MiBA-ToM: studying in St. Petersburg

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Choosing a destination

City brand → University brand → Program brand
City: St. Petersburg
UNESCO’s World heritage
City: St. Petersburg

Germany is the 2nd largest trade partner for St. Petersburg (both export and import)
St. Petersburg State University of Economics
St. Petersburg State University of Economics

Large business university:
• 13,500 students
• 1,100 foreign students (the 6th place in Russia)
• 2,300 staff members, incl. 1,100 lecturers
• 67 foreign guest lecturers
• 52 bachelor programs, 69 master programs

Professional secondary, bachelor, master, PhD, Dr. habil, executive education

3 subsidiaries in Pskov, Cherepovets, and Dagestan
St. Petersburg State University of Economics

- Faculty of Economics and Finance
- Faculty of Business, Customs and Economic Security
- Faculty of Informatics and Applied Mathematics
- Faculty of Management
- Faculty of Law
- Faculty of Humanities
- Faculty of Service, Tourism and Hospitality
St. Petersburg State University of Economics

Divisions of Unecon:

• *Higher Economic School* – one of top 10 business schools in Russia
  Its corporate customers are Gazprom, Kamaz, Russian Railways

• *International School of Economics and Politics* – innovative institute arranging dual degree bachelor and master programs [http://iunecon.ru/](http://iunecon.ru/)
University graduates

Oleg Belozerov, CEO of Russian Railways

Alexey Miller, Board Chairman in Gazprom

Eugene Pluschenko, Olympic Champion in figure skating

Sergey Naryshkin, Duma chairman
Position in ratings

# 7 Forbes
Demand for graduates

# 9 Superjob
Income of graduates

# 21-22 Expert’s rating of entrepreneurial universities

# 27 RAEX
Conditions for getting qualitative education
St. Petersburg State University of Economics

- Up to 200 international exchange students from Finland, Germany, France, Italy, Poland, Czech Republic etc. come to Unecon each semester.

- Dormitory is situated next to the buildings with lecture rooms.
MiBA-­ToM

Master of international Business Administration – Technology-oriented Management

• Since 2005
• All courses are taught in English
MiBA-ToM: Russian diploma
MiBA-ToM courses: September - January

- Managerial Economics
- Project Management
- Capstone computer simulation
- Business Analysis and Business Modeling (with real company case analysis)
- Innovation Technology Management
- Research Methodology
- Corporate Finance
- Wiki-debates
- Russian language
- Term paper
# MiBA-ToM courses: February-June

- International Branding
- Operations Management in Global Environment
- Contemporary Strategic Management
- International Law
- International Value Creation
- Business Ecosystems in Digital Economy
- International case studies
- Russian language
- Term paper
MiBA-ToM courses: case studies

- Beiersdorf: Nivea
- Beiersdorf: TESA AG
- Berenberg Bank
- BMW
- Boston Consulting Group
- Continental
- Davidoff Café
- Shell
- EON Ruhrgas
- ERGO Insurance Company
- GM-Avtovaz
- Greenpeace international
- Hipp
- Holsten

- Imperial Tobacco
- ISS
- Johnson & Johnson
- Lorenz Snacks
- Media-Saturn Group
- Mustang Jeans
- Otto Group
- Siemens VDO
- Stiebel Eltron
- Tchibo
- Tom Tailor
- ThyssenKrupp
- UBS
- VW
MiBA-ToM case studies: recent cases
MIBA graduates work in international companies, mostly German - 85%
work abroad - 45%

Marketing and sales - 56%
Logistics - 11%
82% have responsibilities
With international focus
MiBA-ToM: contacts

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