

Innovations: Shaping New Business Model (MIM-Kyiv's Experience)

Innovation to Support the Educational Process 20th CEEMAN Annual Conference

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Let's Compare

IMD World Competitiveness Yearbook 2012

- Hong Kong
- USA
- Switzerland
- Singapore



EMBA (Financial Times):

 Kellogg / Hong Kong UST Business School

Average annual salary after graduation: \$ 420,000

 Truim: HEC Paris / LSE / New York University: Stern

Average annual salary after graduation \$ 308,000

 HEC Paris / LSE / New York University

Average annual salary after graduation \$ 308,000

Columbia/LBSchool

Average annual salary after graduation \$260,000

INSEAD (Singapore)

Average annual salary after graduation \$220,000

Financial Times Rating 2011/EMBA

- ✓ Kellog / Hong Kong UST Business School
- ✓ Truim: HEC Paris / LSE / New York University: Stern
- ✓ Columbia / London Business School

7 out of top 10 EMBA programs are joint effort of world's best business schools/ (FT Rating)





What Are the Researche for Alliances?

- IT exerts pressure:
 - Social networks development,
 - Accessibility of information, knowledge & contacts,
 - Remote working place phenomenon,
 - More events in shorter time;
- Business is no more national, internationality is no more defined by the passport





What Are the Reasons for Alliances?

- Global crisis, new markets with their immense opportunities;
- New markets generate new expectations:
 - > Emotions matter! Managers get emotional burn-outs sooner;
 - ➤ Emotions matter! New emotional and conceptual approaches to business educations are longed for





What it Means to Ukraine's Business Education

How to face challenge?

- We are in the world, not in Ukraine
- ➤ A school's business models needs reshaping. How?

In September, 2011 MIM-Kyiv launched its National Business Platform





MIM-Kyiv National Platform





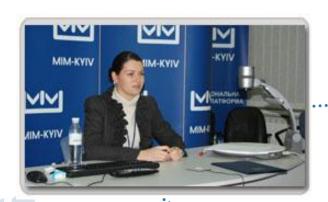






What is MIM-Kyiv National Business Platform

- First nation-wide project bringing together business communities from all over Ukraine via one open telecommunication media
- Cisco Telepresence equipment and technologies







One Year After Lessons Learnt

- ✓ Easy access to the global pool of best faculty (joint courses with Carnegie Mellon University, USA);
- ✓ Getting closer to clients, new opportunities to deliver corporate programs (corporate program for Prykarpattyaoblenergo, energy distribution company located 576 kilometers away from Kyiv);
- ✓ Launch of IT MBA program bringing together 3 Ukrainian cities & international faculty.



One Year After Lessons Learnt

- ✓ Entrepreneurship development: Managerial Studies Kyiv Lviv – Vinnytsya - Ivanofrankivsk Project;
- ✓ Expert platform for Ukraine's business community: round tables to contribute in development of the new law of Ukraine on IT;
- ✓ CSR: round tables with national "Den" daily.





One Year After Shaping Our Future

- ✓ Expansion of the Platform: regions compete to joint it;
- ✓ New Projects: round tables with Silicon Valley venture gurus;
- ✓ New educational corporate and open programs delivered to different sites in Ukraine from Kyiv.





Summing Up

- It is expensive!
 - Equipment investments;
 - Organizational change;
 - Promotion change: formation of new perception, new demand, new product and school positioning;
 - Training faculty and stuff, especially the faculty...
- New business model opens new opportunities, complements competences and boosts up potential thus giving us a chance to face the challenges we mentioned above





QUESTIONS?

THANK YOU!

