professional knowledge of business analytics and decision-making. It prepares students with the in-depth interdisciplinary knowledge and practical skills they will need to make reasonable and confident decisions in various spheres of international business.

Career Prospects for Graduates

BSc in International Business and Management Studies is for ambitious and creative students interested in careers with international companies or in introducing their own businesses to global markets. Graduates of the program go on to careers as directors of marketing, development, and HR, and as financial managers, project managers, and entrepreneurs. They work at leading global businesses, international banks, and investment companies, at economic organizations and consulting firms, and at banks.

BSc International Business and Management Studies degree provides a strong foundation not only for starting career in business but also for continuing education on a Master programme worldwide. Graduates of the BSc in International Business and Management Studies have very broad prospects to continue their studies in Economics, Marketing, Finance, Law, Political Sciences, Informatics, Data Science and Analytics, as well as Business Administration. Taking advantage of being a part of a very big distributed university HSE graduates can enroll to various master program in four campuses of HSE or outside it. Moreover, graduates can apply for a MSc with research distinctions programme, choose the academic track as other options in building their career and work further as researcher or teacher in the alma mater or various research centers and universities throughout the world.

Brief Curriculum Overview

The Curriculum is designed for a full-time student to take 240 ECTS that all undergraduate students at HSE will complete across four years of study.

The program is structured to enable students to gain broad competencies while also develop specific knowledge, practical skills, and experience. The unique design of the program enables a combination of the two most relevant foci: International Business and Business Analytics. Apart of these foci the program provides a very strong fundamental core in business studies, flexible tracks in regional studies and international business and academic internships.

Core business disciplines: general and strategic management, innovation management and investing, economic theory, econometrics, game theory, and mechanism design

International Business: international marketing, global economy and trade, international finance, new global business models

Business analytics: big data and decision-making, information technology in business, corporate finance, accounting and integrated business reporting, analytical communication, data visualization

Minors: The unique feature of HSE curriculum is a minor included into the curriculum during the 3rd and the 4th year of education. Minor component in the HSE St. Petersburg includes Data Science, Creative Industries, International Business, Oriental Studies, Texts and Context, European Studies. The emphasis in BA in International Business is put on specific expertise in regional studies. Students can elect to study the contemporary history, society, and economics of China or Northern Europe, international business in China or Northern Europe, of international communications and networking.

Projects/Internship/Research: Strong project component is introduced in the BA International Business curriculum according to HSE educational standard aimed at developing practical skills of future graduates. Students conduct projects ordered by the companies, HSE labs or initiate their own startups during the 2nd, the 3rd and the 4th year of education. The program integrates incentives for students to succeed in their study. The top-ranked students of the program will have the opportunity to have one-semester internship in multinational companies abroad or in Russia. Among best companies that are eager to provide students' internship BS International Business and Management Studies considers Danone, Nissan, Citibank, Philip Morris, Bosch-Siemens, Baltika, KPMG, EMC, EY, Deloitte, McKinsey, and other international companies.

The taught part of the programme consists of four modules in International Business with the value of 189 credits. 48 credits are allocated to research and practice module; and 3 credits – to state final certification which includes a dissertation.

Each module contains a number of compulsory and optional units which are taught in sequence in different semesters.

The 240 credits of the programme are distributed as follows:

Module code	Module Title	ECTS	Professor/ Instructor
General Programme Part			
1	Personal and Social Safety	1	Sannikova U.S., Lecturer, Department of Management
2	Physical Training	0	
3	History	4	Khvalkov E.A., Associate Professor, Department of History
4	Philosophy	4	Levin S.M., Associate Professor, Department of Sociology
The Choice of Programme Developers			
1	Sociology	4	Lisovsky A.V., Associate Professor, Department of Management
2	Law	4	Vandysheva E.A., Senior Lecturer, Department of Political Science
Professional Programme Part (Major)			
1	English Language Test (1st year)	0	

2	Independent English Language Test (2nd year)	0	
3	Economics	8	Korneychuk B.V., Professor, Department of Economics
4	Mathematics	8	Tchirina A.V., Associate Professor, Department of Applied Mathematics and Business Informatics
5	Probability Theory and Mathematical Statistics	6	Nikitin Y.Y., Professor, Department of Applied Mathematics and Business Informatics
6	Economic Statistics	6	Lapina M.G., Senior Lecturer, Department of Economics
7	Management Accounting	6	Nazarova V.V., Associate Professor, Department of Finance
8	Business Ethics	4	Korchagina E.V., Professor, Department of Management
Profile (Specialized) Educational Programme			
1	Introduction to International Business	6	Grishchenko T.U., Associate Professor, Department of Management
2	Management	6	Grishchenko T.U., Associate Professor, Department of Management
3	Economic Foundations of Management	6	Shakina E.A., Associate Professor, Department of Management
4	Economic-Mathematical Models in Management	6	Marinov I.L., Associate Professor, Department of Management
5	Information Management	6	Zazdravnykh E.A., Senior Lecturer, Department of Management
Block of Professional Components			
1	Operations Management	6	Kaissarov A.A., Associate Professor, Department of Management
2	Innovation Management	6	Rogova E.M., Professor, Department of Finance
3	Data-driven Decision-making	6	Marinov I.L., Associate Professor, Department of Management
4	Strategic Management and Investments	6	Shiko P.G., Associate Professor, Department of

5	Human Resources Management	6	Management Plakhotnik M.S., Associate Professor, Department of Management
6	Corporate Finance	6	Barajas A., Professor, Department of Finance
Elective Components of the Educational Track			
1	Econometrics	6	Antipov E.A., Associate Professor, Department of Management
2	Game Theory and Its Applications	6	Vorobyev P.F., Senior Lecturer, Department of Management
3	New Global Business Models	6	Shakina E.A., Associate Professor, Department of Management
4	International Finance	6	Barajas A., Professor, Department of Finance
5	World Economy and International Trade	6	Kuga J.T., Senior Lecturer, Department of Economics
6	International Marketing	6	Davy A.O., Zelenskaya E.M., Lecturer, Department of Management
7	Analytics Communication and Management	6	Lisovsky A.V., Associate Professor, Department of Management
Elective Courses (1out of 2)			
1	Logistics in the Global Context	6	Bochkarev A.A., Profeesor, Department of Logistics
2	Entrepreneurship	6	Kaissarov A.A., Associate Professor, Department of Management
Extra Profile (Minor)			
1	Recommended Minor	20	
Internships, Projects and/or Research Activity			
Project Seminar and/or Research Seminar			
1	Research Seminar	14	Veretennik E.V., Lecturer, Department of Management
2	Project Seminar	10	Davy A.O., Lecturer, Department of Management
3	Introduction to Profession	3	Shakina E.A., Associate Professor, Department of Management
Internships			
1	Educational Internship	3	
2	Graduation Internship	6	
Project Activity			
1	Projects	8	
2	Term Paper	4	

Intended learning outcomes

- Think critically and analytically in business context
- Develop solutions based on meta knowledge and make connections between different business studies concepts
- Be aware how and where to obtain data and information for analysis and decision-making
- Identify the environmental aspects of international business (socio-cultural, political, financial and economic)
- Use and assess existing and emerging IT in business applications
- Collect and process data for business research problems
- Recognise situations that would benefit from the application of Decision science techniques
- See the international dimensions of business functions: marketing, finance, operations, accounting
- Understand region-specific features of international business
- Get practical exposure to international business and the global arena
- Develop foresight, vision and creativity for new business solutions
- Communicate effectively in business and academic environments

