

The impact of British PG Education on the Entrepreneurial Intent and Action of foreign students. How UK Universities can attract more international students.

Case study of a pilot project in Saint-Petersburg, Russia

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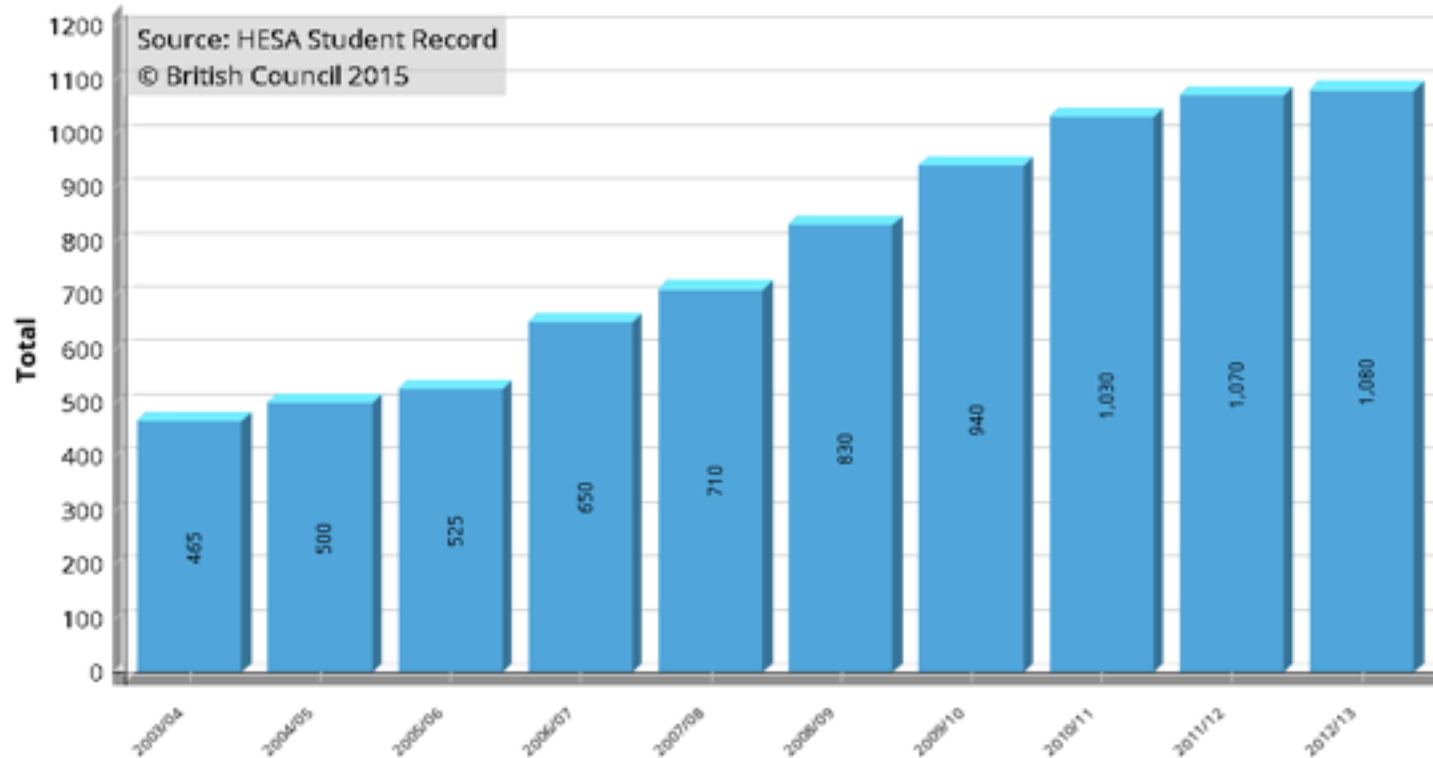
My OutSpace Business Centre, Director

The Research Problem

- * 'There is increasing pressure for enhancing the curriculum in many disciplines to embrace a wider global context' (Gibbs 2013; p.11).
- * British universities have placed increasing dependency on foreign students;
- * British universities have increasingly added programmes to attract overseas students, including but not limited to enterprise and entrepreneurship courses
- * Postgraduate students numbers are down by 7% in 2014 (Trends in International Student Mobility Report, 2014)

No of PG Russian students (UK)

Country of Domicile, PG / UG Marker, First year marker



Russia, Postgraduate, First Year

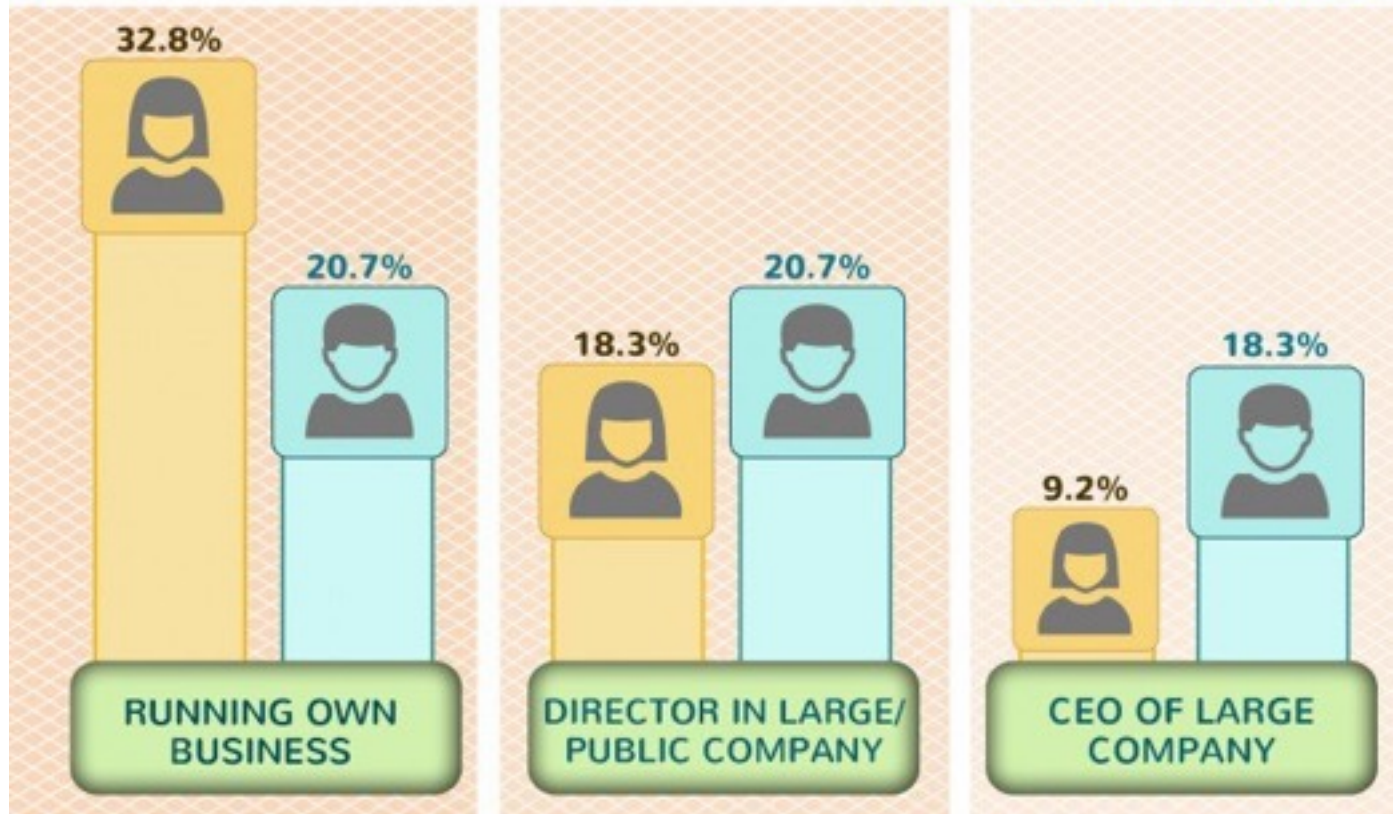


Russian Female are more likely than males to see themselves running their own business in 10 years' time

According to Trends in International Student Mobility Report (2014)

10-YEAR CAREER ASPIRATIONS

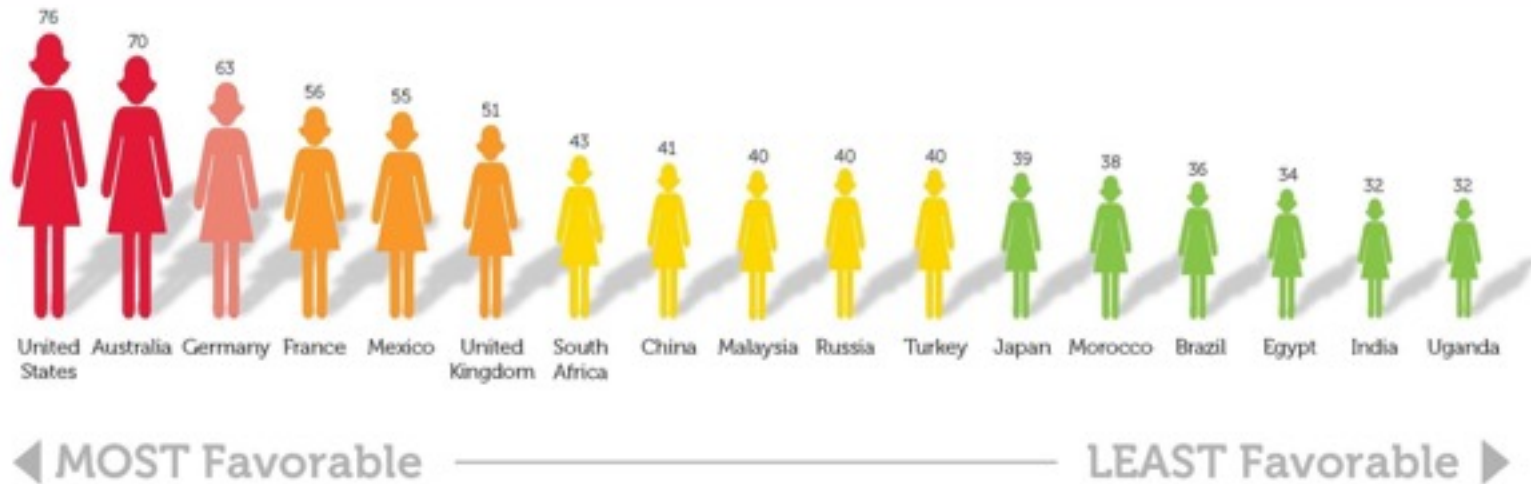
TOP 3 CHOICES
RUSSIAN STUDENTS 2013



Top Universities, International Survey (2014). Available from:
<http://www.topuniversities.com/blog/international-survey-reflects-strong-ambitions-russian-wom>

WHERE ARE THE CONDITIONS FAVORABLE FOR HIGH-POTENTIAL FEMALE ENTREPRENEURSHIP DEVELOPMENT?

*Conditions include entrepreneurial environment, entrepreneurial eco-system and entrepreneurial aspirations



Source: Gender-Global Entrepreneurship and Development Index (GEDI) Research of High-Potential Women Entrepreneurs
To learn more about the methodology of this research visit www.dell.com/entrepreneur

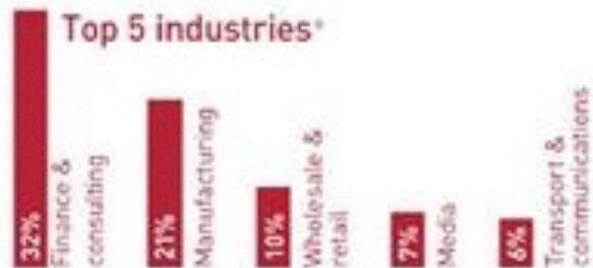
HIGH Potential for Women Entrepreneurship (2014). Available from:
<http://acelebrationofwomen.org/2014/06/high-potential-for-women-entrepreneurship/>

Modern female business leaders



40%
have two or more
advanced degrees

58% continue
their career
development



37½
years old



Hobbies

Sports & fitness 20%
Travel 14%
Reading 8%
Dancing 8%
Decorating 7%
Cooking 6%
Crafts 5%
Gardening 5%



* Sampling structure. Source: PwC Russian Women Survey 2013

Country	Year	Doing Business In	Start-ups
Russia	2015	68	34
Russia	2014	64	58

World Bank Group, Doing Business in Report, 2015

The Russian government has chosen the World Bank Doing Business Report as an indicator of SME sector development. Government measures implemented in 2012-13 helped Russian Federation to move up 20 positions being rated 3rd on the list of the top 5 countries improving the most in the year 2013.
The goal set by the government is to reach top 20 by year 2018

Business Support in Russia

- *Federal Law on Developing Small and Medium Scale Entrepreneurship in the Russian Federation (2008). Introduced the terms ‘medium entrepreneurship’, ‘microenterprises’ and ‘infrastructure for support to SME’. Defined methods of support for various forms of SME;
- *“Development Bank” (2007) defines objectives and functions of the development bank, in particular states SME support as one of the main functions;
- *“Long-term state economic policy” (2012 May) sets measures and directions for improvement of entrepreneurship conditions, in particular through creation of mechanism of state’s guarantees to secure medium-sized companies investment projects.

Business Accelerator Programme

- * Saint-Petersburg, Russia
- * Supported by Saint-Petersburg Chamber of Commerce
- * Partner with International Strategic Management
- * 50 entrepreneurs across different regions in Russia
- * 9 month programme



Elements of the programme

Action-learning programme

- 6 Boot camps
- On-going mentoring by international industry experts
- Industry visits
- Networking events
- Report back every 5 weeks



**50 different
companies**

Types of businesses

- * Training
- * Recruitment
- * Kids outdoor play areas
- * Security systems
- * Market Research services
- * Construction
- * Web development
- * Graphic design
- * Wood work
- * Private kindergarten
- * 3D printing
- * Fish farming

Why did you join the programme?

- * Learn about support available
- * Learn about access to finance
- * Expand my networks
- * Make International connections

Why did you join the programme?

- * Education system does not offer practice-specific knowledge for SMEs, wanted to try different learning programmes to gain practical knowledge
- * Have a growth plan in place
- * Expand internationally
- * Was told to go...(no option!)

Summary of Findings

- * Transition of Russia to the development of market relations opened an opportunity for many Russian citizens to be engaged in entrepreneurship;
- * The modern changes taking place in Russia raise new requirements for training in development of family businesses, and improvement of their efficiency but it also raises the issue of non-standard educational practices to be in place to support family-owned business development;
- * Majority of family-run businesses rely on higher education institutions in terms of education of values necessary to conduct a family business

Summary of the Findings

- * Engagement in Family-run business becomes an important factor
- * Russian students are likely to research their university options for up to two years before making a final decision whether potential students from Kazakhstan may take much quicker decision with average decision time being 6 months;
- * Over 80% consider very important of what parents say about children's future career;
- * More women consider self-employment as a career.

Summary of the Findings

- * Entrepreneurship and Enterprise Education (EEE) is increasingly becoming an option for foreign students to study, especially those from a *family-business background*
- * The actual *teaching style, practical approach* to delivering a course is very important and that is something graduates were looking for when choosing the right university and course for them
- * Modern UK universities generally overlook the family business strand of EEE, with none offering full time courses at the Master's level.

Summary of the Findings

- * Enterprise and Entrepreneurship Education is virtually non-existent in Russia, however it is looking into the ways to develop and implement programmes through ***international partnerships*** with UK-based universities, which creates a great opportunity for UK- based universities.
- * Enterprise and Entrepreneurship Education also needs to look at integrating ***flexible learning paths***, looking at ***individual needs and take individual approach*** referring to the internal and external information environment in the most convenient mode of studying.



THANK YOU
FOR
your
ATTENTION!
ANY QUESTIONS?

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