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Letter of Renewed Commitment of the Principles for Responsible Management Education

Being a member of PRME, IPM Business School accepted the Principles for Responsible Management Education (PRME) in order to improve the educational system for managers and to spread corporate social responsibility around the territory of Belarus.

As the first Belarusian business school to join PRME, we fully subscribe to the six Principles of Responsible Management Education. PRME truly align with our mission and play a key role in our assuring that we offer our students a business education that has a beneficial impact on the world.

As an institution of higher education involved in the development of current and future managers, we declare our willingness to progress in the implementation of the six principles of responsible management education.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

Sincerely,  
Pavel Daneyko  
General Director  
IPM Business School
About IPM Business School

IPM Business school is a meeting point for the best world experience and native practices. Our mission is to enhance national competitiveness of our country through educational support of companies and people.

Our programs are perfectly suited to the distinctive features of the Belarusian market. We model our programs after successful local businesses. We focus our teaching on the active use of the world’s best practices.

Nowadays IPM Business school is the only European type business education establishment in Belarus. It became possible due to the partnership relations with the leading organization in the field of business education. IPM has built extensive international ties. It is a member of the following organizations:

1. CEEMAN, Central and East European Management Development Association;
2. International Group of Controlling;
3. Russian Association of Business Education;
4. M.S. Kuniauski Belarusian Association of Entrepreneurs and Employers;
5. Association of Management Development. Belarus

Sharing Information on Progress (SIP) on Principles for Responsible Management Education (PRME) at IPM Business School

As an institution of higher education involved in the development of current and future managers, IPM Business School declares its willingness to progress in the implementation of the following six principles of responsible management education.

Reporting for Principle 1 | Purpose

“We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.”

In Belarus where business is not developed very well due to political and economic factors, educational support to companies and households is one of the most important and realistic ways to improve the situation. Our country needs professional managers which are able to replace post-Soviet practices of management by modern international best practices.

In line with our Mission, we enhance national competitiveness of our country through educational support of companies and people, that we deliver through our following main programs:

Executive MBA

Executive MBA Program, joint project with Kozminski University (Poland), has been successfully delivered since 2001. The program is designed for business leaders who come to develop a global mindset, to learn from the world’s best business practices, to build a business network and benefit from working from the best and brightest. It has become possible thanks to integration of the faculties of four
countries within the program (Poland, Ukraine, Russia and Belarus). We are proud of our 400 graduates, and they are proud to tell their success stories.

**The Chartered Institute of Marketing**

As a part of global network of Accredited Study Center we have been committed to delivering support to marketing professionals in Belarus for 10 years already. Our goal is to become a career partner to ambitious marketers willing to acquire needed knowledge and skills to become competitive globally! By offering one of the most prestigious marketing qualifications in the world we also hope to be a long-term partner of competitive Belarusian companies.

**Other programs:**

- Develop Your Business, joint program with Swedish Management Institute IFL, for companies’ owners;
- 15 long-term courses (including General Management Program (GMP), TopLeaf (Adizes Institute, USA), Financial Director (joint project with Controller Akademie AG (Germany));
- More than 40 short-term workshops aimed at developing the competencies of employees in the field of strategy, marketing, finance, sales and production management.

**Reporting for Principle 2 | Values**

“We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

**Curriculum**

We believe in Belarusians and Belarusian business and guarantee the international standards of quality for all our products and services. Our curriculum is focused on giving students a solid grounding in business fundamentals together and then challenging students to them into action. Experience-based learning exercises are at the core of the curriculum. Students complete an array of projects in which they solve critical problems facing top companies.

**Extra – Curricular Activities**

In April 2009 at the solemn graduation ceremony the groups Executive MBA-12 and Executive MBA-13 started planting (laid down the foundation of) the EMBA graduates’ Alley. According to the
graduates, from year to year the program enters new traditions. The amount of the reasons for informal and formal communication is getting more and more. The EMBA graduates’ Alley is one of such reasons. The education process of each MBA group will be completed by such an uncommon and important event. The tree planted by the groups will play the role of the bridge that will provide the connection between IPM Business School and its alumni. It will be pleasure for us to support this tradition joining our present and future graduates to it. This tradition can be considered as the upbringing of our graduates in the spirit of social, in particular, ecological responsibility. The quantity of traditions in the program is getting more and more. The majority of these traditions are aimed at the development of such skills.

Every year during alumni party the charity auction is organized. The gathered funds are delivered to an orphanage or other needy recipient.

The sum of money collected at the party on December, 2011 during the charity auction (33 million BYR) were delivered to the Educational Institution "Osipovichskaya State special boarding school for children with disorders of the musculoskeletal apparatus."

In June 2012 Executive MBA alumni and IPM Business School organized visit to orphanage in Stankovo village (Minsk region) where sport and game events for children were organized and gathered funds were given to organize graduation party and purchase necessary clothes and stationary for teenagers who have to move to another orphanage (next level of education - high school).

In July 2012 IPM Business School supported the contest for young advertising agencies «Alma Matula». It is the part of the contest program that is included into the Third Festival of Belarusian-language advertising and communication AD.NAK! The participants must prepare a project with the concept of spreading their educational institution brand. Our representatives supported the idea of contest and its educational goals. They rewarded the winners with free participation in the IPM Business School program "Marketing professional".
Reporting for Principle 3 | Method

“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

Our mission, vision and values are closely aligned to the responsible leadership principles. All our programs are designed on the base and for the sake of responsible leadership.

Executive MBA

Executive MBA Program, joint project with Kozminski University (Poland), has been successfully delivered since 2001. The program is designed for business leaders who come to develop a global mindset, to learn from the world’s best business practices, to build a business network and benefit from working from the best and brightest.

Programs for owners

Political and economic environment is not very supportive to business in Belarus. That is why educational programs for SME owners so important. IPM Business School intends to be a place where owners can meet together and discuss their challenges (strategy development, change of organizational structure, relation with employed executives, etc), and receive feedback from experts.

We have already open direction “Business Academy for Owners” which combines the following programs:

- Develop your Business: 6-month program, joint project with IFL Entrepreneur AB, Sweden;
- Breakthrough Strategy workshop: Blue Ocean Strategy in action
- Effective Managing Team: relation/understanding with employed executives only in corporate format

IPM strives to demonstrate leadership of management education or development in our environment. Here are some vivid examples:

IPM Business school has launched qualification programs for managers (CIM, REFA, OBU) first in Belarus.

In addition to conferences and workshops we were initiators to establish the Association of Management Development which unites private management institutions and consulting companies.

Our faculty and staff members are invited as experts to TV programs, make analytical overviews in magazines and Internet portals.
Reporting for Principle 4 | Research

“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.”

IPM Research Center

The Research Center was established in 1999 as a department of the IPM. It is a member of CASE Research Network and The NGO Alliance of the William Davidson Institute. IPM Research Centre facilitates a dialog on the issues of economic development of the country with civil society structures and state organizations. It also provides an information and analytical support to Belarusian and foreign companies and to international organizations operating in Belarus.

The Mission of the IPM Research Center is to enhance national competitiveness through elaboration of the research-based economic policy recommendation and the promotion of professional dialogue on the urgent issues related to economic performance.

The main activities of the IPM Research Center are monitoring, analysis and forecasting of Belarusian economy development, economic research and elaboration economic policy recommendations, promotion of dialogue on the issues of economic development through conferences and seminars, publication of the results of research conducted by Belarusian and foreign economists in ECOWEST journal, and training of specialists in the field of modern methods of economic analysis.

IPM Research Centre develops monthly reports about Belarusian economics which are sent to various organizations and companies. Annual research report “Belarusian private SME” is presented to broad society.
We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”

IPM Business School was initiator of establishing the Association of Management Development in April 2011. The main goals:

- To promote development of business education and management in Belarus;
- To combine efforts of private business schools and consulting companies in order to increase quality of business education in Belarus; invite professionals from foreign countries to share their experience and knowledge with Belarusian audience; develop criteria for ranking MBA programs.

IPM Business School actively participates in all events where business community can be acquainted with our programs and services. And also we are initiators and organizers of such significant events as annual conference “Top-management: contemporary challenges” (in November 2011 there was 7th conference) and workshops “Economic environment in Belarus: opportunities and threats for business”.

The demand for qualified management education in Belarus like in other Former Soviet Union (FSU) countries appeared only after the disintegration of the Soviet Union. The situation in Belarus is very peculiar and differs even from the situation in the neighboring countries such as Russia and Ukraine. 20 years have passed since the collapse of the Soviet Union but there is only one General MBA program (SBMT BSU) and one Executive MBA program (IPM Business School) in Belarus (the population of the country is about 10 million). There is no any PhD program in management (only economics) which can help to prepare teachers. The most teachers in state institutions have no any practical experience in business, without English and far from modern tendencies in business education.

That is why there is a lack of professional teachers. IPM Business School tackles this problem using IEDC Bled School of Management approach: a few permanent faculty members and inviting faculty from best foreign schools and universities.

IPM Business school is the only business education establishment in Belarus with variety of European programs. This is the place where world’s experience meets with local practices. Without any governmental support we organize conferences and workshops for business community and faculty in order to share the experience of our international partners.
Reporting for Principle 6 | Dialogue

“We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”

In December 2011 IPM Business School was a business partner in the annual professional contest “The Energy of Success.” The main aim of this contest is the exchange of experiences among marketing professionals and other specialists of business environment, promotion of progressive, successful and effective marketing ideas and solutions to improve generally the Belarus marketing and business environment. The contest was first organized and held in 2009 by the Public Association "The Guild of marketing specialists". The Administration of the President of Belarus, the Ministry of Economy and the Ministry of Foreign Affairs supported organizing and holding the event. IPM Business School representatives took part in the contest as the jury.

Being the core-founder of the Association of Management Development, the organizer such significant for Belarus events as annual conference “Top-management: contemporary challenges” (in November 2012 there will be 8th conference) and workshops “Economic environment in Belarus: opportunities and threats for business”, IPM actually facilitates and supports dialog and debate on critical issues related to global social responsibility and sustainability.

Key Objectives for the next 24 months

IPM Business School remains committed to the Principles of Responsible Management and Education. Several key initiatives and projects are underway and are planned for the next 24 months including:

**Principle 2. Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

As part of the project «EMBA Alumni Club» a range of meetings dedicated to strengthening company image through the participation in charity actions and events is going to be held in November – December 2012. The main idea of such discussions is the urge towards sustainable development of own business paying attention not only to an economic component but also to a social one. The main focus of such discussions goes to the fact that social responsibility is an urgent need, an integral part of the company values, a contribution that raises value of a product, provides the development of the future and helps to make people’s lives better.

**Principle 3. Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
Coaching Direction.

IPM Business School focuses on leaders of small and medium enterprises (SME), which are very dynamic and should be flexible in changing environment. That is why coaching, support to a leader, so demanded.

We are planning:

2. Couching programs for corporate clients.
3. Couching for managers of different levels – as part of educational programs for managers and owners.

Master program in Economics

Together with BEROC, Belarusian Economic Research and Outreach Center, we are going to open master program in economics. Belarusian government and business community feel the lack of specialists with good modern economic education. In contract with existing master programs in state institutions this program’s curriculum will be based on international standards adjusted to local demands and be more practice-oriented.

Principle 6. Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability

Alumni Club

We have been doing a lot of events for alumni (mainly Executive MBA). But now together with EMBA alumni we are in process of establishing the Alumni Club. We are sure that alumni club is important for both sides. IPM Business School has opportunity to have more new customers, check demands from business community, test and receive immediate feedback to initiatives/new programs. Alumni can have a place for communication with people of equal status/position which can also serve their demand in continuous education.