

Eduniversal World Convention 2017



The Start –up Model as a Key Element for Programmes

Prof. Irina Sennikova

Rector of RISEBA University of Business, Arts and Technology, Latvia



8-12 November 2017
Dubai, United Arab Emirates



eduniversal
BUSINESS MEETS ART
25

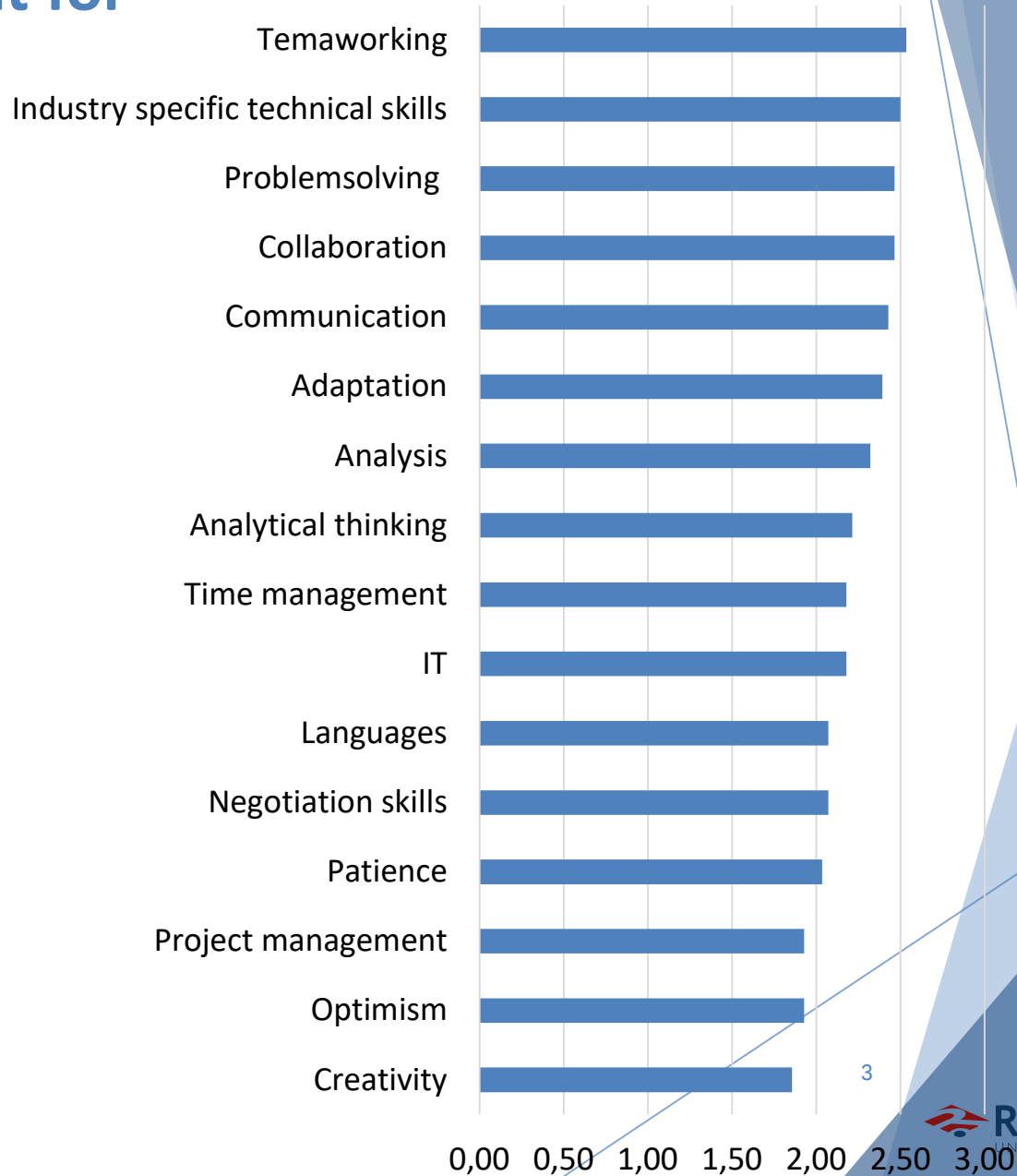
Generational differences – findings from the research on Management and Leadership Development Needs in Dynamic Societies

- ▶ Lack of social skills, different working patterns, attitude towards life, inability to keep attention
- ▶ “Focused on self-searching, they would rather enjoy start-up environment, but don’t understand the order of a large organisation”



Skills important for job applicants

- ▶ respondents were asked to evaluate the importance they place on skills for new job applicants.



RISEBA University of Business, Arts and Technology



*The Place Where
Business Meet Art*



1992/2006

2007/2010

2011/2017

Bachelor's:

Business studies (LV, RU),

European Business (EN),

E-Business (LV, RU);

Business Psychology (LV, RU)

Business in Digital Environment (LU,RU)



Master's:

MBA (LV, RU, EN)

Business Management (LV, RU), HRM (LV, EN)

International Business (En), Project Management (LV, EN),

Health Management (EN, LV)

International Finance (EN, LV)

Business Psychology and Supervision (LV, RU)

Strategic Business Management (LV,RU)



PhD in Management (LV)



Bachelor's: PR and Advertising Management (LV, RU)

Audiovisual Media Arts (TV producer, director,
screenwriter, cameramen) (LV, RU, EN)

Master's: Public Relations Management (LV,)

Audiovisual Media Arts (EN)

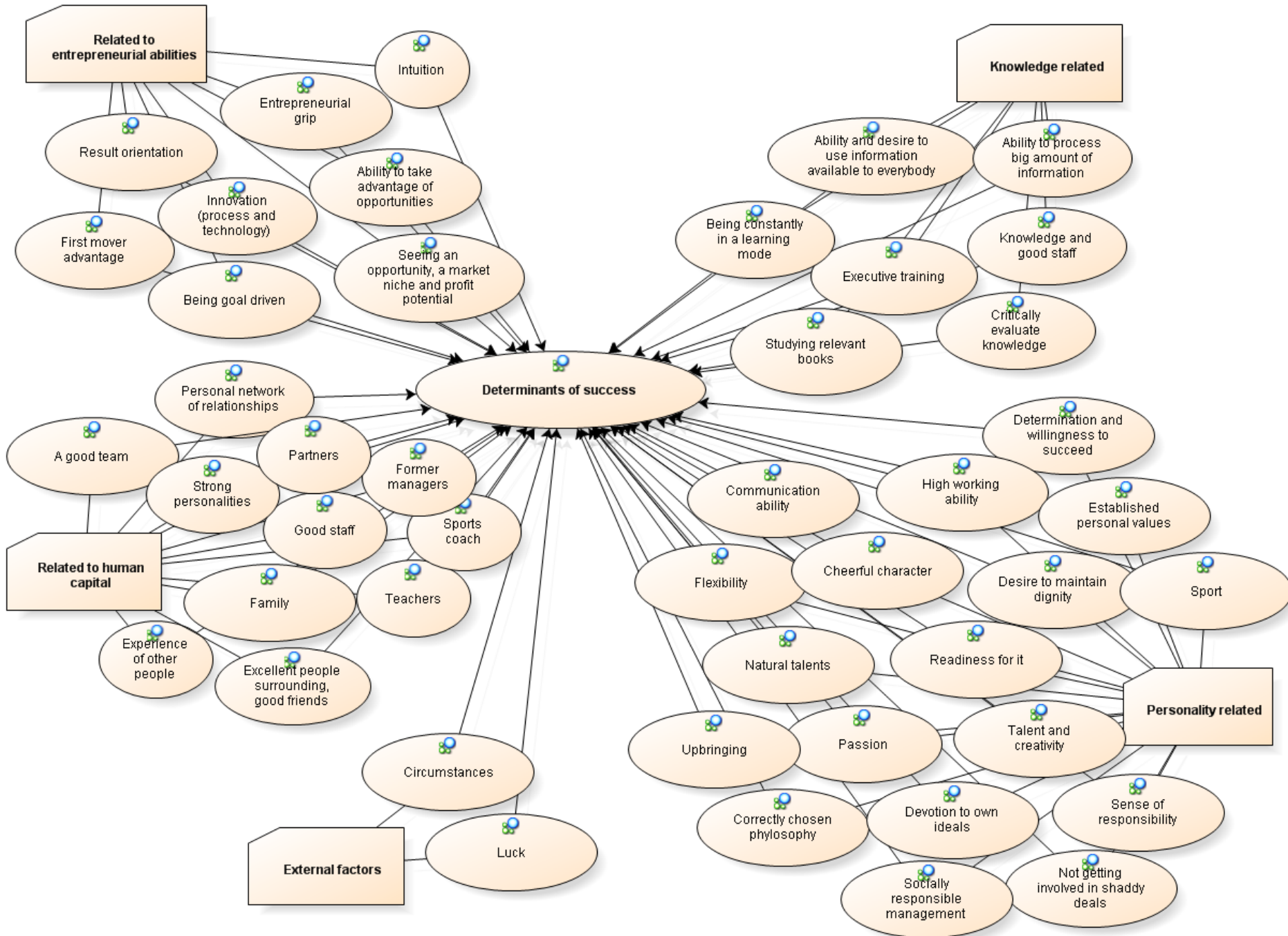
-Performing Arts



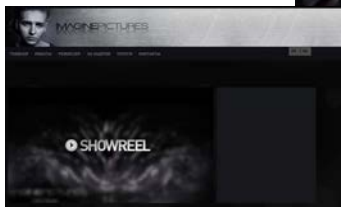
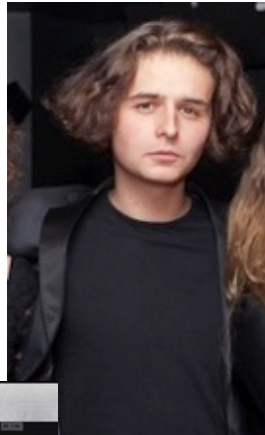
Bachelor's :Architecture (EN)

Master's: Architecture (EN)





Life style entrepreneurship vs serial entrepreneurship



10 Latvian
startups to watch
in 2017

Giraffe 360 Virtual Reality Tours



RISEBA

CREATIVE BUSINESS INCUBATOR



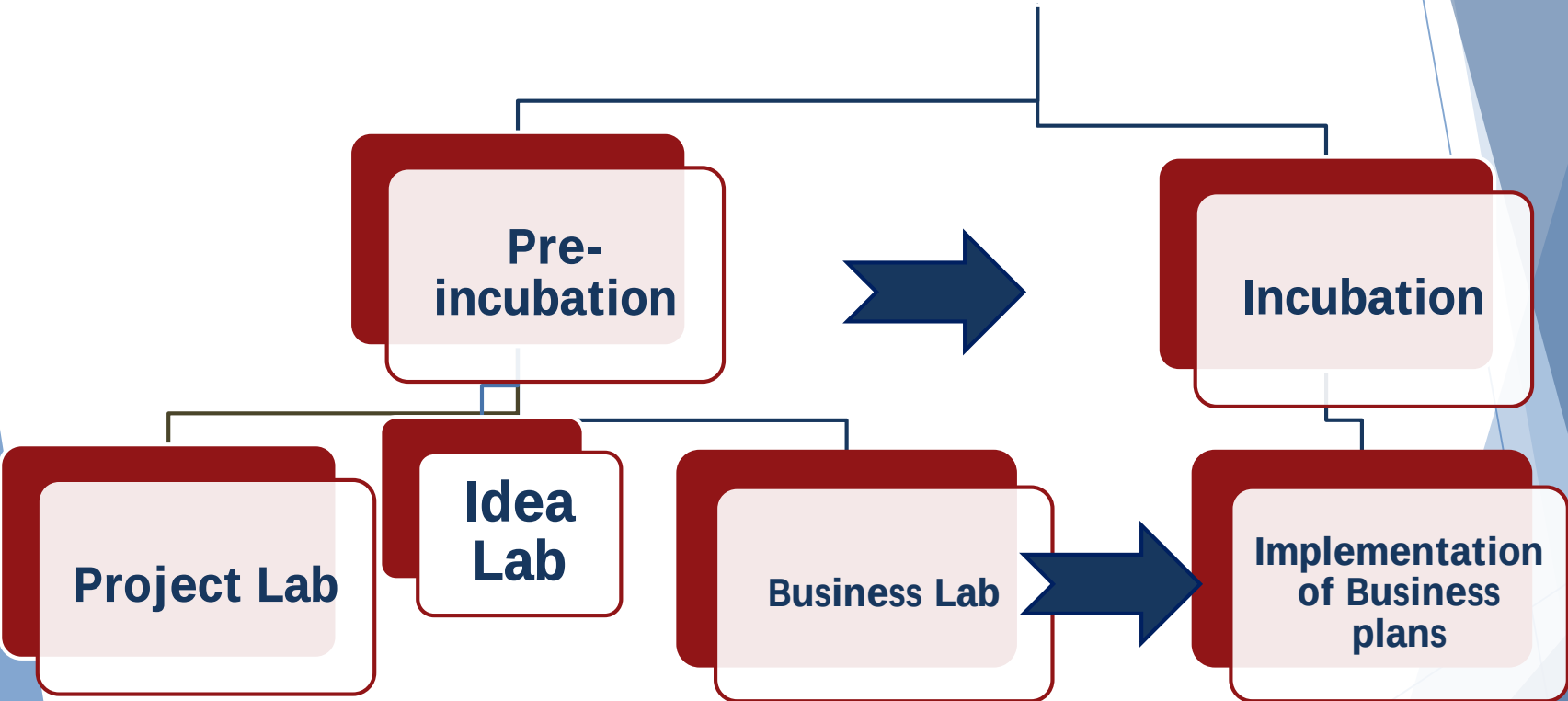
KOKA



PULKSTENI



Integrating incubation activities into the study process



eduniversal

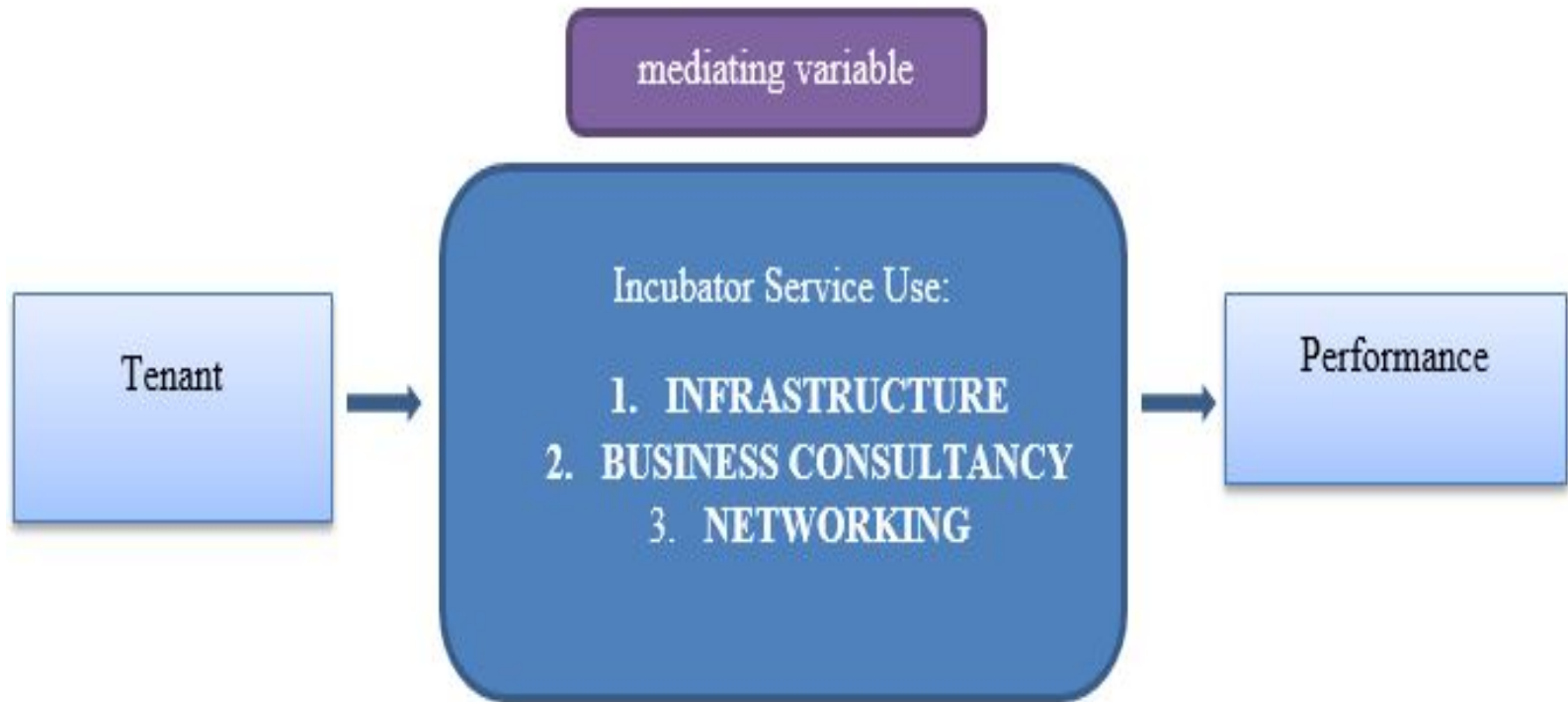


RISEBA
UNIVERSITY

25

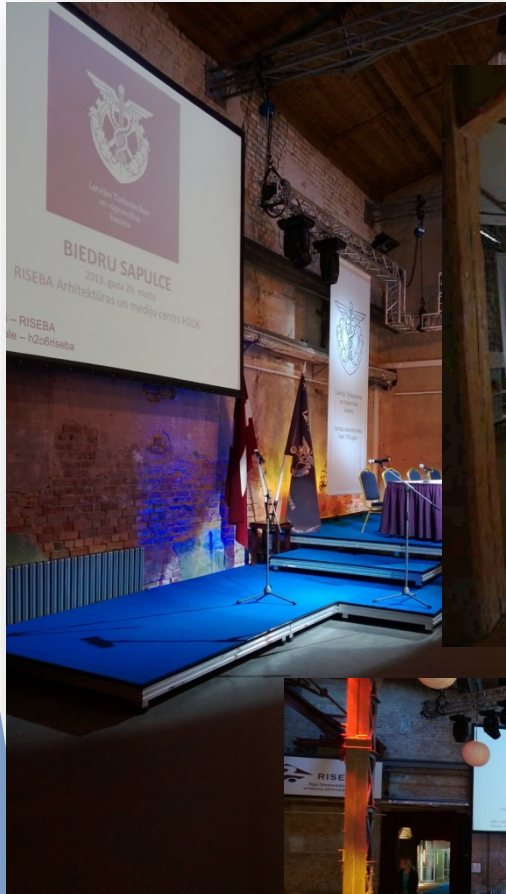
BUSINESS
MEETS
ART

UNIVERSITY BUSINESS INCUBATORS' IMPACT ON TENANTS' PERFORMANCE



(I.Cirule, 2017)

Creating entrepreneurial culture



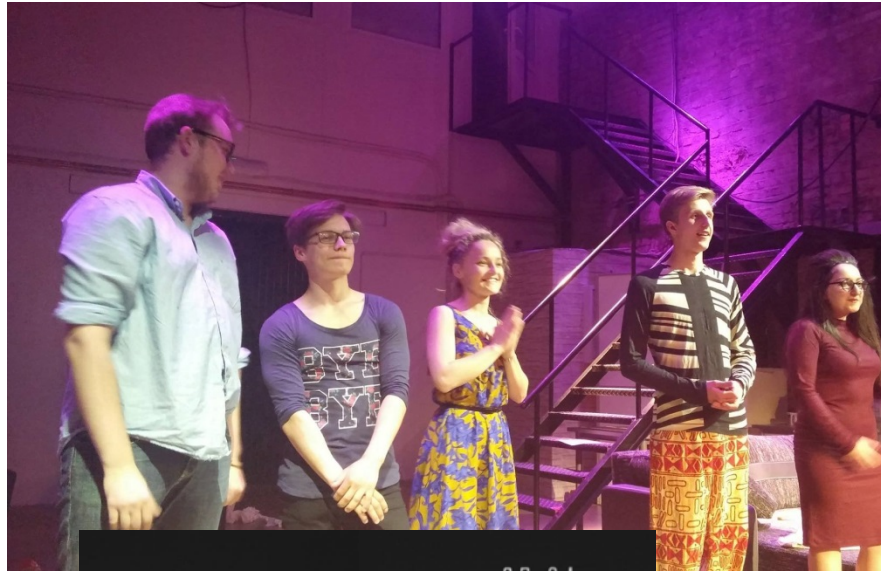








RISEBA Repertory Theatre



The missing link between the corporate world and educational institutions

- ▶ Gap between theory and practice

“Educational institutions should know issues in corporations. Trainings sometimes are difficult when delivered by purely academic trainers based on theory only. Our employees always question the suitability of theories. Trainers should have eaten the salt of business”

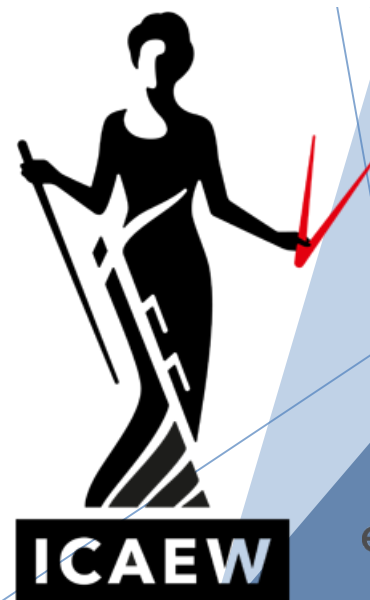
- ▶ “Too much emphasis on facts acquisition, but should rather focus on problem solving, critical analysis, argumentation, teamwork, personal development”

- ▶ Providing graduates with wrong expectations and wrong motivation

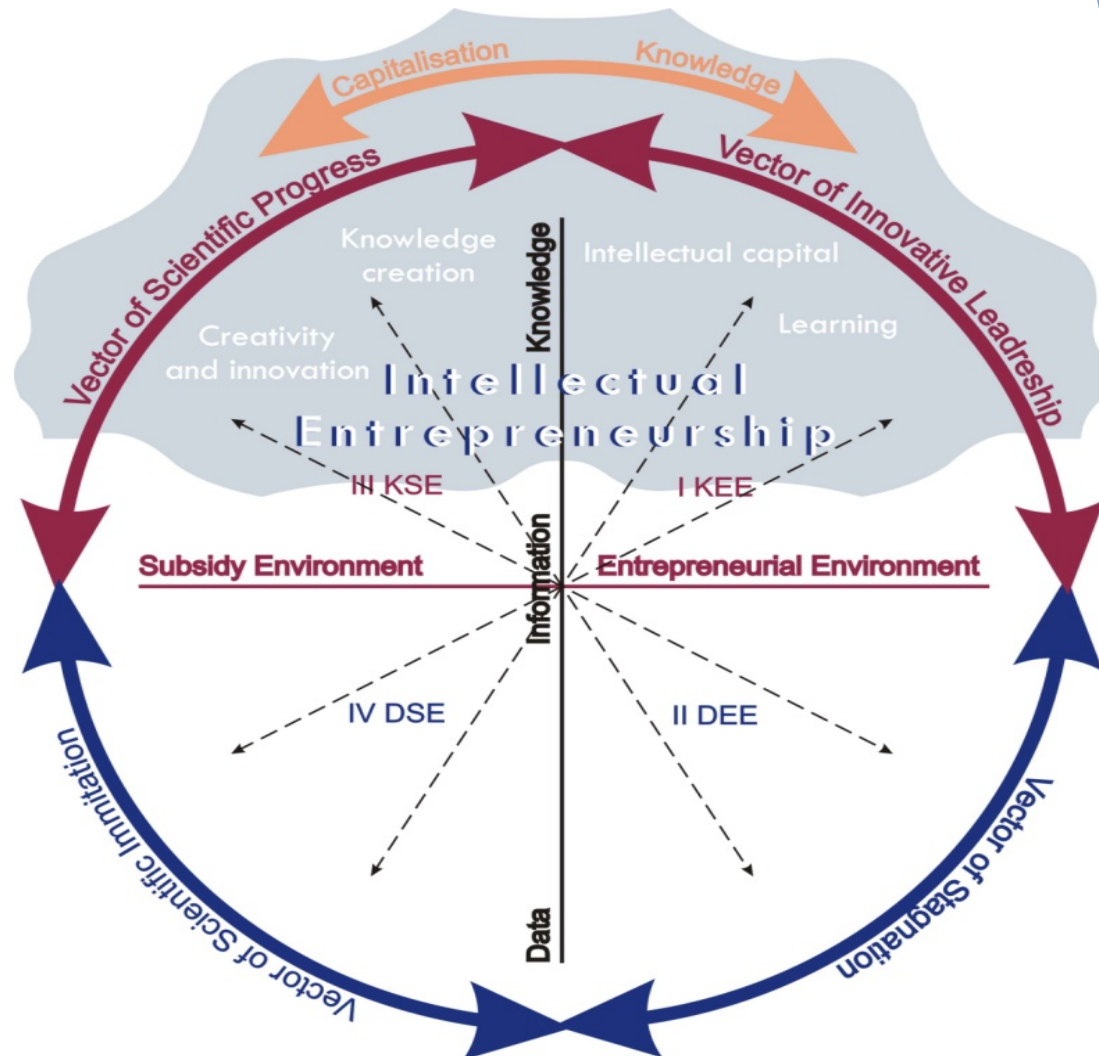
- ▶ “Teaching folklore in business schools”

Bachelor in Start up Economics and Finance –in development

To develop specialists able to attract financing for enterprises with a special focus on start-ups and to prepare the necessary financial reports and analysis on financial situation



Intellectual Entrepreneurship as capitalisation of knowledge in innovative environment



Ceļš uz starptautisku karjeru



 **RISEBA**
STUDENT COUNCIL