



Swiss International
Institute Lausanne

ANNUAL REPORT 2023

Swiss International Institute Lausanne - SIIL

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Owner:	Rectorate
Contact:	t.zarubina@siil.ch

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I INTRODUCTION

In 2023 SIIIL started the new page focusing primarily on the assurance of the quality processes and the improvement of its Study Programmes. In order to challenge our Quality assurance system, SIIIL has initiated its first Institutional Accreditation by IAAR, Accrediting and Rating Agency. International Accreditation is a procedure for assessing the compliance of educational programs with international and European quality standards, carried out by accreditation agencies that are members of the European Association for Quality Assurance in Higher Education ENQA and are registered in the European Quality Assurance Register for Higher Education EQAR.

Why have we decided to initiate this deep examination of our Institution and the quality of our Study Programmes? First of all, to determine our weak points to correct them and to assure to our students the best quality of the Study programmes. Secondly, understanding the importance of international recognition of our students' competencies in the job market, we have aligned all our processes and study programs with the ESG quality standards.

What competitive advantages does international accreditation provide to SIIIL?

- international recognition, comparability and convertibility of qualifications assigned by the SIIIL, confirmation of guarantees of high quality education and services, their compliance with international requirements
- increasing the attractiveness of the SIIIL and the confidence of the main stakeholders in the effectiveness and efficiency of implemented educational programs
- qualitative evaluation of the level of its activities and implemented educational programs to obtain objective information on the unutilized possibilities, potential and prospects of development
- wide integration into the world educational space
- image growth and strengthening of competitive positions in the national and international educational services market

This International Institutional Accreditation gave us a possibility to review once more our main policies and quality assurance procedures.

In 2023 we continued to work on our Study Programmes especially on the 240 ECTS Bachelor SP. This a huge work that will be finalized in 2024 with the launch of these new SP in 2025.

In 2023 we launched our first English speaking Programme, MBA. This online Master was submitted to the QS ranking experts to be included in the world wide ranking of online MBA (Global online MBA). The results of this request will be known in Spring 2024.

We have also undergone the EduQua audit to confirm the level of our quality procedures and SP according to the requirement of this Swiss certifying body.

Our long-term objective is to assure the high quality level online distance education for freelancers, independent professionals or the self-employed as well as of every person even from the very far locations desiring to learn in its own language full-time, part-time or alongside family life and work and obtain the useful up-to-date skills and knowledge as well as to the job opportunities. Students are our focus in all our procedures et reflexions.

II ACADEMIC DEVELOPMENTS

a. Certifications and rankings

In 2023 SIIIL has prepared and submitted the update of the self-assessment report to comply with 22 standards of eduQua quality label.

EduQua is the best-known and most widely used of the quality labels designed and developed specifically for continuing education providers in Switzerland. By becoming certified, education providers (SIIIL) undertake to maintain, assess and develop the quality of their offerings. The eduQua label makes this commitment visible.

EduQua was created in 2000 on the initiative of the State Secretariat for Economic Affairs (Seco), the former Federal Office for Professional Education and Technology (OPET), the Conference of Swiss VET/PET Authorities (DBK) and the Swiss Federation for Continuing Education and Training (FSEA). Since the introduction of the eduQua certificate, the eduQua secretariat has been attached to the FSEA. The FSEA has been the sole bearer of the eduQua label since 2018.

According to the label definition, Educational institutions that comply with the eduQua criteria :

- ... are characterised by a high level of concern for quality, which is culturally and institutionally anchored at both management and operational levels;
- ... promote successful long-term learning and a high level of satisfaction among participants;
- ... take account of the skills or objectives pursued and the needs of the people for whom their training is intended;
- ... provide transparent information for course seekers and participants;
- ... structure their quality management on the basis of a quality loop ;
- ... formulate quality objectives and requirements, assess and evaluate their compliance with them, and continually develop themselves;
- ... have a strong culture of evaluation and feedback;
- ... identify societal developments and the related aspects of training policy, and gear their offerings accordingly;
- ... ensure the economic success of their training provision and manage risks responsibly as an organisation.

In August 2023 SIIIL obtained the confirmation of the eduQua quality certification for 3-year period with.

In 2023 SIIIL has also submitted the request to include in the Global Ranking of Online MBA our English speaking Master of Business Administration.

QS Quacquarelli Symonds is the world's leading provider of services, analytics, and insight to the global higher education sector, whose mission is to enable motivated people anywhere in the world to fulfil their potential through educational achievement, international mobility, and career development.

The *QS World University Rankings* portfolio, inaugurated in 2004, has grown to become the world's most popular source of comparative data about university performance.

In the methodology used for QS Stars, universities are evaluated in dozens of indicators across at least eight categories. After the assessment, universities are awarded with an overall Star result which ranges from 0 to 5+ Stars, depending on the number of points achieved through the evaluation.

We would like to remind that SIIIL obtained 5 stars rating in the category of the online learning institutions in September 2022. And in 2024 we will know the place of our online MBA in world ranking.

b. Quality

The most important challenge of 2023 is the preparation and the submission of the Self-assessment report to undergo in February 2024 the international Institutional Accreditation. The whole year we were working hard on this report and we hope that 2024 will bring us the positive and inspiring results of this work of all stakeholders and different working groups.

The year 2023 saw SIIIL preparations for the Institution Accreditation according to the ESG criteria, scheduled for February 2024, and a number of key deliverables for the review were completed during the year. These include:

- the revision of the General Regulations
 - Revision of Academic Policies:**
 - Guidelines for a New Course Proposal;
 - New Programme Design and Approval Policy;
 - Student Complaints Procedures.
- Revision of General Policies**
- Policy Management Framework.

As the external quality assurance review is the most important part of the quality assurance processes and the improvement of the quality system, the Academic Council

mandated the Quality Assurance Office, the Academic Office and the Management to form the Steering Group to be in charge of the Self-Assessment reports. The Steering group started its work by establishing Working groups at every Faculty as well as the working group at the level of the HEI including all stakeholders. Some external advisors were engaged to determine the needs of all SIIIL units and to identify the quality procedures lacks and gaps as a part of the quality assurance cyclical process (quality loop). The quality assurance procedures gaps monitoring is also a preliminary stage for the future external reviews according to the ESG principles.

III EDUCATION

In 2023 SIIIL was delivering 6 Bachelor Study Programmes in Russian:

- Bachelor in Information Systems and Technologies
- Bachelor in Internet Marketing
- Bachelor in Web Design
- Bachelor in Event Management
- Bachelor in Project Management
- Bachelor in Luxury Brand Management

As well as 2 Master Programmes in Russian

- Master in International Relations
- MBA

And our first English Speaking Programme: MBA

The main value of SIIIL vision is the freedom of the learning and teaching as well as the student-centered approach. Our ultimate goal is to offer a range of degree Study programmes in different languages to help people from all over the world to learn in their native language.

a. Learning Management System

In its Study Programmes SIIIL uses its own LMS system. LMS (Learning Management System) is a software designed to manage and organise the educational process in an educational institution. The LMS system includes the following main functions:

1. Course management: LMS allows creating, editing, and managing various courses offered by the educational institution. Courses can be divided into modules or lessons and contain various types of materials such as videos, texts, tests, and assignments.
2. Student registration and management: LMS allows managing the list of students, registering new students, viewing their information, and tracking their activity within the courses.
3. Online learning: LMS provides the ability to conduct online learning, where students can study materials, take tests, and complete assignments through the

Study programmes	Bachelor	Master
Information systems and technologies	46	
Project management	51	
Brand management	20	
Web-design	8	
Internet-marketing	21	
Event-management	11	
Master of arts in international relations		21
Master of business administration (rus)		38
Master of business administration (eng)		3
TOTAL	219	

internet. LMS can also provide opportunities for interaction between students and teachers through forums, chats, or email.

4. Assessment and progress tracking: LMS allows teachers to create and evaluate tests and assignments, as well as track students' progress. It can also provide students with feedback and reports on their successes and achievements.
5. Administrative functions: LMS provides administrators with the ability to manage the system, add new users, configure various parameters, and ensure data security.
6. Integration with other systems: LMS can integrate with other systems such as Student Information Systems (SIS), video conferencing systems, or electronic library systems

b. Statistics

Statistics on students at the Swiss International Institute Lausanne - SIIIL provide information on the evolution of the student population and its distribution by faculty, socio-demographic characteristics and geographical distribution of students. In 2022, there were 22 students enrolled in SIIIL programs. In 2023, there were 197 students enrolled in SIIIL programs. The total student enrollment for 2022 and 2023 was 219 people.

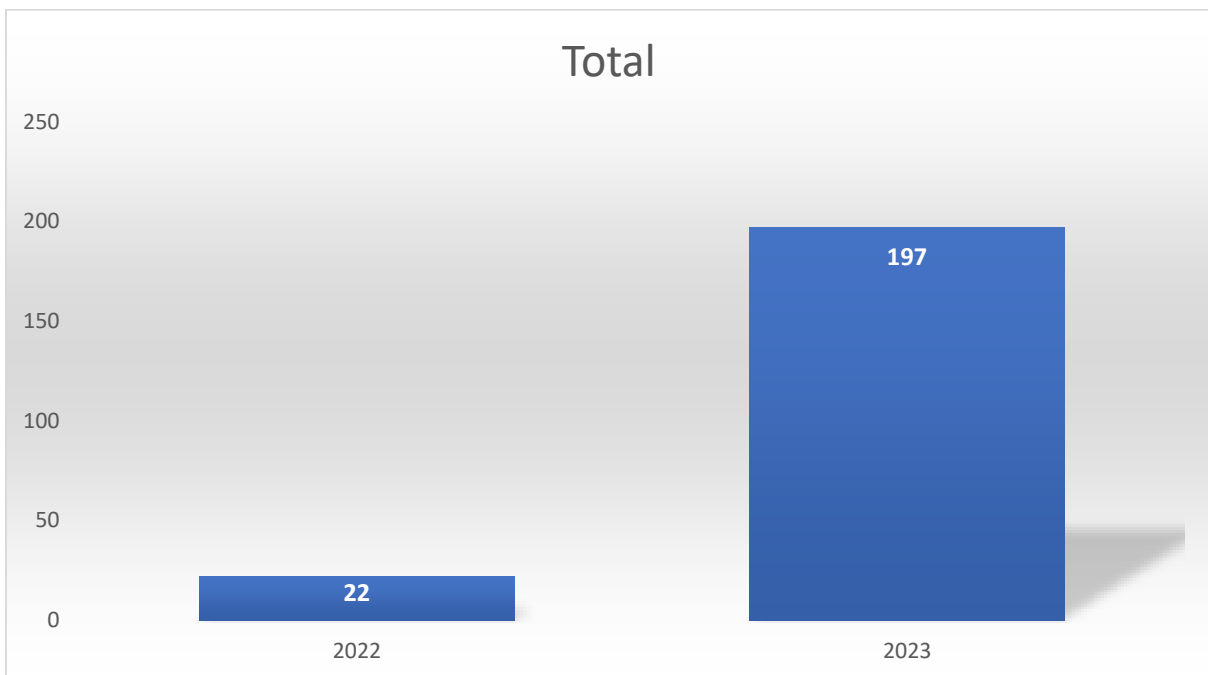


Figure 1.2. Number of students

Dropout statistics show the distribution of the number of students who drop out by course. Detailed data on dropout rates by program of study are presented in Figure 1.3.

Study programmes	2022	2023
Information systems and technologies	0	3
Project management	2	3
Brand management	0	1
Web-design	0	0
Internet-marketing	0	0
Event-management	0	0
Master of arts in international relations	1	1
Master of business administration (rus)	1	3
Master of business administration (eng)	0	0
TOTAL	15	

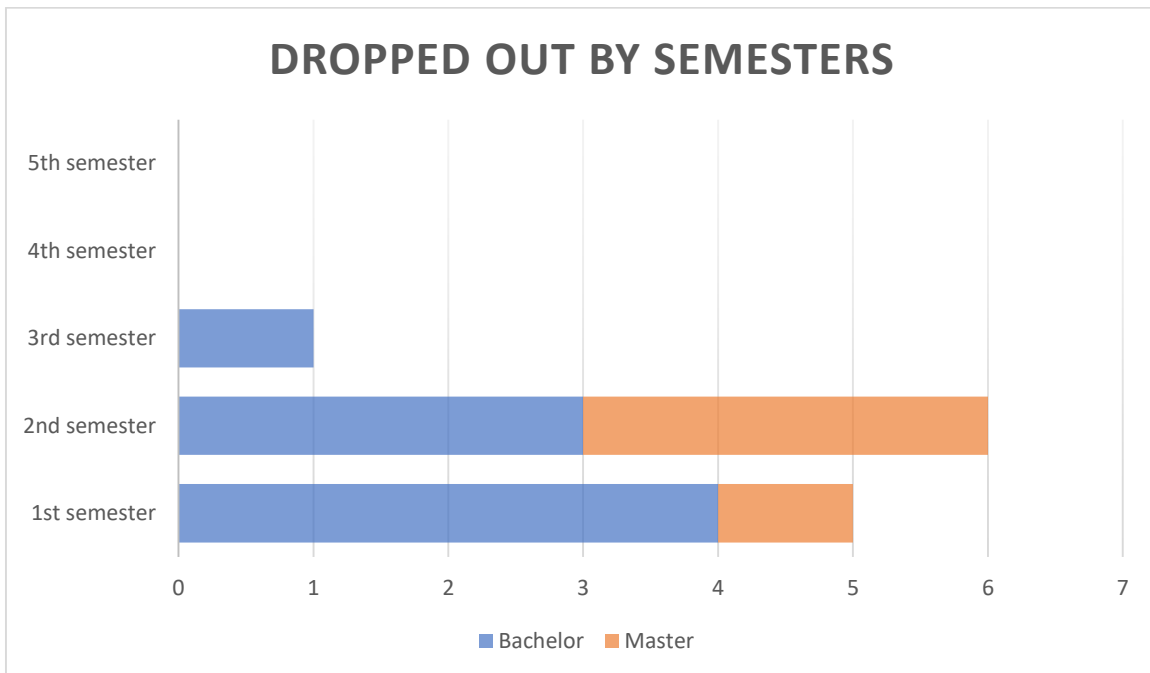


Figure 1.3. Number of dropouts by study programme.

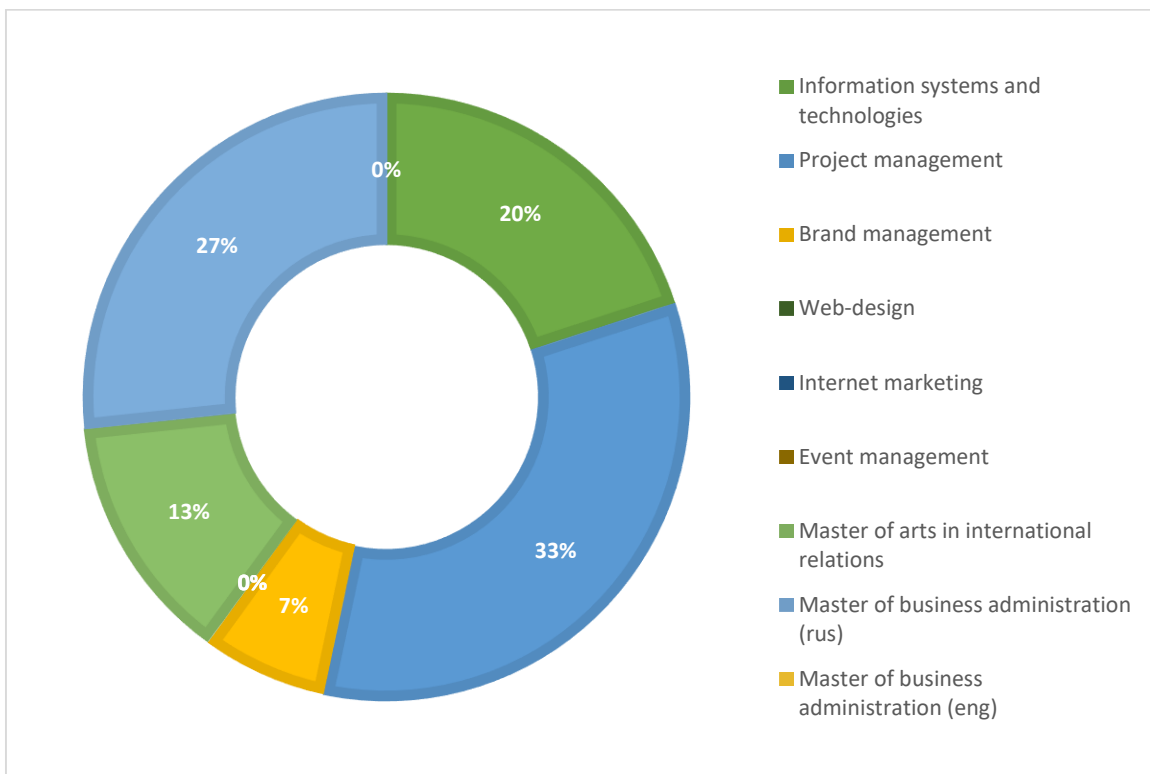


Figure 1.4. Percentage of dropouts by study programme

In 2022, the number of dropouts from Bachelor's and Master's programmes was 2 people each. In 2023, the number of dropouts from Bachelor's programmes was 7 students and from Master's programmes - 4 students. In 2023 SIIL had its first alumni.

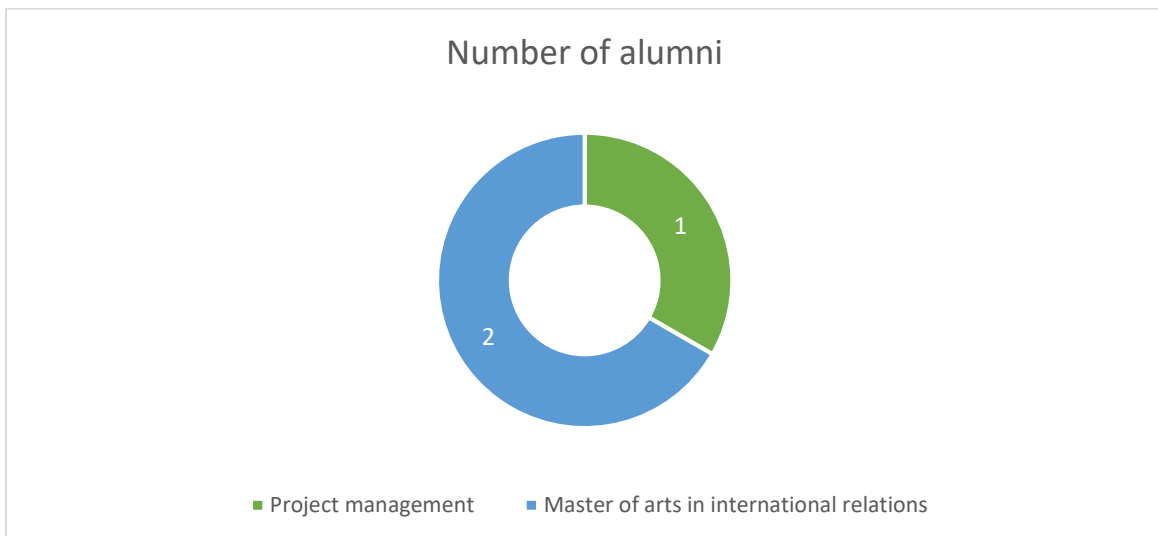


Figure 1.5. Alumni.

IV HR OVERVIEW

The two key staff groups at SIIIL are administrative staff and teaching staff. The Institute pays equal attention to the development of both groups of staff. At the same time, it should be noted that the emerging new EdTech industry is characterized by an acute shortage of specialists with equally high competence both in the field of methodological and teaching work and in the field of development and implementation of modern information and multimedia technologies in the educational process.

In order to solve this problem, the Institute applies the practice of additional training in the basics of educational process organisation for specialists in the field of IT, and vice versa, specialists in the field of educational process organisation undergo additional training in the field of application of online and IT technologies in the educational process. To support the further development of the staff SIIIL introduced 1 year ago the HR Development Policy.

All teachers involved in the creation of electronic multimedia textbooks are trained in an introductory course on the basics of developing and recording electronic multimedia textbooks. The production of the first courses and the first recordings on VR equipment are always difficult for teachers who are used to classroom work. Therefore, during the whole period of recording and production of the first electronic multimedia course, the work of the instructor is supervised by a full-time specialist for production of electronic multimedia textbooks. His/her tasks include organisation of the recording, supervision and assistance to the teacher during the course recording period.

The administrative staff of the institute is a team of like-minded people who are passionate about the development of the EdTech industry and see themselves as part of this fast-growing sector. Regular meetings held to discuss new opportunities to

improve the quality of the Institute's educational services help develop teamwork among the Institute's team members.

The search for talents, unique specialists and people with a passion for the development of new forms and technologies of education is the constant task of the HR department of SIIIL.

In a relatively short history of development, the Institute's team has grown into a mature community of professionals with the responsibility and necessary qualifications to fulfil complex professional tasks and achieve the Institute's development goals.

The high demands made by the founders and administration of the Institute to the quality of SIIIL's educational services make it necessary to pay great attention to the development of the quality control and assurance system. In 2023, specialists in the field of Quality management worked hard to improve the most important quality procedures. The Quality assurance unit in collaboration with Programmes Boards control over the implementation of curricula, compliance of Study Programmes content with the declared final competences and outcomes, compliance of the level of education and professional experience of teachers with the requirements of educational programmes.

Further development of the Institute's human resources potential is related to creating conditions and actively attracting talents in the EdTech industry, as well as providing maximum opportunities for creative, scientific and business self-realisation of employees who are already members of the SIIIL team.

V INFRASTRUCTURE OVERVIEW

The SIIIL's infrastructure consists of two main parts: online infrastructure and distributed outsourced offline infrastructure. The online infrastructure provides the possibility of communication and interaction between the Institute and students within the online educational process. Distributed outsourced offline infrastructure provides the possibility of offline communication with participants of educational and administrative processes, interaction with regulatory bodies, production of electronic educational content, maintenance of online infrastructure.

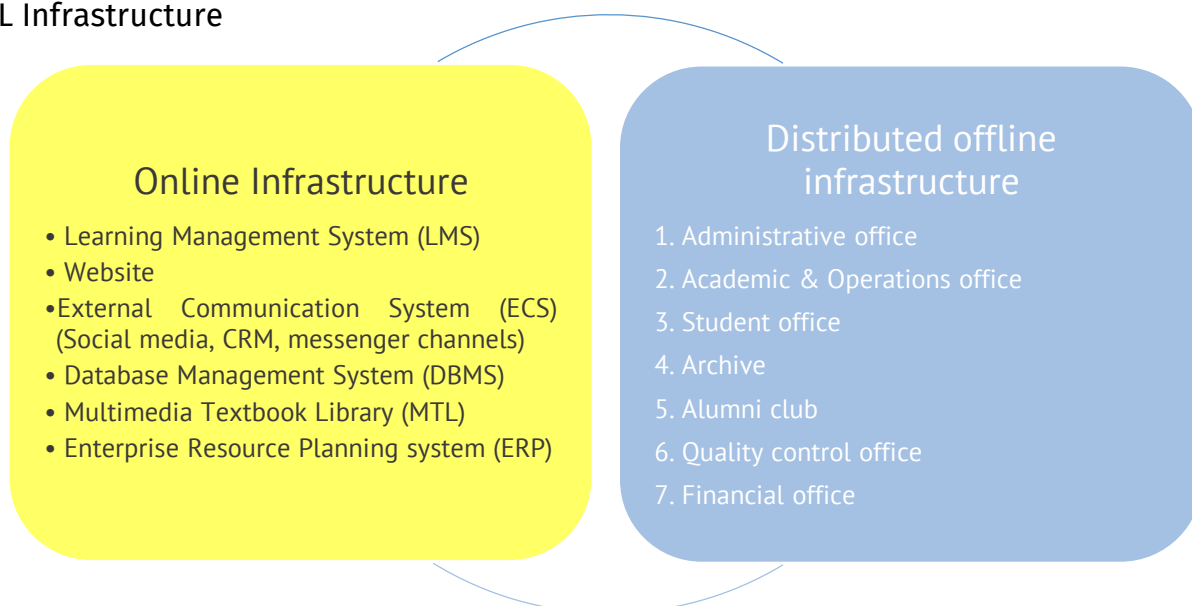
The online infrastructure consists of Learning Management System (LMS), Website, External Communication System (ECS), Database Management System (DBMS), Multimedia Textbook Library (MTL), Enterprise Resource Planning system (ERP).

Distributed outsourced offline infrastructure includes:

- Operations Office with Finance, HR, Marketing & Communications, IT services & support as well as infrastructure units;
- Academic Office and
- Students office.

The choice in favour of the distributed outsourcing infrastructure fully meets the objectives of the Institute as an international multilingual online project, allowing to create centres for management decision-making and production of educational content in the regions of residence of potential applicants (future students). Also, this decision follows the current trends in the economy of the Swiss Confederation, which consist in keeping head offices and research centres in Switzerland and transferring the production of services and goods to outsourcing sites, within the organisational structure of the company, in other countries - with lower production process costs.

SIIL Infrastructure

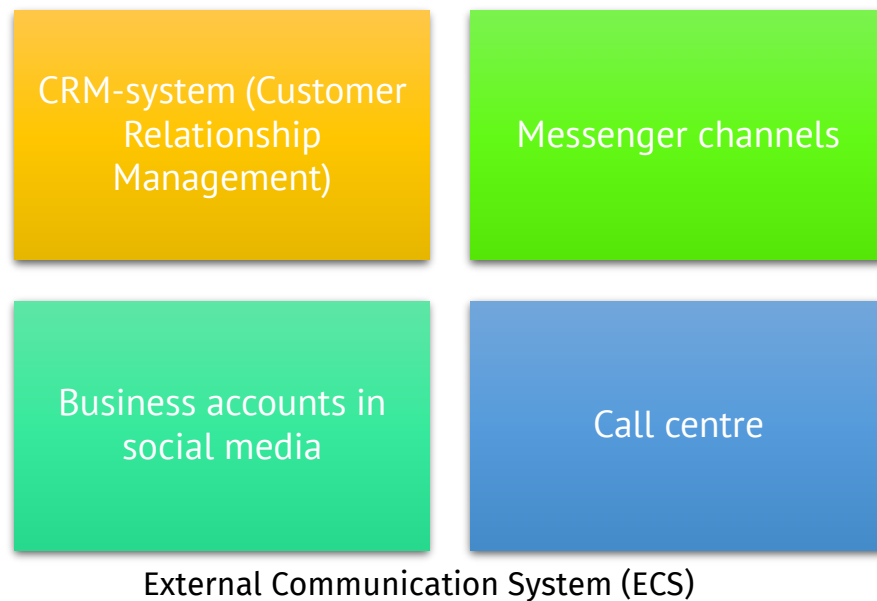


a. Online Infrastructure:

LMS (Learning Management System) is a software designed to manage and organise the learning process in an educational institution.

A website is an interactive set of web pages of an institute that contain information, images, videos and other multimedia elements that can be accessed through the internet. <https://siil.ch/>

External Communication System (ECS) is a set of software tools and online platforms that ensure communication not only with students connected to the LMS, but also with applicants and potential applicants.



This system includes:

1. CRM-system (Customer Relationship Management) is a programme that stores all data about existing and potential applicants and students (names, contacts, history of conversations) and manages this information.
2. Messenger channels - a system for providing applicants and students with up-to-date news information about institute events via popular messengers.
3. Business accounts in social networks - a tool of dialogue interaction with social groups targeted by artificial intelligence as segments of society having an interest in the Institute's sphere of activity.
4. Institute Call Centre - a system for servicing incoming information requests from students and applicants. It is based on the service of cloud IP-telephony Zadarma.com.

Database Management System (DBMS) consists of software that organises the storage of data. A DBMS controls the creation, maintenance, and use of the database storage structures of institute and of its students.

Multimedia Textbook Library (MTL) is an electronic repository of text and multimedia learning materials, a collection of assessment tools for knowledge and skills, as well as useful links to additional materials that are freely available. MTL contains multimedia textbooks for all courses of the institute. The unit of storage is an electronic MTL, which includes a multimedia review course, a link to the basic textbook in text version, electronic tests, a list of questions for coursework, links to additional materials stored in free access.

Resource Planning system (ERP) - Software whose main task is to optimise management and educational processes in the institute. ERP is a necessary condition for ensuring stable interconnected functioning of various parts of the information environment of the university. Application of ERP in the Institute increases the efficiency of the management system of the educational organisation. ERP system of

the Institute automates the following processes: admission of applicants, accounting of student contingent, financial monitoring, monitoring of key performance indicators. ERP system includes various elements of the institute's document flow, reducing the need for paper document flow.

b. Distributed outsourced offline infrastructure

Administrative Office. The office is the workplace of Rector, Academic Director, Data Protection Office Director, Quality Assurance unit head, the place of business meetings and meetings with partners, the place of the Academic Council of the Institute. This office is the official legal address of the Institute and the address for external correspondence. Address: Grand' Rue 92, 1820 Montreux, Switzerland.



Archive. This office is the workplace of the Executive secretary who is in charge with paper-based document management. This office is the place for internal correspondence. Address: Rte de Belmont 48, 1093 La Conversion, Switzerland.



Outsourcing Academic and Operations Offices. This office organises the work of the following employees and departments: HR, Marketing & communication, IT Faculty Dean, Management Faculty Dean, Student office. Also, in this office there is situated the call centre of the Institute. Address: 89, bldg. 1, Zinaida Konoplyannikova St., Tver, Tver region, Russia, 170041

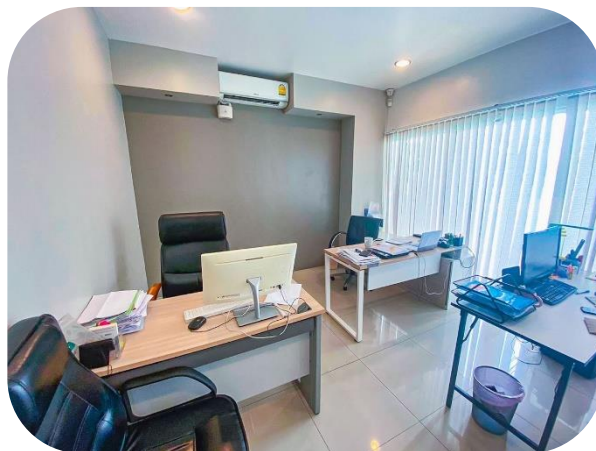


Outsourced IT development office. This office houses IT services&support department. Address: 89, building 1, Zinaida Konoplyannikova St., Tver, Tver region, Russia, 170041.



Outsourced Quality assurance unit: It is a workplace of the Quality Control Manager. Address: Latvia, Riga, Meldru iela 6/2-60, postcode-LV-1015.

Alumni network and club. In this office the work on co-operation with the graduates of the Institute is carried out, alumni meetings are organised. Thai location allows to provide a high level of service organisation of meetings at low prices. The comfortable climate adds to the attractiveness of this location as a reunion destination. Address: 506, 1 Thep Prastit 12 Alley, Pattaya City, Chon Buri 20150, Thailand.



Finance unit. This office is responsible for financial planning and accounting. Address: Rue Haldimand 10, 1003 Lausanne, Switzerland.

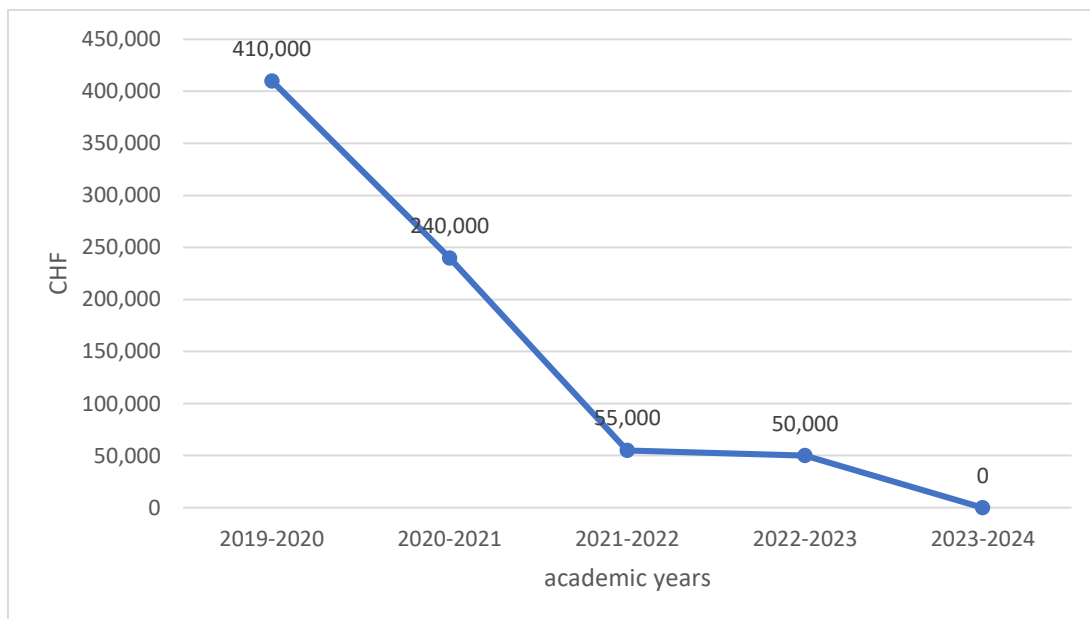
VI FINANCIAL OVERVIEW

The financial system of the Institute is based on the principle of the Institute business income sustainability due to the receipt of students' tuition fees, payments for the Institute's research work, consulting services, payments for the fulfilment of orders for the production of online educational content for third-party educational institutions. Nevertheless, at first, due to the initial stage of organisation of the Institute's activity,

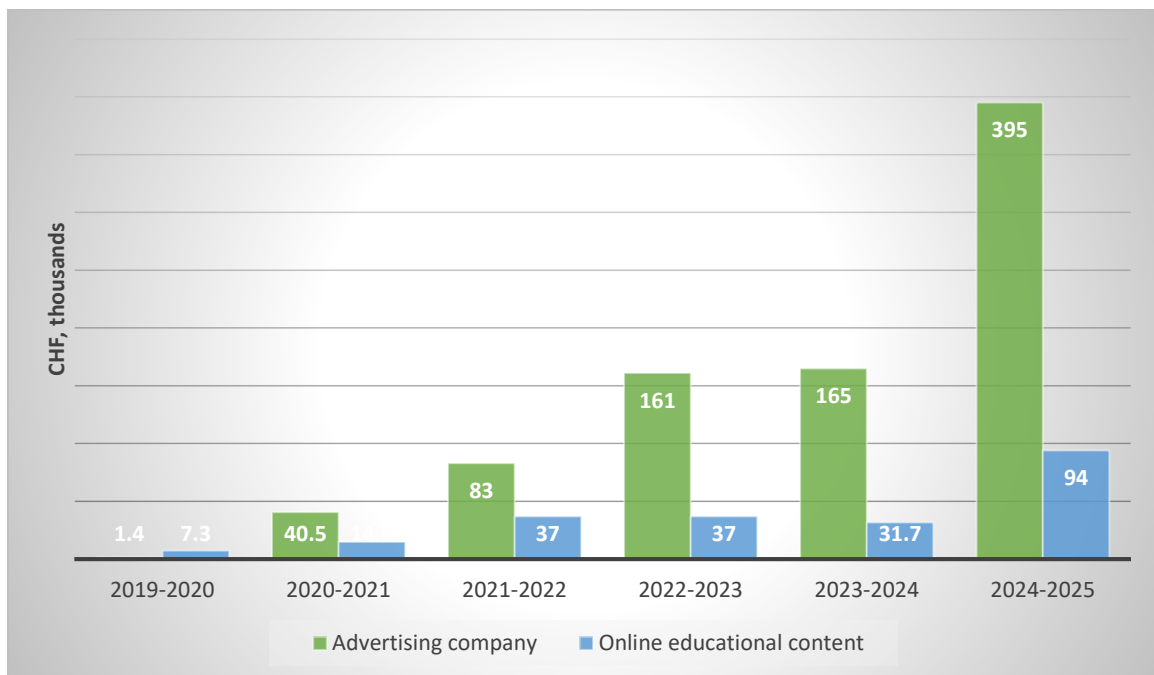
the financing of the Institute's activity was carried out at the expense of investment funds of the founders. Subsequently, the share of investment funds decreased, but the share of funds received from the realisation of the Institute's services increased. Thus, at the initial stage of the Institute's development two sources of financing were formed: investment financing and proceeds from the sale of services.

Investment financing is carried out according to the traditional approach to startup financing. This approach is conditioned by the investors' attitude to the institute as a start-up project in the EdTech field. The capital structure of the project is divided equally between the two stakeholders. Despite the fact that private educational organisations in Switzerland are registered in the form of a commercial legal entity "SARL" and have the aim of making a profit according to the statutes, for SIIL investors the profit from the institute's activities is not the main investment objective. The main goal of investors is to increase the capitalisation of SIIL as a self-sustaining organisation.

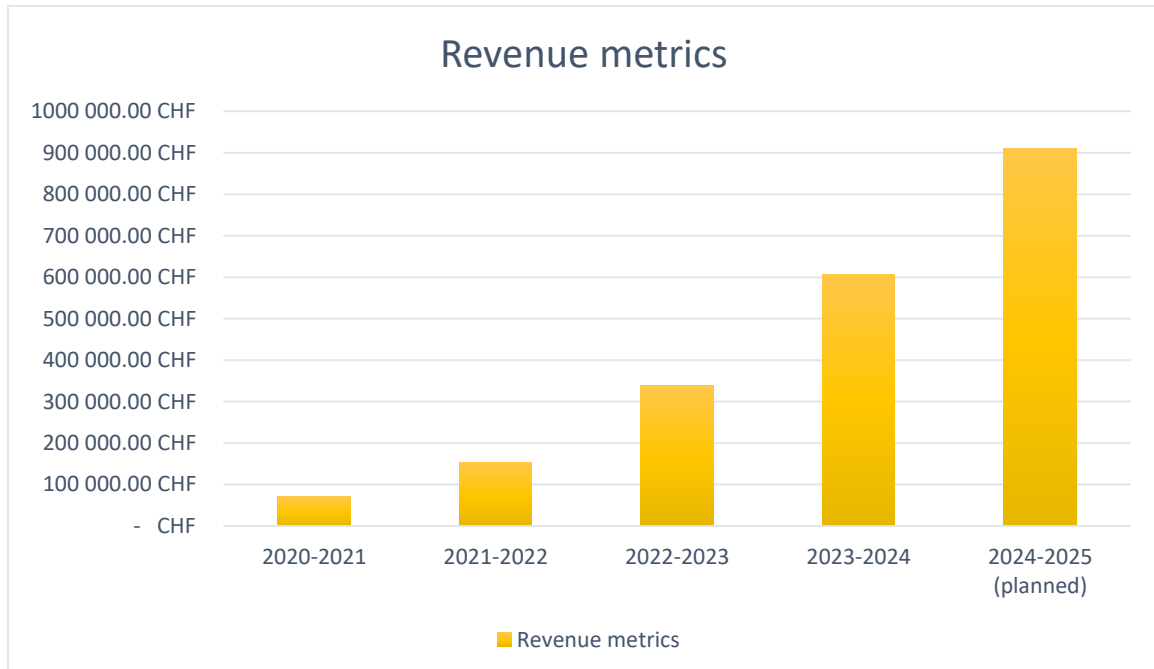
At the stage of investment financing, the financial planning model of the institute was based on bootstrapping model, but it can be predicted that the importance of profitability of the institute will increase in the next 2-3 years.



Investment schedule



Basic costs



Revenues metrics

VII CONCLUSIONS

In conclusion, this year has been dedicated to reinforcing and enhancing our quality procedures across all aspects of the Institute's operations. Through a careful review and alignment of our processes with established quality standards, we have ensured a stronger foundation for both academic excellence and institutional effectiveness. These efforts are aimed at not only improving the overall student experience but also securing the long-term relevance and recognition of our programmes in the global labour market. Moving forward, we remain committed to continuous improvement and innovation, with the goal of providing an exceptional and internationally competitive education.

In 2023 we confirmed our certification by the EduQua and we submitted our self-assessment report for Institutional Accreditation based on the ESG criteria from ENQA registered Accreditation Agency. We recognize that, in addition to continuous self-assessment and the ongoing revision of policies and quality processes based on feedback from students, staff, and the public, it is essential to have an external perspective to effectively reevaluate our quality system.

The efforts made in 2023 have yielded significant results, reflected in the growing interest from applicants and the enrollment of our first students. Moving forward, we are committed to further enhancing our quality procedures to ensure that their studies are efficient, their learning outcomes relevant, and assessments consistently fair and non-discriminatory. The involvement of all our stakeholders is vital to our ongoing development, and their feedback will remain essential in guiding our strategic goals.

In 2024, we eagerly anticipate the results of our Institutional Accreditation and the QS Global Ranking. We also plan to revise several of our policies, introduce new ones, and enhance the quality of our Study Programs. This process will begin with a comprehensive review, including a preliminary survey of all stakeholders, such as employers, to gather valuable feedback.

Approved by: Academic Council
Date of Approval: 22.05.2024