

Networks, Alumni Relations and Fundraising

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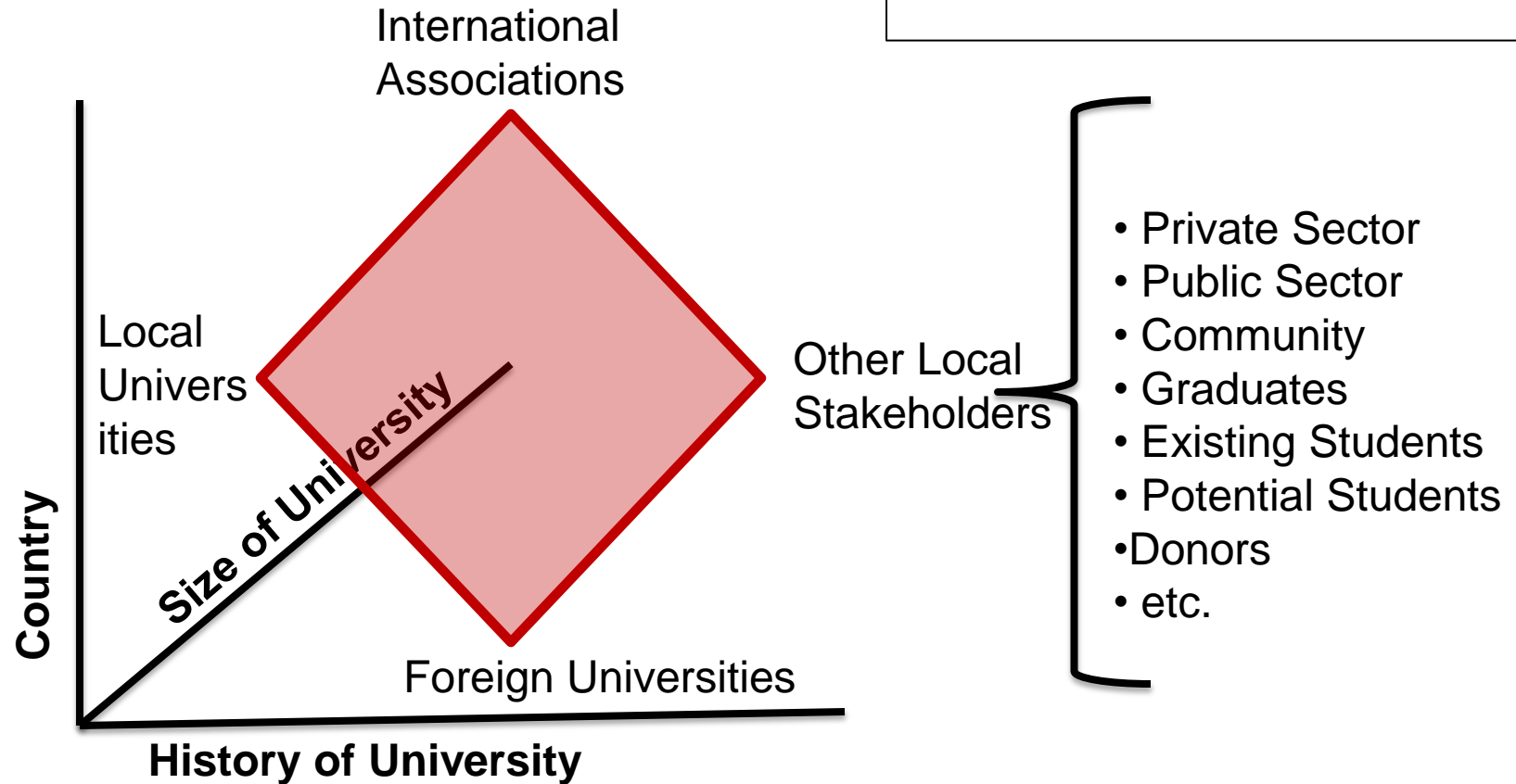


CEEMAN Deans and Directors Meeting
Management Development Institution Building in Growth Economies
27 September 2012, Bellville, Cape Town, South Africa

CSB Networking Activities

Challenges to build network

- Low Awareness
- Quality standards vague
- High risk



International Network = Competitive Advantage

- Increase in awareness in local market
- Guarantee of High Quality Education for local market
- Perception of Prestigious Educational Institution
- Ability to charge higher prices

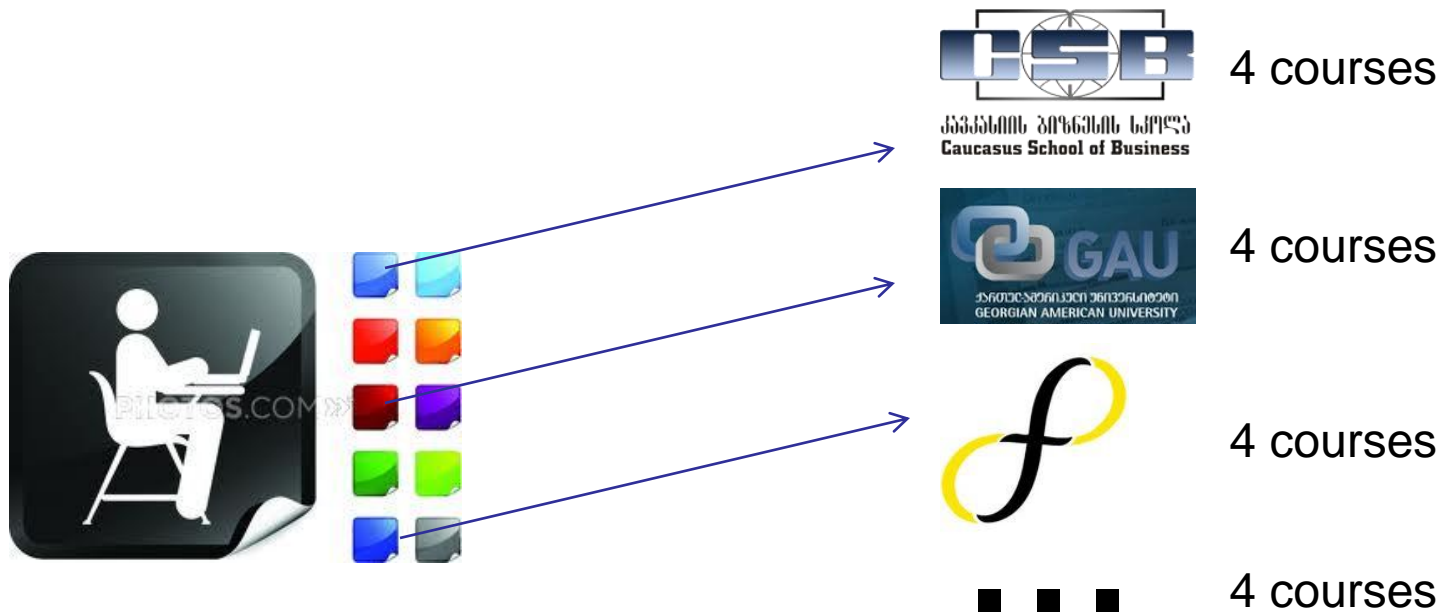
Turning Points

- Partnership with Georgia State University, Atlanta, USA
- Kakha Shengelia – president of CU
- CEEMAN membership and IQA accreditation
- Dual Degree Program with Grenoble Ecole de Management (becoming an off-site campus)
- NIBES membership

Results

- Exchange of Students – Sending more than 75 students per year to more than 40 partner universities
- Dual Degree Programs – Running 6 dual degree programs, among which are with Georgia State University, Atlanta (USA), Grenoble Graduate School of Business (France), Chester University (UK)....
- Member of different international associations, among which are CEEMAN, NIBES, EFMD, BMDA, etc.

Georgian Network for Higher Education Based on Open Source (web 2,0 technology)



Thank You