



ИБДА  РАНХиГС
ПРИ ПРЕЗИДЕНТЕ РФ
(IBS-Moscow Business School)

Financing and other Implications of Investing in Technology

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Some axiomatic observations

- **Long term regular and massive investments in technology, soft, materials, faculty and staff**
- **Expectations: Long term mass scale knowledge production with the economy on costs + access to the new groups of clients + income increase**
- **MOOC pushes towards quick changes. Does it?**
- **NO FIGHT and NO FLYGHT!**

What we normally forget

- The organization culture collides (*say, IBS-Moscow is degree program focused...*)
- Possibility of image and reputation deterioration
- Rolexes can not be made by millions without becoming Swatches
- Distant programs have the smell of degree trade and crooker in my region
- The program stress is on enrichment through sharing and not to the knowledge transmittance

We are the innovators...

- Franchising instead of high tech resource development (UNIVEB)
- Cooperation in the product development and product distribution politics (short programs and long-term degree programs – different teams of distribution)
- High tech delivery development following the long term degree programs logics and interactive teaching advantages (introductory part of modular = about $\frac{1}{3}$ of the course + quantitative equations and learning vs analytical in group)
- Stress on interactive teaching and its enragement within in class part of program
- Reasonable price reduction and attempt to enter the new market niche without leaving the traditional one (a sort of young and smart people line of BOSS (= HUGO))
- Numerous interview explaining that HIGH TECH is an instrument that can not be used everywhere. Like one medicine can not be used for all the deceases.

THANK YOU VERY MUCH



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.