

## SPbPU Hosted Negotiations on Cooperation with the Head of the International Office of INSEEC Business School

A meeting with Aleksandra Dedieu – the Head of the International Office for Bachelor Programs of INSEEC business school (Institut des hautes études économiques et commerciales) (Bordeaux, France) – took place in the Supply Center of Peter the Great St.Petersburg Polytechnic University on 15th February, 2016.

At the meeting, SPbPU was represented by Deputy Head of the International Relations Office A.L. Mazina; Director of the SPbPU Higher Education Internationalization Center, Head of the International Relations Management Department, Doctor of Economics, associate professor S.V. Shenderova; Head of the International Academic Cooperation Department N.V. Sokolova; and coordinators of international educational programs of the Institute of Industrial Economics and Management (IIEM).



The main goal of the meeting was to discuss the cooperation opportunities in the field of internationalization of basic educational programs, extending the range of academic and student mobility programs, increasing the number of French and

Russian students and professors participating in them, and also experience exchange and establishing an efficient partnership with all four INSEEC Group business schools and their partners in the world.

During the meeting, Aleksandra Dedieu emphasized that the main goal of her visit to SPbPU is to develop partnership with the Polytechnic University as with one of the leaders of the Russian higher education, to expand the network interaction of SPbPU with each of the INSEEC business schools and their partners.



"Students from France aim to study in Russia. They are attracted not only by the new educational environment, but also individual features of the Russian research system, which in future allow applying your knowledge within the framework of cooperation with foreign colleagues. Our business school has an opportunity to find sources to maintain the INSEEC students mobility in Russia," – added the Head of the INSEEC International Office for Bachelor Programs.

Deputy Head of the International Relations Office A.L. Mazina told about the main directions of the inter-university interaction of the Polytechnic University, including partnerships with French universities.

Director of the SPbPU Higher Education Internationalization Center, Doctor of Economics, associate professor S.V. Shenderova noted that SPbPU international educational programs, including programs in the field of international marketing

and management, were highly rated during the European research on joint educational programs between the EU and Russian universities.

The Institute of Industrial Economics and Management representatives told in detail about the international educational programs of their Institute. The special pride of the IIEM programs is real experience of students' communication with reputable experts in the field of innovative business and management.

All the negotiation participants showed mutual interest in the joint development of dual degree programs, teaching personnel exchange, and expanding student exchange, including the ERASMUS+ program financing. It should be noted that the INSEEC campus in Bordeaux hosts the International Week every year. Students attend lectures of the invited professors from the world's leading universities and share impressions. It is highly possible that professors from Peter the Great Saint Petersburg Polytechnic University will become the new professors invited by INSEEC.

At the end of the meeting, the agreement was reached on preparing the contract between SPbPU and the INSEEC Group business schools. A.L. Mazina thanked Aleksandra Dedieu for visiting the Polytechnic University, expressed her hope for extending the mutual cooperation, and invited the guest to the "International Polytechnic Week" Forum, which will take place in May, 2016.

#### **For reference:**

INSEEC Group was founded in 1975. Business schools of the INSEEC Group are situated in four French cities: Paris, Bordeaux, Lyon, and Chambéry. Outside France, business schools of INSEEC Group successfully work in London, Monaco, Shanghai, and San-Francisco. More than 15 000 people study in the INSEEC Group business schools.

ENDUNIVERSAL Business Schools Ranking 2015 ranks INSEEC as a business school with strong global influence (17th position).

The priorities of the INSEEC education are innovative entrepreneurship, international management, communications, marketing, and finance. The academic mobility semester is a compulsory part of the INSEEC bachelor's degree program.

SPbPU is one of the first Russian partners of INSEEC Group.

International Relations Office, SPbPU

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