

# **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 2<sup>nd</sup> largest trade partner for St.Petersburg (both export and import)

ExxonMobil

  
GRETSCH-UNITAS

 **Lufthansa**

THE LINDE GROUP  


**KNAUF**

 **REHAU**  
Unlimited Polymer Solutions

**HÖRMANN International**

  
Quartz Crystal Technology GmbH

  
**WELLA**  
PROFESSIONALS

 **EBRO ARMATUREN**  
**VIESMANN**  
climate of innovation

  
**HALFEN**  
YOUR BEST CONNECTIONS

  
Werkzeuge fürs Leben • Tools for life

 klöckner pentaplast



 **HAUNI**  
KÖRBER SOLUTIONS

  
**ASSA ABLOY**

 **IMA**  
LEADING TECHNOLOGIES

  
**Bayer**

  
**MAHA**

 **KBA**  
Koenig & Bauer AG

**uvex**

# St.Petersburg State University of Economics



МЕЖДУНАРОДНЫЙ ИНСТИТУТ  
ЭКОНОМИКИ И ПОЛИТИКИ  
**СПБГЭУ**

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# St.Petersburg State University of Economics

Large business university:

- 13 500 students
- 1 100 foreign students (the 6<sup>th</sup> 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/>



# University graduates

Oleg Belozеров, 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

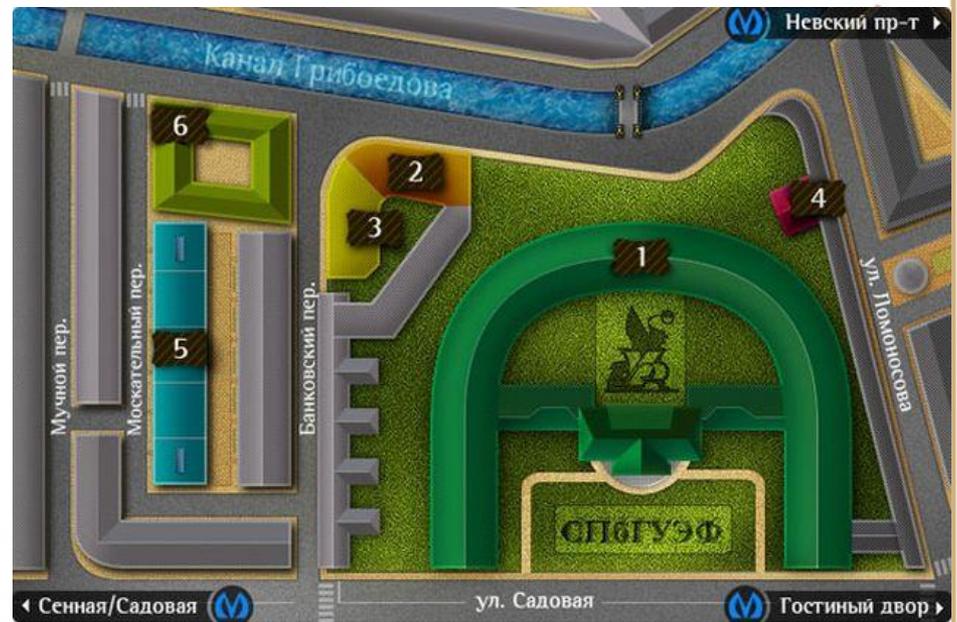
# 21-22 Expert's  
rating of  
entrepreneurial  
universities

# 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



Technische  
Universität  
Braunschweig

## 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

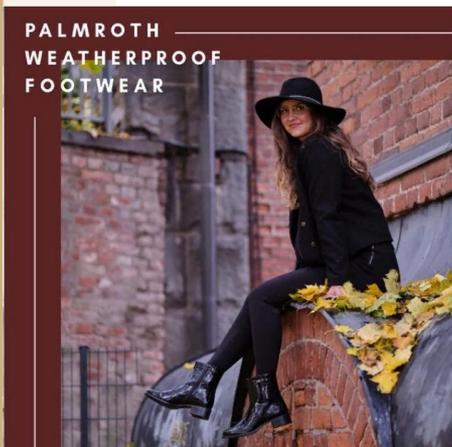
- International Branding
- Operations Management in Global Environment
- Contemporary Strategic Management
- International Law
- International Value Creation
- Business Ecosystems in Digital Economy
- International case studies
- Russian language
- Term paper

# 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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