Irkutsk National Research Technical University
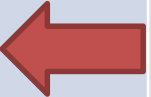
EFFECTIVE MODELS OF COOPERATION BETWEEN RUSSIAN AND FOREIGN UNIVERSITIES AS WELL AS RUSSIAN IT VENDORS TO DRIVE THE EXPORT OF RUSSIAN IT TECHNOLOGIES USING SPECIALIZED IT EDUCATION PROGRAMS FOR FOREIGN STUDENTS

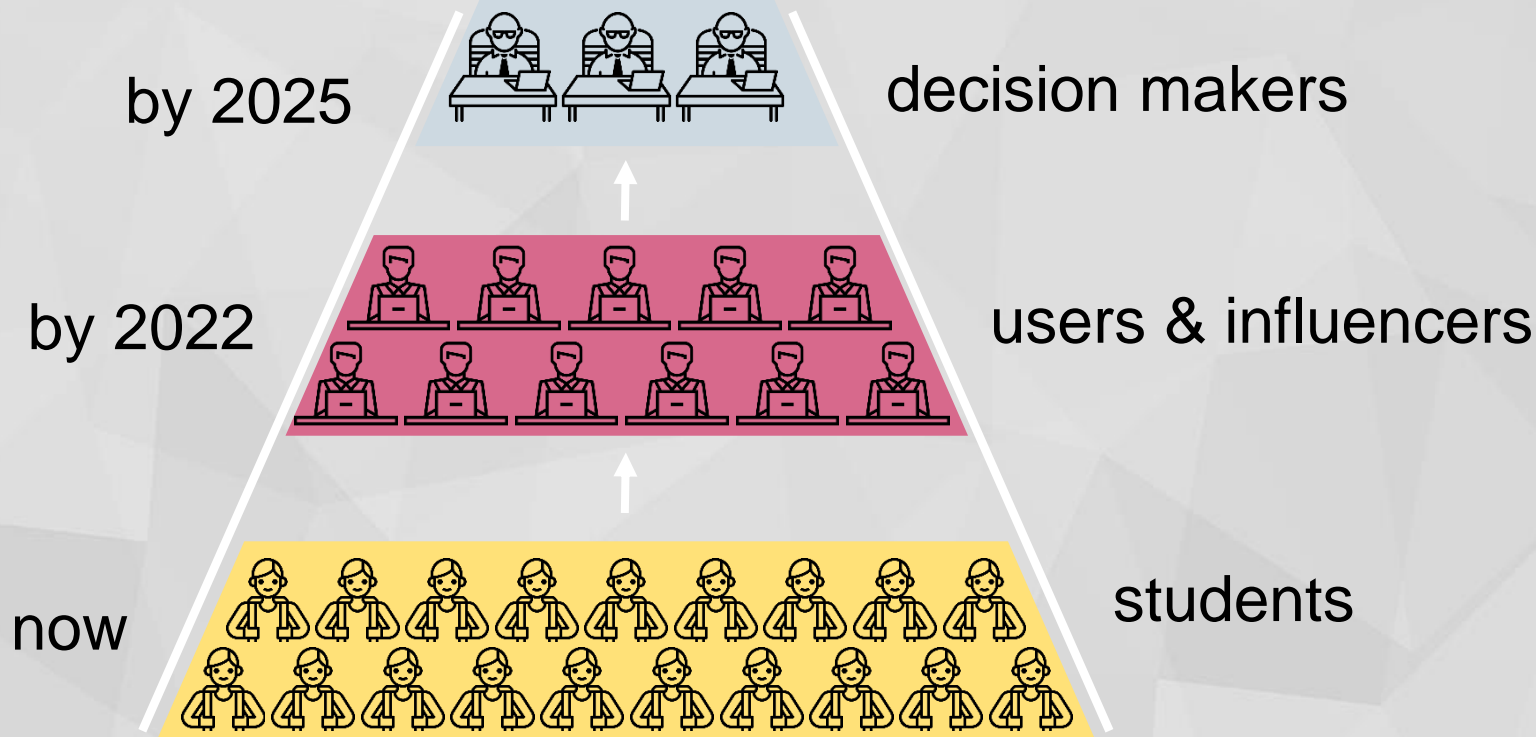➢ **Custom features and price are able to compete with products from other vendors**

➢ **Product and vendor reputation**

➢ **Base of loyal customers and potential clients**

➢ **Ecosystem of the sales and users support**

COMPANY THAT HAS BEEN WORKING IN THE LOCAL MARKET VS. COMPANY THAT ENTERS THE MARKET

Key conditions	Company that has been working in the local market	Company that enters the market
Custom features and price are able to compete with products from other vendors	+	+
Product and vendor reputation	+	− ←
Base of loyal customers and potential clients	+	− ←
Ecosystem of the sales and users support	+	− ←

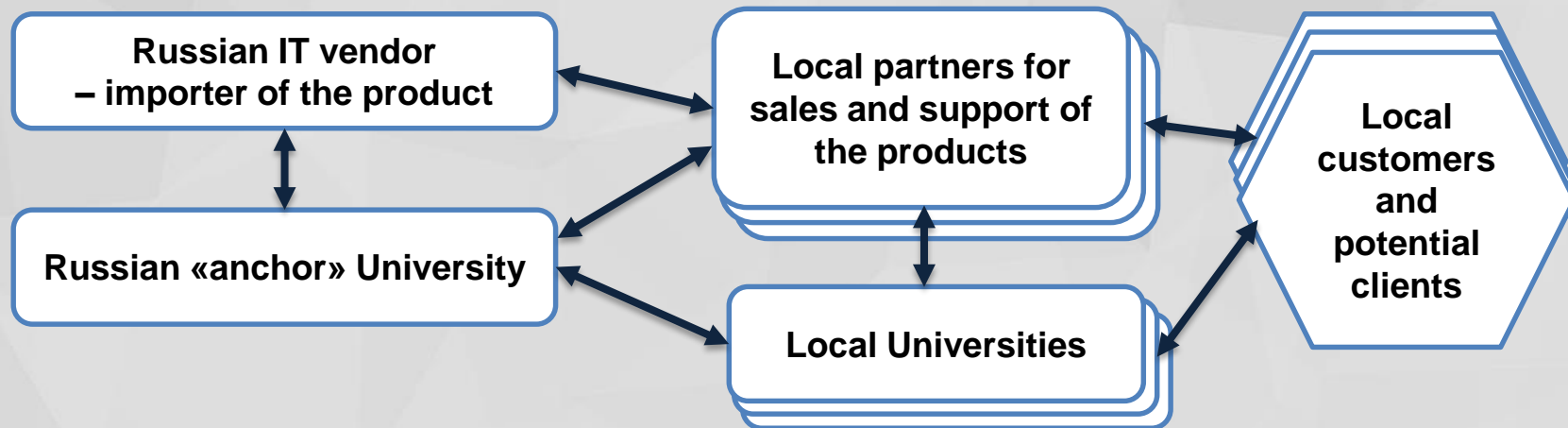# ACADEMIC SPHERE AS A STRATEGIC PILLAR FOR BUSINESS GROWTH

by 2025 — decision makers

by 2022 — users & influencers

now — students

SCHOOL SCHOOL SCHOOL SCHOOL SCHOOL SCHOOL SCHOOL SCHOOL SCHOOL

COOPERATION BETWEEN THE PARTIES

Russia

Target local market abroad

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Russian IT vendor          Local partners for
– importer of the product   sales and support of
                            the products              Local
                                                      customers
Russian «anchor» University  Local Universities       and
                                                      potential
                                                      clients
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CONTRIBUTION OF THE PARTIES

Russian IT vendor	Russian «anchor» University	Local partners for sales and support of the products	Local Universities	Local customers and potential clients
▪ Product features description and product user manual ▪ Academic product licenses ▪ Product Trainings for university educators ▪ Product certification programs	▪ Develop of Learning resources ▪ Develop and implementation of academic educational program (most often - master's degree programs)	▪ Evaluation and selection of students ▪ Participate in the development and implementation of training courses ▪ Practice oriented tasks and tests ▪ Scholarships for students ▪ Employment of graduates	▪ Develop and implementation of academic educational program (most often - master's degree programs)	▪ Practice oriented tasks and tests ▪ Scholarships for students ▪ Employment of graduates

PROGRAM FACTS

- ✓ **Master's degree program**

- ✓ **Full-time program**

- ✓ **Program's title:**
  current - "DIGITAL TECHNOLOGIES, NETWORKS AND BIG DATA"
  in the 2020-2021 academic year –
  «DIGITAL TRANSFORMATION, BIG DATA AND DATA GOVERNANCE»

- ✓ **Double diploma**
  (from the Irkutsk National Research Technical University +
  from local university)

- ✓ **Duration - 2 academic years**
  (1 year in Russia + 1 year in in local country)

- ✓ **Languages of Instruction – English**

- ✓ **Project based learning**

- ✓ **Practices based on real companies**

- ✓ **Guaranteed graduate employment**

KEY EDUCATIONAL MODULES

- Methods of Mathematics Applied to Calculus, Probability and Statistics
- Computational Modeling and Data Analytics
- Enterprise Resource Planning Systems and Customer Relationship Management Systems
- Project Management
- Data Analysis for Business Intelligence
- Big Data Analytics
- Artificial Intelligence, Machine Learning, Neural Networks and Pattern Recognition
- Innovation Management
- Systems Engineering
- Information Security
- Data Visualization
- Distributed Computing
- Data Management
- Cloud Computing
- Object-Oriented Programming
- Internet of Things
- Enterprise Architecture Modeling
- Digital Marketing
- English for Professional Communication

CURRENT ACADEMIC PARTNERS FOR IMPLEMENTATION OF THE PROGRAM

- ✓ **Mongolian University of Science and Technology**
- ✓ **Hanoi University of Science and Technology**
- ✓ **Indonesian Institute of Technology**
- ✓ **University of Indonesia**
- ✓ **Asia Pacific University of Technology and Innovation**
- ✓ **FPT University**

THANK YOU FOR YOUR ATTENTION! LET'S TALK...

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