

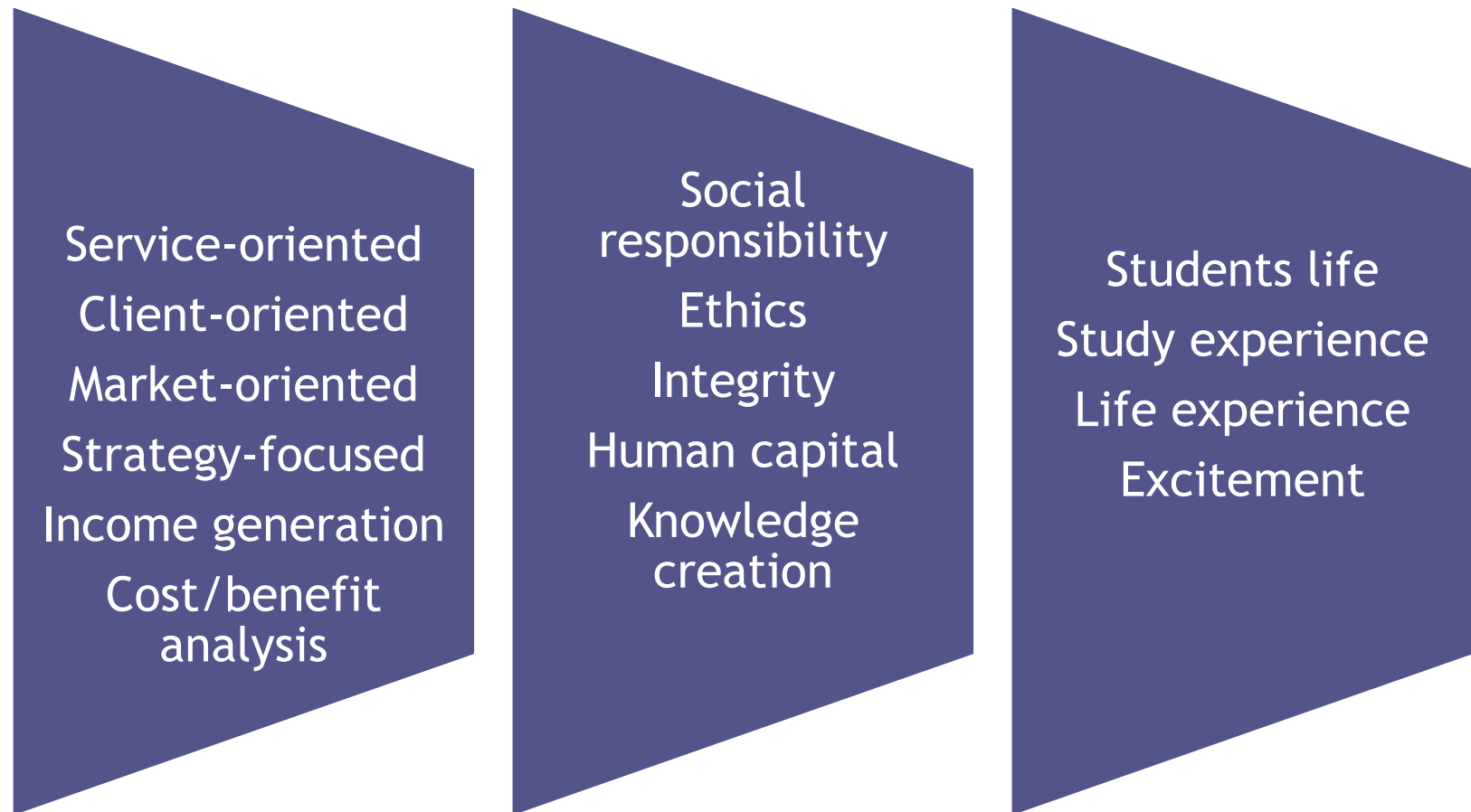


Do business schools teach
what their customers need?

Olga Saginova



A service organisation, not an ivory tower



Who are we listening to?

Faculty and employees

- ▶ Applicants
 - ▶ Prestigious diploma/recognisable brand
 - ▶ Successful career/attractive salary
 - ▶ Affordable price/accessibility
- ▶ Current students
 - ▶ Prestigious diploma/recognisable brand
 - ▶ Useful knowledge and skills
 - ▶ Business contacts/career perspectives
 - ▶ Student experience

Parents and sponsors

- ▶ Government/Society at large
 - ▶ Access and equal opportunities
 - ▶ Quality standards
 - ▶ Educated and responsible citizens
- ▶ Business
 - ▶ Knowledge and skills for specific jobs
 - ▶ Adaptability
 - ▶ Learning abilities
 - ▶ Accepting change
 - ▶ Leadership
 - ▶ Creativity



International organisations





What demand do we meet?

- ▶ Today's demand
 - ▶ business is unhappy
- ▶ Tomorrow's demand
 - ▶ applicants don't understand
 - ▶ it is difficult to identify tomorrow's needs
- ▶ Yesterday's demand
 - ▶ because this is what is known, approved and funded



Who is paying?

- ▶ Tuition fees - applicants and current students
- ▶ Public funding - government

- ▶ Where is the labour market?
- ▶ Who is paying for social responsibility, integrity, leadership, ethics ...





Two popular “Russian” questions: Who is to blame? What shall we do?

- ▶ Schools - develop and promote their own vision and values
- ▶ Government - long-term strategy and funds to support it
- ▶ Business - share the costs and participate in content development and delivery
- ▶ International organisations - put pressure on government and business, support school values and visions
- ▶ Media - promote a socially acceptable and ethical success models



Do business schools teach
what their customers need?

Do business schools know their
customers ?

Do customers know their own needs?

Do business schools understand what
needs should be met first and foremost?

