INTRODUCTION WEEK AND KICK-OFF EVENT FOR CEMS STUDENTS

February 1 – 6, 2010
Welcome to St. Petersburg and to the Graduate School of Management, St. Petersburg State University!

The first week in a new country is always difficult. In order to help to make your transition to St. Petersburg a smooth one, we have arranged an Introduction Week, starting on February 1, 2010. The Introduction Week program includes various events arranged for you by the GSOM International Office and by a group of the GSOM students as well as Kick-off Event organized by Master Office. Introduction Week is meant to give you a "soft landing" in St. Petersburg, by introducing you to the Russians, the city, and other exchange students.

During all the events GSOM students will accompany you, and will be happy to assist you through the week.

We believe you will enjoy the Week and your stay in Russia!

Best regards,

Natalia Karaulova
Anna Popova
Buddy Team
Olga Plotnikova
Yan Medvedev
GSOM Faculty: Associate Prof. Galina Shirokova

I. Module overview

Three-day session on change management is designed to present to the student a pattern of contemporary theories and approaches to change management, to explain the what are the main sources of the resistance to change and give them tools to manage that resistance. The takeaways of the sessions on change management are the following. Participants will: (1) Comprehend the nature of organizational change; (2) Understand the main sources of resistance to change and practice tools to overcome that resistance; (3) Practice in application of various models of change management to cases in Russian business.

The session is organized with a mix of lectures, case studies, exercises, guest lectures.

Cases:
- G. Shirokova, G. Vega. The Untsiya company: Business development in Russia
- V. Chayka, G. Shirokova. Laboratory of Management: The Transfomation of Lubimy Kray Confectionery Company

II. Pre-Module Preparation and Reading

Participants must read all cases provided before classes.

III. Faculty Biography

Galina Shirokova

Galina Shirokova is an Associate professor of Strategic and International Management Department at the Graduate School of Management (GSOM), St.Petersburg State University and also acts as the Director of the Center for Entrepreneurship.

Galina Shirokova holds a Specialist’s Degree from Rostov State University and a Ph.D. in Economics from St.Petersburg State University. She is a graduate of several faculty development programs at York University (Canada), Harvard Business School, London Business School and Haas School of Business, UC Berkeley.

She joined GSOM in 2000 and has since then held various teaching assignments at GSOM. Her teaching is currently focused on graduate programs related to change management, general management and entrepreneurship. She is also involved in various corporate programs and consulting projects for companies such as Sberbank, Rosneft, DiPaul etc.

Galina Shirokova is the author of bestselling textbooks as well as several international research publications on change management, entrepreneurship and organizational lifecycle. She was awarded as best teacher by GSOM SPbSU in 2007.

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ADDRESSES AND CONTACTS:

Graduate School of Management, St. Petersburg State University:
Internet: [www.gsom.pu.ru](http://www.gsom.pu.ru)

Volkhovskiy pereulok, 3/
Волховский переулок, дом 3
Phone/fax: 323-8447

Dekabristov pereulok, 16/
Переулок Декабристов, дом 16
Phone: 350-8155, 350-1381

**Contact persons:**
Yan Medvedev: Mob. +7-921-957-0779
Natalia Karaulova: Mob. +7-921-952-9073
Anna Popova: Mob. +7-911-127-7150

St. Petersburg State University, Twelve Colleges building:

Internet: [www.spbu.ru](http://www.spbu.ru)
Address: Universitetskaya emb., 7/9
Университетская набережная, дом 7/9

**Students’ Dormitory:**

Internet: [http://campus.spbu.ru](http://campus.spbu.ru)
Address: Shevchenko str., 25/1
Улица Шевченко, дом 25/1
Reception: 355-0109
10.00: Departure from dormitory. Meeting point – Dormitory reception area (Shevchenko str., 25/1)

11.00 – 12.00: Opening: “Welcome to St. Petersburg and to GSOM, SPbSU”. Meeting with: International office, Bachelor program office, Master programs office.
Address: Volkovskiy per., 3, room 410

12.00 – 12.30: Visit to GSOM library
Address: Volkovskiy per. 3, Library

12.30 - 14.00: Russian Language Course
Address: Volkovskiy per., 3, room 410, 405, 407

14.00 – 15.30: Lunch

15.30: Departure from GSOM. Meeting point – GSOM reception area
15.35 – 17.05: Guided Bus City Tour

St. Petersburg or as usually called “the Venice of the North” boasts 500 bridges and about 80 rivers, creeks and canals. During this guided tour you will see the most interesting inner parts of city as well as the most spectacular sights.
February 2, Tuesday

9.30: **Departure from dormitory.** Meeting point – Dormitory reception area (Shevchenko str., 25/1)

10.00 - 10.30: **Study at Master Programs: Rules and Regulations.**  
Address: Volkovskiy per., 3, room 410

10.30 - 11.00: **Study at Bachelor Program: Rules and Regulations Russian.**  
Address: Volkovskiy per., 3, room 410

11.05 - 12.35: **Russian Language Course**  
Address: Volkovskiy per., 3, room 410, 405, 407

12.35 – 13.35: Lunch

13.35: **Departure from GSOM.** Meeting point – GSOM reception area  
(For information: BALTICA bus departs at **15.00** from “PARNAS” Metro station)

15.00 – 17.00: **Business-Visit to BALTICA Brewery Company - Leader on the Russian beer market**  
Company presentation, factory tour, company products tasting ceremony  
Internet: [www.baltika.ru](http://www.baltika.ru)  
Address: 6 Verkhniy per., 3
February 3, Wednesday

10.00 – 11.30: KICK-OFF EVENT - SESSION 1. ORGANIZATIONAL LIFECYCLE. By GSOM Professor Galina Shirokova (Address: Volkovskiy per., 3, room 408)

Adizes’ model of organizational lifecycle and main problems at the different stages. Normal and abnormal problems of organization. How to overcome the problems at the different stages of organizational life cycle. How to rejuvenate the aging company. Corporate governance and OLS. Video “Go-Go company”, “The signs of aging company”. Case “The Untsiya company: Business development in Russia”. Class discussion.
Address: Volkovskiy per., 3, room 408

11.30-12.00: Coffee break (Sponsored by GSOM)

12.00 – 14.00: Kick-off Event Continuation
Address: Volkovskiy per., 3, room 408

14.00 – 15.00: Lunch (Sponsored by GSOM)

15.00: Departure from GSOM. Meeting point – GSOM reception area

15.20: Meeting point – Information desk at the Museum

15.30 – 17.00: Guided
Tour to the State HERMITAGE Museum
Internet: www.hermitagemuseum.org

18.40: Meeting point – Entrance to the Theatre.
19.00: Visit to Mariinsky Theatre, SWAN LAKE, fantasy ballet in three acts (four scenes), Music by Pyotr Tchaikovsky.
Address: 1 Teatralnaya Square
09.30 – 11.00: KICK-OFF EVENT - SESSION 2. NATURE OF CHANGE. By GSOM Professor Galina Shirokova (Address: Volkhovskiy per., 3, room 408).


Video “What is a leader?”

Case “Laboratory of Management: The Transformation of Lubimy Kray Confectionery Company». Class discussion.

Address: Volkhovskiy per., 3, room 408

11.00-11.30: Coffee break (Sponsored by GSOM)

11.30 – 13.30: Kick-off Event Continuation

Address: Volkhovskiy per., 3, room 408

13.30 – 14.30: Lunch (Sponsored by GSOM)

14.30: Departure from GSOM to Lubimy Kray Company. Meeting point – GSOM reception area

14.30 – 18.00: A tour to the Lubimy Kray Company (the bus is organized by GSOM)

Internet: www.lkray.ru

Address: Leningrad region, Otradnoe, Zheleznodorozhnaya str., 1.
February 5, Friday

10.00 – 11.30: KICK-OFF EVENT - SESSION 3. TRANSITION FROM ENTREPRENEURSHIP TO PROFESSIONAL MANAGEMENT. By GSOM Professor Galina Shirokova (Address: Volkovskiy per., 3, room 408).
Transition from entrepreneurship to professional management. Pyramid of organizational development. Stages of organizational growth by E. Flamholtz. Comparison of professional management and entrepreneurial management. The ten most common organizational growing pains. Steps of transition to professional management. Management and mismanagement styles. What is a good manager?
Video @What does it mean to manage well?”
Case “DiPaul, Inc.: Transitioning in Measured Steps ». Class discussion.
Address: Volkovskiy per., 3, room 408

11.30-12.00: Coffee break (Sponsored by GSOM)

12.00 – 14.00: Kick-off Event Continuation
Address: Volkovskiy per., 3, room 408

14.00 – 15.00: Lunch (Sponsored by GSOM)

15.00 – 17.00: Guest lecture
by Mr. Claudio Wulf, General Director, British American Tobacco - St. Petersburg.
Internet: www.batrusia.ru
Address: Volkovskiy per., 3, room 410

17.30: Departure from GSOM. Meeting point – GSOM reception area

18.00 – 21.00: GSOM Welcome Dinner
(Sponsored by GSOM)
Address: SOLOD AND KHMEL Restaurant, Bolshoi prospect, V.O., 68
11.30: Departure from dormitory. 
Meeting point – GSOM Bus (Shevchenko str., 25/1)

11.30 – 14.30: Visit to the world-famous Palace and Park Ensemble PETERHOF - Guided Tour to the Great PETERHOF Palace
Internet: www.peterhof.org, www.peterhof.ru
Address: Peterhof, Razvodnaya str, 2

14.40: Departure from PETERHOF. Meeting point – GSOM Bus
15.00 – 19.00: Visit to the Russian Village of SHUVALOVKA - Folklore performance
Internet: www.russian-village.ru
Address: Sankt Peterburgskoe shosse, 111

The Shuvalovka Village was created in 1714 by Peter the Great. Nowadays it is a unique architectural ensemble which takes 8.5 hectares of the park grounds and includes a number of constructions for the various purposes, erected in style and typical for the wooden architecture of Russian Northwest.
<table>
<thead>
<tr>
<th>English</th>
<th>Francoise</th>
<th>Espanol</th>
<th>Spelling</th>
<th>Pronunciation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hi!</td>
<td>Salut!</td>
<td>!Hola!</td>
<td>Privet!</td>
<td>Privet!</td>
</tr>
<tr>
<td>Hello!</td>
<td>Bonjour!</td>
<td>!Buenas dias!</td>
<td>Zdravstvujte</td>
<td>Zdrastvujte</td>
</tr>
<tr>
<td>How are you?</td>
<td>Comment tu vas?</td>
<td>?Como estas?</td>
<td>Как дела?</td>
<td>Kak dela?</td>
</tr>
<tr>
<td>My name is…</td>
<td>Je m’appelle..</td>
<td>Me llamo…</td>
<td>Men’ a zovut…</td>
<td></td>
</tr>
<tr>
<td>What’s your name</td>
<td>Comment tu t’apelles? (vous vous appelez?)</td>
<td>?Como te llamas? (se llama Vd?)</td>
<td>Как тебя (вас) зовут?</td>
<td>Kak tebja (vas) zovut?</td>
</tr>
<tr>
<td>Could you tell me, where is…</td>
<td>Pourriez-vous dire, ou est/sont…</td>
<td>Puede Vd decirme, donde esta/estan</td>
<td>Подскажите пожалуйста, где находится…</td>
<td>Podskazhite pozhalusta, gde nahoditsa…</td>
</tr>
<tr>
<td>Museum</td>
<td>musee</td>
<td>museo</td>
<td>музей</td>
<td>muzej</td>
</tr>
<tr>
<td>Street</td>
<td>rue</td>
<td>calle</td>
<td>улица</td>
<td>ulica</td>
</tr>
<tr>
<td>Square</td>
<td>place</td>
<td>plaza</td>
<td>площадь</td>
<td>plosh’ad’</td>
</tr>
<tr>
<td>Hotel</td>
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<td>hotel</td>
<td>гостиница</td>
<td>gostinica</td>
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<td>туалет</td>
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<td>Theatre</td>
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<tr>
<td>Stadium</td>
<td>stade</td>
<td>estadio</td>
<td>стадион</td>
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</tr>
<tr>
<td>Hospital</td>
<td>hospital</td>
<td>hospital</td>
<td>больница</td>
<td>bol’nica</td>
</tr>
<tr>
<td>Supermarket</td>
<td>supermarche</td>
<td>supermercado</td>
<td>супермаркет</td>
<td>supermarket</td>
</tr>
<tr>
<td>Please give me</td>
<td>Donnez-moi, s’il vous plait</td>
<td>Dame Vd, por favor</td>
<td>Дайте мне,</td>
<td>Dajte mne, pozhalusta</td>
</tr>
<tr>
<td>Thank you!</td>
<td>Merci!</td>
<td>Gracias!</td>
<td>Спасибо!</td>
<td>Spasibo</td>
</tr>
<tr>
<td>Call the police/doctor!</td>
<td>Appellez la police/un docteur!</td>
<td>Llame Vd la policia/el medico!</td>
<td>Позвоните милицию/доктора!</td>
<td>Pozovite miliciju/doktora!</td>
</tr>
<tr>
<td>Sorry/Excuse me</td>
<td>Pardon/Excusez-moi</td>
<td>Perdone/excuseme</td>
<td>Извините</td>
<td>Izvinite</td>
</tr>
<tr>
<td>I wanna buy this</td>
<td>Je le veux acheter</td>
<td>Quiero comprarlo</td>
<td>Я хочу это купить</td>
<td>Ja hochu eto kupit’</td>
</tr>
<tr>
<td>Repeat please</td>
<td>Repetez, s’il vous plait</td>
<td>!Repitan por favor!</td>
<td>Повторите, пожалуйста!</td>
<td>Povtorite, pozhalusta</td>
</tr>
<tr>
<td>I’m hungry</td>
<td>J’ai faim</td>
<td>Tengo hambre</td>
<td>Я хочу есть</td>
<td>Ja hochu est’</td>
</tr>
<tr>
<td>Good luck!</td>
<td>Aie de la chance!</td>
<td>!Suerte!</td>
<td>Удачи!</td>
<td>Udachi!</td>
</tr>
<tr>
<td>See you!</td>
<td>Au revoir!</td>
<td>!Hasta la vista!</td>
<td>Дo свиданья!</td>
<td>Do svidanja!</td>
</tr>
<tr>
<td>What time is it now?</td>
<td>Quelle heure est-il?</td>
<td>?Que hora es?</td>
<td>Который час?</td>
<td>Kotoryj chas?</td>
</tr>
</tbody>
</table>