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Postgraduate Education and Post Crisis Demand: *How to Meet the New Challenges*

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What Happens with the Demand?

- **Economic growth. Recession. Stagnation.**
- **Crisis postponing effect for BEd is over (Large enrollments finished MBA).**
- **Growth or Crisis demand reaction for BE did not come...**
- **Middle class: Upper to Mid-Mid, Mid-Mid to Down-Mid... BEd reacts like the service market**

Some obvious implications:

- *The demand in the open market fell by 15-30% average. The plans for educations are influenced by budget cuts.*
- *The trust in generalist MBA and respect for MBA is low.*
- *Traditional belief in the force of “tacit knowledge” (in miracles) needs to be newly proved.*
- *Traditional mass-media (magazines, papers) does not work.*
- *The Graduate Degree Market was recently attacked by MA and Retraining programs*

Summing up: Redistribution of market shares and segments

What to do?

- **Stop just selling. Build trust. Mind the importance of branding.**
- **Make to trust you easier for the customer (LEGO approach. Webinars. Meetings with “gurus”)**
- **Follow up and down marketing. The middle is not sustainable.**
- **Look at the state and sponsor’s money. And corporate clients**
- **Meet the NEW customer demand: specializations, industrial focusing, managerial hard in KISS form, etc.**
- **Diversify! (MBA, MPA, MA, etc.). Look for innovations.**
- **Prove your expertise at social blogs. Work with alumni.**

Keep moving!





Sergei Myasoedov

Sergei Myasoedov is Rector/Dean of the Institute of Business Studies (IBS-Moscow), Academy of the Russian President and Vice-President of the Russian Association of Business Education (RABE).

He holds a Ph.D. in Economics from the Moscow University of International Relations (MGIMO) and a PhD in Sociology from the Moscow State University. He has studied at Durham Business School (U.K.), Wharton and Harvard.

He has published six books and almost 100 articles on economic reform in Russia, cross-cultural management and business education development.

He has lectured at leading schools in Russia, the United States and Europe. In the early 1990's was the co-founder and Associate Dean of the MGIMO Business School.

He is married and has two daughters and son. His hobbies are mounting skiing and traveling.