

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





ThyssenKrupp

SIEMENS

City: St.Petersburg

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

ExxonMobil

GU
GRETSCH-UNITAS



Lufthansa

THE LINDE GROUP
Linde

KNAUF

REHAU
Unlimited Polymer Solutions

HÖRMANN International

KVG

Quartz Crystal Technology GmbH

WELLA
PROFESSIONALS

EBRO ARMATUREN
VIESMANN



HALFEN
YOUR BEST CONNECTIONS

GEDORE
Werkzeuge fürs Leben • Tools for life

climate of innovation



klöckner pentaplast

MANI

HAUNI
KÖRBER SOLUTIONS

eff eff

ASSA ABLOY

IMA
LEADING TECHNOLOGIES

BAYER

Bayer

Maschinenbau
Haldenwang
MAHA



KBA

Koenig & Bauer AG

uvex

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/>



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

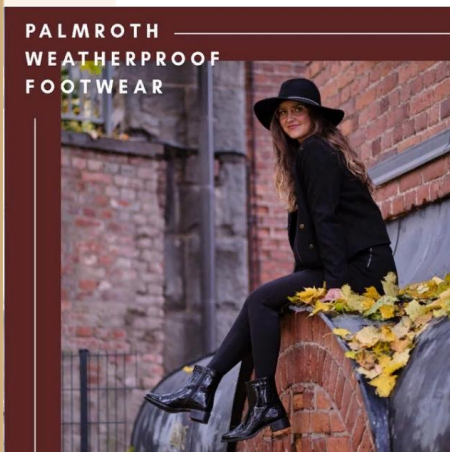
- International Branding
- Operations Management in Global Environment
- Contemporary Strategic Management
- International Law
- International Value Creation
- Business Ecosystems in Digital Economy
- International case studies
- Russian language
- Term paper

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



Tregren



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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