INTRODUCTION WEEK AND KICK-OFF EVENT FOR CEMS STUDENTS

January 24 – 30, 2011
Welcome to St. Petersburg and to the Graduate School of Management, St. Petersburg State University (GSOM SPbSU)!

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 January 24, 2011. The Introduction Week program includes various events arranged for you by the GSOM SPbSU International Office and by a group of the GSOM students. 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,

Buddy Team
Sofia Kushnir
Maria Smirnova
Yan Medvedev
Module overview

Three-day session on change management in Russian companies is designed to present to the student a pattern of contemporary theories and approaches to change management, to explain what are the main sources of the resistance to change and give them tools to manage that resistance. Within These sessions, students discuss opportunities and challenges of Russian entrepreneurial companies and implementing change management practices in Russian business.

**GSOM Faculty: Associate Prof. Galina Shirokova**

**Associate Dean for Research**

**Director of the Center for Entrepreneurship**

**Associate Professor, Strategic and International Management Department**

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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 and Associate Dean for Research.

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, Babson College, 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. In January 2011 she got the Best Paper Award in nomination Ethics and Entrepreneurship at USASBE Annual Conference.
ADDRESSES AND CONTACTS:

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St. Petersburg State University, Twelve Colleges building: 

Internet: www.spbu.ru

Address: Universitetskaya emb., 7/9  
Университетская набережная, дом 7/9

Students’ Dormitory: 

Internet: http://campus.spbu.ru

Addresses: Kapitanskaya str., 3  
Ул. Капитанская, дом 3
10.00: Departure from dormitory. Meeting point – Dormitory reception area

11.00 – 11.30: Welcome Address: “Welcome to St. Petersburg and to the GSOM SPbSU”
Address: Volkovskiy per., 3, room 410

11.30 – 12.00: Meeting with Master programs Director
Address: Volkovskiy per., 3, room 410

12.00 – 12.30: Meeting with Bachelor program Academic Director
Address: Volkovskiy per., 3, room 408

12.00 – 12.30: Meeting with CEMS-MIM program Academic Director
Address: Volkovskiy per., 3, room 410

12.30 – 13.30: Meeting with International Office team
Address: Volkovskiy per., 3, room 410

13.30 – 14.00: Tour around GSOM building

14.00 – 14.30: Visit to GSOM library
Address: Volkovskiy per. 3, Library

14.30 – 15.30: Lunch time

15.30 – 17.30: Guided Bus City Tour
Meeting point: Bus at Makarova emb.
10.15: Departure from dormitory. Meeting point – Dormitory reception area

11.00 - 12.30: Russian Language Course
Address: Volkovskiy per., 3, room 404, 408

12.30 – 13.45: Lunch time

13.35: Departure from GSOM. Meeting point – GSOM reception area
(NB: BALTICA bus leaves “PARNAS” Metro station at 15.00)

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
Address: 6 Verkhniy per., 3

NB: DO NOT FORGET TO VISIT COMPANY’S SOUVENIR SHOP 😊

19.00: Visit to Mariinsky Theatre, PREMIERE: L'elisir d'amore melodramma giocoso in two acts

18.40: Meeting point – Entrance to the Theatre.

Address: 1 Teatralnaya Square
10.00 – 14.00: Session 1. Organizational lifecycle
Address: Volkhovskiy per., 3, room 403

11.40-12.10: Coffee break (Sponsored by GSOM)

In this session we will learn how to define the stage of organizational life cycle; what are the main problems of each stage and how to overcome these problems. In particular the main focus will be on:
- 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.

Case and videos involving organizational life cycle model will be discussed during the session:
- Video “Go-Go company”, “How to rejuvenate an aging company”
- Case “The Untsiya company: Business development in Russia”.

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

Associated readings and cases:
- Adizes I. Organizational passages – diagnosing and treating lifecycle problems of organizations. Organizational Dynamics. 8 (1), 1979: 3-25.

Case:
- G. Shirokova, G. Vega. The Untsiya company: Business development in Russia.

14.00 – 15.00: Lunch time

15.00: Departure from GSOM (Meeting point – GSOM reception area)

15.30 – 17.30: Guided Tour to the State HERMITAGE Museum
15.20: Meeting point – Information desk at the Museum

Internet: www.hermitagemuseum.org
Address: Dvortsovaya Square, 2

NB: DO NOT FORGET TO VISIT MUSEUM SOUVENIR SHOP
10.00 – 14.00: Session 2. Nature of organizational change
Address: Volkovskiy per., 3, room 403

11.40-12.10: Coffee break (Sponsored by GSOM)

In this session we will discuss approaches to organizational change and how to make design choice according to organizational change context. In particular the focus will be on:
- Models of and approaches to organizational change. The change kaleidoscope
- Design choices. Organizational change context. Three change states
- Reasons for resistance to change. How to overcome the resistance to change?
- Lewin’s force field analysis. Theories E and O of change.

Case and videos involving change management models will be discussed during the session:
- Case “Laboratory of Management: The Transformation of Lubimy Kray Confectionery Company».
- Video “What does it mean to manage well?”
- Video “How to Manage People through Continuous Change”

The session is organized with a mix of lectures, case studies, exercises, videos.
Associated readings and cases:
- Chaika V., Shirokova G. Laboratory of Management: The Transformation of Lubimy Kray Confectionery Company.

14.00 – 14.30: Lunch time

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

15.00 – 17.00: Walking Tour to the PETER and PAUL FORTRESS
14.50: Meeting point – Entrance of the Fortress Cathedral
Address: “GORKOVSKAYA” Metro station

18.00 – 19.30: Guest lecture by General Director of Gillette - St. Petersburg
Internet: www.gillette.ru
Address: Volkovskiy per., 3, room 403
10.00 – 14.00:  
**Session 3. Transition from entrepreneurship to professional management**  
Address: Volkhovskiy per., 3, room 403

**11.40-12.10: Coffee break** (Sponsored by GSOM)

In this session we will learn how to make transition from entrepreneurship to professional management in entrepreneurial company. In particular the main focus will be on:

- 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?

Cases and videos involving transition from entrepreneurship to professional management will be discussed during the session:

- Video “Transition from entrepreneurship to professional management”

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

*Associated readings and cases:*


*Case:*


**18.00 – 21.00: Dinner at Russian Kitsch Restourant** (Sponsored by GSOM)  
Address: Universitetskaya emb., 25

![Image of Russian Kitsch Restaurant]
January 29, Saturday

11.00: Departure from dormitory
Meeting point – GSOM Bus in front of Dormitory

12.00 – 15.00: Visit to the Palace and Park Ensemble TSARSKOYE SELO (town Pushkin) - Guided Tour to the Great Catherine's Palace
Internet: http://www.tzar.ru/

The Palace and Park ensemble of Tsarskoye Selo - a former country residence of Russian emperors - is a fascinating monument of the world's architectural and gardening arts of the XVIII-XIX centuries. Its three parks occupy the area of 600 ha, on which over 100 architectural constructions rise: from magnificent palaces and grand monuments to intimate pavilions and park sculptures. The compositional centre of the Tsarskoselsky ensemble is Catherine's Palace, containing exquisite decorative objects, furniture, Russian and Western-European paintings, unique collections of porcelain, amber, arms, decorative bronze, sculptures etc. Nowadays, the collection of the museum Tsarskoye Selo numbers about 20,000 items.

NB: DO NOT FORGET TO VISIT MUSEUM SOUVENIR SHOP ☺

15.00: Departure from Pushkin. Meeting point – GSOM Bus
January 30, Sunday

11.00: Departure from dormitory
Meeting point – GSOM Bus in front of Dormitory

12.00 – 13.45 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

Peterhof is known throughout the world, this is the land of fountains, the magic of playful, gold-sparkling water, palaces reviving the epoch of Peter the Great, brilliant interiors of Elizabethan time and rooms of the Cottage, the palace of Nikolay I which have fully preserved artistic and domestic details in their original brightness. Peterhof is located 29 km from St.Petersburg on the shore of the Gulf of Finland. The park-and-palace ensemble is a unique artistic, historical and architectural monument of the XVIII-XIX cent.

NB: DO NOT FORGET TO VISIT MUSEUM SOUVENIR SHOP 😊
13.45: Departure from PETERHOF. Meeting point – GSOM Bus
14.00-18.00: Visit to the Russian Village of Shuvalovka with a Folklore performance and pancakes
Internet: http://russian-village.ru/english.htm

Here you will find yourself in the midst of a fairy tale, the Russian Village of Shuvalovka. In 1714, Peter I gave this land to a community of farmers with a Finnish name Korkuli, numbering five homesteads. The estate changed hands many times over centuries. One of the owners was Count Ivan Shuvalov, a favorite of Empress Elizabeth. Only the name and the land itself have survived on which his sprawling estate once stood.

The original design of the Shuvalovka Village was recently recovered from the archives, and reconstruction began. 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. Houses from wooden frames built by the old technology, Russian national ornament in woodcarving on architectural details and fragments, using features of traditional landscape when laid out the complex, the masters of primordial crafts, subjects of Russian peasantry life, national cuisine restore atmosphere of the real Russian village.

18.00: Departure from Shuvalovka. Meeting point – GSOM Bus