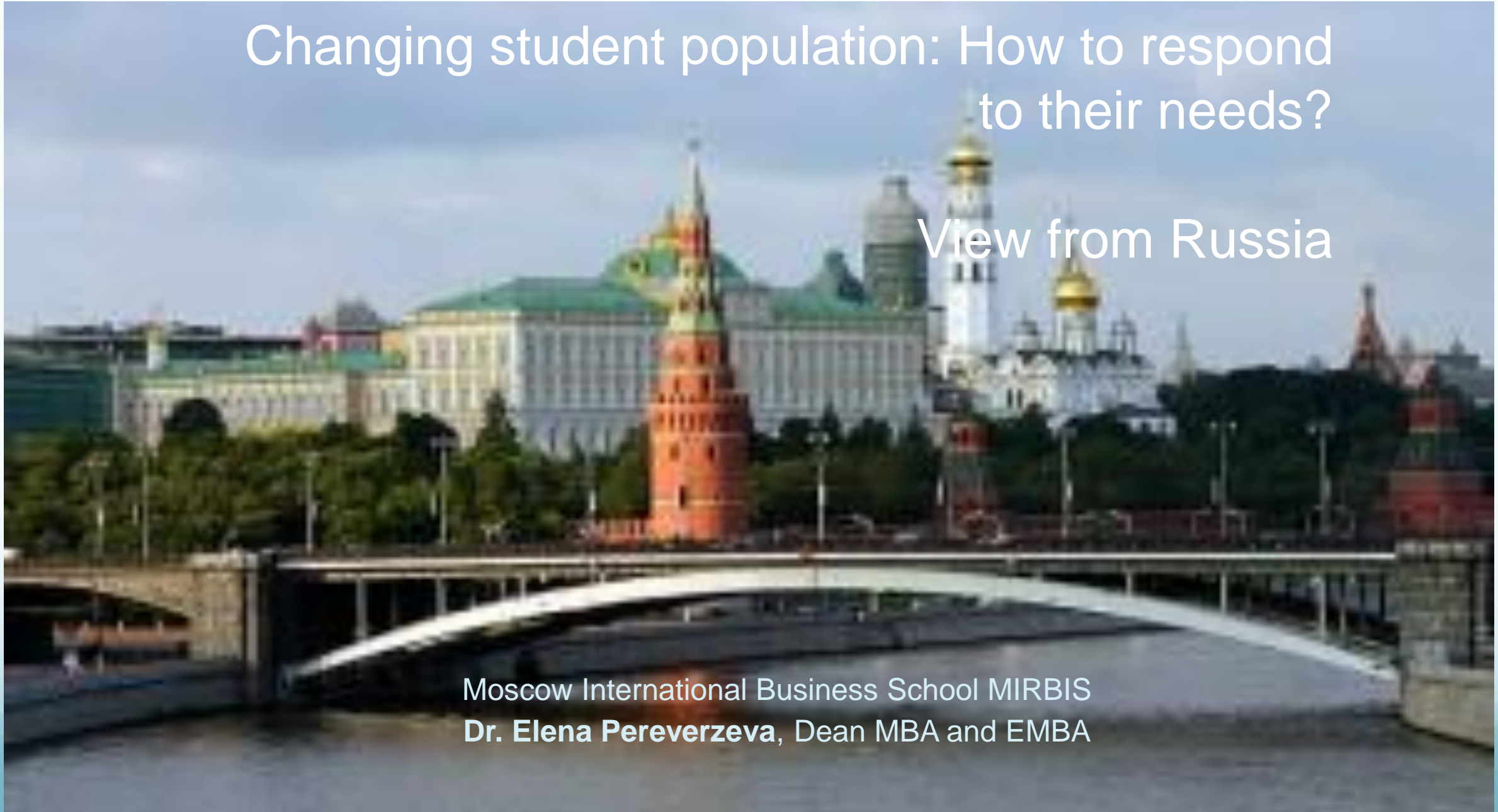


Changing student population: How to respond to their needs?

View from Russia

Moscow International Business School MIRBIS
Dr. Elena Pereverzeva, Dean MBA and EMBA





Московская международная высшая школа бизнеса

- **The oldest Business School in Russia – 27 years**
- **Bachelor-Master-MBA-EMBA-DBA** programs
- **Leader in business education and corporate training**
- **34 000** MIRBIS graduates
- **42 programs for entrepreneurs**
- **15 MBA programs concentrations**
- **320 partner companies**
- **89 international partner universities**

Non-state educational institution “Moscow International Higher Business School “MIRBIS” (Institute) was founded in 1988 under the intergovernmental agreement between the USSR and Italy (registered by the Interdepartmental Commission under the auspices of the Moscow Council on establishment of new enterprises, organizations and companies with #717M in the registry; the agreement dated 08.12.1988). MIRBIS founders were the Plekhanov Russian Economic Academy (its Rector Prof. Vladimir Groshev) and the Italian Economic Research Society “NOMISMA” (its President Prof. Romano Prodi, the former President of the European Commission).



Currently MIRBIS cooperates with **87 international partners from 47 countries** on scientific and academic projects. MIRBIS students can study on dual diploma programs – one diploma from MIRBIS and one from a partner university in Great Britain, Germany, France, Portugal, China, India and etc. MBA, EMBA and Global EMBA dual diploma programs with London Metropolitan University are very popular. An essential part of MIRBIS programs are study trips and education abroad in Europe, the USA, South-Western Asia and BRICS countries.



MBA MIRBIS TODAY:

- ✓ About 1000 students (Moscow, regions, the CIS countries)
- ✓ Diversifies by:

Concentrations - 15.

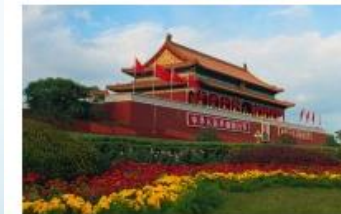
Part time and modular formats of delivery (15 and 20 months, evening, week-end, working days classes and modular – two-week blocks)

- ✓ **Executive Development**
- ✓ **Global Alliance (8 countries)**
- ✓ **Career Development and coaching**
- ✓ **British University MBA degree – a joint programme with London Guildhall Business School of London Metropolitan University**
- ✓ **Accreditations – AMBA till 2019, National (NASDOBR) – till 2019:**



Global Executive MBA

- Bologna University Business School, Bologna, Italy
- Stellenbosch Business School, South Africa
- Sabanci University, Istanbul, Turkey
- MIRBIS, Moscow, Russia
- COPPEAD School of Business, Rio-de-Janeiro, Brasil
- School of Business Chongqing University, Chunchin, China
- Chapman School of Business, Maiami, USA
- Lucas Graduate School of Business, San Hose, USA
- Cranfield School of Management, Cranfield, UK



Current MBA student profile

Young people 28-35 years old



They have basic economic knowledge, experience in starting businesses and managing projects

They do not trust official sources, can outsource data and formulate their own opinion

They are active in social networks

many of them, working in companies as employees, put starting their own business as a basic motive; very often they found companies parallel to their work.

They know foreign languages

They are forward-minded in information technologies, ready for self-education and development

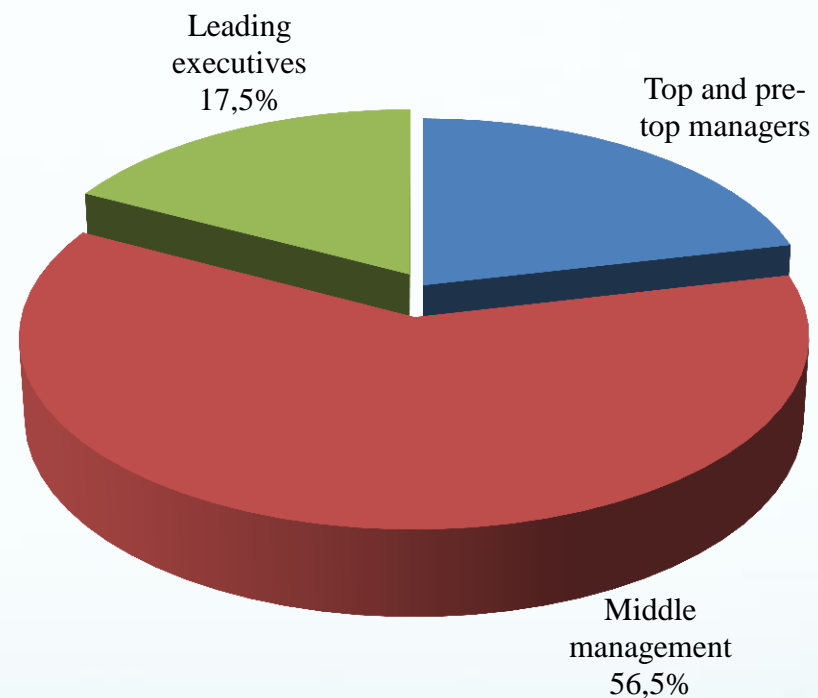
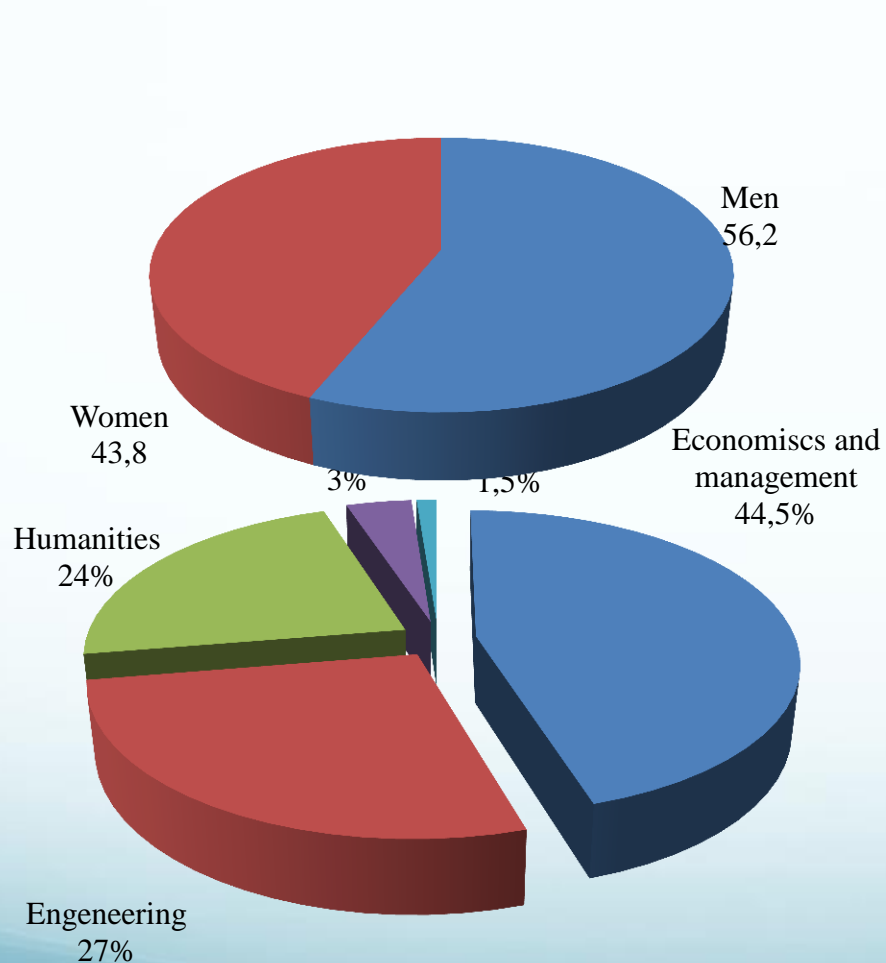
They are ready to work on international projects and start them

They are mobile, active, they travel, have colleagues and classmates in many countries all over the world

According to polls (including JACS) their core values are: **personal development, free time for family, travel, ability to obtain information.** They are willing to work hard but realizing what for !!

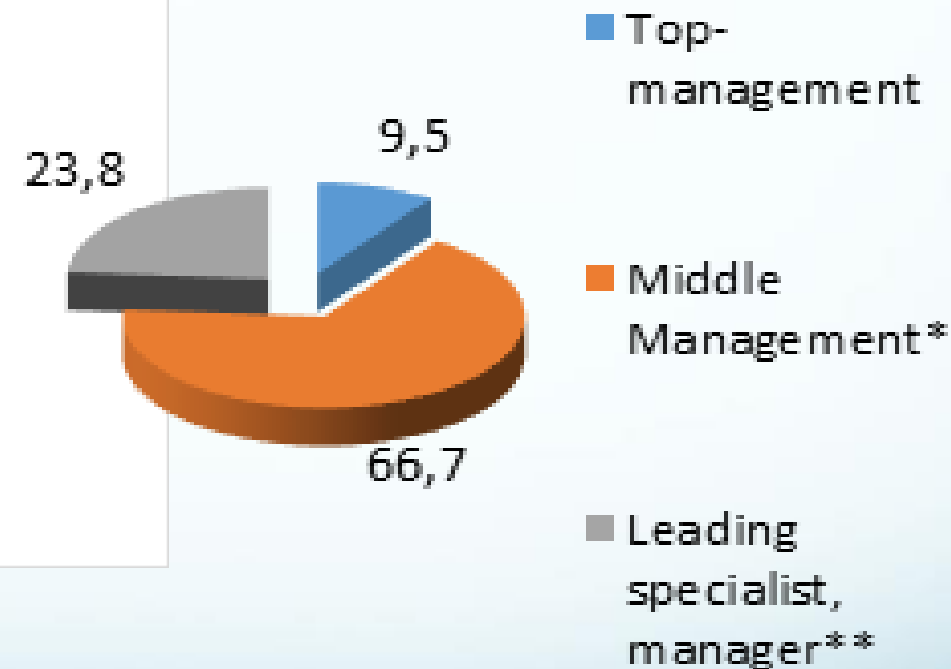
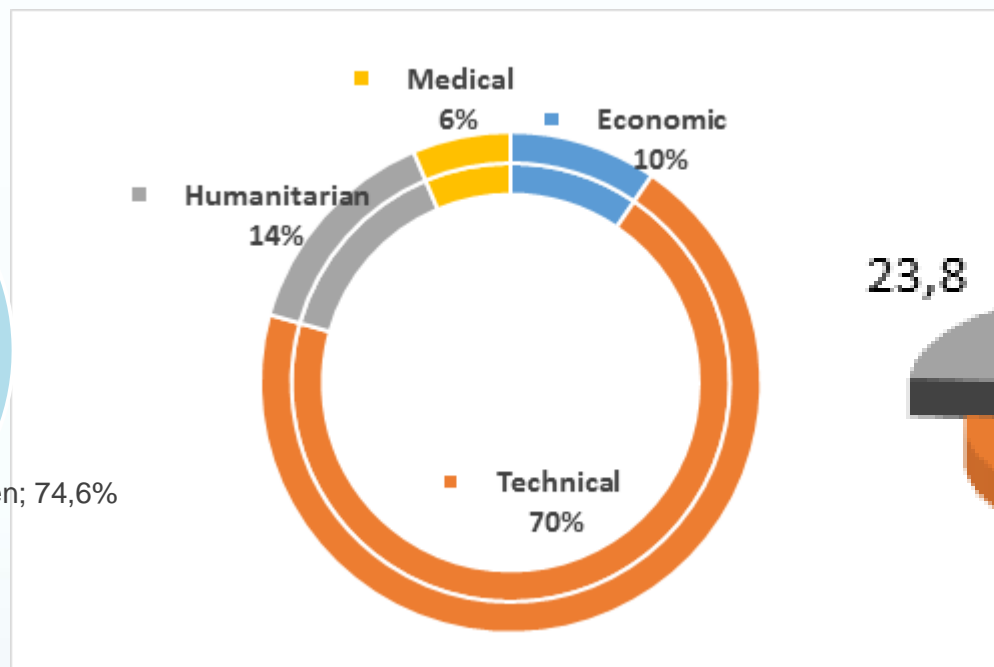
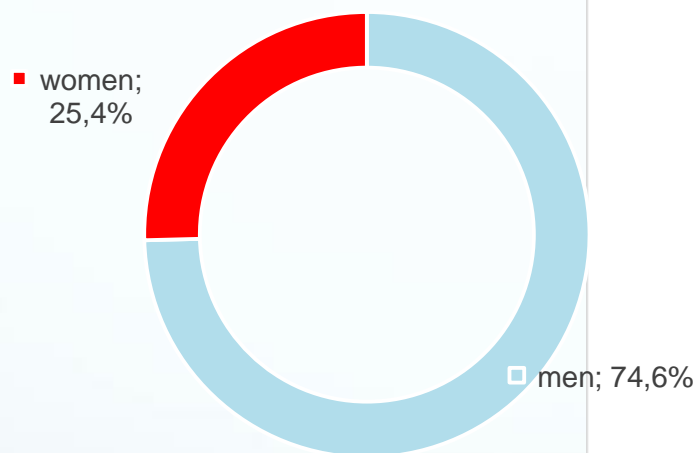


Our MBA students: who they are?



Average age is 31,5.

The latest enrollment (September 2015)



Average age is 33,1 years

*2015/2016 academic year
63 students, 2 MBA groups (September)*



Companies

Largest companies (most popular companies, where the students work):

Nestle Russia

Softlin

e

Hyundai Motor

CIS

Raiffeisenbank

Technoserv Consulting

Henkel Rus

Procter & Gamble

Rostelecom

Authority of the Kaluga Region

Mil Moscow Helicopter

Plant

Maly Theatre

R-Style Softlab

General Motors

Leroy Merlin

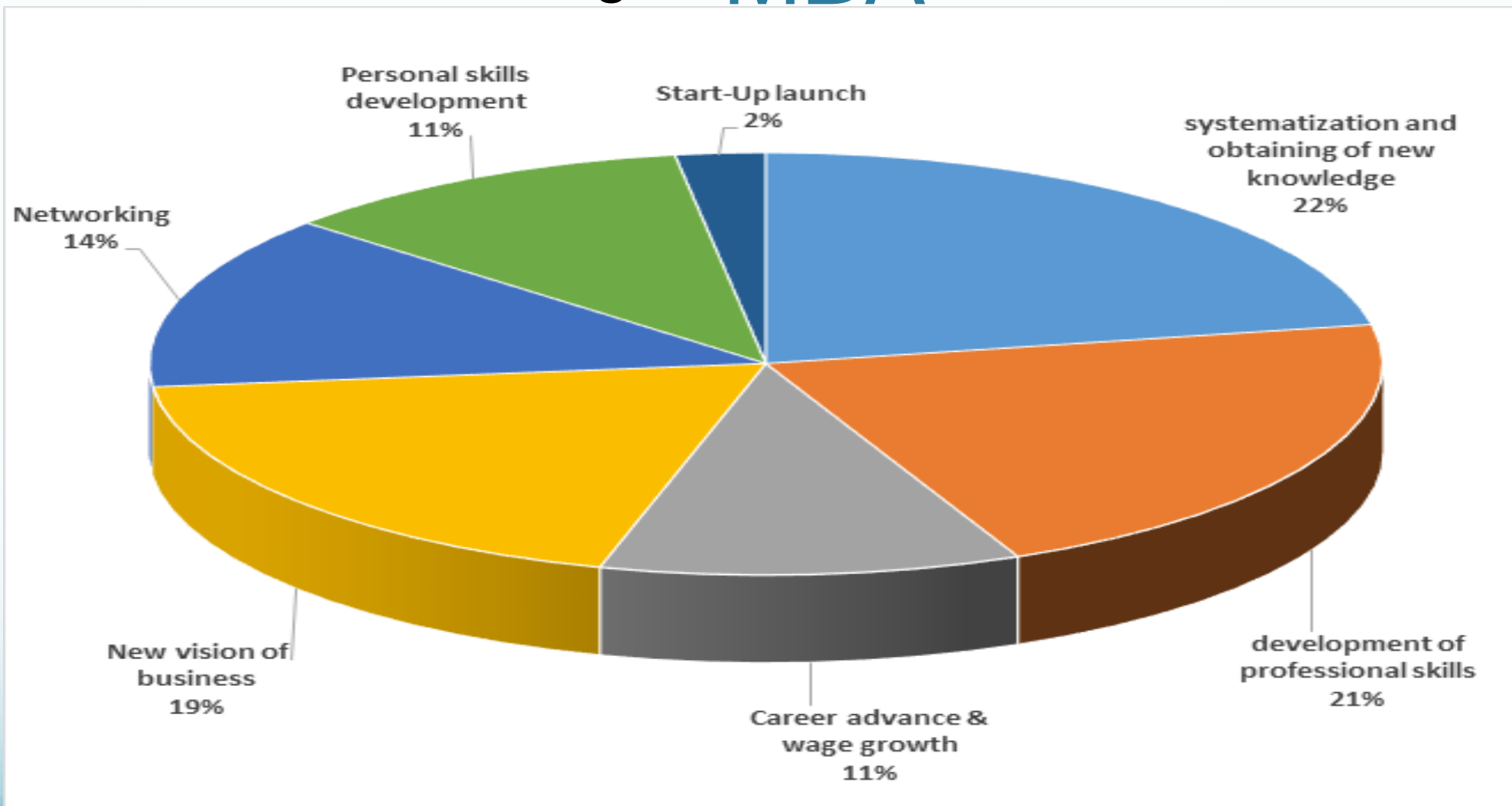
Rockwell Automation

Volkswagen Group Rus

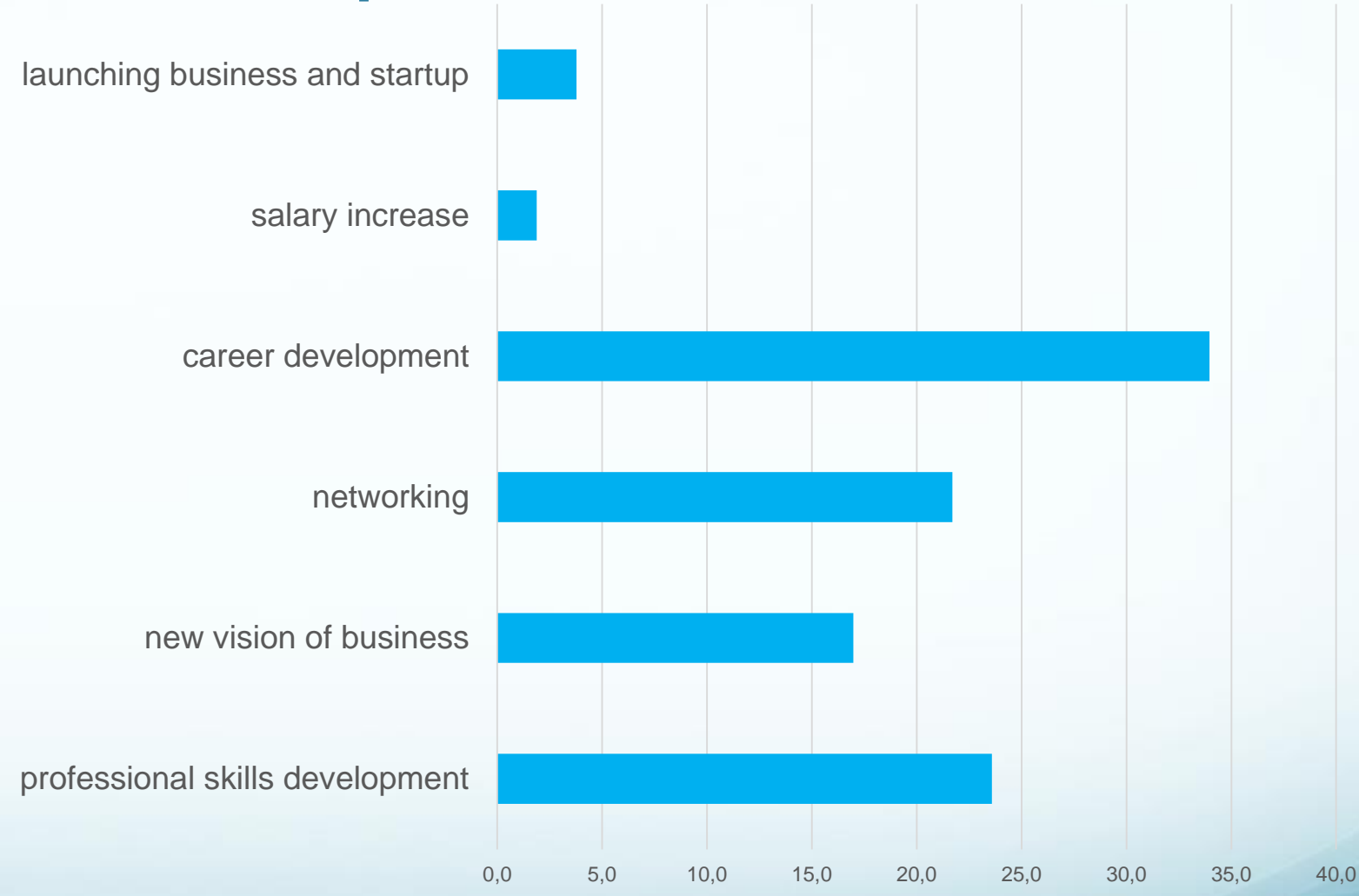
Severstal

Rosaviation

Reasons for entering MBA



MBA's expectations





Traditional
MBA program

New
demands in
program

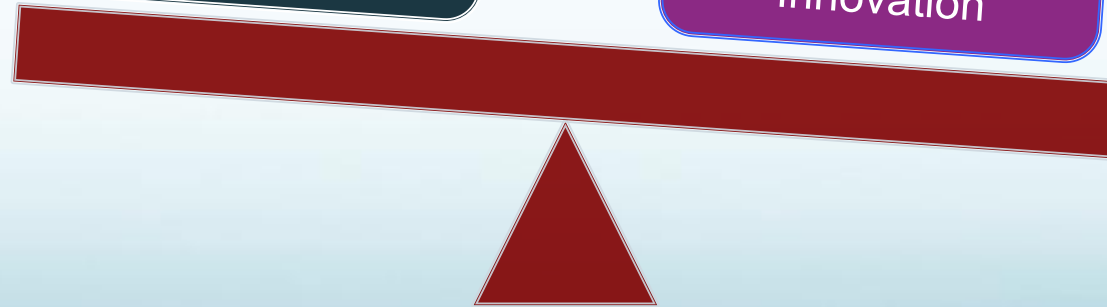
Professional
Managers Skills

Core courses

Social Ent. And
Corporate Social
Responsibility

Entrepreneurship
and Business
acceleration

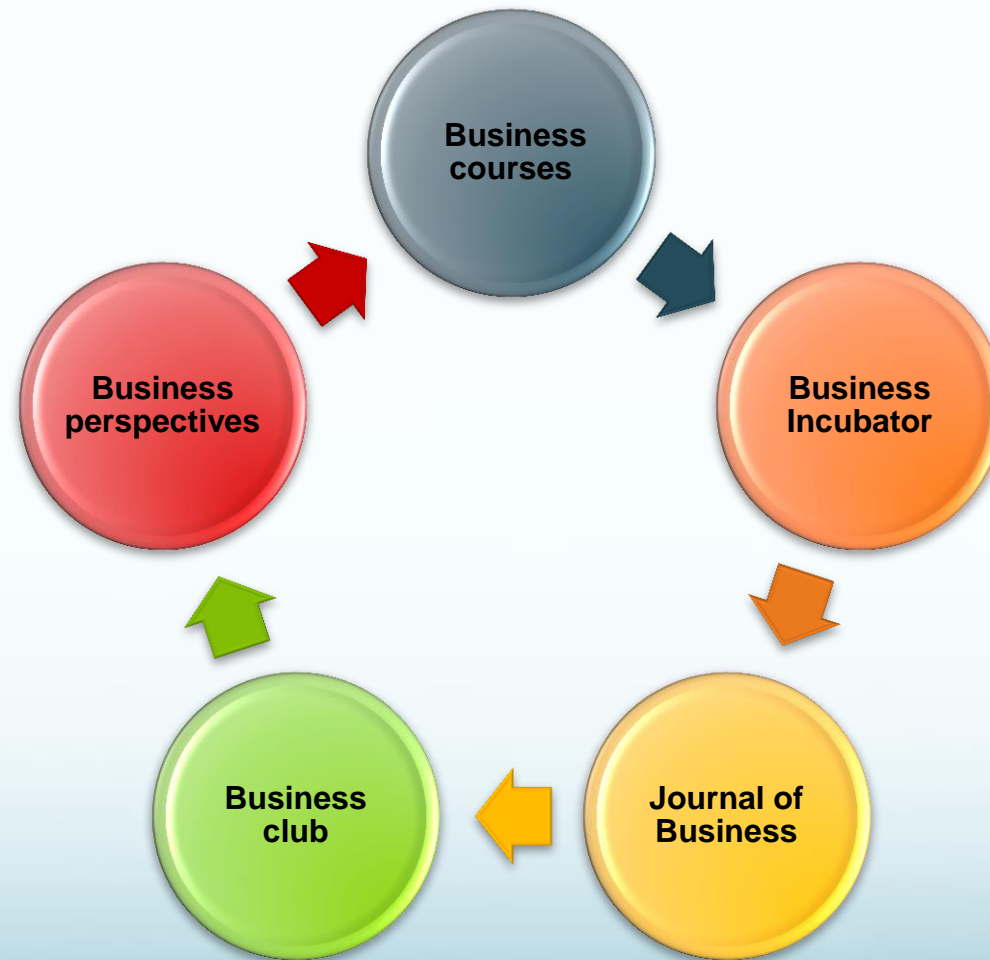
Change
management and
Innovation



Additional opportunities



Eco-System of the MBA program



Dynamical Innovation Engine



Involvement

- ✓ **MIRBIS family “knighting”**
- ✓ **Autumn Cup – case competition,**
- ✓ **New-Year Ball of MBA’s**
- ✓ **Spring Cup: Entrepreneurship Quest,
Pitch Tournament, Investment sessions**
- ✓ **Summer Tournament for the MIRBIS
PRIZE**
- ✓ **Graduation Party**



Alumni Participation: they are back!

To share experience:

- ✓ Teaching
- ✓ New program development
- ✓ Conducting meetups and seminars
- ✓ New educational technologies
- ✓ Live projects



To teach and learn:

- ✓ Educating alumni's staff via specially tailored programs
- ✓ Creating a laboratory of Start up projects CRLab

HORIZON 2020

Educational HUB in Business University



Educational HUB

join together
students, professors,
businessmen,
professionals, for
development

specialist
for new
economy

business network as
main asset