**Minutes for the Meeting of International Advisory Board**

**HSE St.Petersburg School of Economics and Management**

**St. Petersburg, 15th September, 2017**

**Present:** Prof. Julio Urgel, Prof.Bruno Van Pottelsperghe, Prof. Slavo Radosevic, Prof. Sergei Kaodchnikov, Prof. Natalia Chicherina, Prof.Natalia Chicherina, Dr.Philip Kazin, Prof. Elena Rogova, Mr. Petr Sitnik, Prof. Alexander Kaissarov, Prof.Angel Barajas, Prof.Sergei Slobodyan,

Dr. Elena Shakina, Prof.Sergei Kokovin, Ms. Olga Okulova, Ms. Anna Fedyunina,

**Apologies for Absence:** Prof.Dipak Jain

**Main topics of discussion:**

1. Introduction and Discussion of HSE SEM Strategic Plan
2. New Members of IAB and the date of the next meeting

**Discussion points**

*Regarding the proposed Strategic Plan, the International Advisory Board agreed on the following recommendations:*

1. to consider simplifying the mission to avoid repetitions and proposing a distinct pitch;
2. to arrange a self-assessment of a current business situation according to the suggested strategic priorities. The assessment may be delivered by mean of a map of knowledge;
3. Internationalization may sound more distinctively in the mission as it is an existing advantage of the school, so may be emphasized. It is advised to consider shaping the pitch around “the most international business school Russia with a strong emphasis on research”;
4. To thoroughly analyze the market demand for MBA programmes since there is yet no Master in Management (MIM) programme. However, it such programme is launched, it may be considered for FT ranking;
5. If “data analytics” is also a part of the mission, there is no need to additionally include it into one of the strategic priorities. It is given that data analytics is already a part of a learning process and research. It is advised to review possibilities for dual degrees (2 subject areas included): i.e. management and data analytics;
6. The school should work on providing professional incentives to those academic staff, who are not strictly quantitative and would contribute greatly to the development of necessary professional and soft skills;
7. The school should examine a possibility of developing interactive learning technologies that include but not limited to MOOCs and POOCs; It is important to combine a face-to-face experience and e-learning and provide a unique course to the students, which would not be available elsewhere;
8. In general, the Strategic Plan should contain more appendices with current assessment and become more realistic. It is important to involve a professional writer (preferably a native speaker) who will fine-tune the document;

*Regarding new members and the next date of the meeting it is agreed:*

1. To involve more members to the International Advisory Board;
2. The meetings of the IAB may be arranged once a year during the BRICS Global Business and Innovations Conference or the Education and Global Cities conference (in September or May respectively).

Drafted by Olga Okulova, 25nd September, 2017