Sharing Information on Progress Report (SIP)

Moscow
2011
IBS is a collegiate business school and a structural unit of the Russian Presidential Academy of National Economy and Public Administration. It offers a full range of educational programmes, i.e. Bachelor of Business Administration (BBA), Pre-experience Master in Management (MIM), part-time MBA and EMBA (the post-experience Master’s level) and executive retraining programmes.

Our mission is to implement education solutions that would further the setting up of a community of capable managers and businesspersons who would play the role of market leaders, enterprising, competitive, ethically educated and ready for achieving success both in the national and global markets.
For this to be attained, we develop and deliver a wide range of business education solutions in Russia: BBA, Pre-experience Master, MBA, EMBA and Executive retraining programmes tailored both to the needs of the Russian economy and the requirements of individual businesses.

In August 2010 the President of the Russian Federation issued the decree “On the formation of the Russian Academy of National Economy and Public Administration under the President of RF” (RANEPA). This new educational and research institution is the result of a merger of two major Russian academies - the Academy of National Economy under the Government of RF (ANE) and the Academy of Public Administration under the President of RF (RAPA).

Russian Academy of Public Administration under the President of the Russian Federation (RAPA) is the major training institution for professional training and retraining of Russian federal government employees. The Academy's research activity is aimed primarily at meeting the State's Public Administration and Civil Service practical needs: conducting research on behalf of governmental and civil administration agencies; providing expert opinion on major national programs and projects under consideration; elaborating new public administration technologies; working on public administration staffing strategies; providing information analysis to governmental and civil administration agencies.

In 2010-2011 academic year IBS has set a number of objectives, reflecting our commitment to educate ethically
responsible international managers, thus incorporating into our programmes global social responsibility values. The process of internationalization is very important to IBS, as ethnic diversity is one of important factors, that facilitates understanding of global social responsibility issues.
Objective 1
Strengthen internationalisation of the students’ learning experience.

This objective is being achieved though a number of means:

a. Improving the international mix of faculty perhaps with more visiting professors staying for the length of a course

b. Recruiting more international students

c. Facilitating more Russian students to study abroad

This year we have achieved some increase in the numbers of international students (the numbers constituting now over 25% of the student body). A more noticeable increase is expected next academic year due to the fact, that IBS will now be able to offer accommodation on campus to international students– the need to rent apartments in Moscow at high prices and general concerns about safety while living in the city was a limiting factor in the previous years. Some students were reconsidering their decisions to come to IBS because of this inconvenience. We expect that the possibility of living on campus (at a moderate price of 300 USD per month) will contribute to more students coming to IBS.

At the present time IBS is negotiating agreements on students exchange with two European Universities (in addition to six existing partners) - Aachen University Faculty of Business and Economics, Germany and Ecole Superieure des Sciences
Commerciales d’Angers (Groupe ESSCA), France. This cooperation will mostly focus not on double degree programmes as is the case with IBS existing partners, but on exchange programmes.

**Objective 2**

To identify and implement specific goals for our MSc in International Management (the only program so far that is delivered in the English language and thus has most potential for educating students in terms of global responsibility and decision-making).

Being aligned with IBS-Moscow’s overall strategy, the programme’s major objective is to prepare capable managers who would be able to make responsible ethical decisions in a globalised world. Our Master’s programme provides students with the knowledge and skills required for conducting business, analytical and consulting activities in Russia and abroad.

The strategic aim of the Master’s courses is to prepare specialists who are able to:

- Generate new knowledge of both the external and internal business environments and trends, based on the in-depth analysis of current realities
- Develop management solutions and ensure their implementation, based on the knowledge acquired
- Interact and exchange information with in-house and outside experts

Our graduates, as expected, are those who have professional and personal skills that meet the requirements of today’s domestic and foreign labour market for managers, i.e. those
capable of using modern tools for problem solving, resource management, and development of realistic plans. We focus particular attention on adding an international dimension to the programme and compliance to existing standards on ethical and corporate responsibility. We strive to attain this by teaching the business disciplines in the programme and discussing ethical and corporate responsibility issues in a global context. A particular feature of our Master’s programme is that it attaches special significance to research projects and the practical value of the knowledge we seek to deliver to our students.

Consistent with these goals and objectives, new courses have been added to the curriculum this academic year. They are “Business Ethics” and “Sustainable Business Development”.

**Objective 3**

We will equip students with understanding of social responsibility issues, we will create educational experiences and materials that help developing responsible leadership skills.

Apart from following courses which are part of the curriculum, in the BBA and MScM programmes our students take part in annual conferences on social responsibility issues. The participation in these conferences involves preparing reports on CSR in different industries and different business functions. Students carry out preliminary research and then present their findings and suggestions to the representative of other Russian business schools.
Also, we deliver several other courses where students learn how to conduct business environment analysis at both national and international level in terms of the impact of business decisions on the sustainability. These courses help them expand their ‘management horizon’ to have a broad international outlook. This is attained through analysing the domestic and foreign examples of successful leadership and the role personal development plays in the achievement of success.

Corporate Social responsibility module are incorporated into most courses of the curriculum (including language courses, where the issues are discussed in the language studied)

We try to save paper and thus teaching materials are given to students on memory sticks or are made available on the IBS webpage.

Objective 4

We will interact with business corporation representatives to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

IBS-Moscow focus much attention on setting up and maintaining links with the corporate world. We participate actively in the events organised by the Russian Managers Association, seminars and conferences held by the Russian Union of Industrialists and Entrepreneurs and the State Duma committees dealing with corporate business issues, and provide consulting services to businesses. Active assistants in enhancing the practical relevance of the School’s learning programmes are our E/MBA students and graduates a majority of whom are senior managers and chief executive officers. Today, 18 IBS-
Moscow graduates working in business participate in the teaching process in one way or another.

In establishing relationship with the corporate world, the main selection criterion is the anticipated positive impact on our programmes in terms of expected learning outcomes, including socially responsible decision-making.

Links with the corporate world are maintained in the following ways:

- Participation of business community representatives in developing modules (courses)
- Master classes and lectures conducted by business practitioners
- Design and delivery of short-term courses on business-related topics
- Group work on consulting and marketing strategy development projects based on real-life experience
- Consultations and assistance in gathering empirical material during the preparation of Master's degree theses
- Provision of opportunities of part-time employment during the learning programme and full-time employment after its completion
- Programme quality assessment and the evaluation of learning outcomes and recommendations on programme improvement as part of the quality assurance activity at IBS-Moscow
- Invitation of business practitioners to the defence of research projects and Master’s degree theses

As was said above, many full-time faculty members combine teaching and consulting activities. The proportion of such
teachers is especially large in the MBA and Pre-experience Master’s programmes. The teaching in nearly 75% of the Master's modules includes classes that are delivered by business world representatives as visiting lecturers. Some of the application courses are delivered by those engaged in business, e.g. an International Tax Planning course is taught by specialists from PriceWaterhouseCoopers. Businesspersons are invited to improve modules related to individual business processes (HRM, Finance). For example, in 2008-2009, the head of Personnel at Microsoft Russia delivered a short-term course on human resource management at the international companies entering emerging markets.

Having corporate links is important in many respects, including the provision of sites for students’ research projects and allow organisation of internships and the gathering of information required for the preparation of Master's degree theses. We have many-year experience in mutually rewarding co-operation with a number of companies whose representatives noted that the results of our students' consulting projects had contributed to business improvement.

Businesspersons are also invited to participate in the work of our thesis and project examination committees, especially where a Master’s degree thesis is based on the analysis of a company’s business. Corporate managers and executives also act as consultants in the course of writing such theses.