



mBA
art_{to}compete



Approved by business

MIM-Kyiv provides core theoretical knowledge, vitally necessary for businessmen, who, citing V.Visotsky, have already gone this way "randomly, like through taiga at night", based on their own assumptions, apprehension and intuition.

Victor Ivanchyk, MBA-2007,
General Director of Astarta-Kyiv agroprom-
holding

MIM-Kyiv is a life-style. We have lived the bright and exceedingly valuable years in terms of experience. Communicating with such outstanding people as our teachers is a priceless experience in itself.

Oleh Nichayuk, MBA-2007,
Financial Department Director of "MD HOLD-
ING"

MIM-Kyiv has provided me with a new network, with the possibility for building a team of like-minded people, who have the same vision of business, who wish and know how to go ahead and reach the goal set.

Serhiy Goldobyn, MBA-2004,
Board of Directors Chairman of Molis group





MIM-KYIV | MBA
Our program

3 |

Our program

mBA 
art_{to}compete
MIM-KYIV



MIM-Kyiv MBA program is quality management education that guarantees your personal success.

The art of management which is taught within the framework of MBA program is based on the thorough understanding of laws and practices of modern business (marketing, finance, etc.) and international business development trends.

Inter-disciplinary and integral courses of MBA program develop:

- ability to think strategically;
- global vision of new realities of doing business;
- competence to create and effectively employ competitive advantages of the company.

MIM-Kyiv MBA program presents a **combination of unique innovative** approaches called to serve as effective guidelines in the world of tough competition and dynamic changes.

Practice-oriented methods of teaching, business consulting skills, intensive decision-making training via business computer simulations teach students comprehensive vision of business issues and skills of quick responding to the challenges of new realities of doing business in Ukraine and beyond its borders.

MIM-Kyiv MBA program ensures intensive **development of leadership skills**, which enable you:

- to adopt new methods of management psychology;
- to improve team-player skills;
- to develop the ability to adjust to cross-cultural differences.

MIM-Kyiv MBA program **opens the doors to MIM Kyiv community**, which implies:

- access to the network of more than 1700 MBA program alumni;
- business partnerships established while studying;
- new career opportunities.

The advantages of MIM-Kyiv MBA program are as follows:

- perfect reputation and extensive experience on the CIS business education market **since 1989**;
- **highly professional, creative**, internationally recognized faculty;
- modern practice-based teaching methods – **consulting projects** for real business structures;
- international component – **study tour** abroad with international certificate of western business schools being awarded;
- **partnership with world's top business schools** in using **business computer simulations** in marketing, finance, banking and strategic management.



Accreditation and international recognition

5 | MIM-KYIV | MBA
Accreditation and international recognition

In 1990 MIM-Kyiv business school was the first in Ukraine to launch MBA program in compliance with the international standards. According to the decision of State Accreditation Commission of Ukraine, the International Management Institute (MIM-Kyiv) was granted the right to provide educational services to meet the **"Business Administration" qualification requirements.**

In 2004 International Management Institute (MIM-Kyiv) was the first Ukrainian business school to receive International Quality Accreditation (IQA) of the Central and East European Management Development Association (CEEMAN) as the one that meets the international standards of business education and encourages business environment development.

Two bright and meaningful years of my life are connected with MIM-Kyiv. They contributed to the formation of my outlook and became the crucial stage of my career. I'm sure that most of MIM's graduates can say the same about themselves.

Innovative approach to teaching, communication with new interesting people, experience of studying briefly at the most prestigious universities of Europe and the USA, visits to big multinationals and useful knowledge contribute to personal development and success-oriented attitude to life.

Edward Fedyshyn, MBA-2004,
Head of "Partners Life"

mBA
art_{to}compete
MIM-KYIV



Consulting projects

Performing MBA consulting project at the request of Ukrainian and international companies is one of the key components of the program. The project is run during six months. During the consulting projects under the guidance of experienced business experts students develop strategies for solutions of real business problems, based on integration of acquired knowledge and skills. They develop and master teamwork skills, improve their presentation skills and ability to defend their business ideas.

Consulting project for German company CEDIMA was being done at the time when the words "marketing research" did not mean much to Ukrainians, and the words "Ukrainian market" were even less understandable for Western businessmen.

Hence the more striking were the project results. MIM students did a great job, researching Ukrainian market potential for CEDIMA equipment, assessed and presented the prospective directions of work in Ukraine.

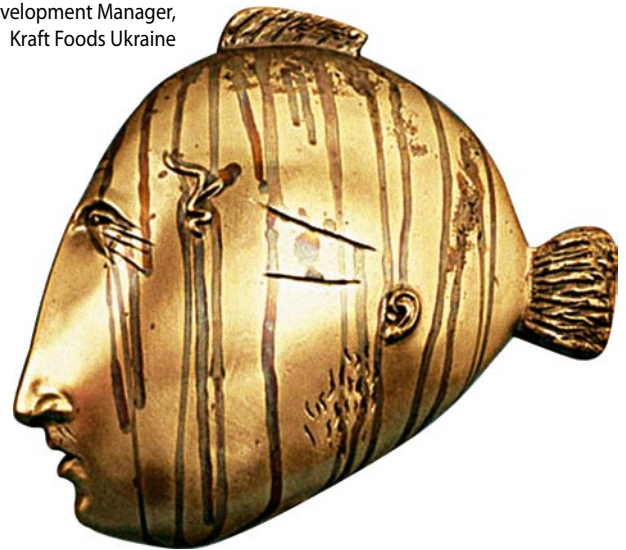
The project resulted in CEDIMA's successful entering Ukrainian market followed by inviting project members to head this business.

Anton Pavlenko, MBA-1995,
Director of CEDIMA-Ukraine

Consulting projects have real practical focus and real customers. So, simultaneously with my admission to MIM, I was appointed to head the new direction in Kraft Foods Ukraine, and its development became the basis for my consulting project. The work in the team under professor's guidance enabled me to deal with this task professionally and to get the results that were immediately implemented.

Studies at MIM and work on the consulting project changed my attitude to finance. I could feel that finance is not only figures and financial statements but real resource that has to be skillfully managed, which is not less exciting than other business components.

Alexander Marchuk, MBA-2002,
Business Development Manager,
Kraft Foods Ukraine





MIM-KYIV | MBA
International study tour

7 |

International study tour

International study tour is international practice-oriented component of the program. Each tour is organized jointly by MIM-Kyiv and its western partner business school. Study tour program, first of all, includes visits to the companies, successful in their market segments.

During their company visits the students have the opportunity:

- to learn about company's development strategy;
- to discuss company management process, approaches to competitive strategy development and product promotion techniques with company senior managers;
- to evaluate competitive advantages, macroeconomic and cross-cultural differences in doing business.

Study tour program also includes courses run by known foreign professors. The students receive **western business school certificates** after they successfully complete their study tour.

MBA
art_{to}complete
MIM-KYIV



My job has been connected with finance, and investment projects in particular, for several years. During the study tour to USA I was amazed by the performance of the biggest banks and exchanges of the world, investment and broker companies. On the one hand I realized that we worked in compliance with the international rules of the game, but on the other hand I tried to grasp something intangible that guaranteed those companies success, and adapt it adjusting to current Ukrainian reality. Impressions and first-hand information provided a good incentive for developing my own business.

Pavlo Logai, MBA-2002,
Director of Coral C Ukraine

Study tour in Belgium was very effective.. We visited many different small and big companies, which was very useful for my company, as we have IPO intentions. During our visit to BARCO joint-stock company we had an opportunity to familiarize ourselves with their annual report, study their experience in fostering relations with shareholders and working in the stock market. But study tour abroad is not limited to educational course and business visits. It is also a chance to observe different cultures, different ways of life.

Oleh Moskalenko, MBA-2006,
Valmi Automotive

It was quality combination of studies, business discussions and cultural program. While visiting various companies and institutions of the USA, we got insight into problems and life of the country.

The strongest impression was made by Strategic Management course, Global Management Game being a part of it. The Game united students from different countries and of different cultures, which enabled us to try our best in the international group of managers.

Yuri Kulikov, MBA-2002,
Reuters correspondent



Business computer simulations

We don't play computer games; we play games for people with the help of computers.

David L. Lamont,

Director of the Center for Interactive Computer Simulations at Carnegie Mellon University, Co-director of Innovative Educational Technologies Center at MIM-Kyiv

The concept of 'learning by doing' which is a core of MIM-Kyiv programs envisages integrating academic courses with business simulations – business games which imitate dynamic competitive market environment by means of computer simulation.

The first business simulations were introduced at MIM-Kyiv as a result of partnership projects with leading business schools of Europe and the USA and due to great efficiency of business simulations, interest of Ukrainian MBA program participants and the experience obtained from arranging business games.

The Innovative Educational Technologies Center was set up at MIM-Kyiv in 2001. Its main task is not only to implement and adapt the existing business simulations of the leading business schools of the world, but also to develop new ones focused on Ukrainian market.

Participants of business simulations have possibility for practicing what they learned from major subjects of MBA program. They may try different scenarios of achieving the goals without any risks for the real business, acquire skills of developing a company's strategy and its effective presentation.

Academic courses, designed in the form of business simulations, are extremely popular among MIM-Kyiv students, as game and competition spirit make them not only useful, but also interesting for participants.

MIM-KYIV | MBA
Business
computer simulations

91

mBA
art_{to}compete
MIM-KYIV



MARKSTRAT® –

is a strategic marketing simulation developed by French based business school INSEAD and introduced at MIM-Kyiv with the technical and methodological support of Lovanium International Management Centre (Brussels, Belgium).

The participants of marketing simulation act as top executives of a company operating in tough competitive environment for 7-12 years.

Use of the game in the teaching process enables the participants to see and feel the impact of marketing activities on company's value as well as to acquire the following practical skills:



- working with identified target segments, positioning of goods on a competitive market;
- collaborating with company's R & D department for designing new products;
- developing and launching new products, improving, supporting or withdrawing obsolete products from the market;
- interacting with production unit to draw up production plans;
- decision making on marketing mix components, including pricing, advertising budget, etc;
- making staffing decisions and setting priorities for company's sales representatives;
- ordering market research to obtain information necessary for making managerial decisions.



Fast

FAST — Financial Analysis and Securities Trading – is a computer simulation developed in the early 90-ies by Carnegie Mellon Business School, Carnegie Mellon University (Pittsburg, USA) on the basis of stock exchange trading system which is used on Wall Street. MIM-Kyiv is the only educational institution in Ukraine authorized to use FAST in its academic programs.

Computer business simulation FAST comprises two parts. FAST I is focused on key principles of financial engineering – dealing with electronic securities trading system; particularities of forming bond portfolios, state bonds in particular; diversification and pricing on stock market; risk hedging; financial derivatives, etc. FAST II helps in getting the hands-on experience in securities trading in real time mode, when information on stock quotations comes from Reuters terminal.



Global Management Game

GLOBAL MANAGEMENT GAME is a business simulation imitating company's activity in global competitive environment. The business game was developed at the Centre for Interactive Computer Simulations at Carnegie Mellon University, USA and is taught in international and local formats. Teams of participants develop adaptive competitive strategies of company's development and implement them for 2-3 virtual years, taking strategic decisions on marketing, production, finance and development.

The participants present the chosen strategy to outside experts – representatives of Ukrainian and multinational companies (Boards of Directors) and finally report on their performance. The most successful are those managers who better understand market development trends, forecast actions of competitors and factors influencing company's performance and consumer behavior, as well as determine the ways to gain company's competitive advantages.

Participating in the GLOBAL MANAGEMENT GAME international course are MBA students of 11 leading universities and business schools from the USA, Japan, China, Chili, Ukraine, Russia and Mexico. The participants can observe different approaches to implementation of similar tasks by representatives of different countries as well as compare levels of theoretical and practical training of MBA program participants from different countries.

The international game is carried out via the Internet by its main developer – David L. Lamont, professor of strategic management and director of the Centre for Interactive Simulations at Carnegie Mellon University, USA, together with the teachers of business schools - participants of the International Strategic Management Course.

I came to understand that it was necessary not just to win the competition, but to establish our rules of the game on the market and, proceeding from these, to harmonize relationship with our competitors. Success is possible only if one considers all components of the system created.

Olexander Podobnyj, MBA-2001,
leader of the team which won the international competition (2001),
Financial Director of ESU

Global Management Game is business simulation of transnational corporation's operation that approximates the reality as closely as possible. On the one hand Global Management Game is a venturesome competition where ambition to be the best, which is one of the key professional qualities of MBA students, is realized. On the other hand the Game forces us to use all knowledge and skills acquired during MBA studies. Leadership is the result of the right strategic choice, when all knowledge of individual subjects is being integrated; it's one's choice implementation and both strict and flexible (taking into account business environment reactions) adherence to chosen strategy.

Valentin Sharohin, MBA-2001,
leader of the team which won the competition in its subgroup (2001),
Club of Cheese corporation,
commercial director





MBA Program course structure

MIM-Kyiv MBA program meets international MBA standards and consists of four blocks: Management, Finance, Marketing, Business Environment. The courses of each block are interrelated, they supplement each other and consistently develop the content of the block. All blocks put together give a comprehensive insight into business as a whole.



Management

The aim of the courses is

to provide knowledge and practical tools for management, taking and implementing management decisions to help company achieve its strategic goals.

- Personnel Management.
- Operational Management.
- Information Systems in Management.
- Project Management.
- Organizational Behavior and Business Ethics.
- Cross-Cultural Management.
- Corporate Governance.
- Strategic Management.
- Evolution of Modern Management Ideas.

Marketing

The aim of the courses is

to present a framework for analyzing recurrent approaches to organizing marketing activity of a company to create and increase its value.

- Marketing.
- Marketing Research.
- Public Relations.
- International Marketing.
- Marketing Management.
- Business Game Markstrat.

Finance

The aim of the courses is

to offer insight into financial techniques, used in practical world of business financial flows and instruments in order to enhance the effectiveness of business management decisions.

- Financial Accounting.
- Management Accounting.
- Corporate Finance.
- Financial Management.
- Tax Planning.
- International Financial Markets.
- Investment Management.
- Business Game FAST
(Financial Analysis and Securities Trading).
- Management of Financial Institutions.

Business environment

The aim of the courses is

to develop understanding of existing business environment, principles and instruments applied by businesses dealing with external impact factors in a competitive market.

- Microeconomics/Macroeconomics.
- Corporate Governance.
- International Economics.
- Applied Statistics.
- Business Law.
- International Trade Agreements.
- Audit.
- Management Game.
- Business English.



MIM-KYIV / MBA
Faculty

15 |

Faculty

During two decades of its activity MIM-Kyiv has developed a creative and competent faculty including Doctors, Professors, Associate Professors and Masters of Business Administration. Professional growth of MIM-Kyiv faculty is encouraged and enhanced through their involvement in international faculty exchange programs and participation in international conferences and seminars.

Constant updating of the teaching process with real-life information is ensured through faculty research and consulting, practical business activity, and membership in professional associations and on boards: *International Academy of Management, European Finance Association (EFA); European Accounting Association (EAA), International Association of Teachers of English as a Foreign Language (IATEFL), Ukrainian Marketing Association, Federation of Professional Accountants and Auditors of Ukraine, The Auditors' Chamber of Ukraine, Advisory Council of the State Securities and Stock Market Commission of Ukraine, etc.*

The practical dimension of MIM-Kyiv programs is strongly enhanced through regular lectures of Ukrainian and foreign businessmen.

mBA
art_{to}complete
MIM-KYIV





New generation of leaders

MIM-Kyiv alumni are noted for their modern outlook, broad knowledge and leadership skills, which enable them to succeed in their activities in multicultural business environment. They easily adapt to quick changes in the face of tough competition.

There are over 5000 alumni persons, 1700 of MBA programs. They work in different spheres of national economy, in Ukrainian and foreign companies, joint ventures, state institutions. MIM-Kyiv alumni work in all regions of Ukraine, and some of them work abroad.

Mentioned below are only a few of those well known companies, where MIM-Kyiv graduates hold key positions:

Alfa Laval, Du Pont, Kraft Foods, Nestle, Philip Morris, Procter&Gamble, Robert Bosch, Samsung, "Zaporizhstal", "UkrSibbank", "MK Azovstal", Raiffeisen Bank Aval, "Kyivenergo", "International Airlines of Ukraine", "Oil Transportation Institute" OJSC, "Kyiv Investment Group", "AVK" Confectionary, "Obolon" Brewery, "TNK Ukraine", "Kyivstar", INCOM, MTS, "Ukrtransnafta"

The ties between alumni and MIM-Kyiv never weaken. There is **Alumni Association** which was set up by MIM-Kyiv to unite like-minded people and provide them with the opportunity to discuss and realize new business ideas. Alumni cooperate with MIM-Kyiv as instructors and consultants. They participate in new programs and professional seminars, enhance and expand networks of personal business contacts.

MIM-KYIV | MBA
New generation of leaders

161



Pursuit of Excellence

The International Management Institute (MIM-Kyiv) was established in 1989 at the initiative of Bohdan D. Hawrylyshyn, a prominent scientist, philosopher and public figure. It was a joint venture of the International Management Institute, Geneva (later IMD) Switzerland, one of the best business schools in Europe, and the Institute of Economics of the Academy of Sciences of Ukraine. It was the first business school in CIS countries and it started in Kyiv. Since then **“the first”** has been steadily attributed to MIM-Kyiv, to its success story.

In 1990 it was MIM-Kyiv that **first launched MBA** program.

It was the first:

- to implement consulting projects as a component of the MBA program;
- to develop corporate programs;
- to use computer simulations of the leading business schools of the world to simulate the implementation of company strategy within the framework of MBA program ;
- to receive the state accreditation and license of the Ministry of Science and Education in the field of business education;
- to be awarded unconditional IQA accreditation by the Central and East European Management Development Association (IQA of CEEMAN association);
- to build its own premises in 2005, which is a necessary attribute of all well-known and prestigious business schools in the West.

The above is just a short list of those “firsts”, which make MIM-Kyiv stand out among other business schools in Ukraine.

The Mission of MIM-Kyiv is to facilitate the development of highly educated, ethic and socially responsible professionals, capable of becoming leaders of new competitive Ukrainian business.



MIM-Kyiv is grateful to Oleg Pinchuk, a well-known Ukrainian sculptor, for cooperation.
www.pinchuk.kiev.ua

International Management Institute (IMI-Kyiv)
10/12 B, Shulavska St., Kyiv, 03055, Ukraine
(+38 044) 585-02-80, 585-02-68, 585-02-60

admission@mim.kiev.ua
www.mim.kiev.ua