



RANEPA
THE RUSSIAN PRESIDENTIAL ACADEMY
OF NATIONAL ECONOMY
AND PUBLIC ADMINISTRATION

IBS MOSCOW
The Academy of the Russian President

(IBS-Moscow Business School)

Rethinking International Strategies of Business Schools

Russian Experience and Vision

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Moses story...

In the very middle of the road...



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ПРИКЛИЧЕНИЕ

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Introduction

- EDUCATION SYSTEM: Emerging (“*Misdeveloped*”) economy (with advanced centralized and non market-driven educational system).
- Now – about 600 State (About 60 Moscow State Universities)
+ 500 private (But only about 150 BSs and Centers !!!)

FOUR LEADING CENTRAL UNIVERSITIES (non-tech!):

- Russian Presidential Academy (**Management**) Biggest University, 200 thousand students, 68 campuses, 50% of MBA market, 80% of state and municipal service retraining) management
- Moscow State (Lomonosov) University (**Classic**);
- St. Petersburg University (**Classic**);
- HSE University (**Economy**)

+ a number of FEDERAL UNIVERSITIES

Russian Presidential Academy (brief info)

The Russian Presidential Academy (full name: *The Russian Academy of National Economy and Public Administration of the President of Russian Federation*) was created in August of 2010 by the special Decree of the Russian President as a merger of two Moscow high branded Universities + 68 regional schools of Governance.

It is the biggest Humanity University of Russia and Europe with 7 Moscow campuses, 68 regional campuses and almost 200 thousand of students. About 40% of students study at the broad variety of Humanity programs of BBA level. 60% are the graduate students of Master of Science, Master of Art, MBA/MPA and executive retraining programs. The quantity of PhD (doctoral) students exceeds 3000 a year.

The Academy provides about 50% of all the MBA grads of Russia and up to 80% of Government and municipal servant retraining. The Academy is particular strong in the field of socio-economic and political research and produce a great amount of consultancy in those fields for the President Administration and Government of Russia.

A glimpse of the Russian BE market

- About 150 BSs (almost all of them are RABE members); 59 nationally accredited MBA programs and about a dozen of JV MBA for Western Degrees
- *European and USA mid players = Grenoble, Durham, Kingston, Antwerp Management School, Vlerick, Stockholm, Eastern Bay-California, Guildhall, etc. – about two dozens;*
- 12 AMBA accreditation, 5 EPAS, one application for EQUIS; AACSB – by partner portfolio (5 programs)
ABBS with whom in Russia???

MBA Prices:

1. Politically backed upper strata - Skolkovo (**90 000 euro**);
2. Market-driven upper strata – 3 BSs (*IBS-Moscow of the Presidential Academy, St. Petersburg and Moscow State University School of Management*) – around **40 000 USD**;
3. Market-driven upper-mid strata – 4-5 well positioned BSs of the Russian Presidential academy, Financial Academy, State University of management, RUDN University, etc. BSs + one independent BS - “MIRBIS”- **15-25 thousand USD**;
4. Mid-mid and down-mid price strata - next 20-30 BSs of Moscow/ St. Petersburg + one-million people cities of Russia – **7-15 thousand USD.**



I. What we need International partnerships for?

- Combination of resources (teachers, consultants, researchers, investments, market feeling, etc);
- Creation of synergy through the tacit knowledge of the sides ($2 \times 2 = 5$ – my US driving story);
- Development of brand combination synergy;
- Possibility:
 - *to create a new product;*
 - *to occupy a new marketing niche, etc.*

2. What we need partnerships for?

- **Weaker partner opportunities:**

- To catch up with the world standards through the learning by action;
- To train the trainers and administrators (with multiplication affect);
- To import modern services (programs);
- To reposition the BS at the local market using the foreign brand;
- To develop modern methodology, background materials and to introduce new approaches (from case studies to distance learning), etc.

3. What we need partnerships for?

Stronger partner opportunities:

- Penetration to the closed or unknown market;
- Minimization of financial risk of start up;
- Additional cash flow;
- Cross-cultural sensitivity development;
- Consultancy and other product promotion opportunities (extra expertise for national exporters);
- Opportunity of higher local branding (comparing with the national market).

Examples of Success and Problems

- First half of 90-es (retraining of teachers and administrators an the World Leading BS);
- Double degree partnerships in the field of BBA and Pre-Experienced Master programs with European Polytechnic Universities (about 50 JVs);
- MBA projects (Guildhall, London Metropolitan, Kingston, Durham, Open University, Antwerp, Grenoble, Stockholm...)
- Stress on franchising and sales promotion
* * *

What would be the next stage of partnership?

Russian Business Schools - in search of the new opportunities

- A dozen of leading Russian BS – AMBA and EFMD accreditations. Other follows Russian state standards
- Growing quantity of English speaking programs (expert or synergy opportunities)
- Leaders – in search for **International repositioning and new upgraded partners**. Other – in search of cooperation (not sell promotion).
- Leaders are different – therefore we look for *research and training alliances* **on Dynamic societies management peculiarities**.

Summing ups and Conclusions

While re-thinking International cooperation we have to understand what do we are looking for?

- *For the local “assistants”?*
- *For those who is “green” and looks for a “Western guru”?*
- *For a strong local partner to share and to learn? Or to create together and even to follow?*

* * *

When looking for strategic partnerships its time to rethink what we are looking for?



Sergey Myasoedov

Sergey Myasoedov was born in Moscow, Russia on the 1st October 1954. He graduated (1977) and got PhD in Economics (1980) at the Moscow University of International Relations (MGIMO). He studied at Durham Business School, Great Britain (1991); *Wharton* Business School, University of Pennsylvania, USA (1992) and *Harvard* Business School, USA (1993). In 2000 he got his second PhD in Sociology at the Moscow State University.

Since 2011 he is Vice-Rector of the Russian Presidential Academy, the biggest Russia University with 180 thousand students and 68 campuses. Since 1996 - Dean of the Institute of Business Studies (IBS-Moscow school of management) – the leading collegiate business school of Russia, since 2010 - President of RABE (Russian Association on Business Education), Member of the Board of Russian Management Association. He published 7 books and more than hundred of articles in economic reform and cross-cultural management, leadership. He teaches cross-cultural management and leadership. Married, has one son and two daughters. Hobby: mountain skiing, chess, travelling, reading.

ANNEX

- 1. The Russian Presidential Academy (brief info)***
- 2. IBS-Moscow (brief info)***
- 3. RABE – Russian Association of Business Education***

Russian Presidential Academy (brief info)

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Institute of Business Studies (IBS-Moscow)

The IBS-Moscow – one of three leading and most innovating collegiate BS of Russia and the main BS of the Russian Presidential academy.

It is BS of full scale (BBA, Master of Science and Art programs, MBA, EMBA, doctoral studies, executive retraining and consultancy) and has about 2500 students (about 1000 undergraduate and 1500 graduate). It runs BBA, Pre-Experienced Master, MBA, EMBA and PhD degree programs in Russian and English.

It has 13 double degree International strategic partnerships with the European and USA Universities and BSs. (BBA, Master level programs). The IBS-Moscow has 134 full-time faculties (90% with PhD) and about 200 associate and visiting professors.

The School cooperates Internationally with Judge Business School (Cambridge, UK), RSM (Netherlands), IE School of business (Spain), MIT (USA), etc. It's Master level programs and MBA have AMBA International and EPAS (EFMD) accreditation.

I. RABE

Russian Association of Business Education

- RABE exists for 20 years.
- About 150 BS and centers are members.
- Up to the latest time: **dissemination of knowledge and skill of BE** (*BE discussions, faculty trainings, conferences, journal of BE, International links, etc.*)
- **Main achievements:**
 - introduced MBA to the Russian market (created standard supported by the Ministry of Education) ;
 - got recognition of AMBA, AACSB, EFMD)

2. RABE

Russian Association of Business Education

Modern stage:

1). NATIONAL GOAL - development of the national standard of quality and national system of quality assessment in BE;

- Got support of FIVE leading business and employers associations of Russia and established the Agency together (NASDOBR)
- Got support by Ministry of Education and State Parliament educational committee;
- Got support by Rectors of 10 leading Universities;
- Got support by the leading national business mass media (they are invited as observers)
- Got support of AMBA, AACSB and EFMD (thanks to our International partners)

Pilot accreditations starts next month.

2). INTERNATIONAL – development of research and educational projects about DYNAMIC SOCIETIES (as the way to increase the local expertise for the global world)