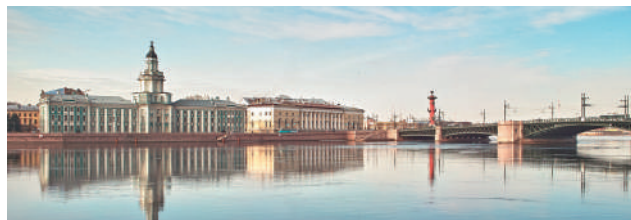




KEY FACTS

▶ Admission requirements	Candidates are required to hold a Bachelor, Specialist or Master degree in any subject area, all applicants must demonstrate English language proficiency at B+ level.
▶ Admission tests	Examination in the field of management and interview in English language with programme coordinator (option — via Skype).
▶ Admission procedure	Written online application. Application deadline — June, 30. International applicants may find additional information concerning admission at the official website of SPbPU <a href="http://www.eng.spbstu.ru">www.eng.spbstu.ru</a>
▶ Program starts	Autumn semester — September, 1st
▶ Duration of program	2 years
▶ Degrees awarded	Master of science (MSc)
▶ Tuition fee	158,000 rubles a year for International students. 120,000 rubles a year for Russian students.



MASTER OF SCIENCE IN MANAGEMENT

INTERNATIONAL MARKETING MANAGEMENT

Master's Degree Program in English and Russian languages

Key information about the study program in Saint-Petersburg, Russia



- Master's Degree program "International marketing management" is delivered in English and Russian (50% - 50%).
- Double degree options with European universities.
- Unique opportunities for international mobility. Possible semester abroad at academic partners of SPbPU.
- Scholarships for best international and Russian students.
- Wide range of elective courses for building individual track based on personal interests.
- "International Marketing Management" represents principles of business education with the content based on the current real-world experience.



Peter the Great St. Petersburg Polytechnic University

In 2010 SPbPU became a "National Research University", also known as Polytech — a recognized Russian leader in the field of higher engineering and economic education. Nobel Prize winners P. L. Kapitsa, N. N. Semenov, Zh. I. Alferov — are just a few names among hundreds of talented scientists whose activities are connected with Polytech. SPbPU's Institute of Industrial Economics and Management has been operating since the inception of SPbPU in 1899 when Russian Finance Minister Count Witte signed the document on the establishment of the commercial department. At present the Institute has over 7 700 students, it is well known leader of economic education in Russia.

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## Curriculum

### 1st SEMESTER (30 ECTS)

Focus on competencies in advanced and international management

• Foreign business language	2,5 ECTS	Eng
• International business law / Business ethics	5 ECTS	Rus
• Managerial economics	3 ECTS	Rus
• Organization theory and organizational behavior	4 ECTS	Rus
• Entrepreneurship	5 ECTS	Rus
• Intercultural management / International human resource management	4,5 ECTS	Eng
• Master's research work	6 ECTS	Rus or Eng

### 2nd SEMESTER (30 ECTS)

Focus on core professional competencies

• Foreign business language	2 ECTS	Eng
• Research methods in management	2 ECTS	Rus
• International trade	3 ECTS	Rus
• International market research	5 ECTS	Eng
• International marketing management	5 ECTS	Rus
• International controlling	5 ECTS	Rus
• Organizational and managerial internship, computer business simulation	4,5 ECTS	Rus
• Master's research work	3,5 ECTS	Rus or Eng

### 3rd AND 4th SEMESTERS (60 ECTS)

Focus on developing knowledge in international management and marketing

• Modern strategic analysis	5 ECTS	Eng
• Corporate finance	5 ECTS	Eng
• Industrial marketing	3 ECTS	Eng
• International standards of production management / International purchasing and supply chain management	5 ECTS	Eng
• Sales management / International logistics	5 ECTS	Eng
• Master's research work	5,5 ECTS	Eng
• Master's research work and practice	22,5 ECTS	Eng
• Final certifying examination	9 ECTS	Eng

Master thesis has to be defended in front of committee consisting of professors and corporate representatives.

## MSc in Management

The program is conducted with the participation of key professors of SPbPU's Institute of Industrial Economics and Management and senior representatives from corporate world. The program offers a unique opportunity for joint study of Russian students with students from European business schools, the opportunity to participate together in academic and extracurricular activities of SPbPU.

### Objective of the program

To prepare managers of international level with high-level leadership, analytical, cross-cultural and organizational qualities in the field of international marketing management. Upon graduation participants will have acquired the knowledge and skills needed for a future successful career in top executive positions with companies operating in the global market.

### Double degree options

Single degree SPbPU	Double degree (SPbPU + ESB)	Double Degree (SPbPU + UUA)
Place of study		
2 years in SPbPU with an opportunity to study a semester abroad (Germany, Austria)	1st year — in SPbPU 2nd year — in ESB Business School of Reutlingen University (Germany)	1st year — in SPbPU 2nd year — in UUA University of Applied Sciences of Upper Austria, Steyr (Austria)
Languages of instruction		
Russian and English	Russian, English and German	Russian and English
Diplomas and certificates obtained upon successful completion of the program		
<ul style="list-style-type: none"> <li>• Master of Science (MSc) in Management (SPbPU)</li> <li>• Optionally — Semester abroad certificate from one of European business schools (Reutlingen, Munich, Steyr)</li> </ul>	<ul style="list-style-type: none"> <li>• Master of Science (MSc) in Management (SPbPU)</li> <li>• Master of Arts (MA) in Business (Reutlingen University, Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• Master of Science (MSc) in Management (SPbPU)</li> <li>• Master of Arts (MA) in Business (University of Applied Sciences of Upper Austria)</li> </ul>

### Duration and format

2 years

### Total workload

120 ECTS credits

### TEACHING METHODS

Interactive presentations, case studies, business games, research project, intercultural teamwork, companies' visits and workshops in the field of international marketing management are organized.

Every student enrolled in MSc International marketing management is offered to choose double degree options or to study semester abroad in one of the European business schools.

### PARTNERS AND ORGANIZATIONAL PRACTICE



ESB Business School, Reutlingen — is a top-ranked business school in the university rankings carried out by rating agencies. Partners of ESB are Bosch, Bayer, Deutsche bank and others. All ESB's educational programs are accredited by the Foundation for International Business Administration Accreditation (FIBAA).

Master's degree program "International Business Development".



University of Applied Sciences Upper Austria, Steyr. UUA degree programmes are based on the principle guaranteeing of gaining practical oriented education through business case studies (among partners of UUA there are BMW, MAN, SKF and others). Master's degree program "Global Sales and Marketing".



Strascheg Center for Entrepreneurship, Munich and Russian-German center for innovations entrepreneurship PolytechStrascheg. Munich University of applied sciences obtained a status of entrepreneurial university in Germany "EXIST Start-Up University". Study programs in the field of global entrepreneurship.

and others.

In the 2nd semester there is a short-term internship organized on the basis of program partners and other companies.

