

IRANIAN BUSINESS SCHOOL PROJECT

Quarterly Newsletter



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Introduction



In most industrialised nations, business and management schools have been established as the direct result of real needs, expressed explicitly or implicitly by industry and other segments of society. While the link between these institutions and their external stakeholders may not be as systematic and strong as it should be, both recognise the need for better coordination and collaboration. For this reason, all higher education establishments have a corporate relations office as a part of their public relations function. This function is absent or very weak in most universities in Iran.

At IBS, we aim to build organic relationships with all segments of industry, in order to better understand their needs and to align our programmes with their long-term strategy. This is easier said than done, however. First, most firms in Iran do not think of a university as a partner. Their main interest is limited to recruiting. Second, the universities see their role as providing academic training for a workforce, and not necessarily involvement with industry or other stakeholders. We can do much

more than that. In the first instance, IBS can provide a platform for high-level consulting to help senior executives chart a reliable path to growth. Not only do we have a large number of business experts in our own team, we also have access to a wide network of experts, on a trans-national basis, in every field of business. Furthermore, IBS can provide project-based training, coaching and mentoring to managers in almost any sector of the economy. Another area in which IBS can play a significant role is in providing the important link between Iran's engineering schools and the broader market. Most engineers are very good at technical design, but lack the commercial skills and sometimes the interest, to pursue product and market realisation.

The ultimate goal of IBS and its founders is to help Iranian businesses succeed in creating employment and growth opportunities. Building a strong and mutually beneficial relationship with industry is the first step in realising this potential.

Project Progress Report



Countdown to the First IBS Programme

The Iranian Business School Project is on target to commence operations in September 2010. The first offering of IBS will consist of a specially designed part-time leadership development package aimed at a new generation of senior executives eager to play a significant role in improving the global standing of Iranian businesses.

This IBS Executive Leadership Programme is designed to equip CEO and board-level executives in medium to large organisations in Iran with the skills and tools they need to succeed in today's complex and ever-changing business environment. With the help of experienced faculty from some of the best business schools in the world, we have developed a unique programme to engage the participants in a vibrant learning environment for deeper understanding of the issues and challenges of operating in a global market.

The overall objective of the programme is to develop and enhance the capabilities of Iranian executives for leading and managing sustainable growth for their firms, and for the economy as a whole. This will be achieved by creating greater awareness and understanding of the general business environment, effective positioning of a business, and the optimal mobilisation of the financial and human resources of an organisation, in order to address the needs of target customers in the most competitive way.

Specifically, during this 5-month part-time training programme (a total of 15 contact days) developed by a team of international faculty, in consultation with Professor Michael Hay of the London Business School, the participants will gain the knowledge and skills to:

- Better appreciate the local economic conditions and forces and their relation to the global business environment;

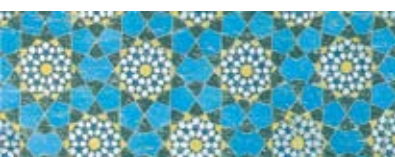
- Develop and implement robust corporate strategies to achieve sustainable growth.
- Build a customer-centric culture that will deliver superior value to the target audience.
- Design and implement plans to finance the desired level of growth.
- Inspire and lead the executive team that can take the organisation to a higher level of performance.
- Identify and develop a pool of the potential future leaders of a firm to ensure the continuity of the business and its competitive advantage.

A total of five courses per month will be offered in this programme, each over three consecutive days. The courses are as follows:

- Iran in the Global Economy
- Strategy Formulation and Implementation
- Competing for Customers
- Corporate Finance
- Leading Change

We expect the participants in this programme to be comprised of CEO or board-level executives with at least seven years managerial experience, and ideally from a variety of industries in different parts of the country, so that they bring with them a range of experiences and ideas for the benefit of all participants.

A prospectus containing full details of the programme and the courses, as well as the fees, is now available and can be obtained from the IBS office in Tehran or through an online request form. All individuals and organisations interested in participating in this unique and advanced learning opportunity can visit www.ibsproject.org for further information.



Higher Education in Iran



A New Opportunity to Offer Degree Programmes

A recent bill adopted by the Ministry of Science, Research, and Technology (MSRT) allows institutions such as IBS to offer a wider range of programmes without the need to obtain special permits.

This is done through an open-admission procedure where applicants of graduate studies are initially enrolled as one-semester pupils (or, Daneshpazir, roughly 'knowledge recipients') who will sit for their tests at the end of the semester. Upon successful completion of the first semester and passing all test with satisfactory grades, the student can then enrol as a multi-semester student and earn a degree at the end of the programme.

These programmes include virtually all major fields of study in the humanities, basic sciences, social sciences, business, finance and engineering spheres.

The assignment of open-admission programmes to higher education institutes such as IBS offers numerous advantages that include:

1. Competition among open higher education institutes and universities in recruiting top talent, ultimately leading to higher quality of graduates;
2. Opportunities for students to continue their education up to the PhD level, both inside and outside Iran;

3. Opportunities for students to receive accredited degrees;
4. Providing a wider range of options to students in terms of location and field of study and
5. Taking advantage of military service postponement/suspension for male students.

The Iranian Business School is one such higher education institute that is entitled to the rights and advantages of the newly passed bill. The School is currently in the process of receiving the permit required for offering open-admission programmes. This permit will enable the School to offer programmes in a variety of fields leading to accredited degrees, in addition to its already approved MBA and EMBA programmes.



Harvard Appoints First-Foreign born Dean

Nitin Nohria, Professor of Business Administration at Harvard Business School (HBS), will become the School's 10th Dean, President Drew Faust announced on May 4. He succeeds Jay Light, who in December announced his plans to retire at the end of the 2009/10 academic year after five years as HBS's Dean.

This move signals a real thirst for change, as Professor Nohria has been one of the most thoughtful business school professors over the past few years on the subject of how business schools need to change in order to address twenty-first century business issues. Along with fellow professor Rakesh Khurana, he was instrumental in advising Harvard MBA students on the introduction of the 'MBA Oath' in 2009.

Even though he has one of the highest faculty profiles at HBS, Professor Nohria was not necessarily the most obvious choice for the job. At the age of 48, Nohria is the youngest Dean in the 102-year-long history of Harvard. Furthermore, the naturalised U.S. citizen, born in Mumbai, is also the first foreign-born and the first 'non-white'/ethnic Dean of the venerable school. Many insiders predicted that Senior Associate Dean, Srikant Datar or Carl Kester, Deputy Dean for Academic Affairs, would be appointed.

Brought up in India, and having spent some time as a visiting professor at London Business School, Professor Nohria is expected to bring a more global perspective to the Dean's job. He joined HBS in 1988 and is the first professor born outside the US to get the top job.

Professor Nohria is to begin his new role in July 2010, a year earlier than was expected when Jay Light announced his retirement in December 2009. The appointment process for the new Dean took just five months.

HEC sets up Executive Education Centre in Qatar

HEC in Paris has signed an agreement with the Qatar Foundation to set up a new Executive Education and Research Centre in Qatar's capital Doha, where it will offer its newly designed Executive MBA.

Having started with its Executive Education Programme "Leading in Challenging Times" last year, HEC will now offer more open enrolment programmes

in the Emirate. Doha will also be part of the network where students can participate in modules of the new Executive MBA Programme. Beginning in September 2010, participants can choose where they want to attend each of the 12 modules of the programme: in Paris, St.Petersburg, Shanghai/Beijing or Doha.

New are also six Majors, namely in Aviation & Aerospace, Energy, Luxury, Entrepreneurship & Innovation, Services and Global Business Perspectives. Each Major has two one-week sessions, delivered in two different locations worldwide.

"Although our Executive MBA remains a General Management MBA, participants now have the chance to focus more in one area", says Bertrand Moingeon, who is Deputy Dean of HEC in Paris, and in charge of Executive Education and Academic Development.

Aston Business School Launches Islamic Finance Degrees

In a move to meet the growing demand for training in Islamic banking techniques, Aston Business School, located in the city of Birmingham, in Britain's industrial heartland, will launch both an MSc and a PhD programme in Islamic Banking from September 2010. The degrees will be taught at the £1.5m El Shaarani Centre for Islamic Finance and Business, set up with sponsorship from the Chief Executive of Dubai-based Surgi Tech, the surgical instrument company. The 12-month MSc course, which has been developed to meet the growing global interest in Sharia-compliant finance and business, will teach both conventional and Islamic finance techniques, including the economic, financial and legal environment in which the Islamic financial services industry operates. Students will be able to study modules in Islamic economics, Islamic commercial law and Islamic accounting.

"Sharia-compliant finance and business has become increasingly relevant in the global economy," says Omneya Abdelsalam, course director. "The El Shaarani Centre for Islamic Finance and Business is continuously developing new programmes for the next generation of Islamic economists and business leaders. It will deliver a programme of high-quality research, raise awareness of Islamic Finance and Business, provide a forum between the Western and Muslim worlds of learning and therefore become a leading global resource for bodies ranging from government bodies to industry and the media."





Annual Fundraising Event Builds Further Awareness and Support for IBS Project

Held on the 5th of February 2010 at the Ballroom of the Dorchester Hotel in London, more than 300 prominent business figures and individuals from within Iran and the Iranian Diaspora came together at the Iranian Business School (IBS) Project's second annual fundraising event.

The strong attendance of business leaders and other prominent members of the community underscored the extensive support in Iran and abroad for the groundbreaking project, as it moves ever closer to establishing a world-class business school in Iran.

Organised and managed by IBS Project, the UK registered charity formed to undertake global fundraising for the venture, the event featured a dinner, raffle and exclusive auction of Iranian art.

Importantly, the event provided an opportunity for the Project's founders and team of more than 40 volunteers to build further awareness and raise funds for IBS, and to update its many supporters and donors on the significant progress made over the past year as the Project has moved from vision to reality, with the first intake of students ready to commence an Executive Education Programme in September 2010.

The evening's Master of Ceremonies, Mr. Ardavan Farmanfarmaian, and current head of IBS's Events Committee, presided over the event, which featured a prominent line up of speakers and supporters of the Project, whose own success has been impacted by the value of management training and in many cases, a world-class business school education.

Speakers included: Mr. Rouzbeh Pirouz, Chairman of the IBS Project and one of the Project's founders, President of the School's Board of Governors, Dr. Ali Mashaheykhi, Mr. Alireza Rastegar, a member of IBS's Founders' Circle and Mr. Mohsen Moazami, one of the most influential Iranian-American business leaders and Vice President of Cisco Systems' Emerging Markets and Globalization Centre.

The evening's keynote speaker was Mr. Omid Kordestani one of the world's leading business figures. Senior Advisor to the Office of the CEO and Founders at Google, Mr. Kordestani was named as one of the "100 People Who Shape Our World" by Time Magazine in 2006.

Kicking the off the evening, Mr. Pirouz, highlighted the vast potential within the Iranian nation and the importance of supporting its development. He also discussed the vision behind the Project and its ultimate aim of not only supporting the ambitions of individual business leaders and entrepreneurs within Iran but, importantly, that of helping Iran become more competitive. Mr. Pirouz made note of the significant role that higher education and business school training can play in making individuals, organisations and nations more productive and dynamic, and moreover, how an institution like IBS can help Iran take its rightful place among the world's leading economies.

Following, Mr. Pirouz's comments, Dr. Mashaheykhi, provided an update on the enormous progress that has been made since the formal launch of the Project in January 2009. Since that time licenses for the School's operation have been received, a temporary site for the School has been secured, academic planning has moved to an advanced stage, an Executive Dean appointed and professors from leading business schools around the world have been engaged to work with IBS.

Speaking on behalf of the Founders' Circle, Mr. Rastegar further highlighted the unique role IBS can play in supporting economic development in Iran and, thus, the need to ensure the success of the Project. His remarks also served to underscore the important opportunity that Iranians both inside Iran and abroad have to contribute to further economic advancement at home. Citing his ongoing support for the Project, Mr. Rastegar encouraged those in attendance to join together in support of IBS and the next generation of business leaders within the country.

Among the highlights of the evening was the auctioning of three exceptional pieces of art by renowned Iranian artists Mr. Parviz Tanavoli, Mr. Waheed Khakdan and Mr. Mahmoud Arabshahi. For a second year running, Mr. Edward Gibbs, Director of Islamic Art at Sotheby's, presided over the lively auction, which saw the successful sale of all three works. The generous participation of the successful bidders not only allowed them to enhance their collections with these unique works, but also enabled them to simultaneously raise meaningful funds for the Project.

The evening was concluded by remarks from Mr. Kordestani, who as an alumnus of Stanford Business School, spoke passionately of the great significance that access to high quality business education and training made to his career development, entrepreneurial drive and ultimate success. His story was particularly poignant as he reflected on the importance that education can make in elevating a person from a modest background and financial circumstances into one of today's most well respected and recognised global business figures.

It is precisely this premise, namely that quality education and resources can create and unlock potential within individuals and among nations, that is at the heart of the IBS Project and the vision its founders have for Iran.

The confidence in the vast potential that exists in Iran and the desire of Iranians both in the country and abroad to contribute to its further progress was evident in the attendance and generosity of the circa 300 individuals who came out in support of the Project. Without doubt, Iran is a nation brimming with vast human capital and commercial opportunity, and support for the IBS Project whether through financial contributions or participation in the further development of the School, is an important gift to Iran and to future generations of Iranians.

For information on how you can get involved, please e-mail us at info@ibsproject.org or contact Mr. Reza Moradi, the Project's Managing Director, based in London on: +44 20 7493 0412 or Ms. Alieh Ashtari based in Tehran on: +98 21 2203 5830.

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