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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.

This is our second PRME Report and we are ready to state once again that 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

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

As a Business School 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 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.”

At the yearly EMBA Alumni Party, held in Dec 2012 during the charity event Magic Business Angels at the auction the sum of 15 million Belarusian rubles was collected for the treatment of Anna Krichko, born 1996. The money was handed over to Osipovichi boarding school.

Charity Event "The Sincere Gift"

On Christmas Eve and New Year 2014 the employees of IPM Business School became participants of the Charity Event "The Sincere Gift".

The aim of the action was to fulfill Christmas wishes of 78 disabled children from Ivenets boarding school, who wrote their Christmas wishes in a personal letters.

The Wish-list of children with information about each child was placed on IPM website. Employees of IPM Business School and graduates of our programs who wanted to become Business Angels of our action chose the child to fulfill his desire.

As a result, all children from Ivenets boarding schools received their desired Christmas gifts, and our people - the opportunity to make a small miracle.
Irish Ballads in Belarusian Language and Art-Project IPM

"Business is not only about the money. Good businessman is not indifferent to the cultural environment he lives in, what kind of society he works in, because the fruits of his labor will benefit his children and grandchildren. We therefore consider it important to carry out cultural activities, interesting both for our society and for the national business," - said the General Director of IPM Business School Pavel Daneyko.

Our business school has always supported Belarusian music and singers. Among them is Ales’ Kamotskiy, a poet and bard, who is famous for his poetic translations of international hits into Belarusian language. So last year we initiated the project "Irish Ballads in Belarusian Language". The original idea of the project was to make poetic translation of Irish ballads to Belarusian language and then record them.

The idea was successfully fulfilled, so in March, 2014 the celebration of the St. Patrick’s Day took place at Goodwin Club in Minsk, with beautiful Irish Ballads in Belarusian language, performed live by Ales’ Kamotskiy & Co, in a company of IPM Business School, alumni of our Executive MBA Program, as well as representatives of Ireland-Belarus Society in Minsk. Our special honored guests were Ireland’s Ambassador to Lithuania and Belarus H.E. Mrs. Philomena Murnaghan and the British Ambassador to Belarus H.M. Mr. Bruce Bucknell.

By this event we are going to build a tradition of the St. Patrick’s Day celebration in Minsk, to bring our people closer to Irish Culture and eventually to broaden and deepen the person-to-person contacts and friendship, as well as business connections between the Irish and Belarusian people.
Business is the Best Art

“Business is the Best Art” is the joint project of IPM Business School and Gallery of Contemporary Art “Ў”. The purpose of the project is support and promotion of contemporary Belarusian art.

The name of our project is a philosophy of Andy Warhol, an iconic person in the history of pop art movement and contemporary art in general. “Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art”.

IPM Business School is the general partner of the project. However we want to give everyone, who is not indifferent to the arts, the opportunity to make a contribution.

We start this project with creating a catalog "Contemporary Art of Belarus" in Belarusian and English languages.

Taking part in the project, contributors leave their name in the history of Belarusian contemporary art. The name of each participant will be marked in the catalog with gratitude.

And the first steps in the project have already been made. At the EMBA Alumni Party, which was held on November 1, 2014, the representatives of “Ў” Gallery have presented several paintings of modern Belarusian artists, as well as several works were awarded as prizes. In addition, part of the funds collected from the entry tickets sale, were donated to support the Belarusian artists.
Reporting for Principle 3 | Method

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

Using new methods of leadership development by IPM Business School became a great experience. In July, 2013 within the framework of a joint project between IPM Business School and Kyiv Mohyla Business School, the team of Alumni of Executive MBA Program together with representatives of IPM Business School faculty and management mounted the two highest points of the Carpathians - the mountains of Hoverla and Petras. The group of Belorussian and Ukrainian alumni also visited the Carpathian Biosphere Reserve, where took part in excursion & meeting with the Reserve Director with the following Q&A session. Before leaving the Carpathian Biosphere Reserve, alumni from both countries planted trees.
Reporting for Principle 5 | Partnership

“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.”

Currently, the Government of the Republic of Belarus is developing the concept of business education in Belarus. The Association of management development (that was founded in 2011 on the initiative of IPM Business School) became a member of the working group on February, 20 during the meeting in the Ministry of economy. Then followed the active stage of concept developing: meetings of the working group under the Ministry of economy of the Republic of Belarus. The consortium of lawyers and legal consultants hired by the Association of management development worked on developing legislation recommendations for reforming business and economic education.

On August, 19 the Ministry of economy of the Republic of Belarus sent the draft concept on the developing of business education in Belarus to the Council of Ministers. The Association of management development prepared a letter with the proposal to include several aspects not taken into consideration in the concept (mostly related to tax exemptions and government orders) into the legislation draft. The letter was sent to the Ministry of Economy and the Council of Ministers of the Republic of Belarus.

The Association entered into partnership with the Business Union of entrepreneurs and employees named after Kunyavsky. There was developed a draft decree of the President that is to be submitted via the Council on the development of entrepreneurship to the Council of Ministers in the Republic of Belarus in the beginning of November.

On November 21, 2014, the Association of Management Development is organizing a round table “Developing Business Education in Transition Countries” with the participation of officials, representatives of international organizations, representatives of educational institutions and the business community.

Roundtable will provide a platform for debate and open discussion about the problems and prospects of development of business and economic education in Belarus. Experts will share their experience of reform and successful operation of the business and economic education in Russia, Poland, Slovenia, Lithuania, Latvia.
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 April, 2013 the first business conference for students in English - International Business Challenge 2013 - took place. Opening of the IBC brought together about three hundred students from six different universities of Minsk, representatives of four international companies: British American Tobacco Trading Company, Deloitte, BDO, KMPG, as well as IPM Business School and Training Center of the company “Atlant-M”. According to results of on-line business case out of 304 participants and 76 teams 6 teams were qualified and got the right to participate in business simulations from a Swedish company SELEMI. The moderators of business simulations were the representatives of IPM Business School who took part in the event as volunteers. As part of IBC 2013 three public lectures in English in the economic sphere were successfully held.

Kastryčnicky Economic Forum (KEF)

Kastryčnicky Economic Forum (KEF) is a new platform for open to the public professional dialogue on sustainable development of Belarus within the global economic context. KEF-2013 was organized by the IPM Research Center in cooperation with BEROC and CASE Belarus. These organizations have extensive experience in research of the economy of Belarus and other countries in the region, developing recommendations for socio-economic policy, as well as promoting professional and public dialogue on pending national economic development issues. The leading think tanks and academic institutions of the EU, Russia, the Ukraine, the USA, etc. have become our partners. By consolidating thorough understanding of the situation within Belarus with the experience of the leading economists of the region, the KEF seeks to reap a good harvest of ideas to further sustainable development of the country which will gain support from the national economic agencies and society at large.

The first conference within the Forum framework: "New Opportunities or Old Challenges? Scenarios for Belarus Economy" (KEF-2013) took place on November 5th, 2013, in Minsk. It was organized as a baseline assessment of the current economic situation in Belarus with the account of tendencies observed in economies of its key trading partners and world economy as a whole and the opportunity to develop the concept and the format for further KEF engagement.
The second conference within Kastryčnicky Economic Forum framework "Global Context, local solutions: the potential of the private sector in Belarus", that will take place on November 5th, 2014, in Minsk, is focused on the of the private sector of Belarus that is developing in difficult conditions dictated by the ambient and the need for tightening of domestic economic policy. The conference is organized by the Research Center in cooperation with the Belarusian research and educational center (BEROC) and the Center for Social and Economic Research CASE Belarus with the support of United States Agency for International Development, PACT Inc. and the Association of European Businesses.

Regional Activities

Starting from the year 2013 IPM Business School of in conjunction with the IPM Research Center delivers a program of promotion of modern knowledge based on the latest research and new trends in business education among the business and academic community, civil society, employees of the municipal government in all regions of Belarus.

During this period seven big meetings took place, which were attended by over 200 people, and still three meetings to be held till the end of Y2014.

Each event inspired a great interest in the region and was accompanied by a series of articles in the local press and the electronic media. It made possible to create channels of constant communication with journalists - opinion leaders in their regions, as well as with the leaders of all the major print and electronic media.

Our relations and cooperation with all regional business alliances and associations are being maintained and actively developed. As a result of our activity Vitebsk and Gomel business associations have begun to create their own mini-schools for the outspreading of best practices in business among its members and to invite business coaches and teachers.

These activities also contribute to increase motivation of regional universities employees in improving their professional skills in the field of business education, which makes possible recruiting young ambitious teachers for further training at the programs of the IPM Business School with the possibility of further collaboration.
IPM Business School also sees its mission to promote the principles of modern business education by supporting the entrepreneurship programs for young people. For two years already we actively participate in the organization and conduct of the International Championship "Youth in the Entrepreneurship".
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 3 | Method “We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership”.

Master program in Financial Economics

The work on creating a new program “Master of Financial Economics” is still in progress. For the time-being we cooperate with Belarusian banks, the National Bank of the Republic of Belarus and business representatives for the creation of a special fund to support economic research and thus to find a possibility and source of additional financing to the project. As it was stated in our previous report, in contract with existing master programs in state institutions curriculum of the program “Master of Financial Economics” will be based on international standards adjusted to local demands and be more practice-oriented.

The Project “Creation of Regional Centers and Distance Learning programs for Managers”

In August 2014 IPM Business School together with Association of Management Development, IPM Research Center and BEROC started the project to promote the private sector development by improving business environment in the regions of Belarus.

In this project we propose to address the current challenges for businesses by creating a regional network of centers aimed at private sector development. These centers will provide educational, informational (research-based) and advocacy support to the local businesses and will also become the platform of the dialogue with the regional and local authorities.

To establish these centers as effective promoters of the private sector, we will do a focused research of regional problems, create development roadmaps in cooperation with the major stakeholders (businesses, business associations, local authorities and NGO’s).

Our project will also be in synergy with the current regional efforts by PROON and the World Bank. We have already discussed the possible coordination of efforts with the representatives of these organizations and have received a positive feedback.

The objectives of the project include training of regional experts and teachers that will offer professional services to the regional businesses as well as design and implementation of distance learning programs for managers.

This project is supported by the Eurasia Foundation and is implemented with USAID financial assistance.
Reporting for Principle 5 | Partnership “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 Assessment

IPM Assessment is the new project of IPM Business School, specializing in conducting assessment center, or personnel evaluation for different goals of the company. At present moment IPM Assessment is the only company in Belarus with professional specialization of this kind.

Using the unique assessment technology - Candidate Selection ™ (CaSe), designed by the specialists of Adizes Business Consulting (ABC), we help to choose right people for the positions from specialists to executives for companies of different ownership forms, sizes and industries.

DRIVES program

From the year 2014 IPM Business School takes part in DELIVERING REGIONAL INSTRUCTION VITAL TO ENTREPRENEURIAL SUCCESS BELARUS (DRIVES Belarus) Program, led by PYXERA Global (PYXERA) and in partnership with the Global Business School Network (GBSN) under financial support of USAID.

The goal of the DRIVES program is to expand the private sector across Belarus through expanded access to quality entrepreneurship training. The DRIVES Belarus program engages a consortium of international and local implementers to increase access to quality, locally relevant business education for entrepreneurs throughout Belarus.

DRIVES will establish a network of six Centers of Excellence in Entrepreneurship (CEE) in Minsk, Brest, Grodno, Vitebsk, Mogilev, and Gomel equipped with state of the art technology, trained personnel and access to courses taught by experienced business school faculty.

The program is focused on the following objectives:

• To build the capacity of institutions within Belarus to provide relevant and current courses for entrepreneurship;

• To increase educational opportunities which are geographically and financially accessible to entrepreneurs in Minsk and in regional outlying areas in order to increase entrepreneurial activity and the number of new businesses in Belarus;

• To provide opportunities for young entrepreneurs to network, share their business plan and be mentored by fellow entrepreneurs.