



СТОКГОЛЬМСКАЯ ШКОЛА
ЭКОНОМИКИ

STOCKHOLM SCHOOL OF ECONOMICS RUSSIA





ANDREY NIKITIN

General Director, Autonomous Noncommercial Organization "Agency of Strategic Initiatives"

When a friend asked me why he should go to the Stockholm School of Economics I said that this is the only chance for a mature successful person to find friends. For me the Stockholm School of Economics, first of all, is the place where I met and became friends with a great number of interesting people who managed to teach me many things. Secondly, it is a possibility to feel yourself part of the global world and realize that the company you manage is also part of the global world. Currently I am not involved in business, I work for the state, but I try to use in my work what I learnt in SSE: strategic initiatives we offer to the President of the Russian Federation are aimed at creating conditions for Russia to occupy a respectful position in the global community. By graduating you increase your capitalization, however, I would like to wish you not only to make money but to enjoy work and feel yourself useful. I am sure that with a diploma of the Stockholm School of Economics it will be easier.

SVETLANA RAKUTINA
*Director of HR
and Leadership Intelligence*



If you are reading this booklet, it means you have started considering whether you need to join an EMBA program.

It is hard to advise anything. Every day, every hour, every minute we take decisions. What to do on a Friday night? Is it worth insisting that your son should attend aikido lessons? Where to spend a vacation? What is the best investment in my future? All these decisions have an opposite side or, in business terms, every decision has its “opportunity costs”. Going for an EMBA you cannot invest this additional money in business, and you cannot buy a new car or a small house on a warm sea coast. But this is not all. You need to understand that you will not be able to communicate with your family and friends 5–6 days a month (maybe even more) for two years. And you will have to plan your time very carefully and sacrifice your idle hours.

Nevertheless almost one thousand Executive MBA alumni of SSE Russia. Why did they sacrifice their time and money? What did they get in the end?

Everybody got something different. For some people most important was a diploma of one of the leading Western business schools, for others it was important to speak one language with partners and leaders from the business community, and for some people it was a unique chance to find friends and like-minded people. There are alumni who after graduation started a new business with their classmates, and there are those who found a new interesting job for the next ten years. This is a journey where a lot depends on you. It depends on your commitment to go back to school as a regular student, your brave proving your leadership qualities among leaders, your ability to see opportunities where others see problems and risks.

And if after reading this booklet or after communicating with us you decide to fill out the application form and take part in competitive selection for the EMBA SSE Russia — you are most welcome! And may the force be with you!

INTEGRATION INTO THE INTERNATIONAL BUSINESS COMMUNITY





ONE OF EUROPE'S LEADING BUSINESS SCHOOLS WITH 100-YEAR HISTORY

The Stockholm School of Economics is one of Europe's leading business schools with more than a century's record of delivering state-of-the-art higher education. Its recipe of success is the combination of research-based education and intimate ties with the business community. In this way the school manages to combine academic tradition with a continuous need for innovation characterizing nowadays markets. This bridging very much comes alive in December every year when the Economic Sciences in Memory of Alfred Nobel laureates visit SSE for a traditional discussion.

Despite not being a very large institution, SSE hosts research in a number of business/economics areas (with finance and marketing standing out in particular) and delivers educational programs at both undergraduate and graduate levels. As a case in point, the competition for admission among students for the Bachelor of Science program is on par with the most prestigious schools worldwide. Following its size SSE constitutes a unique nexus of contacts among students, faculty and business representatives. Small is, hence, beautiful.

A most global mindset and a corresponding repertoire of contacts in all activity dimensions is an additional characterizing trait of the Stockholm School of Economics, as seen in its unique Eastern Europe presence by means of SSE Riga and SSE Russia.

The Stockholm School of Economics is fully accredited by EQUIS (the European Quality Improvement System), the Swedish member of CEMS (the Global Alliance in Management Education) and participates for a number of years in The Financial Times business education rankings.



STOCKHOLM SCHOOL OF ECONOMICS RUSSIA



LARS STRANNEGÅRD,
*Professor Lars Strannegård,
President of Stockholm School
of Economics*

"We will now move forward with tasks to bolster SSE's position as a top international business school. All this unfolds in an atmosphere where learning from other successful business people is constantly encouraged all through the SSE Russia Executive MBA programs. This mutual exchange of ideas contributes a lot in the process of earning a Stockholm School of Economics diploma", — says President Lars Strannegård.

SSE established itself in Russia in 1997 and ever since plays a leading role in higher business education by providing English/Russian language Executive MBA and customized corporate programs. Novartis, the Russian Railways, Gazprom Neft and Sberbank are all multi-year customers in the latter category. The school has its own offices and learning facilities in Moscow and Saint Petersburg.

International in scope and Swedish in character means overall Western faculty and a pedagogical climate where interactive methods dominate, as seen in the pursuit of business cases and classroom market simulations. All this unfolds in an atmosphere where learning from other successful business people is constantly encouraged all through the SSE Russia Executive MBA programs. This mutual exchange of ideas contributes a lot in the process of earning a Stockholm School of Economics diploma.

The SSE Russia Executive MBA General Management program constitutes:

- an experience combining a modern Western-view of business and Russia-relevant realities;
- a unique source of international networking reaching out to some 2.000 Russian alumni;
- seventeen years of genuine Swedish understanding of Russian culture and market climate;
- a real executive 75-day EMBA program entailing an attractive cost/value relationship;
- a constructive academic learning atmosphere bringing friends and business opportunities.

EXECUTIVE MBA PROCESSES

During their immersion into the Executive MBA program the participants do not only attend modules, read books, prepare homework and take tests. Together with other participants and lecturers they take part in three processes that are parallel to the program: Leadership Intelligence, Executive Master Thesis and In-company project. These processes are combined by common objectives: application of theoretical knowledge in real life, improvement of analytical and communicative skills, and development of leadership qualities. These are the most important elements of our program accompanying it throughout its length.



LEADERSHIP INTELLIGENCE

Leadership is about making difference and changing things. Leadership is about being able to make things happen with, and through, other people. For such challenges, the leader should have a set of skills and self-understanding techniques. And even more — the leader should be able to choose his/her own creative and effective approach in integrating all those things in a right combination in each moment of organizational development.

The Leadership Intelligence process is focused on:

- increasing awareness by developing the Personal Development Contract with a help of individual coaching;
- increasing awareness by getting the leadership experience within different relationships through the skills training;
- getting participants to take part in a variety of analytical frameworks related to leadership and focus on how to apply those frameworks.

EXECUTIVE MASTER THESIS

An important part of the program is an Executive Master Thesis (EMT) which will provide participants with a deeper understanding of some aspects of management, as well as further analytical skills and critical thinking. The EMT builds on the knowledge gained in the modules but

“stretches” and “deepens” it, not least through the requirement that participants collect and analyze data systematically. The thesis topics can be actual issues from group members’ companies, so that the thesis may provide both academic and practical value. The EMT work will start in the first semester with the choice of a thesis topic. During subsequent semesters participants are asked to hand in working papers and can seek comments by a tutor so that authors may learn how to improve the quality of participants’ work. The final EMT paper will be defended in front of external examiners at the end of the last semester.

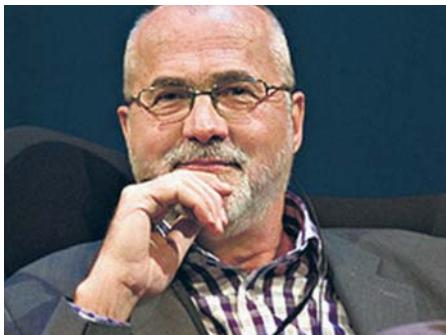
IN-COMPANY PROJECT

Thanks to an open corporate culture in Scandinavia, it has long been a tradition for students at the Stockholm School of Economics to work closely with real and current problems in companies during their education. At SSE Russia students are also required to analyze ongoing work in real-life companies for module assignments and other tasks. In-Company Project is a unique opportunity to combine theoretical information with guided experience in a real business. A living company shares its challenges with the participants and follows them through the stages of a consulting project. This experience gives participants a chance to work in diverse teams and exercise their leadership skills in an industry that is typically new for them.

SSE RUSSIA FACULTY



Even though the particular pedagogical context of an SSE Russia Executive MBA program is characterized by a most interactive climate, it goes without saying that the role of faculty, as facilitators of participants' learning and as sources of expertise in their respective fields, is crucial. The SSE Russia model, where faculty from SSE and other Western/Russian schools are invited, just makes that very big difference. The model builds upon returning faculty and their gradual build-up of experience of particular relevance for the Executive MBA programs over the years. A few of these faculty members are introduced below.



SVEN HAMREFORS

PhD, Professor of Innovation, Communication and Business Creation of Mälardalen University



CIARA SUTTON

PhD, Research Fellow and Lecturer at the Department of Marketing and Strategy, the Stockholm School of Economics



MATTIA BIANCI

PhD, Associate Professor of Business Administration, the Stockholm School of Economics



MATS URDE

PhD, Associate professor at Lund University



ELENA SIDORENKO

PhD, Associate Professor at St. Petersburg State University, Visiting Professor of the Stockholm School of Economics Russia



PER HEDBERG

PhD, Academic Director, the Stockholm School of Economics Russia, CEO of Pluralis Capital, Sweden



LARS HENRIKSSON

Professor of Law, Competition & Antitrust Law, the Stockholm School of Economics



KATERINA HELLSTRÖM

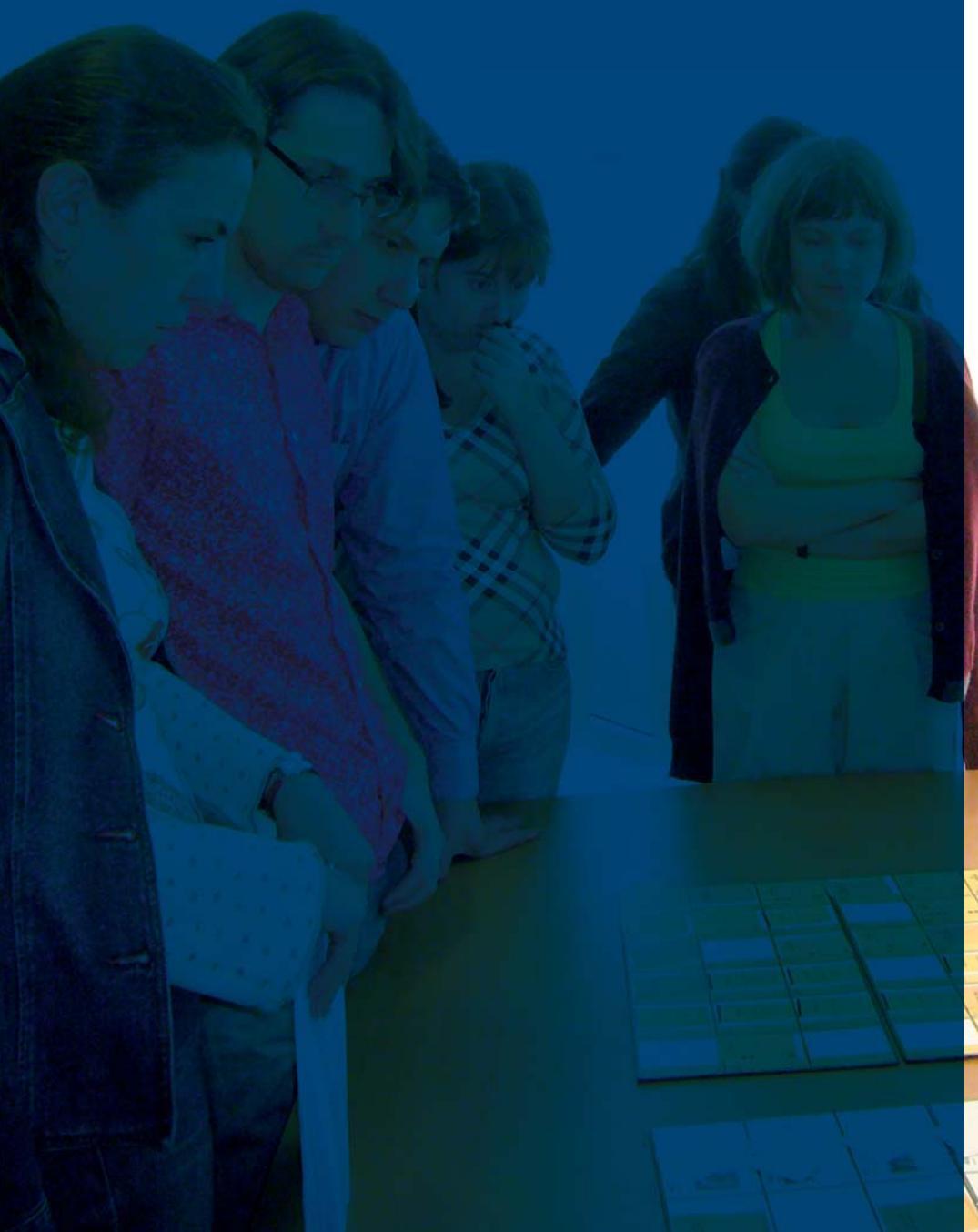
PhD Assistant Professor of Accounting, the Stockholm School of Economics



MATS VILGON

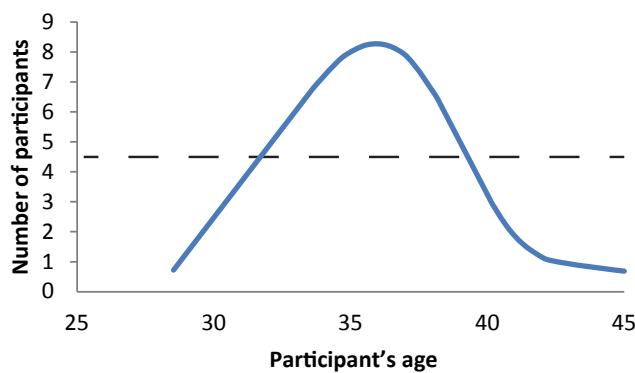
Senior Lecturer, PhD candidate, the Stockholm School of Economics

PROFILE OF EXECUTIVE MBA PARTICIPANTS

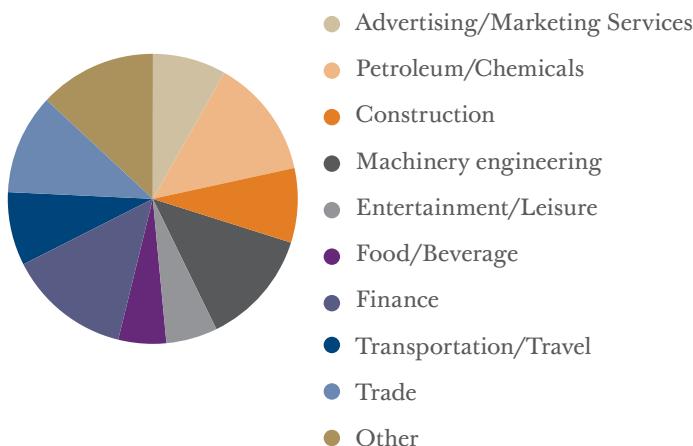


EMBA PARTICIPANT'S CHARACTERISTICS FOR COHORTS STARTING OUT 2013/2014

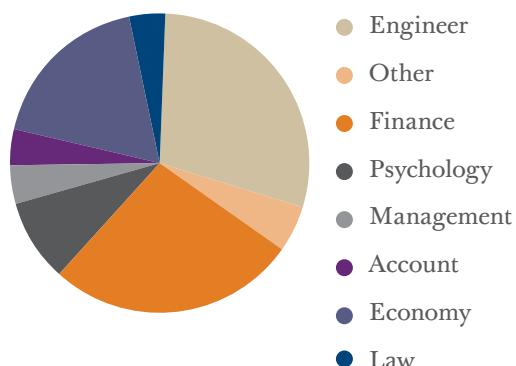
EMBA PARTICIPANTS BY AGE DISTRIBUTION,
AVERAGE AGE = 35 YEARS



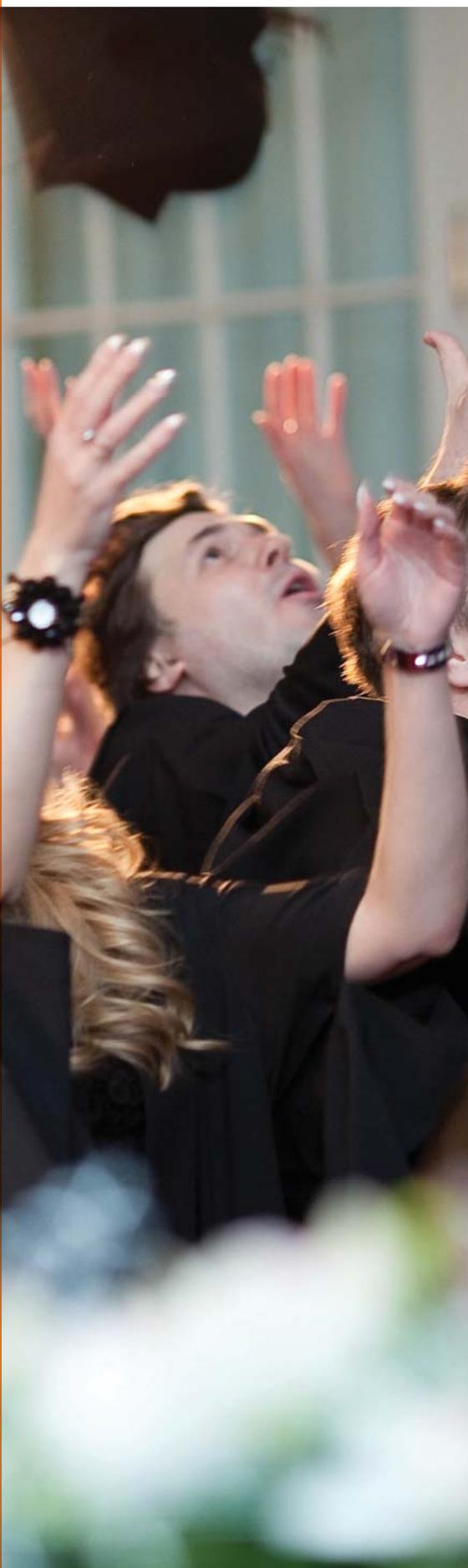
EMBA PARTICIPANTS BY BUSINESS AREA



EMBA PARTICIPANTS BY EDUCATIONAL BACKGROUND



ALUMNI



THE SSE RUSSIA EXECUTIVE MBA PROGRAM: WORDS FROM WITHIN



PAVEL FILIPPOV

Downstream (Head of economic analysis and JV performance, Economics and investments department, Downstream), Gazprom Neft

The school gave me an idea that education in a correct format and in a good company may be pure pleasure and a very useful tool.

I have been using the knowledge I obtained at the School in my work since the very first lecture. It is very interesting how the lexicon changes, how the argumentation base changes, how new quotations and convincing examples appear. Many things that we have been taught at the School are right to the point. One month after my graduation from SSE I have become the head of the St.Petersburg office of investment bank Evli and my authority has doubled.

The main criteria for my choice was international reputation of SSE.



OLGA ANISIMOVA

*Orijflame Cosmetics Ltd
HR-manager*

I chose this school not by chance. Our company Oriflame has long-established relations with the Stockholm School of Economics and we provided active support when a branch in St. Petersburg was opened. Why do I recommend the Stockholm School of Economics? Probably, because it gives Western business education, but with examples from Russian practice, and because the quality of education depends on the school history, which in the case of the Stockholm School of Economics is enormous: 105 years in Sweden and 17 in Russia.



EVGENIY DEMIN

*General Manager
Ltd. <SPLAT-COSMETICS>*

After having graduated from SSE Russia I've become even more convinced that it is necessary to develop an international part of our project. I've acquired some valuable contacts with students and teachers. Most students from my group still get together, participate in personal development programmes and exchange the best practices.

The School gave me an integral and structured view of how an organization should develop, a chance to see my company through the eyes of world leaders, receive feedback from teachers, speakers and colleagues. The most important thing was writing an Executive Master Thesis, for I could use these studies further in my company's work. And, of course, interaction and discussions within the group gave me many practical tools and allowed me to engage my colleagues in determining the best scenarios for my company's future.

If you are interested in developing your project in compliance with the best world practices, finding like-minded people, getting the recommendations and tools to get to the next level and become an efficient executive, the EMBA at The Stockholm School of Economics Russia is a good choice.

Dear friends,



Dr Anders Liljenberg
Dean SSE Russia
Associate Professor
Stockholm School
of Economics

In the preceding pages we have tried to visualize the essence of what it entails to earn an MBA degree at the Stockholm School of Economics Russia. To convey such an essence in just a few pages is not easy, but following the participation of some of our alumni, thanks so much to Andrey, Olga, Pavel and Evgeny, I thus trust that some of the valuable subtleties of an EMBA program participation have reached you by now. Since I am convinced that you still want to learn more, I would like to invite you to get in touch with us – and why not spare some time for a «sit-in» session in one of our classes?

Joining the SSE community means to be part of an endeavor that saw the light in Stockholm some one hundred years ago – imagine that! Ever since that very day we represent a unique academic tradition that goes closely along with state-of-the-art applied business knowledge corresponding to the hands-on needs of business executives. One of the reasons for that today is that several faculty members, just like myself, have got an extensive own business experience, something allowing us to tailor our delivery format to your very requirements. This is, for instance, seen in the importance that we assign to true classroom interaction and our belief in the business simulation exercise as a key pedagogical tool.

Setting up our own SSE-run activity in Russia back in 1997 means that we have managed to accumulate a particular kind of experience of how Western faculty at its very best is able to properly shoulder the challenges facing you as a business executive in the vibrant Russian market. And we do so from a Swedish angle, allowing us a deep understanding of Russian culture and market climates that others are not in the possession of.

More important than anything of the above is, however, the spirit that you encounter in the classroom, or, if you wish, the DNA of our unique learning process, which makes us different from others. The essence hereof is attributable to our roots in the SSE values and traditions. But it is our experience with successful program participants in Russia which has allowed us to close in on a recipe entailing program satisfaction scores unheard of; out of some 30 Executive MBA modules delivered by SSE Russia in 2013 not a single one scored below 4 on a 5-grade scale of ‘overall appreciation’. The values which constitute the DNA enabling this are:

- being academic, the sound skepticism of the open mind;
- being responsible, taking others properly into account while respecting their integrity;
- being transparent, the openly motivated reasoning behind a certain course of action.

And in the daily classroom interaction we let this come true by supporting participants’

- learning from differences while respecting varieties of opinion;
- caring by taking into account others’ reactions;
- displaying to everyone that their opinions matter;
- understanding that cooperation means pedagogical synergies.

Our learning manifesto, by means of which school standards are adhered to, own truths are reflected upon, theories are allowed to meet own practice, and relevant skills are absorbed, hence reads *provoking yourself constructively in a collaborative learning community*.

You have now been spending your time in digesting the contents of this SSE Russia Executive MBA program brochure. It is my sincere hope and conviction that the preceding pages assist you in making an informed choice, concerning maybe joining an Executive MBA program at SSE Russia, an experience likely to change your career and maybe also your life. Thanks a lot for considering the Stockholm School of Economics Russia – I look forward to welcoming you as yet another successful member of our community.





СТОКГОЛЬМСКАЯ ШКОЛА
ЭКОНОМИКИ



STOCKHOLM SCHOOL OF ECONOMICS RUSSIA

Milyutinskiy pereulok, 15, bld. 2A, Moscow, Russia, 101881
Stockholm School of Economics Russia
tel. +7 (499) 606-00-55

Malaya Konyushennaya st., 1/3, St. Petersburg, Russia 191186
Entrance on Shvedsky lane,
Business Center Sweden House, office B 11
tel. +7 (812) 320-48-00;
fax. +7 (812) 320-48-09

office@sserussia.org
www.sserussia.org

Mode

- Program duration – 2 years
- 15 modules of 5–6 day training
- Wednesday morning –
Sunday Evening

Venue

Saint-Petersburg, Moscow, Stockholm,
Riga and other locations

Working Language

English (simultaneous translation for the Executive MBA in Russian)

Examination

- Written seminar examinations
- Module assignments
- Executive master thesis
- Leadership intelligence process
- In-company project

Entry Requirements

1. Completed higher education (Master, Specialist or Bachelor degree, with any major (speciality))
2. Five years or more of managerial experience
3. Satisfactory proficiency in English as verified by a conducted interview (is only relevant for the Executive MBA English group)

All relevant documents are to be provided in electronic format via e-mail to: emba-gm@sserussia.org. The same holds for the recommendation letters which are to be sent by the referee directly to SSE Russia.

Testing Procedure

1. Logical mathematical test
2. Verbal logical test
3. Quantity Estimation Test
4. A testing procedure regarding personality dimensions and general mental ability
5. Interview with SSE Russia representatives