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IRANIAN BUSINESS SCHOOL PROJECT

CREATING THE OPPORTUNITY, REALISING THE POTENTIAL

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OUR VISION

MESSAGE FROM THE FOUNDING COMMITTEE

Iran has long been a nation brimming with commercial opportunity, rich in natural and human wealth and proud of a long history of entrepreneurship and trade. However, in order to meet its full potential in today's world, there is a need for the educational resources and practical training facilities that can provide Iranians with the foundations to compete for, and succeed in, business on a global scale.

The Iranian Business School is the philanthropically-motivated idea of a group of individuals from the Iranian Diaspora, who believe that provided with comparable management training opportunities to those from which they have benefited, young Iranians can not only alter the landscape of their own future, but also help to meet the true potential of a country that otherwise possesses all the constituents for a place on the global business map. It is our contention that there is a profound strategic need for a management school that sets the highest standards of excellence in training and preparation for the future business leaders of Iran. We believe that the opportunity has now arisen to transform this need into an achievable aim through the effective utilisation of the resources available from both within and outside of the country's borders.

The Founders of the Iranian Business School project invite you to join us in the endeavour to proactively improve and facilitate the competitiveness of the Iranian economy of tomorrow.

BACKGROUND: THE NEED FOR A BUSINESS SCHOOL

An Evolution in Management Knowledge – A Leap in Economic Development

In a world undergoing constant change by the forces of globalisation, the significance of knowledge – technical, strategic, financial and, above all, managerial – is integral to the progress and prosperity of nations. Iran has the potential and the necessary ingredients – including its oil and gas reserves and manufacturing capabilities – to rapidly transition from a commodities based economy to a highly competitive knowledge based one, and become one of the region's best performing economies.

Indeed, the forecasts for Iran's GDP growth over the next ten years suggest an annual average of 6%. This compares favourably with neighbouring countries such as Turkey, Russia and Saudi Arabia. Over several decades the country, where 67% of the population are aged below 30, has generated a highly educated workforce, as well as a burgeoning manufacturing and industrial infrastructure. However, limited management know-how combined with the traditional disconnect between universities and industry has, thus far, restricted its ability to fully exploit opportunities for growth. The Iranian Business School aims to address this shortfall and meet what is increasingly apparent as an absolute necessity.



*The aim of the project is to create
a leading centre of management
excellence in the region, and
a world-class educational institution.*

THE SCHOOL: ITS PURPOSE AND AIMS

Nurturing Growth and Driving Competitiveness



The value of postgraduate business training as a catalyst for progress has long been recognised the world over. The Iranian Business School, as a postgraduate management training institution, intends to play a leading role in the transition of the Iranian economy by providing the education and skills training required for the success of its future business leaders. It aims to become a leading centre of management excellence in the region, and a world-class educational institution. Success in this endeavour should not only determine the country's position on the global financial stage, but could also be the key to the development of an economy that can reduce the risk of the current 'brain-drain' and retain the country's best talent.

The Iranian Business School intends to:

- Deliver management training programmes and courses to transfer the knowledge and experiences of leading academics and practitioners to Iranian managers;
- Build on existing local management knowledge and best practices;
- Focus training and research on commercial areas integral to the economic development of Iran;
- Establish the appropriate platform for the private sector to play a leading role in the development of the Iranian economy;
- Serve as a communication channel for knowledge sharing between Iranian business leaders and their counterparts worldwide;
- Drive the expansion of the knowledge-based economy through training of senior managers and leaders;
- Provide courses tailored to the needs of particular firms and organisations;
- Empower Iranian organisations and institutions to develop the capacity to benefit from world class management practices;
- Create a centre of excellence for research and a policy think-tank.

STRATEGY: PRACTICAL APPLICATION OF A SUCCESSFUL MODEL

Breadth and Depth in Education and Research

The Iranian Business School will be developed in collaboration with leading foreign partners: institutions and individuals who have spent decades understanding the challenges of business administration and management training and have already developed the models successfully. Stringent application of the School's ethos will be conducive to a productive learning environment and capable of acting as a model for other private universities in Iran.

The School will cover the full range of relevant subject areas across a broad spectrum – from micro to macro, technological to financial and SME to large-scale corporations. As appropriate, focus will be on indigenous cases based on the study of local business culture and practices, with simultaneous study of proven international instruction on international management theories. Students will be supplied with the full array of tools and disciplines required for competitiveness in the modern market economy.

Range of courses will encompass the standard MBA, MIF and EMBA programmes, with specific emphasis on:

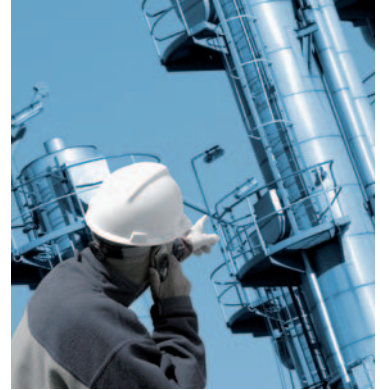
- Leadership
- Developing Effective Managers and Organisations
- Accounting
- Finance
- Economics
- Decision and Risk Analysis
- Marketing
- Strategy
- Operations and Technology Management
- Entrepreneurship
- Ethics

In addition to the postgraduate and short courses offered, the Iranian Business School will aim to forge a name in advanced research and PhD programmes.

Benefiting from the School will be:

- Sponsors and partners who will have the opportunity to target key business community figures and leaders of the future;
- Companies who work with the Iranian Business School and can learn and gain from its research and training programmes and courses. The School will offer an option for courses tailored specifically to their needs and case studies based on their activities, thus helping to build a well researched and strategically determined approach to their future direction;
- Students who will not only have access to the highest standards of skills training, but also to potential resources that will provide assistance in the development of their career path;
- The Iranian economy and, consequently, society at large, which will profit from an injection of skills leading to the development of sustainable capabilities.

Focus of learning will be on indigenous cases based on local business culture and practices, with simultaneous study of proven international management theories.



CORE VALUES: THE DRIVING PRINCIPLES

Promoting Responsibility, Transparency and Wider Societal Care

This project is about far more than financial prosperity, it is also about cultural progress and the propagation of values – the enhancement of ethics, responsibility and accountability – across society, and particularly within the Iranian business community. Transparency in business practices will ultimately strengthen trust, the rule of law and the stability of the economy. This will in turn enable businesses to flourish within a secure framework and set in motion a cycle of growth and dynamism.

The project is predicated on the highest values and the School will operate on the principles of:

- Mutual respect and common trust;
- Achievement through the power of teamwork;
- Transparency and accountability for actions and decisions;
- Excellence in theory and practice;
- Basing decisions on sound analysis and objective facts;
- Broadening the benefits of business development to encompass all segments of society.



IMPLEMENTATION

Achieving the Plan

It is anticipated that the mission of the Iranian Business School will be achieved within the following framework:

- Partnership with world-class institutions and individuals;
- Offering modular non-degree short programmes, capable of progressing to EMBA degree;
- Governing the School as a wholly non-profit private-sector initiative, making it self-reliant and endowment based;
- Establishing scholarship and grant schemes for the most deserving candidates;
- Creating a learning environment supported by state-of-the-art educational; technologies, buildings and facilities.
- Harnessing close links with local industry and business on a mutually beneficial basis.



TIMETABLE

Start-up and Beyond

The launch of the School will comprise of four main phases: Planning, Establishment, Development, Expansion.

Planning

The Founding Committee is currently assessing the training needs of Iran's private corporations in line with the country's development aims. Additionally, it is engaged in the identification of international academic partners as well as the development of an operational and business plan for the School, which encompasses the curriculum, infrastructure, location and the obtaining of the necessary licenses for establishment.

Start-up

It is envisaged that the School will start its first programme during 2009, as soon as the legal requirements for establishment are met and the procedural process is complete. Targeted marketing efforts aimed at the business community will start before the end of 2008.

Operation

Using the preceding phases as a gauge, the School intends to broaden the scope of its academic activities and courses to meet the needs of the local market. The intended target for this phase is between 2010 and 2012.

Expansion

It is hoped that the operational success of the School will allow expansion in faculty and student numbers by 2012 onwards.

*The project spans over
a five year period. The aims of the first
year have already been achieved
and we are on target
approaching the start-up date.*

FOUNDING COMMITTEE

Biographies

Reza Moradi Aliarabi

Born in Iran, Mr. Moradi has a BSc. and MSc. in Engineering from Isfahan University of Technology. He is the co-founder and first executive manager of the Iron and Steel Society of Iran as well as Chairman of the country's first technology incubator, Qadir, and the Sheikh Bahaee Technology Park in Iran. In addition he was the VP for Executive Affairs of the Isfahan Science & Technology Town and a board member of the Technology Network of Isfahan. Reza was also the Secretary of the 7th National Economic Development Congress, held in Iran to study economic development relations between government, industry and universities. He has taught several university level courses and is widely published in the field of Incubator and Science Park Management

Roshanak Dwyer

Roshanak Dwyer was born in Iran and has a B.A. in East Asian Studies and Political Science from Connecticut College, holds a Masters Degree in International Relations from Columbia University and an MSc. from the London Business School, Sloan Fellowship Programme. She is an advisor to the Board of Directors of Butane Group and has further experience in finance through her seven-year tenure at Bankers Trust Company both in New York and London. Roshanak currently serves as director for the Institute for Family Business UK and is a member of the London Business School UK Regional Advisory Board. She is a member of the Board of Directors of the Iran Heritage Foundation.

Mostafa Karimian Eghbal

Born in Iran, Dr. Eghbal has a BSc. in Soil Science from the California Polytechnic State University and an MSc. and Ph.D in Soil Science from University of California, Davis. He was the President of the Isfahan Science and Technology Town. Dr. Eghbal, was Deputy Minister of Technology in the Ministry of Science, Research and Technology in President Khatami's Cabinet. He is presently Associate Professor at Tarbiat Modares University in Iran. His fields of interest include Science and Technology Parks. He is widely published in the field of Incubator and Science Park Management.

Mohit Mamudi

Mohit Mamudi has worked as a management and marketing executive or consultant with more than 20 Fortune 500 corporations in Europe, China, Latin America, and MENA region. He currently runs his strategic consultancy business in London and sits on the board of a number of other companies. As an MBA alumnus of Boston University, he acts as international development advisor to the university. He frequently takes part as speaker in international conferences and seminars and has lectured in postgraduate and management training programmes in UK, USA, Iran, Egypt and Russia. He is a founder and director of the Centre for Development Management Studies (CEDEMAS), and has designed and conducted management training programmes in post-communist Central and Eastern Europe.

Katayoun Palizban

Katayoun Palizban is a graduate of the London School of Economics, where she obtained a B.A. in Economics and History, before undertaking postgraduate research studies in Economics and Public Policy. Katayoun began her career as a college lecturer, but since 1998 has worked for the investment banking firm Goldman Sachs Inc., in London, New York and Asia. She has extensive exposure to global capital markets, including leveraged loan, high yield debt, mezzanine securities, public and private equity, as well as M&A.

Rouzbeh Pirouz (Chair)

Born in Iran, Mr. Pirouz is an International Relations graduate of Stanford University (1993) and the Kennedy School of Government at Harvard University (1996). Mr. Pirouz studied as a Rhodes Scholar at Oxford University (1996-1999). He co-founded and was Chief Executive Officer of a leading European technology firm, Mondus Ltd. He is currently Senior Partner of Pelican Partners, a private equity and property investment firm based in London and Chairman of Turquoise Partners, a leading Iranian investment company. He is a member of the Board of Directors of the Iran Heritage Foundation.

Seena Rejal

Dr. Rejal received his Masters and Ph.D. from the University of Cambridge in Manufacturing Engineering, Economics and Policy. Seena is Director of Cambridge Policy Associates Ltd., a consultancy focused on government-level industrial and technological policy formulation, and a technology entrepreneur in the renewable energies sector. He is also involved in national and university-level entrepreneurship development initiatives worldwide.

LOOKING AHEAD

A CALL FOR COLLABORATION

Achievement of the aims set out in this document is dependent on the cooperation of individuals and organisations that, recognising both the vision and the potential of the plan, choose to lend their support to ensure the success of this undertaking. The Founding Committee would welcome the opportunity to expand the network of partners with an interest in advancing the contribution of Iran on the global business and economic stage and in forming and nurturing the future lives of generations of Iranians.

SPECIAL ADVISOR

Michael Hay is Professor of Management Practice in Entrepreneurship at London Business School. He was Deputy Dean of the school for five years until December 2006, and Acting Dean of CIDA City Campus in Johannesburg in 2007. He joined the London Business School faculty in 1987 and was Director of the Foundation for Entrepreneurial Management, Associate Dean of the Sloan Masters Programme and Dean of Executive Education before taking the role of Deputy Dean. He is Executive Director of the Global Entrepreneurship Monitor, which examines

the nature and impact of entrepreneurial activity in more than 40 countries around the world, and Chairman of the Board of the Centre for Scientific Enterprise, a major collaborative programme between London Business School and University College London. He has undertaken assignments for many international companies including British Airways, 3M and United Business Media both in Europe and the USA. He is a founding director of Imparta Limited, director of Capricorn Venture Partners in Leuven and author of numerous articles and books.

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