



ИБДА РАНХиГС
ПРИ ПРЕЗИДЕНТЕ РФ
(IBS-Moscow School of Management)

Business Schools in Transition Societies:

Russian Experience and Vision

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Introduction

- Emerging (“*Misdeveloped*”) economy (with advanced centralized and non market-driven educational system).
- Now – about 600 State (About 60 Moscow State Universities) + 200 private (But only about 150 BSs and Centers !!!)

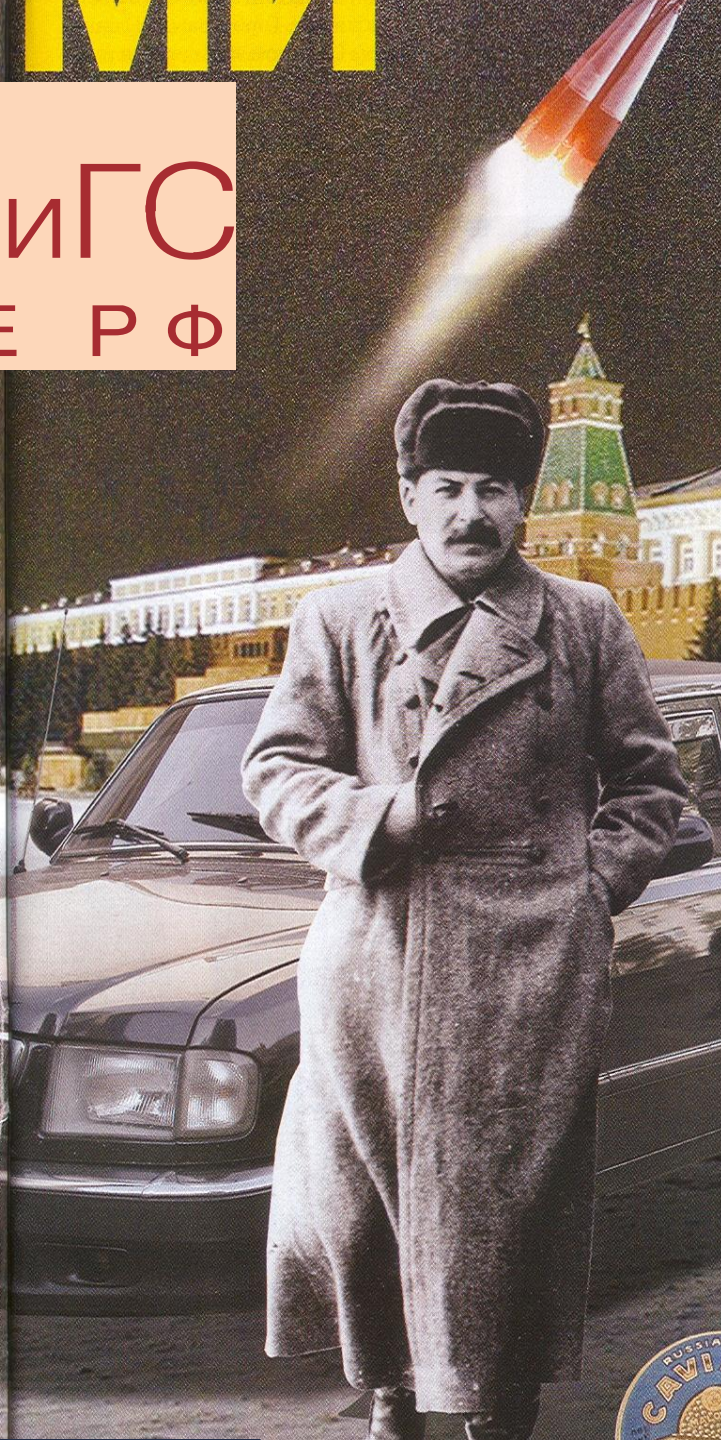
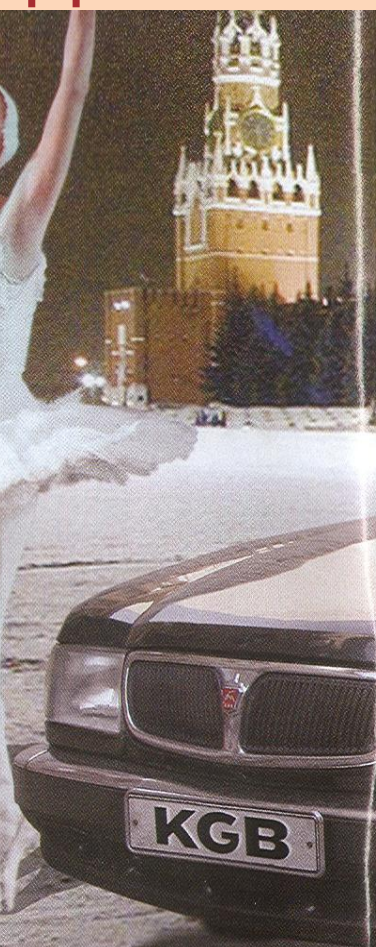
FOUR LEADING UNIVERSITIES (non-tech!):

- Russian Presidential Academy (Humanity University with 170 thousand students, 68 campuses, 50% of MBA market, 80% of state and municipal service retraining);
- Moscow State (Lomonosov) University;
- St. Petersburg University;
- HSE University



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A glimpse of the Russian BE market

- About 150 BSs (almost all of them are RABE members); 59 nationally accredited MBA programs and about a dozen of JV MBA for Western Degrees
- *European and USA mid players = Grenoble, Durham, Kingston, Antwerp Management School, Vlerick, Stockholm, Eastern Bay-California, Guildhall, etc. – about two dozens;*
- 12 AMBA accreditation, 5 EPAS, one application for EQUIS; AACSB – by partner portfolio (5 programs)

1. Russian BS' models

- High role of the leader-founder;
- Fee financed and long degree programs based (endowments and “gift culture” up merged very recently)
- Part-time faculty-consultant based (vs. PhD Marxist theoretician);
- “Retail oriented” (*applied research only recently*);
- Umbrella branding suffering (*Lomonosov University Rector's quotation on BS*);
- Low Internationalization and English proficiency (93 % of National market – Russian speaking);
- B2C market niche focused (Managers of mid-size and big business vs. biggest state attached enterprises and B2B market);
- No full time MBA (clients are reluctant to leave jobs);
- Top-executive retraining segment in Western sense does not exist

2. Price and Quality

Price:

1. Politically backed upper strata - Skolkovo (90 000 euro);
2. Market-driven upper strata – 3 BSs (*IBS-Moscow of the Presidential Academy, St. Petersburg and Moscow State University School of Management*) – 40 000 USD;
3. Market-driven upper-mid strata – 4-5 well positioned BSs of the Russian Presidential academy, Financial Academy, State University of management, RUDN University, etc. BSs + one independent BS - “MIRBIS”- 15-25 thousand USD;
4. Mid-mid and down-mid price strata - next 20-30 BSs of Moscow/ St. Petersburg + one-million people cities of Russia – 7-15 thousand USD.

International accreditations:

A dozen of leading Russian BS – AMBA and EFMD accreditations. Other follows Russian state standard (from 2012 – National accreditation Consortia) standard;

3. Strategy vision

- Search for sustainable model of development: *full scale (BBA to EMBA and PhD) model with the growing importance of English language segment*;
- National and International self-identification (can not be seen under University brands): branding; search of unique training and research niches; search for International recognition; GR activities and work with mass media;
- Search for innovative “Global locality” = BRICS or/and CIS identity;
- Research vs. Retail approach;
- Strong quality focus (accreditations + rankings (both national and international));
- Search for strategic International BS and national business partners;
- Analyzing BLENDED education possibilities;
- Growing understanding of social responsibility as a way to enlarge market influence



**Global identity and locality
can't exist out of International
cooperation**

**“Let us take the best from the West
and leave the rest”**

(Danica Purg)



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.

ANNEXES

- 1. *The Russian Presidential Academy and IBS-Moscow (brief info)***

- 1. *Cross-cultural peculiarities of the Russian management model – on Geert Hofstede value line.***

Russian Presidential Academy and IBS-Moscow (brief info)

The Russian Presidential Academy (full name: *The Russian Academy of National Economy and Public Administration of the President of Russian Federation*) was created in August of 2010 by the special Decree of the Russian President as a merger of two high branded Universities of the country. It is the biggest Humanity University of Russia and Europe with 7 Moscow campuses, 68 regional campuses and 180 thousand of students. About 40% of students study at the broad variety of Humanity programs of BBA level. 60% are the graduate students of Master of Science, Master of Art, MBA/MPA and executive retraining programs. The quantity of PhD (doctoral) students exceeds 3000 a year. The Academy provides more than 50% of all the MBA grads of Russia and up to 80% of Government and municipal servant retraining. The Academy is particular strong in the field of socio-economic and political research and produce a great amount of consultancy in those fields for the Government of Russia.

The IBS-Moscow – one of three leading and most innovating collegiate BS of Russia and the main BS of the Russian Presidential academy. It is BS of full scale (BBA, Master of Science and Art programs, MBA, EMBA, doctoral studies, executive retraining and consultancy) and has about 2500 students (about 1000 undergraduate and 1500 graduate). It runs BBA, Pre-Experienced Master, MBA, EMBA and PhD degree programs in Russian and English. It has 13 double degree strategic partnerships with the European and USA Universities and BSs. (BBA, Master level programs). The IBS-Moscow has 134 full-time faculties (90% with PhD) and about 200 associate and visiting professors. The School cooperates Internationally with Judge Business School (Cambridge, UK), RSM (Netherlands), IE School of business (Spain), MIT (USA), etc. It's Master level programs and MBA have AMBA International and EPAS (EFMD) accreditation.

Value line and positioning of Russia

- All Russian values (with the exception of two) *are positioned between 40 and 60% = duel Russian soul*
- TWO EXTREEMS by Geert Hofstede determine the management model:
 - *Power Distance (85-87%);*
 - *Uncertainty Avoidance (80-85%)*

