



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

Graduate School of Management St. Petersburg University:

PRME Sharing Information on Progress Report (SIP)

Introduction

The Graduate School of Management (GSOM SPbU) is a structured teaching and research unit of the St. Petersburg University — the leading national center of education and science. GSOM SPbU has been awarded with the EQUIS (since 2012) and AMBA (since 2008) international accreditations. In 2016 GSOM SPbU started the process of accreditation with AACSB International. The portfolio of educational programs includes Bachelor's, Master's, MBA, EMBA, and PhD studies. Since 2013 the Master's in Management (MIM) program of GSOM SPbU has been continuously included into the Financial Times Global master's in management ranking and by 2018 improved its position by #23 out of 90 best programs. International recognition of GSOM SPbU is also proved by membership in global associations of the leading business schools: EFMD, AACSB, CEMS, PIM, ABIS, AMBA, BGA.

This Sharing Information on Progress Report (SIP) on the implementation of the Principles for Responsible Management Education describes the main developments since 2017. The main activities reported when we originally expressed our commitment to PRME for the first time in 2012 are significantly improved and created a platform for the future developments. Teaching and research projects in the field of Corporate Social Responsibility/Sustainability and Social Entrepreneurship are mainly conducted and coordinated by the PwC Center for CSR. CSR/Sustainability-related topics are growing in importance both in the bachelor's and master's programs and in the level of MBA/EMBA. This year we are reporting some concrete activities and achievements as well as plans for future development.



Principle 1 — Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The PwC Centre for CSR organizes and coordinates the development of the CSR/Sustainability related capabilities of students. The Centre's goal is to support the SPbU GSOM mission in educating and developing a national managerial elite strongly committed to implementing the principles of social responsibility and sustainable development in Russian companies and respecting the interests of all stakeholders.

In accordance to goals from former SIPs we have developed a systemic approach to the students' extracurricular CSR/Sustainability activities connected with the educational programs and research projects. The main pillars of this approach are:

- The series of CSR/sustainability-related guest lectures, TEDx, round tables, and panel discussions were organized by the PwC Center for CSR and conducted at the main students and alumni events (Management of the Future Conference 2018, 2019; GSOM Family Day Forum 2018, 2019) in cooperation with SPbU GSOM corporate partners, and local social entrepreneurs. The main discussion panel of the GSOM Family Day 2019 in September 2019 for the first time was devoted to Sustainable development.
- The SPbU GSOM students volunteering club *GSOM Charity* created the platform for students' social and managerial skills development and for students-NGOs cooperation. By the middle of 2019 *GSOM Charity* consolidated around 50 regular volunteers and over 600 followers and supporters. The main areas of activities are volunteering support for children, elderly people, people with disabilities, and pro bono volunteering for NGOs. During 2018–2019, the club volunteers paid more than 10 visits to orphans, 15 visits to the elderly and 25 visits to people with disabilities. *GSOM*



Charity participated at the Inclusive open air «We play Rock together» (June 2019) and Christmas celebration for children from *Coca-Cola* company. *GSOM Charity* was involved by the PwC Center for CSR in organization of such important events as *St.Petersburg Corporate volunteering conference* (April 2018, April 2019), *St.Petersburg International Labor Forum* (February 2019), *Social entrepreneurs Forum of the North-West region of Russia* (June 2019). Activities of *GSOM Charity* provide teachers with the real cases of charity and volunteering for the CSR/Sustainability related courses.

- The particular CSR Department at the St.Petersburg CEMS Club was created with the purpose to raise awareness of CSR and sustainability by engagement and real actions. The main initiative in 2017–2019 was the “Green Campus”: (1) introducing the separate garbage collection facilities at GSOM SPbSU; and (2) *#kind_caps* — collecting caps from plastic bottles, selling them to the factory, and spending the obtained money for wheelchairs for children. CEMS Club also organized the regular open lectures of the CSR/Sustainability managers for master ‘s program students.

Over next two years GSOM SPbU seeks to:

- integrate teaching cases related to the GSOM SPbU students’ activities (*GSOM Charity*, *CEMS Club*) to the main courses of their curriculum, such as Marketing and Human Resource Management;
- create the additional opportunities for the students’ internships in NGOs and local social enterprises as well as in CSR/Sustainability departments of the GSOM SPbU corporate partners.



Principle 2 — Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

As an integral unit of the oldest and highly respected national university GSOM SPbU shares the well-developed and deeply embedded value-based objectives, core values and moral obligations listed in the St. Petersburg University Charter and the Code of the SPbU members as well as in the Ethical Code for the GSOM SPbU.

In accordance to goals from former SIP we have introduced the Committee of the GSOM SPbU Academic Council on the PRME values implementation. During 2017–2019 the Committee has analyzed and reported to the GSOM SPbU Academic Council two cases on the GSOM SPbU unethical practices: (1) the “postbox for anonymous denunciations” case (March 2018); and (2) the case of plagiarism in the conference paper (June 2019). In October 2018 the Committee organized the debates on the ethics of teaching for GSOM SPbU faculty at the School’s “Knowledge Café” – a space to share best teaching experience.

Over next two years the SPbU GSOM will seek to:

- introduce the values of Sustainable development, including the UN Sustainable Development Goals into the Ethical Code for the GSOM SPbU and to connect these improvements to the educational activities of the SPbU GSOM through the series of seminars and roundtables for staff, faculty, and students.

Principle 3 — Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

In 2017–2019 the School continued to develop a system of obligatory and elective CSR/Sustainability related courses into the curricula of undergraduate and graduate



programs. Since 2017 the video-lectures in CSR are used as a part of obligatory course “Corporate Social Responsibility” for bachelors, and as a part of “Business and Society” obligatory courses for MBA and EMBA. Currently our teaching portfolio includes:

Bachelor’s Program:

- “Business Ethics” obligatory (core) course (serves as a prerequisite to “CSR” course) for 3rd Semester (2nd year students of the Bachelor in Management program);
- “Corporate Social Responsibility” obligatory (core) course for 4th Semester (2nd year students of the Bachelor in Management program);
- “Building Sustainable Value Chain” elective course for 7th Semester (4th year students of the Bachelor in Management program);
- “Ethics for Public Administration” obligatory (core) course for 8th Semester (4th year students of the Bachelor in Public Administration program).
- CSR/Sustainability related course papers and Bachelor’s theses (appr. 6 course papers and 6 theses per academic year).

Master in Management Program:

- “Sustainability and Stakeholder Marketing” elective course for 4th Semester (2nd year students);
- “Social Entrepreneurship” elective course for 3rd Semester (2nd year students);
- “Global Responsible Leadership” seminar for 4th Semester (2nd year CEMS/MIM program students).
- CSR/Sustainability related Master’s theses (approximately 5 theses per year).

MBA (MBA — Digital World Challenges)

- “Business and Society” obligatory (core) course.

EMBA Program:

- “Business and Society” obligatory (core) course.

Training Programs:



- The “Project Management for Social Entrepreneurs Program” aimed to teach actual and potential social entrepreneurs from all Russian Federation regions and to support them in project development.

In May 2018 PwC Center for CSR introduced an open Summer School in Social Entrepreneurship for students from different Russian Universities, including St. Petersburg University, Ural Federal University, and Siberian Federal University.

In accordance to goals from former SIP we have prepared the program of the new advanced obligatory course “Corporate Sustainability in XXI century” for Master’s in Management (to deliver in 2020), that can be also used as a basis for the PhD research seminar.

Over next two years SPbU GSOM seeks to:

- conduct an open Summer School in Social Entrepreneurship for students from the different School of St. Petersburg University on the annual basis.
- introduce a CSR/Sustainability related seminar for PhD Program; this particular goal was not met in 2017–2019.
- conduct a regular seminar in mainstreaming CSR/Sustainability issues for professors of SPbU GSOM; this goal was not completely met in 2017–2019.

Principle 4 — Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The research activity in the CSR/Sustainability field is strongly supported by developing of new researchers at the levels of Bachelor, Master and Doctoral programs. Students submit and defend their course papers and thesis working closely with the PWC Centre for CSR.



In accordance to goals from former SIP in 2017–2019 the PwC Centre for CSR kept the leading position in Russian academia by conducting:

- the next edition of the nationwide research projects in social investments in Russia (“Report on Social Investments in Russia 2018”) in cooperation with the Russian Managers Association;
- the nationwide research project in corporate philanthropy (“Corporate Philanthropy in Russia 2018”) as a part of the cooperative program in corporate philanthropy with Russian Donors Forum, PwC and the business newspaper “Vedomosti”;
- the “Business in Society” track at the annual International Research Conference “GSOM Emerging Markets Conference” held in 2017, 2018, and 2019 in cooperation with ABIS (The Academy for Business in Society);
- the special Social Entrepreneurship events at the annual International Research Conference “GSOM Emerging Markets Conference” held in 2017;
- the ongoing research project in Social Entrepreneurship in Russia as a part of the international ICSEM (International Comparative Social Enterprise Models) project of the EMES network.

Over next two years SPbU GSOM will seek to:

- participate regularly in major national and international research projects in the field of CSR/Sustainability in cooperation with PRME, ABIS — The Academy of Business and Society, EMES, and NBS research centers networks;
- continue to arrange the annual “Business in Society” track and the other CSR/Sustainability-related events at the “GSOM Emerging Markets Conference” in 2019–2021.



Principle 5 — Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Currently GSOM SPbU maintains corporate relations with about 200 domestic and international companies working in Russia. The School was a pioneer among higher education institutions in Russia when it established its International Advisory Board in 1993. Representatives of the Board-related companies (VTB, Severstal, Nornickel, IBM, Gazprom, Russian Railways, Rosneft among others) participate in designing and implementation of the SPbU GSOM mission and strategy, and in fundraising activities for the development and promotion of the school.

In accordance to goals from former SIP in 2017–2019 the effective partnerships were developed with such Russian business associations as *Russian Managers Associations (Committee for CSR)*, *National Council for Corporate Volunteering*, and *Russian Donors Forum*. These partnerships provided GSOM SPbU with the opportunities to participate regularly in the main national business forums such as *St. Petersburg International Economic Forum* (June 2018, June 2019), *Corporate Volunteering Forum* (December 2017, December 2018, December 2019), *St. Petersburg Corporate volunteering conference* (April 2018, April 2019), *St. Petersburg International Labor Forum* (February 2019), *Social entrepreneurs Forum of the North-West region of Russia* (June 2019). In 2018–2019 based on the GSOM SPbU experience, St. Petersburg University signed an agreement with the *Russian Donors Forum* with a purpose to arrange the corporate philanthropy projects competition between companies of the North-West region.

Experts from the PwC Center for CSR participated at the major international industry-based events such as “Oil and Gas of Sakhalin” conference (September 2018) and BIOTECHMED forum (September 2019), as well as at the experts meeting of the World Steel Association



(January 2018) and UN Forum on Business and Human Rights (November 2017). Within 2017–2019, Yury Blagov, Director of the PwC Center for CSR took a Chairman position of the Advisory Board of *Raul Foundation* (taking care of orphans) and was elected to the Board of *ABIS — The Academy of Business in Society*. Yulia Aray, Researcher of the PwC Center for CSR was appointed as a regional representative of the “*Our Future*” foundation (social entrepreneurship development).

Over next two years SPbU GSOM seeks to:

- create a more systemic approach to regular interaction with managers of business corporations through the creation of an international advisory board for the PwC Center of CSR; this goal was not completely met in 2017–2019.

Principle 6 — Dialogue

We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We continue to provide managers of local companies and social entrepreneurs with opportunities to receive knowledge and develop skills in the field of CSR/Sustainability through participation in different forums, conferences, workshops and seminars. On an annual basis we hold a number of national and international events which involve researchers and the representatives of companies, government agencies and civil society bodies, including the annual International Research Conference “GSOM Emerging Markets Conference” with the “Business in Society” track and the annual International Conference “Public Sector Transition” organized jointly with the Association for Studies in Public Economics/ASPE.



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In accordance to goals from former SIP in 2017–2019 GSOM SPbU participated in the activities of the national “Association of Business Ethics and CSR” (students’ papers competition, collection of teaching cases, nationwide internet database of related teaching materials). This association was created in 2016 by the professors of GSOM SPbU with the purpose to develop dialogue between educators and researchers.

Over next two years SPbU GSOM seeks to:

- conduct the regular seminars in CSR/Sustainability for social entrepreneurs and businesses from St. Petersburg and Leningrad region: this goal was met in 2017–2019 only partly.

Renewal of Commitment to the PRME

As a signatory to Principles for Responsible Management Education (PRME), we hereby renew our commitment to PRME. We seek to continue to actively engage in supporting and developing our students’ capabilities as future leaders within a sustainable global economy and to embed the values of social responsibility within all our academic activities and curricula.

October 8, 2019

Head of School
Graduate School of Management
St. Petersburg University


Konstantin V. Krotov