



# MASTER IN INTERNATIONAL BUSINESS

MASTER'S PROGRAMME

2020

## ADMISSIONS CRITERIA

- Application portfolio
- English language exam/ International English language proficiency tests

## AVAILABLE PLACES

State-funded places — 25

Self-funded places — 5

## CONTACTS



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HIGHER SCHOOL OF ECONOMICS  
NATIONAL RESEARCH UNIVERSITY  
SAINT PETERSBURG

# MASTER IN INTERNATIONAL BUSINESS



## THIS IS YOUR PROGRAMME, IF YOU

- are alumni of both specialized areas of training (Economics, Management) and non-core areas of bachelor's training;
- are bachelor graduate who wants to receive a quality education in international business, as well as international experience studying abroad and an internship in a large Russian or international company;
- are looking for an opportunity to get the skills to create and implement new business models of companies in response to global challenges and business digitalization;
- are looking for the skills to create and lead effective teams in a multicultural environment.

## WHAT WILL YOU LEARN

- basic courses of the master's program in management (Research Methods; Managerial Economics) and disciplines that develop international orientation in management (Global Strategies and New Business Models; International Financial Management; HR Management in International Companies; International Marketing);
- the modern context of the global economy development, where international companies should dynamically respond to the global challenges of the world economy and focus on sustainable development (Digital Business Transformation; Business Ethics and Sustainability; Corporate Responsibility and Social Entrepreneurship; one elective course from other master programmes according to global challenges);
- you will be able to choose one of the two tracks to prepare for a comprehensive consulting project: 1st track courses (Digital Marketing in Creative Industries; E-business and E-commerce in CIs; Sharing Economy and Innovation Management in CIs); 2nd track courses (Global Supply Chain Management and Logistics; Business Analytics in SCM; Digital Transformation in SCM);
- an adaptation module (Basic of Management, World Economy and International Trade) is provided for graduates of non-core programs.

## ACADEMIC DIRECTOR OF THE PROGRAMME



**Liudmila Ruzhanskaya**

DSc in Economics

## QUICK FACTS

- Full-time
- 2 years
- 120 credits hours
- English-taught
- State-accredited degree
- Compulsory study-trip (or summer school) in one of the foreign business schools — academic partners, thematically focused on sectors (value chain segment) of global business
- Compulsory academic semester in one of the European or Asian business schools — academic partners of SPbSEM, including through the QTEM consortium. Some students are provided with grant support.

## RESEARCH AND PROJECTS

Project and consulting work is the core of the program, its main objective is to ensure high-quality placement of graduates through close interaction between students and the employer in the learning process. Projects are implemented during the entire period of training in micro-groups. Project customers are partner companies. The 1st year includes a project seminar «Doing Business in Russia» (focus on entrepreneurial and management activities of international companies in Russia), and short-term projects from customer companies with report protection. During the long-term internship of the 2nd year, the project-teams carry out consulting projects for companies and defend master's theses on their basis. 2 research seminars are provided: «Global Challenges for International Business» and «International Business Operations Management».

## INTERNSHIPS

Partner companies, as important participants in the program, select student teams for internships and consulting projects. Up to 10 students can apply for grants from companies. Students can take a business internship depending on the chosen focus in partner companies: Lenta, PJSC Baltika, Gazpromneft, Air Gate of the Northern Capital, the State Hermitage, Marriott Hotel, Expocenter, Yandex.

## CAREER PROSPECTIVE

Graduates of Master in International Business build their careers in companies operating in global markets. Management and entrepreneurial activities of graduates are primarily associated with the implementation of new business models in the conditions of digital transformation of companies in the most dynamically developing creative industries, as well as in the management of supply chains in traditional industry and trade. Typical positions include a project manager, a business process consultant, and a development director.

