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Successful Substitution of the Major Partner in the Cross-Border University Cooperation: The Case of MiBA/ ToM Braunschweig - St.Petersburg

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Structure of the Presentation

- 1.The Old Partner
- 2.The New Partner
- 3.The Risk of Failure
4. Key Stakeholders in the Cross-Border University Cooperation
5. Key Success Factors of the Transition
6. Future Challenges

1. The Old Partner (1)

From 2005 to 2013: MiBA Hamburg – St. Petersburg

RUSSIAN-GERMAN MASTER PROGRAM
“MIBA – MASTER OF
INTERNATIONAL BUSINESS
ADMINISTRATION”



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1. The Old Partner (2)

November 21, 2012:

- Termination of the MiBA program by the University of Hamburg

Reasons:

- A new orientation of the program with an emphasis on sustainability in Hamburg (MiBAS)
- Retirement of 3 Hamburg Professors involved in MiBA, including the Hamburg MiBA Director

January 11, 2013:

Request by the Rector of StPSUE for continuation of the MiBA program with TU Braunschweig (Braunschweig University of Technology)

2. The New Partner

- Technische Universität Braunschweig (Braunschweig University of Technology).
- 1745: The Collegium Carolinum, the predecessor of TU Braunschweig, was established.
- 1878: The institute is renamed "Polytechnical School".
- 1968: Renamed "Technische Universität" (TU).
- Member of TU 9 group and NTH (Lower Saxony Institute of Technology)
- 2014: 6 faculties, 300 professors, 17,500 students.
- Core competencies: Technology and engineering (mechanical, electrical, civil, industrial engineering)

3. The Risk of Failure

Big differences between the new partners – a threat to the cooperation?



- 60,000 students
- Big Departments/Faculties of Business Administration and Economics
- Several successful international programs
- Core competencies: Management and Finance



- 17,500 students
- One small Department of Business Administration and Economics
- Internationally linked in research, less in teaching
- Core competencies: Technology and Engineering

4. Key Stakeholders in the Cross-Border University Cooperation

Students

Program
management

Teaching staff

University
administration

University 1

Program
management

Teaching staff

University
administration

University 2

External actors (DAAD, Ministry of Education)

4.1. Key Stakeholders in the Cross-Border University Cooperation: Students

Students:

- knowledge and acceptance of the brands of the new university and the new town
- confidence in the new ways of the program development

Program
management

teaching staff

University
administration

University
administration

University 1

University 2

External actors (DAAD, Ministry of Education)

4.2. Key Stakeholders in the Cross-Border University Cooperation: University staff

Students:

University staff:

- new vision, belief, enthusiasm;
- support from all levels;
- enough people involved: fast action;
- overcoming institutional barriers;
- building good personal relationships;
- expanding cooperation to new areas

External actors (DAAD, Ministry of Education)

5.1. Key Success Factors of the Transition: New Vision, Belief, Enthusiasm

Despite all differences, the young cooperation between StPSUE and TUBS has become successful!

The new vision:

- Continuation of MiBA
- Extension to technology competencies at the same time
- Matching the core competencies of StPSUE and TUBS
- Matching MiBA (StPSUE) to ToM (TUBS)
- The new MiBA is the dual degree program MiBA/ToM:

***“Master of International Business Administration
and Technology-oriented Management”***

- Start: October 2013

5.2 Overcoming Institutional Barriers

- No university is prepared to take over an existing international master program in such a short time.
- Therefore, some people were very skeptical about the success of the project, despite the initial enthusiasm.
- At TUBS, such opponents were some members of the International Office, the Financial and Legal Departments (!).
- Financial and Legal Departments were also a challenge in StPSUE.
- Finally , the enthusiasm overcame the skepticism!

5.3 Support on all Levels (1)

Personal support by

- Colleagues at StPSUE and TUBS
- Colleagues at the University of Hamburg

Institutional support by

- The Department of Business Administration and Economics at TUBS
- The Rector of StPSUE and the President and Vice Presidents of TUBS
- All relevant instances of TUBS / StPSUE administration

Financial support by DAAD

Political support by Prime Minister Weil

5.3 Support on all Levels (2)

Prime Minister Weil's visit to StPSUE, Nov. 27, 2013



5.4 Building Good Personal Relationships (1)

- Personal understanding and trust between the people involved are necessary prerequisites for the success of the new cooperation.
- The good Hamburg lecturers are employed as guest lecturers by TUBS and should only be replaced gradually and in the long run by Braunschweig lecturers.
- Building good personal relationships between the people involved is essential.
- Also important is to develop a high degree of intercultural competence.

5.4 Building Good Personal Relationships (2)

St. Petersburg, June 4, 2013



5.4 Building Good Personal Relationships (3)

Braunschweig, November 11, 2013



5.5 Expanding the Cooperation to New Areas (1)

Cooperation strata

Educational interaction

- Joint curriculum
- Teacher mobility

Research interaction

- Joint conferences
- Joint research and publications

Administrative interaction

- Development and marketing of dual degree programs

5.5 Expanding the Cooperation to New Areas (2)

Expanding the cooperation to joint research projects and symposia

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Technology
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Economics
Marketing Department**



5.5 Expanding the Cooperation to New Areas (3)

Expanding the cooperation to regular visiting professorships at TUBS



5.5 Expanding the Cooperation to New Areas (4)

Expanding the cooperation to new partners abroad:
The University of Rhode Island, USA



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Institut für
Marketing
Prof. Dr. Wolfgang Fritz



International Wiki Debate



Prof. Dr. Wolfgang Fritz (TUBS) & Ass. Prof. Dr. Irina Trushnikova (StPSUE)
In Cooperation with Prof. Dr. Norbert Mundorf, University of Rhode Island (URI), USA
WS 2013/14

5.5 Expanding the Cooperation to New Areas (5)



6. Future Challenges

- Overcoming remaining institutional barriers, e.g., nostrification of German bachelor degrees
- Creating full reciprocity
- Increasing the popularity of Russian-German master programs
- Establishing deeper contacts with business
- Deepening the understanding of Russian culture
- Learning Russian!