



**Graduate  
School of Management**  
St. Petersburg State University

# European-Russian Cooperation in Management Education: St.Petersburg University GSOM's way



**Prof. Valery S. Katkalo**  
**Vice-Rector, SPbU & Dean, GSOM**



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## Internationalization of the School: Key Role of European Alliances

- ***From project-based to systemic internationalization of the school***
  - 1993: School of Management founded as a SPbU unit & w/Haas BS, UC Berkeley
  - 1994: partnership w/Stockholm University for Public Administration programs
  - 1995-2000: NORLET and NEBSEN projects with ABB and 4 top Nordic b-schools
  - 2006-2008: Russian member of CEMS and PIM; AMBA and EPAS accreditations
  - 2011: EQUIS eligible
  
- ***Internationalization of the Programs Portfolio***
  - 44 top international schools as partners (EU, the Americas, Asia)
  - strategic alliances with HEC-Paris, WU-Vienna, Fuqua/Duke
  - 4 dual degrees at Master & EMBA programs (CEMS, HEC, LUT)
  - all programs ECTS-based, 250 incoming and outgoing students annually
  
- ***Long-term partnerships with top international companies***
  - International Advisory Board (since 1993)
  - professional Career Center (since 1994)
  - Alumni Association (4500 alumni; chapter in Moscow)



# Systemic Corporate Relations: International (European) Dimension

## ➤ *International Advisory Board*

- first Chairman (1993-2003): *John E. Pepper*, CEO, P&G
- current Chairman: *Sergei B. Ivanov*, Head of Presidential Administration
- 16 member companies: Russian and global leaders



L'ORÉAL



## ➤ *Support for GSOM Strategy Design & Implementation*

- Annual funding, i.e. Chairs for professors
- Research centers: DB&RR Center for Intl Logistics



Pwc Center for CSR PRICEWATERHOUSECOOPERS

## ➤ *Engagement in Programs' Design & Delivery, and Recruiting*

Career days  
companies)

Summer internship programs (160

In-company projects  
courses

Guest lectures series & specialized

Business plan contests  
Microsoft)

Business games (L'Oreal, KPMG,



## Programs Portfolio: Education for International Manager's Career

➤ *Bachelor in Management; Bachelor in Public Administration*

(4 years, selection: USE; in Russian & English, 240 students/year)



➤ *Master* (2 years, in English, 125 students/year, selection: GMAT, TOEFL)

- Master in International Business (since 1999)

- Master in International Technology & Innovation Mgmt (2007; w/LUT)

- CEMS Master in International Management (2009)

- Master in Corporate Finance (2010; w/Citi)



➤ *Doctoral Program* (3 years, Russian/English, 10-12 students/year)

➤ *Executive MBA* (compulsory international modules: BI, HEC, EBS, Fuqua)

- EMBA (24 mo, in Russian, €30000, 80 participants/year)

- DD EMBA w/HEC Paris (18mo, in English, €51000, 30/y)

- MBA: customized (i.e., MBA-Rosneft)



➤ *Retraining degree programs* (Health Care Mgmt; International Logistics)

➤ *Customized Executive Education* (SPb, Moscow, corporate sites...)

- Sberbank, Rosneft, Russian Railways, Bashneft, Severstal, IBM, Norsk Hydro...

- Government of SPb, Urals Federal University...