On the results and achievements of GSOM SPbU in the 2019-2020 academic year

Graduate School of Management

St. Petersburg University

EFMD EQUIS ACCREDITED

ASSOCIATION OF MBAS AMBA ACCREDITED

GSOM SPbU completed the academic year 2019-2020 successfully

GSOM SPbU confirms the status of a business school of high international level:

– School improved positions in world rankings: GSOM is the only one from the Russian Federation entered the top 100 MBA ranking from QS;
– GSOM prepares for the final review of the AACSB and the receipt of the "triple crown" accreditations;
– The successes of scientific activity are confirmed by highly rated publications and international awards.

GSOM SPbU is the leader in Russia in terms of speed and quality of emergency online transition:

– The readiness of the IT infrastructure and the team made it possible to transfer the educational process completely to the online format in two days;
– The quality of teaching and extracurricular activities remained at a high level;
– New approaches to e-learning are developing and internationalization continues in all areas of activity.

Members of GSOM Advisory Board have become more actively involved in the life of the Business School:

– Support was provided for the deployment a digital-platform and the creation of a technical support service;
– A significant contribution has been made to the content of educational programs;
– Increased involvement in career events with students and increased interest in new formats.

The current academic year has opened up new opportunities:

– Thanks to the strengthening of the GSOM SPbU brand, interest in the Business School is growing among Bachelor and Master students, including foreign ones;
– The start of the admissions campaign allows us to make optimistic forecasts for the academic year 20/21.

3	4	5	6	75	95	1200+	8000+
bachelor programs	master programs	open Executive programs	Corporate programs	teachers	employees	students	graduates

GSOM SPbU is preparing to enter 1% of the best business schools in the world that have a "triple crown" of accreditations

GSOM SPbU considerably improved positions in general international rankings, confirming acknowledgment in the world

Топ

- **27** — FT Financial Times — **Master in Management** Ranking 2019
- **38** — The Economist — Which MBA?
- **39** — QS World University Rankings — QS Executive MBA Rankings by Region: Europe
- **59** — FT Financial Times — **European Business Schools** Ranking 2019
- **94** — QS World University Rankings — QS Business Masters Rankings: Management
- NEW **97** — QS World University Rankings — QS Executive MBA Ranking

High standards of GSOM SPbU are protected by accreditations of international associations

AACSB

2017 — June 2020 — November 2020 — 2020/21

Started process of accreditation — Submitted report — Planned visit of commission

EFMD EQUIS ACCREDITED

2012 — 2015 — 2018 — 2021

The first and only one business school with EQUIS accreditation in Russia and CIS.

Association of MBAs

2007 — 2012 — 2017 — 2022

AMBA accreditation – **quality guarantor of** Executive MBA programs

GSOM SPbU confirms the status of internationally recognized center of scientific research and publications

The number of publications is growing steadily in top-rated magazines—this confirms the quality Research Scientists Business School

+100 % for 2 years

Scientists of GSOM SPbU annually receive prestigious international awards (awards for the best publications and reports at prestigious international conferences)

8 awards

Galina Shirokova, Doctor of Economics, Professor
Scopus award Russia – as the most cited author of international publications on management in Russia

Tatiana Gavrilova, Doctor of Technical Sciences, Professor
First Russian public award – for achievements in "Transformation" in the field of knowledge management

Scientists of GSOM SPbU annually win research grants

14 research grants

Global Entrepreneurship Monitoring 2019-2020 (GEM)
Olga Verkhovskaya, Candidate of Economic Sciences, Associate Professor
GSOM SPbU with the support of Sberbank

Russia Social Investment Report
Yury Blagov, Candidate of Economic Sciences, Associate Professor
GSOM SPbU together with the Association of Managers with the support of Sibur

Exploration and exploitation in crisis environment: Implications for level and variability of firm performance
Galina Shirokova, Doctor of Economics, Professor
GSOM SPbU jointly with Haskayne School of Business at the University of Calgary (Canada), the School of Business and Management at Lappeenranta University of Technology (Finland).

Well-coordinated teamwork and timely investment in IT infrastructure ensured a quick transition to online

Since April 2020, the following has been conducted online:

1300+	300+	100+
classes	exams	consultations

1. Developed IT-structure

The annual investments of members of Advisory Board in IT infrastructure ensured the prompt transfer of all processes to digital format. Professors and students were assisted in purchasing, home delivery and setting up the necessary equipment.

ВТБ МегаФон Газпром P&G Роснефть

2. Team approach and support from Trustees

Well-coordinated work of SPbU, GSOM, members of Advisory Board and volunteer students ensured the transition to distance learning in 2 days.

ВТБ helps in deployment of Microsoft Teams and virtual computer classes

МегаФон launches of a technical support service based on the "Virtual PBX" service

Library staff and student volunteers provided consultations to faculty and students via the hotline, and alumni helped to master new technologies.

GSOM SPbU improves the educational process in extraordinary conditions

GSOM SPbU continues internationalization

5 new foreign academic partners
190 students came to exchange at GSOM
185 students went to study abroad
24 foreigners completed a semester in St. Petersburg, despite the pandemic

GSOM SPbU develops new teaching methods in the digital environment

60 professors takes part in the Knowledge Café and actively participated in the development of new approaches to teaching online using the latest methods and technologies

GSOM SPbU launches new online courses

Managing IT-business – VK cup
Margarita Gladkova, Candidate of Economic Sciences
Creative thinking in business
Oksana Pikuleva, Candidate of Economic Sciences
Doing Business in Russia – Coursera
Olga Makarova, Candidate of Economic Sciences The art of sales–Coursera
Sergey Kiryukov, Candidate of Economic Sciences

GSOM SPbU students highly appreciated the readiness of the Business School to work online

“GSOM is ahead of the rest of the world, went online faster than Moscow State University and all other faculties. This is really cool. And it is organized much better than in other universities that I know. We had no problems with the transition.“
Nikita Dreval, bachelor degree, 3rd year

“This semester, thanks to the remote format, I was in all classes. We switched to remote work quickly enough, I only had two school days postponed.“
Daria Vikulova, master's degree, 1st year

"It is better not to do soft-skills subjects remotely, but hard-skills are even more convenient: there is a recording of lectures, you can review it when preparing for exams, you do not need to waste time on the road“
Ekaterina Sizova, master's degree, 1st year

GSOM SPbU strengthens cooperation with companies-members of Advisory Board

Autumn 2019

Members of Advisory Board are traditionally actively involved in the educational process

- **10** Lectures and panel discussions
- **5** Face-to-face seminars and workshops
- **2** Consulting projects

Spring 2020

Interaction in existing areas is increasing with the transition to online

- **30** Lectures and webinars - online
- **2** CEMS projects - online
- **8** Consulting projects- online
- **22** Representatives at the defense of diplomas - online

New successful formats are being formed

Access to courses of corporate universities — NEW
Online internships – NEW
All-digital Management Career Week — NEW
Online hackathon – NEW
Online MVP Defense at 5G Lab – NEW

ВТБ, МегаФон, Газпром, Норникель, L'Oréal, P&G, МТС, РЖД, СИБУР, IBM, PwC, Роснефть, Газпромбанк, РОСНАНО, Северсталь, Система, Транснефть, Банк России

GSOM SPbU, together with Advisory Board members, will continue to develop new successful formats of interaction

Access to courses of corporate universities

СИБУР РЖД МТС

With the transition to the distance format, the GSOM Advisory Board members opened access for students, faculty and employees of the Business School to online courses of corporate universities.

35+ online courses

10+ topics

100+ students

Graduation projects of 5G Lab participants

МегаФон

Students of the <5G_Dream_Lab> laboratory presented the results of their work for the year. Projects developed on topics:
AR excursions, automated medical base, VR performance simulator, event service 360VR.

413 applications

60 participants

7 MVP projects

3 projects were taken into by MegaFon for further development

First online Hackathon GSOM-SIBUR

СИБУР

GSOM SPbU jointly with SIBUR held the first inter-university online hackathon. Developers of the best logistics solution for the company will undergo an internship at SIBUR.

5 universities

15 areas of study

12 teams

6 finalist teams

First all-digital Management Career Week

ВТБ Норникель МТС P&G L'OREAL МегаФон

GSOM SPbU has transformed the flagship career event Management Career Week (MCW) into an all-digital format with record rates of attendance and program saturation.

300+ participants

64 career consultations

21 partner company

18 events and workshops

GSOM SPbU provides students with opportunities for personal development and leisure time in the distance

	Coaching Center	Mindfulness program	GSOM Sport&Culture
2019	Center launched 5 coaching programs	Launched the pilot program	30 events, among them: Sports, dance, educational
2020	Transfer of all programs into online format	The first program was carried out entirely in online format	Partial transfer of events into online format
	150 students per academic year	**40** participants Weekly classes at ZOOM Daily tasks in Telegram	**140+** participants **5** major online events

GSOM SPbU brand promotion initiatives improved prospects for the 2020 Admissions Campaign

GSOM SPbU strengthens brand promotion:

	2019	2020
The number of mentions in the leading media	350	1017

Thanks to the increased brand awareness, interest in GSOM SPbU is growing among applicants for bachelor's and master's programs:

	2019	2020
Number of visits of Programs Presentation	1650	7000

The number of foreigners wishing to enroll in GSOM SPbU has significantly increased:

	2019	2020
Bachelor programs	75	137
Masters program	104	109
Doctoral program	13	23

«…GSOM SPbU sets the high standard for Russian business schools and shows an excellent example of integration into the international environment and the growth of the global status of Russian programs…»

Forbes.ru

«…GSOM SPbU, which prepared this large-scale project, publishes the Russian version of the GEM report…»

Коммерсантъ

«…The pandemic has accelerated the pace of transition of business education to a new stage of digitalization. GSOM became one of the few schools among those who were able to go online in a few days…»

ЭКСПЕРТ АНАЛИТИЧЕСКИЙ ЦЕНТР

#GSOMwelldone

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