



Moscow International Higher Business School MIRBIS (Institute)

Master's Degree Program in International Business Management (MIBM) –

International Track 2009/2010

Fall/Spring semester





ADDRESS OF THE MIRBIS RECTOR



'We all can observe the moment when open competition of goods and services is being replaced by competition of intellects. If you learn how to do your job at the high level of quality you will reach your goals. Today you should rely on yourself. You need everyday training, contacts, access to people's experience and understanding that without a good team and confidence you will not attain your aims. I would wish the younger generation faith, optimism, good surroundings – friends, colleagues and partners and you will make a success!'

Professor, Dr. Stanislav L.Savin

Rector of MIRBIS





WHY STUDY IN RUSSIA ?

- Enriching and eye-opening experience – personal, academic and cultural;
- Imbibing yourself with other cultures, people and languages;
- To get transformed into a Global Village Citizen and advance your career;
- Russia is an important player in European and global politics;
- A country of great economic potential;
- Russia's re-entry into the world economic system has opened up enormous opportunities for you to be a part of this dynamic process;
- Russian is spoken as a first language by more than 140 million people;
- Graduates with skills in Russian economics, language and knowledge of Russia are much in demand among Western companies;
- Studying in Russia offers you a unique chance to learn first hand of its great culture;
- Studying Russian language and culture is an intellectually stimulating and enriching experience in itself.



THIS IS MIRBIS



The Moscow International Higher Business School MIRBIS is an international business school aiming to meet the challenges of management in the 21st century.

The main objective of MIRBIS is to train managers and executives who are capable of adapting themselves to the needs of the Russian market as well as the trends in the global economy and become agents of innovation and change in their organizations.

MIRBIS is one of the “oldest” and most renowned business schools in Russia. We have put “oldest” in brackets because for a Business School at large 20 years is not an age at all, while for Russia different.

We were the first Business training center established in the Soviet Union in 1988 after the perestroika had started. Our founders are the Plekhanov Russian Academy of Economics and Economic Research Society “Nomisma” (Bologna, Italy), at that time headed by Professor Romano Prodi.

Now we are a full-fledged business school with a full portfolio of business education programmes, including Bachelor, post-graduate, Master, MBA, corporate, Ph.D. and full-professorship courses.

MIRBIS runs exchange and students’ mobility programmes with more than 40 western European and Asian Universities (in China, Japan, South Korea and India) Universities and business schools.



REASONS TO CHOOSE THE MIRBIS BUSINESS SCHOOL

Ranking/Accreditation



Ranked number one in Russia
First business school in Russia to receive EPAS and AMBA Accreditations

Quality in Teaching






High qualified International Academic business courses on BA and MA levels

International spirit



56 leading partner universities and business schools
40% international students
Guest lectures

-  Very attracting programs regarding social and leisure activities
-  Support and Service to help you to adapt to studies and life at MIRBIS
-  Moscow one of the most attractive European capitals to live in

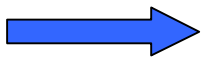


PROGRAM FEATURES

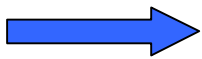
THE MIRBIS MIBM PROGRAM IS UNIQUE IN MANY WAYS:



Designed in ECTS standards



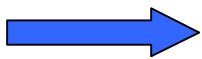
MIBM is the first Master modules program at MIRBIS taught completely in English



International recognition - AMBA accredited



MIBM programs brings together the oldest MIRBIS traditions and innovative development



The curriculum is built upon close cooperation between MIRBIS and the business



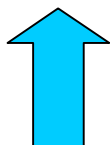
PROGRAM STRUCTURE

Do you already hold a bachelor degree in management or economics?
And would like to receive further competences at a renowned business school in Russia with outstanding learning conditions?

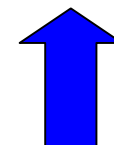
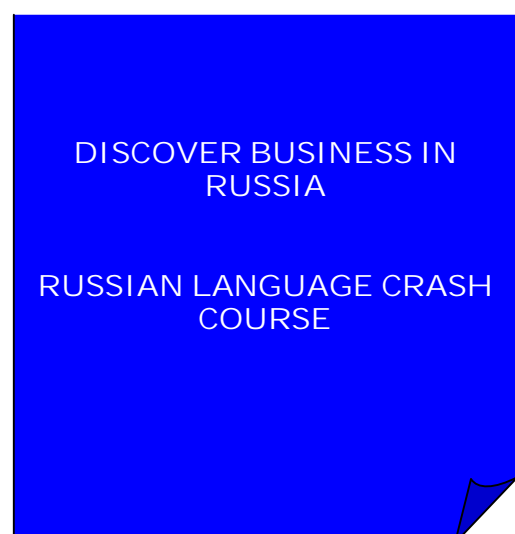
Than 1 Term International Track in MIBM focused on Russia in a Global context taught completely in English this is the door you can open to new international career Global opportunities.

CORE COURSES AND ELECTIVES AREA

CORE COURSES



ELECTIVES AREA



Core modules + Electives = Master International Track in International business management



PROGRAM SCHEDULE

COMPULSORY COURSES AND ELECTIVES AREA

Corporate culture -

Instructor Prof. Tatiana Persikova

Fall /spring semester, 7 ECTS

- values, customs, traditions and meanings that make a company unique
- "the character of an organization"
- the values of a corporate culture influence, the ethical standards within a corporation
- use this training resource to give participants an overview of corporate culture in Russia
- the training activity is designed to help participants define the corporate culture in organizations of their own country and Russia
- the participants again work in groups to discuss how the components of a corporate culture work for or against positive attendance management
- attendance management
- management skills

Global Marketing

Instructor Prof. G.Prosvirkin

Fall/spring semester, 7 ECTS

This course provides a managerial overview of the topic of international marketing in today's complex, rapidly changing global business environment. Students will gain a fundamental understanding of marketing strategy and marketing analysis (i.e., customer analysis, competitor analysis, and company analysis) as well as an appreciation of the basic strategic issues involved in market segmentation, market selection, and market positioning. The major tactics/tools used by international marketing managers to facilitate the management of global markets and to implement their marketing plan (i.e., product development, pricing strategies, marketing communications, distribution management) are also examined. The ethical dimension of international marketing decision-making is emphasized throughout the course.



International business strategy

Instructor Prof. A Khachaturov
Fall/spring semester, 7 ECTS

The course presents the theory and strategy for multinational enterprises. It focuses on the choice between various types of foreign operations by forms, such as foreign direct investment, licensing/franchising and inter-firm cooperation (joint ventures, corporate clusters, etc.). It examines the pressures a firm has to face in the global environment to reduce costs and to be locally responsive, and the strategic options available to deal with such pressures.

Responsible Management and Sustainable Economic Development

Instructor Prof. I. Glaubermann
Fall /spring semester, 7 ECTS

- Sustainable Development and Corporate Sustainability (CS)
- Corporate Social Responsibility (CSR)
- Implementing CS and CSR in organizations
- Corporate environmental management
- Organizational responses to climate change challenges
- CSR and CS in small- and medium-sized enterprises (SMEs)
- Corporate responsibility and supply chain management
- Corporate responsibility and innovation
- The relationship between public policy and CSR and CR
- Conceptual and theoretical development



ELECTIVES OFFERED AT MIRBIS

DISCOVER BUSINESS IN RUSSIA

- Russia – country study course:

Instructor – PhD (History) Prof. V. Marinov
ESTC - 4

- ☞ From Gorbachev to Medvedev
- ☞ How to do business in and with Russia?

The course is aimed at helping foreign entrepreneurs and businessmen receive the first-hand knowledge about:

- The specificities of conducting business in Russia
- The potential of the Russian market
- The specifics of its industries and the role of government
- Business advice and business tips on country-specific business practices
- Russia's response to the Global economic crises
- How not to do business in Russia (business-culture aspects)

The Residential Course will contribute to:

- Wider understanding of the main features of Russian business climate;
- Russian business etiquette- related stereotypes;
- Learning about potentials of the Russian economy

- History of Entrepreneurship in Russia

Instructor – Prof. Elena V. Zoubkova
ESTC - 2

- **Aim of the course:** Build up awareness of sources of entrepreneurship in Russia and its basic patterns to eliminate further economic and communication problems when working in the Russian market.
- **Content:** Brief history of Russian economic development, basic principles of Russian business-making, cases of Russian and foreign entrepreneurs activity in the Russian economy and commerce.



- Russia Politics in a Global Context

Instructor – Prof. A. Azarov
ESTC – 2

This course will primary focus on the history of the Balkan conflict in the 1990s, emphasizing on the horror of mass ethnical cleansing and describing how these conflicts had a major impacts on the relations of the leading countries of the world, especially Russia, Serbia and the United States of America. The historical content will mainly contain the 10-day war in Serbia (1991), the war in Croatia (1991-1995), the Bosnian War (1992-1995) and the Kosovan war in 1996-1999. Next to the acquirement of knowledge about this time of crisis, an important part of this course will be to improve the student`s ability to discuss about a political topic, using adequate terminology and being able to bringing one`s opinion up to the point. For every class a discussion topic, relating to one of the incidents in the former republic of Yugoslavia, will be chosen in order to make the course very interactive and exciting for any participator. Discussion rounds will be held under certain rules, in order to help the students acquire a excellent way of convincing the audience of one`s views and therefore improving the persuasion skills of each and every student. The Participator of the course will need to undertake a 60-Minute exam at the end of the semester as well as writing a paper (4000 words) about one of the topics discussed in the course, in order to obtain the credits.

- Russian Economy under Globalization-Overview and Business Environment

Instructor – MA Maria A. Ivanova
ESTC - 2

The Course provides students with practical, concise and up-to-date information on how to do business in Russia. Starting with a brief overview of general country information, it offers valuable insight into the Russian economy and business climate, its tax, legal and accounting systems, labor relations and ect.

- Russian language crash course

Instructor – Senior lecturer Inna Fateeva
ESTC - 5

AIMS AND OBJECTIVES

Russian Basics – How to present yourself and your company.

The Course is addressed to students with a basic knowledge of the Russian language and is focused on developing essential skills to study and work successfully in Russia.

This course reviews advanced grammar, as well as practices reading and writing for specific purposes. Presentation skills as well as writing skills for term papers are looked at in depth.



PROGRAM PROFILE

The MIBM is taught completely in English and it starts in the autumn of 2009.

The program is offered during 2 semesters of studies.

The MIRBIS International Track MIBM program is designed to give future managers the analytical and managerial skills necessary to succeed in the international business management. Graduates acquire an excellent background to bring high level competent management skills to multi-national corporations operating in Russia and West-Europe, and to help Russian and European companies in the development of their international business activities.

The MIRBIS MIBM International Track program is designed to provide students with analytical, managerial and cross-cultural necessary to enjoy a successful European career in an increasing competitive employment market.

Curriculum

The program is offered during 2 semesters of studies. English is the only language of instruction throughout the entire program.

FALL /SPRING SEMESTER	
CORE COURSES	ECTS
CORPORATE CULTURE	7
GLOBAL MARKETING	7
INTERNATIONAL BUSINESS STRATEGY	7
RESPONSIBLE MANAGEMENT AND SUSTAINABLE ECONOMIC DEVELOPMENT	7
ELECTIVES	
DISCOVER BUSINESS IN RUSSIA RUSSIAN LANGUAGE CRASH COURSE	



ACADEMIC CALENDAR

May 30	Deadline for registration at MIRBIS International Office
June	The MIRBIS information package is in your school
mid. August	The information about your arrival date, time, and the flight number must be with the International Office by e-mail or fax. You should arrive before August 31.
September - beginning	Information session for the new cohort of the international students compulsory for all new exchange Master students.
September - beginning	Orientation and Cultural Program. Pre-semester Russian language crash-course.
mid. September	The beginning of the term - classes are starting
First week of November	Mid-term examination session
November 4	Public Holiday (Day of Accord and Reconciliation)
December – 3rd week	Examination Session and end of Semester

October 30	Deadline for registration at MIRBIS International Office
January - mid	The MIRBIS information package is in your school
January - mid	The information about your arrival date, time, and the flight number must be with the International Office by e-mail or fax. You should arrive before February 02.
February beginning	Information session for the new cohort of the international students compulsory for all new exchange students.
February beginning	Orientation and Cultural Program. Pre-semester Russian language crash-course
February - mid	The beginning of the term - classes are starting
April – beginning	Mid-term examination session
June -mid	Examination Session and end of Semester



APPLICATION AND ADMISSION GUIDELINES

[Become a member of MIRBIS student's community!](#)

MIRBIS selects the BEST

MIRBIS MIBM candidates are selected among the best students from MIRBIS partner Universities and business schools, who are brightest, ambitious and hard-working candidates.

MIRBIS Admission Board bases its decision on:

- ➔ High academic achievement
- ➔ Knowledge of 2 foreign languages
- ➔ Interpersonal competence
- ➔ International outlook and orientation
- ➔ Previous Education - BA Degree with ANY major.
- ➔ English Language Proficiency:

TOEFL score – 550 on the paper test/213 in the computer based test

IELTS – 6.0



APPLICATION DOCUMENTS

Your admission package should contain the following documents:

- Completed and Signed Application form
- Undergraduate Transcript - Original copy of BA degree
- Academic Letter of Recommendation
- Curriculum Vitae
- Motivation Letter (min 1 page)
- TOEFL/IELTS score certificates
- Visa support documents –
6 passport size photographs,
Scanned version of valid traveling passport



APPLICATION DEADLINE

You must apply by May 30 for MIBM program starting in
September 2009/2010
and by October 30 for MIBM program starting in February



TUITION AND FEES 2009-2010

TUITION FEES MIBM 30 ESTC PROGRAM	
NON Partner-Universities of MIRBIS Institute	3 750 EUR
MIRBIS Partner Universities – Application fee	350 EUR
ACCOMMODATION AND REGISTRATION COSTS	
Private residence - single	350 EUR per month
Private residence - double	300 EUR per month
Transfer	40 EUR
Visa support	35 EUR
Registration	20 EUR
Express mail delivery	45 EUR

Terms of payment:

There is no any deposit charged, but the Tuition fees and the payment for your accommodation should be made in full for 4 months-Fall semester; for 5 month – Spring semester. The payment is effected within 10 days upon you arrival. If the tuition fess and the rent are not paid within 10 days, a 5% overdue fine is charged by the MIRBIS Financial Department.

The payment is effected for the semester regardless of the date of your arrival to Moscow.



ACADEMIC PARTNERS



- An international orientation is at the heart of the strategy of the Moscow Business School MIRBIS. MIRBIS spend a significant amount of efforts developing and maintaining cooperative relations with numerous universities and business schools around the world.
- The network of MIRBIS academic partners includes over 56 business schools and universities from several countries such as Germany, France, Austria, Holland, Denmark, Sweden, UK, Slovenia, USA, China, Finland, Peru, Spain, Poland, Portugal, Mexico, and India.
- MIRBIS students have full access to this network – students have a great possibility to spend the International semester abroad in line of students exchange academic program at one of the partner schools throughout the world.

ACCREDITATIONS



The Russian Ministry of Higher Education and Research



The European Foundation for Management Development – EPAS Label



The Association of MBAs - is the international impartial authority on postgraduate business education, is the global standard for all MBA, DBA and MBM programmes.



STUDENTS LIFE AT MIRBIS



MIRBIS offers unique opportunities for enriching your studies in Moscow:

CAMPUS FACILITIES

Brand new MIRBIS Campus located in the very centre of Moscow offers to international students an ideal study environment and fully access to all facilities, including the electronic library, computer labs, multimedia equipment, modern study rooms, students cafes, free access to the Internet, Sports hall and gym, onsite cafeterias.

International students support service

- ☞ Meet and Greet service for newly arriving students
- ☞ MIRBIS Students Union activities – help international students to get accustomed to study and life in Moscow
- ☞ International Orientation Program – get guided tours of the University and the city, top tips about students life in Moscow, an introduction and support services and make new friends by meeting other international students and staff
- ☞ Social events such as the international students` welcome party, SPORT
- ☞ Information, advice and guidance on study

Contact information

MIBM International Department

Tel +7 495 921-41-80
Fax +7 495 662 - 78-82
E-mail international@mirbis.ru

Contact person – Ekaterina Lavrentieva – Head of the West-European Centre

Moscow International Higher Business School MIRBIS
34/7 Marksistskaya str,
109147 Moscow, Russia

www.mirbis.ru



Accredited by:

Member of:

