



## Graduate School of Management

St. Petersburg State University



Russian Business School  
With a Global Vision



National Priority Project  
"Education"



# Project Mission

To create a world-class Russian business school aimed at educating and advancing the national managerial elite to be able to meet the challenges of increasing the country's competitiveness in the "knowledge economy" of the 21st century

The Graduate School of Management, St. Petersburg State University is created on the platform of the School of Management within the National Priority Project "Education"

"Creation of such a school will undoubtedly contribute to the development of the national economy. The School's alumni will have to meet real-life business challenges, to defend Russia's interests in international markets. They will need professional training and skills, leadership and entrepreneurship, and of course deep, fundamental knowledge.

Such an approach – academic, profound – has to become the strongest side of the St. Petersburg School of Management . This is no surprise, as the School is part of St. Petersburg State University with its unique historic traditions. It is of utmost importance to integrate those traditions with state-of-the-art educational technologies and advances in international business education practice, and to create its own innovative programs and teaching methods."

*From the speech Vladimir V. Putin, President of the Russian Federation, made at the Groundbreaking Ceremony on the site of the future campus of the Graduate School of Management, St. Petersburg State University, November 29, 2007*



## University Business School Model

Diversified portfolio of degree and non-degree programs

Leading center of research in management

Multichannel PPP-based financing



# GSOM, SPbSU Concept

## Leadership through knowledge, innovation and change

### Organizational Status

Structural unit of St. Petersburg State University (with the status of a Faculty)

### Faculty

- full-time Russian and international faculty
- visiting professors:
  - star professors from international business schools
  - leading Russian business management professors
- prominent politicians, managers and entrepreneurs

### Major Activities

- degree programs:
  - Executive MBA
  - full-time MBA
  - pre-experience Master's
  - Bachelor's
- research and PhD program
- executive education

### Areas of Expertise

- management of technological innovation
- value-based management
- change management

### Principles of Degree Programs

- instruction primarily in English
- state-of-the-art teaching methods balanced with the development of leadership, entrepreneurship and creativity
- international student community (at least 25% foreign students)
- high international mobility of Russian students
- cutting-edge information technologies based on complex technical solutions integrated into the academic activities
- extensive use of educational loans and grants

### International Advisory Board

Chaired by the First Deputy Prime Minister of the Russian Federation  
Sergey B. Ivanov



- top-level public officials
- CEOs of major Russian and international corporations
- deans of the leading international business schools

- development of GSOM strategy and its implementation
- assistance in connecting GSOM programs with leading companies' best management practices
- raising funds for GSOM development

### International Academic Council

Chaired by Professor David J. Teece, Director, Institute of Management, Innovations and Organization, Haas School of Business, UC Berkeley



- leading Russian and foreign management researchers
- star professors from the leading international business schools

- assistance in bringing GSOM research to the world-class level
- assistance in creating and carrying out GSOM faculty development programs

### Management of GSOM Creation and Development Project

Dean Valery S. Katkalo, Graduate School of Management, St. Petersburg State University



- GSOM Academic Council
- strategic alliances with the leading international business schools
- partnerships with major Russian and international companies

- forming and advancing GSOM faculty
- development of innovative programs
- establishing GSOM business processes



# Project Milestones

**April 25, 2006** – the Russian Federal Government issued Decree No. 576-p, regarding the creation of the Graduate School of Management on the platform of the School of Management, St. Petersburg State University.

**June 26, 2006** – St. Petersburg State University Academic Council adopted the Statute of the Graduate School of Management.

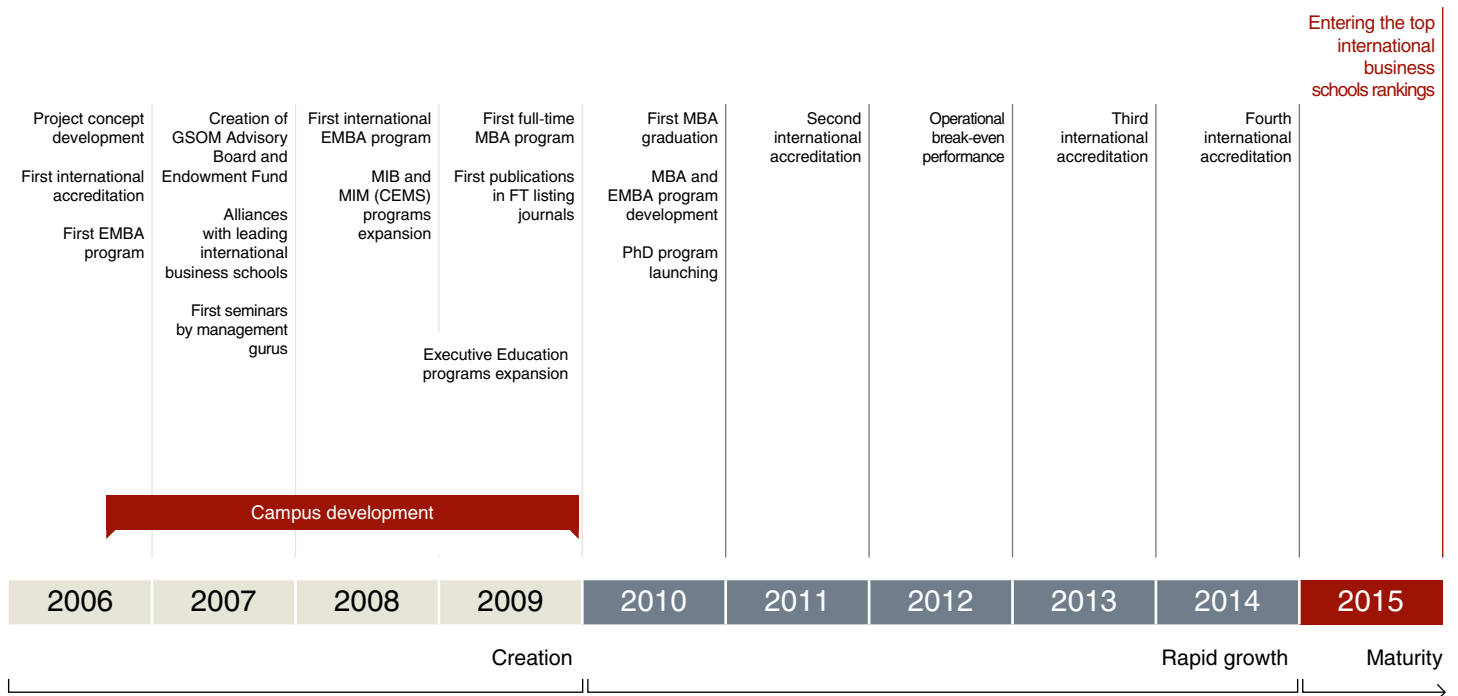
**July 5, 2006** – St. Petersburg State University signed the Deed of Conveyance transferring the former palace grounds of the Mikhailovskaya Dacha to the University specifically for the future campus of the Graduate School of Management.

**November 29, 2006** – Russia’s President Vladimir Putin laid the cornerstone of the future GSOM campus at the Mikhailovskaya Dacha.

**January 29, 2007** – the Rector of St. Petersburg State University issued Order No. 83/1 regarding the creation of the Graduate School of Management through reorganization (merging) of the School of Management, Research Institute of Management and Special Faculty for Professional Retraining in Management.

## GSOM Creation and Development Stages

- I. **Creation (2006–2009):** launching all degree programs, building the campus.
- II. **Rapid growth (2010–2014):** achieving compatibility with the best international schools, obtaining the “Triple Crown” accreditations (AACSB, EFMD, AMBA).
- III. **Maturity (2015 →):** achieving high international competitiveness.



## GSOM by 2015

- 1,800 students, 400 MBA and EMBA graduates annually
- Executive Education Center – \$15 mn p.a., 2,000 participants
- faculty – 120, full-time – 80, at least 30% – foreign professors

- joint EMBA programs in cooperation with the leading international business schools
- selection of the best students and faculty both throughout Russia and worldwide
- instruction primarily in English, at least 30% of the students body – expatriates

- Publications by GSOM professors and PhD students publications in the leading international journals (FT40 list)
- internationally recognized center of knowledge on doing business in Russia
- organizer and host of annual conferences of European and global association of management scholars

# Unique Campus for the Business School of the 21st Century

Graduate School of Management, St. Petersburg State University is building its campus on the former palace grounds of the Mikhailovskaya Dacha, a federal historic and architectural monument of the 19th century

Territory – 104 hectares, total area in the historic buildings – 22,000 m<sup>2</sup>



**Est. 1834** – estate owned by Grand Prince Mikhail Nikolaevich

**1830s–1870s** – the palaces and parks are created to form an ensemble (architects A. Stakensneider, I. Charlemagne, H. Bosse)

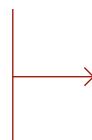
**1967–2003** – Kirovsky Plant's recreation center

**2003–2006** – the ensemble is recognized as a federal historic and cultural monument and transferred to the Administration of the President of Russia

**July 5, 2006** – the ensemble is transferred to St. Petersburg State University for the purposes of creating the Graduate School of Management within the framework of the National Priority Project "Education"

## Planned Activities:

- reconstruction and restoration of the historic buildings
- regulated new construction
- construction of utility networks and infrastructure
- reconstruction, restoration and landscaping of the park



- total area of the campus buildings – 100,000 m<sup>2</sup>
- state-of-the-art equipment
- infrastructure compatible to that of the world's leading management training centers

Start: 4th quarter 2006

Completion: 3rd quarter 2010

Construction Supervisor and Coordinator: St. Petersburg State University



# Groundbreaking Ceremony of the Future Campus for the Graduate School of Management

The ceremony was held on the former palace grounds of Mikhailovskaya Dacha on November 29, 2006



The concept of the campus for the Graduate School of Management, St. Petersburg State University on the former palace grounds of the Mikhailovskaya Dacha transferred to the University specifically to create the GSOM campus plans on adapting the existing historic buildings and park to the needs of a business school of the 21st century. It must meet the infrastructure requirements of the leading international centers for developing professional managers.

The GSOM campus will include classroom, library and administrative buildings; residential and dining facilities; a large sports center with a swimming pool and sports grounds; parking lots. Taking into account the GSOM's strategic goal to reach a leading positions in the international system of business education, the campus has to become one of the world's best and have state-of-the-art IT resources.

The five existing historic buildings on the former palace grounds will be renovated and restored to make them suitable for the GSOM operations, some additional



regulated construction will be carried out to add a modern comfortable residential complex for 1,400 students, a sports center with a swimming pool, a cafeteria, sports grounds, a parking lot and a household building for various services and technical appliances.

At the Groundbreaking Ceremony on Nov. 29, 2006, President Vladimir Putin added the final piece to a puzzle of a map of the world on which the names of the leading international business schools were listed. On the missing piece the name of the Graduate School of Management of St. Petersburg State University was written in Russian and English.

“The Graduate School of Management is to become a large center for developing top executives, and we count on its high potential to successfully compete with all internationally renowned business schools.”

Vladimir V. Putin, President of the Russian Federation

# School of Management, St. Petersburg State University

The Graduate School of Management is created on the platform of the School of Management (SOM) – the closest to the international standards Russian business school



## 14 Years of Dynamic Growth

- Opened in 1993 in cooperation with W.A. Haas School of Business, UC Berkeley
- By 2007, the number of students has grown from 33 to 1,500; full-time faculty – from 4 to 65
- A unique portfolio of degree programs has been successfully developing: Bachelor, Master, PhD, Executive MBA, as well as open and customized executive education programs



In Dec. 2006, SOM received its first international accreditation and joined the Community of European Management Schools (CEMS) to represent Russian business education.



## High Internationalization

- Two degree programs taught in English:
  - Master of International Business (MIB) in the European ECTS standard with an opportunity for students to get a second degree – CEMS Master in International Management (MIM)
  - a pilot International Executive MBA program in a consortium with four leading European business schools – CEMS members
- 24 academic partners – leading European and North American business schools, 14 out of which being CEMS members



## SOM is an institutional member of the following professional associations:

- AACSB – Association to Advance Collegiate Schools of Business
- EFMD – European Foundation for Management Development
- RABE – Russian Association of Business Education
- Russian Association of Managers
- American Chamber of Commerce in Russia





# School of Management is a leading Russian management research center



## Research programs are developed by the four centers of the Research Institute of Management:

- Center for Strategy, Innovations and Entrepreneurship
- Center for Finance
- Center for Marketing
- Center for Public Administration

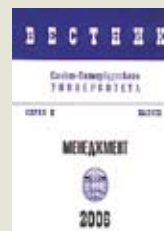
The Research Institute of Management carries out many projects in cooperation with researchers from other schools and departments of St. Petersburg State University, which reflects the interdisciplinary approach of the contemporary management theory.

## Some of the projects by the Institute of Management:

- Global Entrepreneurship Monitor (GEM) in cooperation with the London Business School (UK) and Babson College (US)
- a series of projects on corporate social responsibility in cooperation with the European Academy for Business in Society (EABIS)
- international project "Dynamic Capabilities and Competitiveness of Russian Companies"
- international project "Supply Chain Management in Russian B2B Markets"
- project "History of Entrepreneurship in Russia: 19th–20th Centuries" in cooperation with the St. Petersburg Institute of History, the Russian Academy of Sciences



**Russian Management Journal**  
Published since 2003  
[www.rjm.ru](http://www.rjm.ru)



**Vestnik of St. Petersburg University. Series "Management"**  
Published since 2002  
[www.vestnikmanagement.spbpu.ru](http://www.vestnikmanagement.spbpu.ru)



**Series "Conference Proceedings"**

- History of Entrepreneurship in Russia: 19th–20th Centuries
- Reforming the Public Sector: How to Increase Efficiency
- Integrating Theory and Practice in e-Government and e-Learning



**Series "Working Papers of the Research Institute of Management"**  
In 2006, 46 working papers were published, including 7 in English

# Faculty

Our faculty is a team of professionals who have studied and taught at the leading international business schools, who are well-known researchers and experienced consultants



**Alyona A. Andreyeva**  
**Associate Professor**  
*Marketing Communications*

Successful experience as a marketing manager for Gillette and Cadbury. Winner of the Professional Success Award (Marketing) from Cosmopolitan, Russia. Author of the book *Designers' Brands in Fashion Business*.



**Igor N. Baranov**  
**Associate Professor**  
*Microeconomics, Managerial Accounting*

Studied at the Harvard Business School. Participant in consulting projects for the World Bank, Ilim Pulp, Aeroflot, North-West Telecom a.o.



**David I. Barkan**  
**Professor**  
*Sales Management*

Chairman and member of the Boards of a number of large retailers. Consultant for SUN Interbrew, MC–Bauchemie Russia, Rosar, Karavay a.o. Advisor to CEO of the Russian Broadcasting Company “5th Channel”. Author of the textbook *Sales Management*.



**Yury E. Blagov**  
**Associate Professor**  
*Business and Society*

Studied at the Fuqua School of Business, Duke University. Citigroup fellowship. Taught at several US universities. Member of the European Association for Business in Society (EABIS) and the Caux Round Table (CRT).



**Alexander V. Bukhvalov**  
**Professor**  
*Corporate Finance*

Citigroup fellowship. Taught at a number of business schools and universities in Sweden, Finland and Italy. Deputy Chief Editor of *Russian Management Journal*. Author of the textbook *Financial Calculations for Managers*.



**Vasily K. Dermanov**  
**Associate Professor**  
*Economics for Managers, Managing Intellectual Capital*

Studied at Stockholm School of Economics. Over 12 years of teaching experience at MBA programs of European business schools. Head of the Russian part of the research project, Global Entrepreneurship Monitor.



**Irina S. Merkuryeva**  
**Associate Professor**  
*Labor Economics*

Master in Economics, Stockholm University. INTAS fellowship. Researcher and consultant in the projects by World Bank, Russian Ministry for Economic Development and Trade, UNDP, NASPA–NISPAcee a.o.



**Dmitry L. Volkov**  
**Associate Professor**  
*Financial Accounting and Analysis, Financial Management*

Citigroup fellowship. Successful experience as a chief accountant and CFO. Taught at German and Finnish universities. Author of the books *Theory of Value-Oriented Management, Financial Accounting: Theory, Practice, Organizational Reporting*.

# Alumni

The main criterion for a school's progress is successful careers of its alumni. The family of SOM alumni now includes over 2,300 professional managers working across Russia and abroad for both Russian and international companies



**Alexander E. Abramkov**  
Vice-President  
Gazprom Neft  
Master's Degree – 2000



**Sergey V. Baranov**  
General Director,  
Henkel-Era  
MBA – 2002



**Oleg M. Bokov**  
General Director, Heineken  
Brewery Group in Russia  
MBA – 2004



**Guzel R. Ishmanova**  
Group Brand Manager, L'Oreal  
Specialist's Degree – 2004



**Sergey V. Kovalchuk**  
Vice-General Director,  
Renaissance Insurance Group  
MBA – 2005



**Boris L. Krupkin**  
President and Co-Owner,  
Chaynaya Lozhka (chain of  
teahouses)  
MBA – 2006



**Irina V. Kurchanova**  
HR Manager, Alcan Packaging  
St. Petersburg  
Master's Degree – 2002



**Vladimir I. Marov**  
Director, OTIS, North-West  
Region, Russia  
MBA – 2002



**Alexander S. Pechersky**  
General Director, ALT  
Research & Consulting Co.  
Bachelor's Degree – 1999



**Dmitry V. Shmarov**  
General Sales Manager,  
Nokia China  
MBA – 2002



**Yulia V. Zakharova**  
General Director,  
JFC Group of Companies  
MBA – 2004



**Yevgeny Yu. Zinin**  
General Director,  
Expert North-West Magazine  
MBA – 2006



# Advanced System of Corporate Relations

Top managers of leading Russian and international companies as well as successful entrepreneurs actively participate in SOM programs

## Career Center

- Services:
  - consulting on business career building
  - assisting and advising on writing resumes
  - trainings and seminars on the labor market
  - organizing internships
  - assisting in employment
- Instruments:
  - top managers' guest lectures
  - employers' presentations
  - Career Days
  - company tours
  - joint projects with companies



SOM students have won top prizes in a number of professional competitions:

- L'Oreal business games *Brandstorm* and *e-Strat Challenge*
- the leading business newspaper Delovoy Peterburg's business game *Fancy*
- various business plan competitions



## SOM Advisory Board

1993–2002: chaired by John E. Pepper, Chairman of the Board, The Procter & Gamble Co. (at present – Chairman of the Board, Walt Disney International)



2002–2005: co-chaired by Andrew B. Somers, President, American Chamber of Commerce in Russia, and Sergey V. Bazhanov, President, International Bank of St. Petersburg



"It is my conviction that this school and its graduates will play a very important role in leading the economic development we so urgently need in Russia. The faculty and leadership of the school in St. Petersburg are committed and realistic; and there is strong volunteer support from companies like my own to make this work."

"We joined the SOM Advisory Board, recognizing the growing importance of training new generations of professional managers for the Russian economy. We are confident that Russia will see a better future and that well-educated, highly creative young managers will form the basis for this future."

## Leading Recruiters of SOM Graduates:

- BAT
- Caterpillar
- Citibank
- Boston Consulting Group
- Coca-Cola
- Ernst & Young
- Ford Motor Company
- Gillette
- Heineken Brewery
- Henkel
- KPMG
- L'Oreal
- Mars
- OTIS-Lift
- Philip Morris
- Procter & Gamble
- Unilever
- Wrigley
- Baltika Brewery
- Baltiysky Plant
- International Bank of St. Petersburg
- Rosgosstrakh
- St. Petersburg Telecom
- SUEC
- Vneshtorgbank
- Vympelcom

# Fundraising Success

For the first time in the history of Russian higher education, SOM successfully carried out a large-scale fundraising campaign to reconstruct its historic downtown facilities – an educational complex for a business school of the 21st century



On behalf of the next generations of students, we express our gratitude to the many friends of the School of Management, St. Petersburg State University – individuals, companies, foundations – whose total generous contribution along with the Russian Federal Government's financing exceeded the amount of \$12 million. Below are indicated the contributions of or over \$500 made from September 1996 till September 2006.

## \$5,000,000 and above

Russian Federal Government

## \$1,000,000–4,999,999

The Arthur B. Schultz Foundation (USA)

## \$500,000–999,999

Open Society Institute (Soros Foundation)

## \$250,000–499,999

John and Francie Pepper (USA)

Honeywell, Inc. (USA)

The Procter & Gamble Co. (USA)

Smart-Group (Ukraine)

The David and Lucile Packard Foundation (USA)

Archer Daniels Midland Co. (USA)

## \$100,000–249,999

Sergey V. Bazhanov (Russia)

Gazprombank (Russia)

The Gillette Co. (USA)

Alfa-Bank (Russia)

## \$50,000–99,999

ICT Group (Russia)

Slotex JSC (Russia)

Ekotek Group (Russia)

Henkel KGaA (Germany)

L'Oreal (France)

United Technologies Corp. (USA)

Ministry of Foreign Affairs of Norwegian

## \$10,000–49,999

Peter A. Jacobi (USA)

Sun Microsystems, Inc. (USA)

Time Warner Co. (USA)

Court Room TV (USA)

BusinessLink Group (Russia)

Joseph Richie (USA)

Donald M. Kendall (USA)

Rakurs Ltd. (Russia)

Norsk Hydro ASA (Norway)

Richard H. Beahrs (USA)

## \$500–9,999

STAR SPB, Ltd. (Russia)

Levi Strauss & Co. (USA)

Susanne M. Campbell (USA)

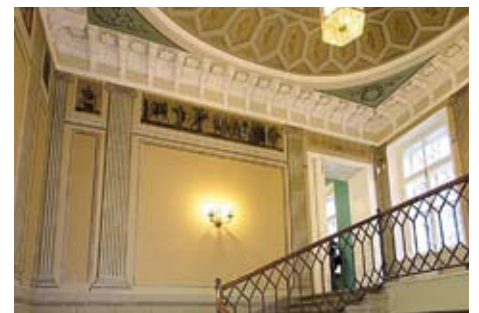
Wurt Co. (Germany)

Coudert Brothers, Inc. (France/USA)

The complex of historic buildings constructed by a renowned merchant Savva Ya. Yakovlev is a federal architectural monument of the 18th–19th centuries. After the 1917 Revolution, the buildings along with the land were nationalized. They housed a hospital, then some military quarters and later the Museum of Moribund Cult.

In 1996, the Administration of St. Petersburg transferred the buildings to St. Petersburg State University specifically for the School of Management. The reconstruction project was made possible by the international fundraising campaign (1996–2002) and the Russian Federal Government funding (2005).

From 1935, the buildings were occupied by the Institute of Cements, USSR Academy of Sciences (later Giprocement Design Institute). In the 1930s and 50s, the buildings were partially replanned, which greatly damaged the interior decorations – apertures were broken through main cross walls to make new corridors, new partitions built in the grand halls.





# International Academic Partners

## Strategic Partners

University of California  
**Berkeley**  
Haas School of Business

- Walter A. Haas School of Business, University of California (Berkeley)

**HEC**  
PARIS

- HEC – School of Management, Paris



## CEMS member schools



- Copenhagen Business School (Denmark)
- Corvinus University (Hungary)
- Faculty of Management, Economics and Social Sciences, University of Cologne (Germany)
- HEC School of Management, Paris (France)
- Helsinki School of Economics (Finland)
- IAG School of Management, Université Catholique de Louvain (Belgium)
- Norwegian School of Economics and Business Administration, Bergen (Norway)
- Rotterdam School of Management, Erasmus University (The Netherlands)
- Stockholm School of Economics (Sweden)
- Università Commerciale L. Bocconi – Milano (Italy)
- University of Economics, Prague (Czech Republic)
- University of St. Gallen (Switzerland)
- Vienna University of Economics and Business Administration (Austria)
- Warsaw School of Economics (Poland)



- Angers Graduate School of Management, Group ESSCA (France, Hungary)
- Audencia Nantes School of Management (France)
- Babson College (USA)
- Faculty of Economics, University of Ljubljana (Slovenia)
- Lappeenranta University of Technology (Finland)
- Schulich School of Business, York University (Canada)
- Trinity College, University of Dublin (Ireland)
- University of Applied Sciences, Krems (Austria)
- University of Bremen (Germany)







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