



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

Innovation to Support the Educational Process  
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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

- ✓ Kellogg / 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 Reasons 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



Welcome to the Human Network.



# 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 staff, 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!

