Graduate
School of Management
St. Petersburg State University

# DOING BUSINESS IN RUSSIA

**Center for Corporate Programs**
**St. Petersburg University Graduate School of Management**

**Ekaterina Karelskaya, Executive Director for Corporate Programs**
**karelskaya@gsom.pu.ru, +7 812 323 84 49**
**www.gsom.pu.ru**

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# DOING BUSINESS IN RUSSIA

## STUDYING RUSSIAN BUSINESS IN ST.PETERSBURG UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

**DOING BUSINESS IN RUSSIA -** International Program for Executive MBA and MBA groups of professionals, executives and academics from foreign schools who are interested in the Russian market,

### AIMED TO:

- provide an overview the political, economic and social aspects of Russia
- deepen understanding of the Russian business landscape and dynamics
- develop entrepreneurial skills and broaden business vision
- reinfronce personal and professional network
- increase your international scope

### PROGRAM STRUCTURE

We provide customized and individually designed Programs. They span from 3 days to 2 weeks accordingly to the customer school needs and usually include:

- **Series of presentations by leading professors** from St. Petersburg University Graduate School of Management
- **Guest speakers - executives and top-level managers** from various business areas and industries including lawyers, consultants, and investors (venture and global) who participate in joint international projects on Russian market
- **Visits to Russian and international companies:** Baltika Brewery, Hewlett-Packard, Coca-Cola, Intel, Sun Microsystems, Nokian Tyres, Imperial Porcelain, Adidas, and Microsoft

  Accordingly to the Customer request we may divide the whole group by industrial sectors (IT, Retail, Consumer goods etc.) and provide visits to companies from corresponding sectors to them.

- **Case-study and Trainings**
- **Team work and Evaluation:** usually our customers welcome preparation of the final presentations by groups of students based on companies visits or lectures materials.

### SUBJECTS OFFERED

We are open to include in your Program various management topics. Amongst the most popular are:

- Doing Business in Russia
- Foreign economic policy in Russia
- Russia in new global economical environment
- Marketing in Russia
- Opportunities and threats to enter into Russian Industries and Markets
- Ethics and business. Business and society in modern Russia
- Cultural context of Russian management
- Crosscultural management
- Finances in Transitional Economies
- Legal aspects of Doing Business in Russia

### AMONGST OUR CLIENTS

- Vienna University of Economics and Business
- EADA Business School
- BABSON College
- Lappeenranta University of Technology
- The Fuqua School of Business Duke University

## GENERAL COURSES OUTLINE

### CROSS-CULTURAL FOCUS

- Understand how culture affects business
- Increase awareness of Russian business culture and management styles
- Comparison of cultural profiles & business practices
- Analyze implications of cultural "gaps" between businesses associates
- Identify strategies to make more informed decisions
- Doing business in Russia

**IRINA I. PSHENICHNIKOVA**
**Adjunct Professor at GSOM**

PhD in Russian linguistics from St. Petersburg State University

Certified Senior Consultant for Aperian Global, a leading global consultancy firm in the field of cross-cultural management (www.aperianglobal.com).

During 2006-2008 - Professor of cross-cultural management at the Academy of National Economy, Moscow and at Moscow State University.

Scientific interests: cross-cultural management and intercultural communication, expatriate adjustment, expatriate - local interactions, organizational communication, and national versus corporate culture.

International activity and participation in academic societies: joint research of diversity issues in management (University of Jyvaskyla) and cross-cultural communication (Vienna University of Economics and Business Administration). A study of cross-cultural issues in Russian-Finnish business contacts funded by the Finnish Academy of Sciences.

### BUSINESS ETHICS IN RUSSIA

- Business ethics and corporate social responsibility (CSR)
- Russian vs. Western business ethics: cultural and historical influences
- Integrative Social Contract Theory (ISCT) and peculiarities of the Russian business ethics development
- NTV case (2001)
- TNK-BP case (2008-2009)

This part will introduce participants to the complex field of Business Ethics in Russia. The main focus will be on the peculiarities of the ethical business decision-making in Russia as a society in transition.

### BUSINESS AND SOCIETY IN MODERN REUSSIA

- Russia's network capitalism
- CSR of Russian business: the development stages
- YUKOS case
- Integrating CSR into corporate strategy: lessons from Report on Social investments in Russia – 2008
- PIKALEVO case and the CSR in time of crisis

The second part will explain the nature of modern Russian capitalism as a networked system. The peculiarities of CSR of the Russian companies will be discussed on the data of the recent research projects as well as on the materials of the "hot" cases.

**YURY E. BLAGOV**
**Associate Professor, Department of Strategic & International Management, GSOM**
**Director of the GSOM Center for Corporate Social Responsibility**

Subject areas: Corporate Social Responsibility, Business History.

PhD in Economics from St. Petersburg State University.

Graduate of the executive program at Duke University Fuqua School and faculty development program at HEC Paris.

Visiting professor and scholar at business schools in the US and Finland.

Executive education and consulting for StatoilHydro, EADS, Severstal, Russian Managers Association.

Fellow of the Caux Round Table and member of the European Business Ethics Network and Editorial Advisory Board of the “Corporate Governance” journal.

## OPPORTUNITIES AND THREATS TO ENTER INTO RUSSIAN INDUSTRIES AND MARKETS

- Brief country analysis: political, economic, social, and technological opportunities and threats for a foreign business
- Market and industry entry in Russia: a basic model for entry analysis
- Commercial modes (exportation of goods, services, knowledge)
- Contractual modes (franchising and contract manufacturing)
- Investment modes (acquisition vs. green-field project)
- A mode-by-mode staged approach to internationalisation
- Entry-mix formation
- Entry plan implementation (operations, marketing, HR policy)
- Conclusions

All topic concerning separate entry modes in Russia will be discovered in terms of their advantages and disadvantages and will be illustrated by experience of several foreign companies (particularly, Spanish ones).

**ANDREY G. MEDVEDEV**
**Professor, Department of Strategic**
**and International Management, GSOM**

Subject areas: Management in Multinational Corporations, Corporate Finance, Evaluation on Investment and Innovation Projects

Courses Taught at GSOM: International Business Strategies (Master Programmes), Corporate Finance (EMBA)

Teaching Abroad: 1992 – 2009 – visiting professor at Haaga-Helia University (Finland), Lappeenranta University of Technology (Finland), Henley Management College (United Kingdom), ESCE Pole Universitaire Leonard de Vinci (France), Linköping University (Sweden), MIB School of Management (Italy), St. Gallen University (Switzerland).

Cases:
2007 – A Home Market Abroad: New Departures of Fazer Bakeriers in Russia, won at CEEMAN Case Study Writing Contest
1999 – Tikkurila Business Strategy in Russia
1995 – Unilever in St. Petersburg, a case study of How a Multinational Company Applies Its Internationalisation Strategy in the Russian Market.

## PUBLIC SECTOR REFORMS AND PUBLIC FINANCE IN RUSSIA

- Russian economy and public finance
- A Review of public sector reforms
- Developing market economy institutions and competitive environment: Privatization
- Developing quasi-market institutions and competitive environment in the public sector: Education and health care
- Current debates on public sector reforms
- Russian public finance and economic crisis

**IGOR N. BARANOV**
**Executive Associate Dean**
**Associate Professor of Economics**
**and Management Accounting, GSOM**

Subject areas: Public Economics: Competition in the Public Sector, Public Goods Provision, Fiscal Federalism in Russia

Recent Internships: European Entrepreneurship Colloquium for Participant-Centered Learning", Harvard Business School, Harvard University, School of Public Health, University of Illinois at Chicago, School of Public Health, Emory University, "Teaching Entrepreneurship", Haas School of Business, University of California at Berkeley.

Membership of Scientific or Professional Organization: European Economic Association, International Institute of Public Finance, Association for Studies of Public Economics in Russia (ASPE), Board, Co-Chairman of the Board.

Consulting and corporate training in the areas of budgeting, performance evaluation, balanced scorecard, cost management.

Maxidom, Novgorod University, Eksmo Publishing House, Yug Rusi Agro-Industrial Holding, Zvezda-Energetika Engineering Company, Ilim-Pulp Paper Mill, North-West Telecom, Joint Fruit Company (JFC), Aeroflot - Russian Airlines.

## RUSSIAN ECONOMY: CHALLENGES WE FACE

- Contemporary state of Russian economy
- Analysis of a global economy
- How economic crisis influence on development of Russian economy
- Changing of a development strategy is a reaction to economic situation change
- Consequences of economic change

**VASSILY K. DERMANOV**
**Associate Professor, Strategic and International Management department, GSOM**

Subject areas:
Problems of competitiveness, knowledge management,
Academic director of Dual Degree Executive MBA
2003 - 2005 – Vice-president of Stockholm school of business in Russia

1998 - 2003 – Director of Entrepreneurship and business development department of Stockholm school of business in Russia

2001 – visiting professor at Helsinki economic school at MBA и BBA programs (Finland).

**GALINA V. SHIROKOVA**
**Associate Professor, Strategic and International Management department, GSOM**
**Director of the Center for Entrepreneurship**

Subject areas:
Change management
General management
Entrepreneurship

Cases:
2009 - The Untsiya Company: Business Development in Russia
2008 - Laboratory of Management: The Transfomation of Lubimy Kray Confectionery Company
2008 - DiPaul, Inc.: Transitioning in Measured Steps

Author of bestselling textbooks as well as several international research publications on change management, entrepreneurship and organizational lifecycle. The best teacher by GSOM SPbSU in 2007.

**EXAMPLE OF THE PROGRAM STRUCTURE**

| INTERNATIONAL WEEK EXECUTIVE MBA "DOING BUSINESS IN RUSSIA" | | | | | |
|---|---|---|---|---|---|
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
| 09.30-11.00 | **Lecture "Cross-cultural management"**<br><br>Prof. Irina I. Pshenichnikova | **Ethics and business. Business and society in modern Russia**<br><br>Prof. Yury E. Blagov | **Finances in Transitional Economies**<br><br>Prof. Igor N. Baranov | **Opportunities and Threats to Enter into Russian Industries and Markets**<br>Prof. Andrey G. Medvedev | **Final presentations**<br><br>Prof. Andrey G. Medvedev |
| 11.00-11.15 | **Coffee-break** | **Coffee-break** | **Coffee-break** | **Coffee-break** | **Coffee-break** |
| 11.15-12.45 | **Lecture "Cross-cultural management"**<br><br>Prof. Irina I. Pshenichnikova | **Ethics and business. Business and society in modern Russia**<br><br>Prof. Yury E. Blagov | **Finances in Transitional Economies**<br><br>Prof. Igor N. Baranov | **Opportunities and Threats to Enter into Russian Industries and Markets**<br>Prof. Andrey G. Medvedev | **Final presentations**<br><br>Prof. Andrey G. Medvedev |
| 12.45-13.30 | 🍽 | 🍽 | 🍽 | 🍽 | 🍽 |
| 13.30-15.00 | Transfer to Company | Transfer to Company | Transfer to Company | **Preparation presentations. Team work.**<br><br>Prof. Andrey G. Medvedev | **Course wrap-up** |
| 15.00-17.00 | **Company Visit:**<br><br>**Baltika Brewery** | **Company Visit:**<br><br>**BAT** | **Company Visit:**<br><br>**Nokian Tyres** | | |