



**Graduate
School of Management**

St. Petersburg University

THE ETHICAL CODE FOR THE SAINT PETERSBURG UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

This Code is based on two fundamental ethical ideals. The first ideal declares the unique and unquestionable value of each person as an end and not as a mean of reaching other peoples purposes — even the purposes of the majority. The second one proposes living and working together for the common good enabling cooperation and mutual prosperity to coexist with healthy and fair competition. The Saint Petersburg University Graduate School of Management (SPbSU GSOM) as an institution of Russian business education oriented towards the successful performance at the international level bases the principles of its activity on these ideals which are historically common to both East and West as well as deeply rooted into the Russian business culture.¹

Section 1. Preamble

The mission of SPbU GSOM is to create a world-class business school aimed at educating and advancing the national managerial elite being able to meet the challenges of increasing the country's competitiveness in the "knowledge economy" of the 21st century.

Understanding that successful fulfillment of this mission is impossible without strong commitment to social responsibility and respect for dignity and interests of all stakeholders SPbU GSOM declares the necessity for taking a proper account of moral values in decision making SPbU GSOM agrees to follow the next principles which correspond to such fundamental codes as UN Global Compact and UN Principles for Responsible Management Education (UN PRME).

Section 2. General principles

Principle 1. The SPbU GSOM Responsibility: From Students toward Stakeholders

SPbU GSOM will serve its mission in the interests of its stakeholders, continuously improving the quality of the stakeholder dialogue. The value of the SPbU GSOM for society is determined at first by the graduates it offers to the national and global business communities and by the new management knowledge it creates through research. SPbU GSOM will take into account the interests of the state, students and employees. SPbU GSOM competitors in business education should be sure in the relationships of honesty and fairness, in readiness to combination of

¹ The Ethical Code of the Saint Petersburg University Graduate School of Management was developed within the project of the international business leaders association Caux Round Table aimed at building codes of behavior. This Code serves as a base for development of Principles of Business Schools Conduct which stands in line with so well-known and wide-admitted codes as Principles of Business, Principles of Government, Principles of Non-for-profit Organizations.

competition with mutually fruitful co-operation. As a responsible corporate citizen SPbU GSOM will make its contribution into the shaping of sustainable future of the St.Petersburg, the Leningrad region and the whole Russia.

Principle 2. Competitiveness

Working at the market of business education and trying to make a significant contribution in the competitiveness of our country, SPbU GSOM will have to increase its own competitiveness. The benchmark for SPbU GSOM development is best world practices of leading university schools of management with highest international rating scores. SPbU GSOM will consider the international accreditation of such institutions as EFMD, AACSB International, and AMBA as the basic condition of providing and sustaining high international competitiveness of the schools as well as its programs.

Principle 3. Serving

As a part of Saint Petersburg University — the leading institutions of the Russian higher education system — SPbU GSOM is to breed national managerial elite of the 21st century and to create new knowledge for sustainable development of our society. SPbU GSOM will develop high quality educational products and promotes up-to-date management theory and best practice, being the leader of national business education.

Principle 4. Ethical Behavior

SPbU GSOM will build its relationships with all stakeholders on the ethical principles of respect for others, individual accountability and integrity, and creating and maintaining mutual trust. Expecting ethical behavior from all stakeholders, SPbU GSOM will work hard to implement these principles in the everyday life of students, faculty, administration, and technical staff.

Principle 5. Respect for Rules

Supporting the fair competition on the national and global level, SPbU GSOM will base its activity on the respect of Saint Petersburg University Charter, Russian laws, and international agreements governing the professional educational institutions activity.

Principle 6. Support for International Cooperation

SPbU GSOM will develop mutual bilateral and multilateral cooperation with leaders of international business education, paying special attention to participation in the main national, European and global associations of business schools or particular educational programs and in the main professional communities of specialists in different fields of management.

Principle 7 – Respect for the Environment

SPbU GSOM will follow and promote the principles of environmentally-oriented management in all its activities, understanding the ultimate value of sustainable development.

Section 3. Stakeholder Principles

A. Business community

SPbU GSOM understands the value of strong long-term relationships with the business-community as a main stakeholder who expects high quality graduates as well as new management knowledge. Accordingly, SPbU GSOM is responsible for:

- creating the model of effective and socially responsible manager meeting demands of global business in the 21st century through the dialogue with the leaders of business community;
- providing the business community with graduates of business educational programs who will meet the model of effective and socially responsible manager;
- conducting academic research and consulting projects aimed at creating new management knowledge;
- being honest to the business community in all aspects of mutual cooperation, providing continuous feedback and improving performance;
- respecting human dignity in all educational offers to as well as marketing and advertising;
- respecting the culture of Russian and international business.

B. Students

SPbU GSOM respects the human dignity of every student at all educational programs and levels and works hard to meet his/her best expectations. Accordingly, SPbU GSOM is responsible for:

- offering educational services of the highest quality to provide graduates with high competitive skills;
- providing a healthy and ethical educational environment under the rule of internal by-laws and policies;
- being honest in all communications with students and keeping open all relevant information concerning educational process;
- avoiding discrimination and guaranteeing equal treatment and equal opportunity regardless of sex, age, race, nationality and religion;
- consistently promoting graduates and supporting their effective entrance into the business community through special career programs running on a competitive basis.

C. Employees

SPbU GSOM respects human dignity of every employee from administration, faculty or staff and treating his/her interests with the highest care. Accordingly, SPbU GSOM is responsible for:

- encouraging and supporting development of professional knowledge and skills by employees;
- providing work tasks and appropriate compensation which raise employee welfare;
- providing the proper work environment to protect the health of every employee and support human dignity;
- being honest in all communications with employees and providing them with open access to relevant information under the law and competitive restrictions;
- attentively listening to proposals, ideas, demands and complaints of employees; and making ones best in providing the adequate response to them;
- avoiding discrimination and guaranteeing equal treatment and equal opportunity regardless of sex, age, race, nationality and religion;
- providing work conditions for people with disabilities at positions where they can be useful;
- developing and maintaining the safe working conditions, protecting employees at their workplace from work-related injury and professional disease.

D. The Government

Being a part of Saint Petersburg University — one of the leading state universities of Russia — SPbU GSOM will respect the role of government institutions in business and social development. Accordingly, SPbU GSOM is responsible for:

- contributing to the successful implementation of governmental policy and national projects concerning development of business education in Russia;
- providing the government and municipal institutions with graduates of educational programs who will meet the model of effective and socially responsible manager;
- providing regulating government agencies with open access to all the relevant information accordingly to legal demands;
- preserving, protecting and increasing assets used by SPbU GSOM as a division of state university;
- respecting all proposals and official resolutions from government and municipal authorities.

E. Competitors

SPbU GSOM believes that fair competition is one the most important conditions for development of Russian and world business education. Accordingly, SPbU GSOM is responsible for:

- supporting the development of the world market for business education open to the free flow of knowledge, people and investments;
- supporting fair competitive conduct as beneficial for society and the environment and demonstrating mutual respect between competitors;
- restraining from the abuse of market power in the process of protecting competitive advantages;
- respecting property rights and, in particular, intellectual property rights, and restraining from acquiring commercial information through unethical means.

F. Local Community

Being a good corporate citizen SPbU GSOM believes it is responsible for

- relating its research and educational activity to economic, social and ecological needs of St-Petersburg and the Leningrad region;
- respecting human rights and democratic institutions and supporting their effective development;
- developing cooperation with organizations and individuals concerning the raising of standards of educations, health protection and safety of employees and increasing their material welfare;
- supporting participation of employees and students in the local community activities;
- respecting Russian culture and cultures of countries SPbU GSOM cooperates with.