

Project: U.S. Business School To Spend \$500M On a Global Campus Network

Duke To Come To Russia

St. Petersburg, Russia is to join four other cities that will host campuses of Duke University's Fuqua School of Business. Within ten years, the campuses are to feature Fuqua's complete programs portfolio. The project starts with two programs: Cross Continent and Global Executive MBA.

In September, Fuqua School of Business (Duke University) has announced a \$500M project aimed at developing a global campus network — in London, UK; Dubai, UAE; Shanghai, PRC; Delhi, India and St. Petersburg, Russia. The campuses in India and Russia will be established in partnership, the Russian partner being the Graduate School of Management, St. Petersburg State University. The whole project is planned for ten years and involves building campuses, gradually implementing Fuqua's complete programs portfolio and establishing research centers in the five cities. According to Fuqua Dean Blair Sheppard, St. Petersburg doesn't have to build a new campus — the Russian partner already possesses one of the world's most beautiful campuses, so why build another one, it wouldn't be fair."

The global chain's first challenge will be the Global EMBA Cross Continent program. It will run for 16 months starting from next September when 280 students from all around the world will come to London to be divided into two groups. Both groups will then pass through the program modules to be held in each campus. St. Petersburg module will include a week module to be taught by GSOM and Fuqua faculty. The final stage of the program will be held in Duke University where students will be offered both basic courses and electives. The program's tuition is \$115,500. All the campuses and partners will also be involved in the existing Global EMBA program that has run successfully for twelve years and came 14th in *FT's* Best EMBA Programs rating 2007.

GOOD PARTNER

Next May, one of ESADE and Georgetown University joint Global Executive MBA program modules will be held in Moscow. LBS and Chicago GSB held such modules as well. Yet Fuqua is first to involve a Russian partner in its Global EMBA program.

As early as 1988, Sheppard took part in a retraining program for ex-Soviet directors to teach them how to manage privatized enterprises. J.B. Fuqua — the businessman whom the school is named after — owes his career to Duke and has contributed \$40M to the University development. It was his donation of \$4M that helped to train such famous Russian economists as Aganbegian and Abalkin to work in a liberal environment. Now Fuqua wants to get deeper into each economy he'll work in. "In Russia," says Dean Sheppard, "we don't want to be ugly Americans, we want to be Russians. This is what makes us different from one-dimensional schools."

It is GSOM that will help Fuqua become Russian. It knows how to work with international schools — its joint EMBA program with HEC Paris starts in January.

GSOM Dean, Valery Katkalo, believes that both schools' business models are "quite the same", which will help them reach a high level of synergy. On September 15, they signed a cooperation agreement providing for joint Executive Education programs and two research centers in St. Petersburg (presumably for marketing and healthcare management). Russian and U.S. faculty and researchers — not only GSOM's and Fuqua's, but also their parent universities' — will work together on those projects and joint educational programs. Both business schools will also join efforts in raising funds needed for the new research centers.

NEW OLD STORY

“Such project could have been revolutionary 10–15 years ago, now it’s just a world premiere of an old program,” says SKOLKOVO Dean Wilfried Vanhonacker, that also negotiated possible cooperation with Duke but decided that the model was not innovative enough. Yet he thinks the project interesting, as its authors bring it from “a business school level to a university level.” Besides, Fuqua adds more countries and students. “The novelty is that every student will visit all the five countries.” Education abroad always makes studies deeper and more interesting than studying with foreign students at home, for example, in the U.S., though it’s still unclear how Duke will be able to integrate this advantage into its programs,” says Vanhonacker. Nonetheless, he thinks the project is of utmost importance for Russia: “It’s the first time when a leading university and a leading business school include Russia in their project. It’s great, it’s good for SKOLKOVO, too, although we won’t be working with them. Russia is now equal to other markets [Duke is working or going to work in], and it’s extremely important for Russia.”

Anyway, university community will be closely following Sheppard’s project. It was he who more than ten years ago invented the Global Executive MBA program and module system that allowed attracting executives from other regions. He is also the author of the Duke Corporate Education program that allows bringing executive education beyond traditional business school and turning it into a global exchange of business practices.

“With Duke opening up 5 new campuses this could definitely be a threat to INSEAD in some ways,” says Melissa Jones, INSEAD MBA and EMBA Deputy Director for Marketing. “...To be strong in all of these aspects in 5 different campuses will be a huge challenge for Duke and I feel it is a very big step to take all at once. Quantity is not necessarily the answer over quality. It will be an exciting project for them and I am interested to see the outcome over the next decade.”

FUQUA SCHOOL OF BUSINESS

BUSINESS SCHOOL

- ➔ **FOUNDED** in 1969 at Duke University, North Carolina, USA. Total 1,340 **STUDENTS** in all programs. **CLASSES** are held on 10 subjects. Includes eight research centers.
- ➔ Its **PROGRAMS** are ranked high in *FT* ratings: Executive Education is first (2008), EMBA is 14th (2007) and MBA is 20th (2008).

ST. PETERSBURG STATE UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

BUSINESS SCHOOL

- ➔ **CREATED** in 2007 within the framework of the Russian National Priority Project in Education from St. Petersburg State University’s School of Management (opened in 1993 in partnership with UC Berkeley’s Haas School of Business). Its EMBA, Master’s and Bachelor’s **PROGRAMS** have got international accreditations. No full-time MBA program.
- ➔ **LAUNCHES** a dual degree EMBA program with HEC Paris in January.