



RUDN
university



INSTITUTE
OF WORLD ECONOMY
AND BUSINESS



INTERNATIONAL BUSINESS MANAGEMENT

MASTER'S DEGREE PROGRAMME



PROGRAM ADVANTAGES

- ✓ Training managers to work for multinational corporations, international markets, perform managerial activities in companies engaged in FDI or having representative offices, branches, subsidiaries and joint enterprises abroad.
- ✓ Graduates of this program have an in-depth understanding of the macro-conditions of their business, sources of its global competitive ability, content and technology of international business transactions connected with it, as well as the specifics of setting up and running multinational companies, virtual enterprises and firms, HR management in the cross-cultural environment, the mechanics of working on international commodity, services and capital markets. They also have proficiency in at least two foreign languages.
- ✓ Along with the fundamental knowledge of management, the program's graduates possess competencies in international business and world economy.
- ✓ All lectures and instructors engaged in the educational process have academic degrees and titles. A number of subjects is taught in English.
- ✓ Exchange education and development of professional skills in the framework of mobility windows providing internships, panel discussions, participation in forums and competitions.



- ✓ Students enjoy the possibility to defend their thesis in foreign languages taught at university.
- ✓ A wealth of creative individual and group projects in every subject with a focus on practical applications.
- ✓ Study and work integration possibility - classes normally start at 6 p.m.
- ✓ Opportunity to take part in student exchange programs and obtaining a double degrees as part of interaction with foreign partner universities, including Napier University (Edinburgh, UK).
- ✓ International student teams help establish one's own professional network while still being a student.



ACADEMIC PROCESS

120 credits.

The educational process in every subject envisages lectures, seminars and students' independent work (self-study).

The master program includes Master Student Scientific Research, as well as academic training and pre-graduation practical training.



CONTEMPORARY STRATEGY ANALYSIS

- Strategy. Hierarchy and characteristics of business entity's strategies.
- Strategic analysis. Strategic analysis methodology.
- Strategic fit.
- Strategic analysis tools for a modern-day enterprise.
- External environment analysis. Industrial analysis.
- Portfolio analysis and market positioning models.
- Strategic alternatives. Corporate strategy.
- Business strategies. Competitive strengths.
- Key success factors.



BUSINESS ADMINISTRATION THEORY

- Business entities and organizations.
- Corporate structure: Structural characteristics of managerial function.
- Organizational management structures and their classification.
- Organizational objectives and their classification.
- Organizational design.
- National management and organizational behaviour systems.
- Management of change.
- Leadership and contemporary ways to implement it.
- Organizational groups: formation, types, efficiency. Business conflict management.
- Organizational efficiency.



INTERNATIONAL COMPANY MANAGEMENT

- International companies and transnational corporations.
- Level of companies transnationalization.
- Organizational forms of entering foreign markets.
- Organizational structures of managing international companies.
- Main trends of international company development.
- Organizational forms of companies integration.
- Strategic alliances.
- Mergers and acquisitions of international companies.
- International business environment.



INTERNATIONAL BUSINESS TRANSACTION MANAGEMENT

- International business transactions and their classification.
- Export-import transactions.
- International back-to-back trade.
- Foreign trade contracts for sale of goods.
- Licensing.
- International franchising.
- International toll production.
- International contract management.
- Foreign direct investment.
- International business transactions financing.



FINANCIAL SUPPORT OF INTERNATIONAL BUSINESS

- International business monetary and financial environment.
- Exchange rate risk and its hedging strategies.
- Export financing, unconventional financing methods, factoring and forfeiting.



- National export insurance.
- Import financing methods.
- Securities in international investment process.



GLOBAL ECONOMIC SPACE OF CONTEMPORARY MANAGEMENT

- Globalization of world economy.
- International trade. Tariff and non-tariff regulations of foreign trade.
- International economic integration.
- Monetary and credit relations.
- Tax haven business.
- International economic organizations.
- Country's economic environment.
- Tax haven business. Special economic zones.



ALUMNI TESTIMONIALS



ALEKSANDRA DARYUTINA, RUSSIA

“ Pursuing the International Business Management program track was very interesting and memorable for me. Thanks to my studying there I not only acquired extensive knowledge but also found new friends that I still keep in touch with. During the course of the tuition we studied a host of necessary and in my opinion relevant subjects. I also liked the fact that we had a choice of what second foreign language we would like to study - German or Spanish. As a result, over the two years of the program I managed to enhance my skills in two foreign languages - English and Spanish - and take them to the professional level. All the lecturers and instructors tried to make their classes memorable and exciting. We solved case studies and practical problems, as well as watched educational videos. We also did research – wrote articles and attended conferences. I am confident that the experience I gained during my study at RUDN and the degree certificate with honours awarded to me are set to help me achieve even bigger career and personal progress and success. ”



NATIA KVEKVESKIRI, GEORGIA

“ I chose a brand new master program track and never regretted my choice over the entire tuition period. It is difficult to single out just one interesting subject, there were so many. I'd like to express my appreciation and gratitude to the fantastic faculty members who taught in our program, as well as our dean. The professors motivated and inspired me to always keep striving for learning something new. If any issues arose, they were immediately tackled with. Our professors created a friendly and exciting atmosphere which made us aim at perfection and try to be the best of the best. International business management master program was a very important stage in my life. ”



ANNA PIYADICHEVA, RUSSIA

“ In 2019 I finished the International Business Management master program at RUDN University. After graduation I was offered a higher position in the company I was working for back then and I realise from my own experience now how important the knowledge the master program gave me was. I really liked it that many lecturers used unconventional approaches which made the subjects very animated and exciting. Really useful to me proved such subjects as Contemporary Strategy Analysis, Management of an International Company, Financial Support of International Business, International Business Transactions Management and many others. ”

AIZHAN TURATBEKOVA, KYRGYZSTAN

“ This program have become a sort of window of opportunities for me. Over the two years I managed to acquire knowledge in international management, international marketing, international finance. The program also envisages studying two foreign languages. This program also gave me the chance to obtain a British degree as well – thanks to the fact that International Business Management is a Russian-British master program and I went off to study at Edinburgh Napier University in the third term. Passing the exams successfully made me a holder of two higher education degree certificates simultaneously. The experience of studying in the UK helped me gain a competitive edge on the labour market. Moreover, the invaluable experience of living abroad has also made a positive impact on me. ”

ALEKSANDR KOBERIDZE, GEORGIA

“ This program helped me obtain the essential knowledge of my professional field. We had excellent professors who exploit modern methodologies and are well-versed in the latest management trends. The information was presented in a convenient form, while the professors used an individual approach with the students. The master program gave me the opportunity to fulfil myself in the professional activity. As a result, I went on to enroll with a Phd program and now have my own students. ”



HEAD OF THE PROGRAMME

VIKTOR EFREMOV



Doctor of Economics, Professor, head of Management department, head of the International Management Russian-British program of the Institute of World Economy and Business at the Faculty of Economics, head of the International Social Science Council in Management, member of the Faculty of Economics Academic Council.

Holder of the Honorary Worker of Higher Professional Education title (since 1999). Awarded the Silver Medal of Honour for Labour Valour in 2005, RUDN Rector's Honorary Certificate of Merit in 2015.

DOCTORAL THESIS:

Concept of Strategic Planning in Business Systems (Specialty 08.00.05 – Economics and National Economy Management)

AREAS OF SCIENTIFIC CONCENTRATION:

General Management Theory, General Theory of Business Systems, Strategic Planning Methodology, International Business Theory and Methodology, Applied Aspects of Information Technologies in Education and Knowledge Management, Management in Digital Economy, Computer Programming (JavaScript, Objective C, Perl, PHP, Apple Script, Swift, VBA).

Author of 120+ academic papers and tutorials, including research papers in peer-reviewed Russian and foreign journals (SCOPUS, Web of Science, as well as journals approved by the State Commission for Academic Degrees and Titles under the Russian Ministry of Education). A regular speaker at international Economics and Management conferences.