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EURASIAN MANAGEMENT AND ADMINISTRATION SCHOOL (EMAS Business School)

**Sharing Information on Progress (SIP) report on implementation of the
Principles for Responsible Management Education (PRME)**

Moscow, October 2018





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About Eurasian Management and Administration School (EMAS Business School)

EMAS Business School is one of the leading MBA business schools in Russia and Central and Eastern Europe. One of the best experts in Strategic Management, which is a key competence for CEOs who work in competitive markets, strive for business excellence and career progress. It is one of the leading non-academic implementation consulting business schools in the world.

EMAS offers prestigious business education. All EMAS MBA programs have in-depth courses on Strategic Management covering many more instruments than those in most business schools.

EMAS is among the top business schools in international and national rankings. EMAS has been improving its positions in rankings faster than any other Russian business school since 2015. EMAS programs are a No 1 online and blended learning and No 4 full-time MBA in Russia, among the top-18 best MBA, top-24 best Executive MBA in Central and Eastern Europe, among the top-200 MBAs and Executive MBAs in the world. This means that EMAS' graduates are valued by employers anywhere in the world. Only very limited number of business schools with proven quality of teaching that award prestigious degrees are rated within global international and national rankings.

All knowledge acquired during EMAS MBA programs can be applied not only in big corporations but also in small and medium businesses with limited resources. We have the expertise and practical experience due to consulting projects we undertake in different industries. We teach how to turn small companies into big ones and prove our knowledge by our own success.

EMAS teaches those who used to run their business intuitively to be real professionals. We teach how to build business and expand it in future. EMAS concentrates on what's really important for business professionals, which includes hard skills, or the most demanded professional skills and competencies, instruments and tools for successful management and



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growth of our graduates' business and soft skills, or the development of our students' personal qualities.

EMAS provides a wide range of the top-class premium consulting and education programs for those who need to obtain mature modern management skills with focus on implementation practical skills for working at the top positions and who are not satisfied with the basic knowledge that is given by most academic business schools. We offer programs with various specializations, like Strategic Management, Finance, Marketing and Healthcare. All the programs are accredited by the Russian state and are conducted in accordance with the "Education Law" of the Russian Federation. It proves that our programs are in full compliance with the strictest Russian educational quality standards.

EMAS monitors the quality of its programs and always welcomes the feedback from the students who fill in satisfaction assessment questionnaire after completing each learning module. We want to keep our independence and flexibility to be able to change our programs as soon as it is required by following the needs of real business.

Implementation business schools (IBS) have very strong connections with real businesses and dig deeply into the practical needs of real businesses during their classes. In addition, IBS expect their students to have some working experience and educational background and therefore they pay less attention to theoretical discussions during their classes. During their studies at IBS students are expected to develop a lot of projects for their companies and implement them; students upgrade and streamline the business processes in their companies by doing these projects. In fact, thanks to MBA training they get practical skills and immediately improve the performance of the companies they are working for. Normally, it results in a faster career development and income growth.

Being one of the few Implementation business schools, EMAS has got its own integrated methodological developments in the sphere of strategic management and business development strategies, starting from analysis and market forecast, and ending with identifying market niches, management by objectives, systems of motivation and corporate culture development.



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These are real practical tools for business development, which are far more efficient, than generally known PEST(EL), Porter's five forces or SWOT and so on. Only a limited number of business schools in the World have practical tools like EMAS has.

We have achieved everything by ourselves and started our business from the ground up without the help from the government. Thus, we know how to teach students to win in competitive cut-throat markets, which is very valuable in the modern business. Those who can lead companies to success even when the completion is high are the most demanded and valued professionals in the corporate world.





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EMAS AND PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

- 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.**

EMAS started as a consulting business. It is not an extension of conservative academic university as are many other business schools. Even today consulting still represents $\approx 50\%$ of our business. We are immersed in the day-to-day business practice. This benefits our students greatly. The most up-to-date practical tools, the most effective and efficient management technologies, the latest developments in business practice are included in the MBA programs at EMAS.

EMAS Mission is to educate professionals who achieve success and take the top position in the company of their dreams. What differs us from other business schools is that our programs are not academic but consulting and implementation programs. During our MBA programs our students complete projects and implement them in their businesses under the guidance of experienced business trainers and consultants. That is why the knowledge acquired by our graduates is more practical than knowledge acquired in academic business schools. Even though this means that studying at EMAS is a little bit more difficult than in an academic business school, professional expertise that our students gain means that they bring more value to their employer. We constantly focus our students and clients on the values of sustainability, nature preservation and the society development.

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

In addition to programs in Russian, in 2018 EMAS has launched English-language courses sharing our expertise and knowledge with people all over the world. Our curriculum includes watching video lectures, taking tests and preparing implementation projects after each learning module. We do not only provide our students with theoretical knowledge on various disciplines, but also teach them to apply this knowledge into practice and make an impact on development of their own companies and communities abroad. We are determined to build a strong international network.

Moreover, we have created corporate pages in social media to facilitate the communication between our students from all over the world, encouraging them to discuss acute topics, help each other in solving training-related issues and even combine into groups to prepare joint projects.

EMAS students become members of a vast business community comprising EMAS students and graduates who are business owners and top managers from every region and continent: North and South America, Europe, Asia, Africa, Australia. Being part of the community like this gives our students a fantastic opportunity to build a career or a business anywhere in the world. We are open to the world and we consider it one of our main values demonstrating our social responsibility.

Our MBAs, Executive MBAs, DBAs and business trainings can be pursued from anywhere in the world. We give all our students an opportunity to learn together with people from the European Union, the USA, Russia, Canada, Japan, Australia, China, India, Hong Kong, Singapore and other places from all over the world and join a truly global network, increasing income and building a successful career.

We are aimed at raising highly-demanded specialists striving for success in a competitive cut-throat market. To lead our students to success EMAS introduced the ranking system for its students encouraging them to do the best in their learning with a view to implement the acquired



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techniques in practice. Moreover, every year EMAS honors the students who achieve the best results in their career development or business income growth.

All EMAS MBA, Executive MBA and DBA programs contain a special course “Business Ethics” where the value of sustainability and means of ethical doing business are taught.



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

EMAS team takes an active part in improving the education system in Russia. This includes involvement in the reforming activities of the Russian Association of Business Education (RABE), where EMAS plays one of the leading roles and takes part in numerous conferences, thus increasing its reputation and impact on the Russian system of education.

EMAS is proud to be one of the first Russian and East and Central European signatures of United Nations PRME campaign which is dedicated to the responsible way of doing business and teaches people keeping social responsibility in mind.

EMAS established the initiative called ‘EMAS Open World program’ that offers a full scholarships for those, who are in need and can’t finance their studies at an MBA paying full prices because of serious physical disabilities. And it’s not only in words – we already have a student with physical disability who receives education on the same terms as other students and it’s absolutely free of charge.

The focus of the initiative is truly international; people from Europe, North and Latina America, Asia, Africa, Australasia and other parts of the World can apply and get a scholarship. There are no regional restrictions.

This program is launched with an idea that people with serious physical disabilities, who can’t study at a business school because of physical limitations, must have a chance to get a well-reputed online business education, while staying at home under the conditions which are convenient for them. EMAS uses one of the best online learning platforms. It is modern, convenient and easy to use. The learning process is flexible and comfortable: our students can study 24/7 and whenever it is convenient for them.

We are a socially responsible school. We help students from different backgrounds and offer free education for students with disabilities. EMAS has a very flexible scholarship scheme. We understand that in some parts of the world life is not easy and, therefore, are ready



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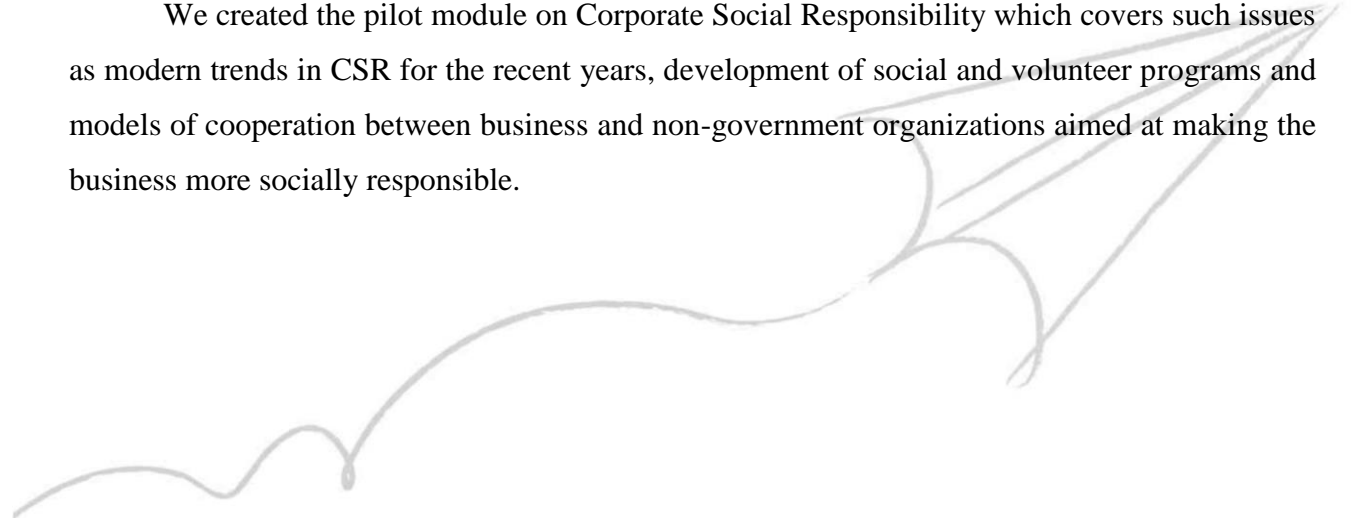
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to support candidates who are talented, highly motivated and demonstrate outstanding academic performance. That is why students with low income can afford an MBA.

In addition, EMAS graduates do not suffer discrimination which graduates of other online MBA programs face. EMAS has 3 formats of learning: face-to-face, online and blended. All programs have the same content and, thus, are identical. The graduates of online and blended learning programs receive the same diploma as the graduates of the face-to-face program, because the quality of the programs is the same. This means that all EMAS graduates are considered as graduates of face-to-face programs by employers and, thus, are equally valued on the labor market.

We created the pilot module on Corporate Social Responsibility which covers such issues as modern trends in CSR for the recent years, development of social and volunteer programs and models of cooperation between business and non-government organizations aimed at making the business more socially responsible.

A faint, light gray background graphic of a sailboat is visible in the lower right quadrant of the page. It is a simple line drawing showing the hull, a single mast, and a large sail.



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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.

Being an implementation school of business, EMAS focuses on applied science. We do not do any theoretical researches keeping our eye only on those issues which are of real practical value and can be implemented into business practice. Based on this approach EMAS has created in 2017 and is conducting for almost a year already an MBA Students ranking according to which all EMAS MBA, Executive MBA and DBA students are ranked each quarter in accordance with their (1) achievements in study, (2) discipline and (3) social responsibility activities. The last paragraph contains all actions executed by our students and their companies with the idea to make the society better and bring real value to people, animals and nature around them. All students are graded each quarter depending on the scale of such activities (starting from small donations, for example, and ending with big actions for cleaning of parks). Thus, EMAS is clearly stimulates and pushes its students towards doing the world better in compliance with PRME principles.

Find the example of a video, showing the results of EMAS Students ranking here:
<https://www.youtube.com/watch?v=00lt3ZBsZnI>.

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.

EMAS faculty member regularly take parts in various business conferences and emphasize the importance of doing business in responsible and society and nature friendly way. Also we teach Strategic Management not only to our students but also to the lecturers from other business schools, we consult them how to teach strategic management keeping an eye on PRME principles. There are a number of business schools that buy a license from us to deliver EMAS Strategic Management programs and to implement EMAS Business Strike Simulation, which models real business processes and in safe environment (not putting financial resources at risk).

However, we know that there is always room for improvement. We regularly enhance our competences by being involved in complicated consulting projects. We recruit and cooperate with the best trainers to ensure high-quality education and to keep the future managers updated on the best practices applied in various fields. Our trainers are well-known in most Russian regions and CIS countries as consultants of the highest expertise. We are committed to continuous improvement and enlarging the list of subjects to provide. We are deeply involved in business practice through consulting and developing business strategy for real companies - no matter whether they are small, medium or large.

All the programs at EMAS are taught either in Russian or in English, allowing the student managers to make the first step in bringing their companies to international market. To help them we have established cooperation with GFKM Business School in Poland to created International Executive MBA program. This is an advanced premium consulting and education program for those who need to obtain mature modern management skills for working at senior positions in domestic or international companies. By the end of the course student obtain prestigious Executive MBA degree from EMAS + Executive MBA diploma from the GFKM Business School, making their education even more valuable.

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.

Apart from learning, our students participate in out-of-class activities, which help to increase their diversity awareness and personal skills that may help them to increase awareness of various irresponsible practices and promote rational approach to solving social problems. EMAS faculty members and students are stimulated to explore the field of business ethics and social responsibility by writing papers and participating in the group projects. Every student's curriculum includes offsite module and leadership development module that we always welcome them to. A great number of our students are involved in various volunteer projects and regularly send money for charity setting the example for their colleagues. They take part in different campaigns the purpose of which is to clean certain territories and to put them in order and increase people's awareness of consequences of harming the environment.

EMAS tries to interest people from all over the world by offering free content available on our website and YouTube channel. By doing so we keep people informed about the latest changes in the business environment. We have already encouraged our graduates to do the same. Some of them have organized legal consultations free of charge. The others provide talented students with job or offer them to undertake an internship in their companies operating in various spheres to help the students acknowledge the problems business ethics and corporate social responsibility.



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Future plans / goals / objectives

Our main goal is to advance Russian business education both on Russian and global scene, educate a new generation of socially responsible entrepreneurs and to increase our presence on the international market. We are going to focus on strengthening our position, image, reputation and expertise, deepening the research in the sphere of social responsibility, applying principles of business ethics, continuing internalization and developing strong partnership network all over the world.

Our key objective is to provide the most up-to-date programs covering the subjects necessary to enhance professional development and personal growth of the future managers to widen the business community in Russia and abroad by promoting the principles of business ethics and social responsibility.

Social responsibility and sustainable development is core subjects to be studied by MBA, Executive MBA and DBA students during the Company's strategy course. Our students already take part in different activities dedicated to development of civil society. EMAS encourages them and support in those initiatives. We plan to work more closely with our corporate clients encouraging them to share with us achievements they made in the field of social responsibility and sustainable development.

We have been committed to the six PRME principles for the last two years and we strive to deepen our commitment even more by cooperating with other PRME signatories and learning and applying the best practices. As a current PRME signatory, we realize that we should serve as an example for our students and future generations of managers in demonstrating what responsible leadership is. We hereby affirm our openness to dialogue with our colleagues in business world and we are ready to exchange ideas and practices related to social responsibility and sustainability to further advance PRME Principles.



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To:

PRME Steering Committee

c/o PRME Secretariat

United Nations Global Compact Office

685 3rd Avenue, 12th Floor

New York, New York 10017

24 October 2016

Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, *EMAS Business School* is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

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

We encourage other academic institutions and associations to adopt and support these Principles.

Andrey Kolyada

Rector of EMAS Business School



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To:

PRME Steering Committee

c/o PRME Secretariat

United Nations Global Compact Office

685 3rd Avenue, 12th Floor

New York, New York 10017

31 October 2018

Prolongation of commitment to the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, *Eurasian Management and Administration School (EMAS Business School)* is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

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

We encourage other academic institutions and associations to adopt and support these Principles.

A handwritten signature in black ink, appearing to be 'AK' followed by a stylized flourish.

Andrey Kolyada

Eurasian Management and Administration School (EMAS Business School)