

# **GNAM GLOBAL NETWORK WEEK FOR MBA STUDENTS**

**MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO**

**October 19-23, 2020**

**Syllabus**

**Doing Business in Eurasia**

Novaya ul. 100,  
Skolkovo village,  
Odintsovsky District,  
Moscow Region, 143025, Russia  
<https://school.skolkovo.ru/en/>

## Overview

Eurasia is vast, spanning from Lisbon to Jakarta, including East Asia, South Asia, Western Europe, the Middle East and Europe. At its center Russia and the CIS countries, some of the key economic, political and business players include China, European Union and Russia. Eurasia will grow economically and continue to integrate. The logic of technology, trade and investment means the new global business opportunity set will revolve around Eurasia despite the current economic and political setbacks. The GNAM Week “Doing business in Eurasia” course prepares students to see and to size business opportunities across Eurasia.

On the Western section of Eurasia, we find the advanced economies of Europe. Many of them boast vibrant science, solid education systems and highly international and open economies. To showcase trends in business and technologies in Europe we will focus our course on Switzerland and Germany.

Russia is Eurasia’s heartland and the seat of SKOLKOVO. With its vast human and natural resources Russia projects its influence on multiple economic, political and social developments across Eurasia. Its strong basic science and technologies provide foundation for future growth, while achievements in new retail, fintech and AI spheres bring new opportunities for both domestic and neighbor markets.

Central Asia is the geographical core of Eurasia. The world’s 9th largest country by landmass, Kazakhstan is strategically located in the middle of Eurasia. The recent effort to open up the country to international business and investment has put Kazakhstan on the 25th place in Global Doing Business ranking by World Bank. Meanwhile the neighboring Uzbekistan has been named “The Economist Country of the year 2019” for achievements opening up its economy, embracing the new technologies and supporting SMEs. With a highly-educated population and rich natural resources these two countries are set to play vital role in the forthcoming unification and further globalization of the region.

China’s current global expansion plays a critical role in Eurasian integration. Beyond its former and current initiatives China will continue to develop international expansion approaches through investments and alliances utilizing its technologies, talents and financial might. During the course we will take a dive into Chinese technologies specifically focusing on internationalization, global projects and creation of new technological paradigms.

The course will form a conceptual mindset that will help to develop business and career in Eurasia through understanding key aspects of culture, institutions, economic and political structures, as well as the specific features of doing business in the region.

### **Course objectives:**

- Obtain an understanding of the concept of Eurasia through region's key elements;
- Learn the impact of technology on the development of regional economies and businesses;
- Find potential niches and directions for the development of their own business projects in Eurasia;
- Identify a crucial toolkit for successful business and career development in the region.

### **Topics to be Addressed in the Module**

- Conceptual overview of Eurasia: culture, institutions, policies and systems framework;
- Understanding the key players in Eurasia through external, internal and pragmatic personal approach;
- Negotiating deals across Eurasia;
- Russia: technologies and market opportunities – the recipe for growth from retail to fintech and Industry 4.0;
- Kazakhstan: bringing in the FDI – cases of successful and not-so-successful foreign projects;
- Uzbekistan: new horizons for tourism, trade and foreign investments;
- Matching European business prospects through Industry 4.0 and IoT Case of Switzerland;
- Rejuvenating European markets in a globalized world: opportunities, threats, uncertainties;
- European demographics: getting richer as you are getting older?
- China: the next pattern of technologies from local to global consumer;
- China globalizing in the local world: from survival to mutual growth;
- China: production that is here to stay;
- The future of BRI in the world of uncertainty: new directions and patterns.

## **Module Format**

The module will include classroom-based interactive sessions and cases discussion, simulations, subject matter expert presentations and project work. In addition, participants will have networking opportunities and a chance to experience Russian rich cultural and historical heritage.

## **Project Work**

Participants will be split into several groups. Each of the groups will be given a task. Results will be presented to SKOLKOVO panel of experts on the last day of the program. Program will have dedicated time slots for the groups to work on their project assignments and moderators supporting the groups in their work.

## **Pre-Course Assignment**

A list of publications on the topic of Doing Business in Eurasia will be suggested prior to joining the course.

## **Assessment**

Participants will be assessed at the end of the course based on project work results by the SKOLKOVO panel of experts. Projects teams will deliver an 8-minute presentation followed by 10-minutes Q&A session from the panel members.

Pass/Fail system will be applied.

## **Faculty and Experts**

EGOR PEREVERZEV  
ACADEMIC LEADER, DEGREE PROGRAMS DIRECTOR  
MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO



Native of Russia, Egor has dedicated his career to improving operations and supply chains of multinational companies in growing China.

As a manager and leader he spent over 10 years at various executive roles in operations, supply chain management, product management, quality management, procurement and sourcing.

Since 2012 Egor has been working as Managing Director (China) for international electric equipment distributor EKF Group in Shanghai. Multilingual, Egor speaks English and Mandarin, holds PhD Degree in Modern Philosophy and an EMBA degree from Washington University in St. Louis and Fudan University in Shanghai.

Starting from January 2020 Egor Pereverzev has repatriated to Russia and started a new career as Degree Programmes Director Moscow School of Management Skolkovo.

PROFESSOR TOMAS CASAS I KLETT  
ACADEMIC ADVISOR TO THE DEAN, ACADEMIC DIRECTOR OF EMBA FOR  
EURASIA PROGRAM  
MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO



Almost a decade and one half ago Dr Tomas Casas i Klett, a Spanish citizen, developed a new career in Shanghai. Up to his move to the Middle Kingdom, Tomas had lived in Tokyo where for three years he labored at the headquarters of NEC a leading multinational electronics corporation “as a Japanese employee.” His springboard into China was Fudan University where in 2000 he completed a Master’s of Science in Economics at its prestigious School of Management.

#### Entrepreneur

In parallel to his studies at Fudan and through multiple partnerships with Chinese firm founders (many of them his classmates), Tomas started to hone his business skills eventually becoming a serial entrepreneur. Today most of his ventures are in the software and information technology sectors. Fortune has been on his side and three of his firms have seen an exit. His insights into China business have been featured in business cases and books such as “China CEO: A Case Guide for Business Leaders in China” (Fernandez, Liu, Wiley, 2006) or “War for Management Talent in China” (Fischer, IMD, 2007).

During his early ventures Tomas took operating roles in his companies, including sales and general management. Today he has switched to a business angel mode where he takes an early stage equity involvement, structuring a venture and once the venture matures, Tomas will move onto a strategic or supervisory role. This transition has been possible thanks to the network of relationships he has built with his trusted Chinese partners and employees.

## Academic Background

Tomas obtained his undergraduate degree at the Wharton School of Business of the University of Pennsylvania, with a triple major in finance, multinational management and political science. He has attained the Japanese language JLI-Level 1 (highest) proficiency from Sophia University in Tokyo. His Ph.D. dissertation was completed at the University of St. Gallen in Switzerland in 2005 (“k-efficiency Theory of Entrepreneurship”) under the mentorship of Prof. Martin Hilb and Prof. Walter Busch. After its publication, Tomas renewed his dedication to academia on both the teaching and research fronts.

## PROFESSOR MIKE SZYMANSKI

MANAGEMENT STRATEGY AND MANAGEMENT GLOBAL BUSINESS



Professor Szymanski’s research focuses on the areas of international business knowledge, strategic management, and global leadership, with a special interest in topics such as biculturalism, intercultural management, and diversity and performance strategies.

He is a co-author of several texts, including: “Embracing Organizational Trauma: Three Short Case Studies Illustrating Positive Effects of (Near) Death Experiences on Organizational Culture,” “Understanding Multiculturals as Ethical Global Leaders” and “The Subprime Crisis: economic consequences of emotion-driven actions.”

He has been a researcher and Assistant Professor at Peter B. Gustavson Business School at the University of Victoria (Canada). He has also collaborated as a strategic management consultant for PwC, BCG, and Deloitte.

## PAVEL BILENKO

HEAD OF INDUSTRY 4.0 EDUCATIONAL PROGRAMME  
MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO



Expert on industrial production, project management, technology transfer, development of international joint ventures, and establishment and development of new production capabilities. Production project management experience (over 14 years in 7 countries). Entrepreneurial experience, experience in creating and development management teams, building effective production project management systems: from business case and terms of reference development to the start-up and service stage.

Certified equipment developer in SolidWorks. Experience in design and launch for production of complex equipment. Experience in the implementation of CAD/CAM/CAE, PDM, PLM, MES, and ERP systems, support of their high performance at a production facility.

Organizer and author of educational modules and workshops in digital manufacturing, new technology age systems and technologies. Author of educational sessions on production projects for managers at Russian Railways, EVRAZ, ROSTEKH State Corporation, GMS Group, United Aircraft Corporation (UAC), Moscow School of Management SKOLKOVO, and managers of Kaluga Region companies.

Author of articles on project management and digital manufacturing in Neftyanaya Vertikal, Petroleum, Neftyanoye Khozyaistvo magazines, and at Forbes portal. Author of own systems-based approach methodology to a production process as a business discipline.

Consults managers on production creation and development, performance of new technology age management systems, transfer of international production technologies, business development management, creation of cross-functional project teams with international cooperation, and project team development to achieve project goals and objectives. SKOLKOVO Executive MBA.

**OLEG REMYGA**

**HEAD OF SKOLKOVO CHINA UNIT, REPRESENTATIVE IN CHINA  
MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO**



**GAUKHAR NURGALIEVA**  
**HEAD OF EURASIAN STUDIES**  
**MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO**



Gaukhar joined SKOLKOVO in 2016. Her research interests include the socio-economic development and political transformation of the countries in Central Asia and the Caucasus. Before joining the SKOLKOVO, Gaukhar worked at the Eurasian Economic Commission, as well as in government and private sectors of the Republic of Kazakhstan. Gaukhar holds a Master of Arts in International Relations from the Fletcher School of Law and Diplomacy, USA, MBA from the Moscow State University, and Bachelor of Business Administration from The George Washington University.

**EKATERINA GERASIMOVA**  
**ASSISTANT DIRECTOR, HKUST-SKOLKOVO EMBA FOR EURASIA**  
**MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO**



Ekaterina spent 9 years living in Beijing, where she got her degree in International Business Management from the University of International Business and Economics (UIBE). Ekaterina has worked in China in financial services and consulting industries and has a deep knowledge of the specifics of the Chinese market and how to do business in China.

Ekaterina has been a part of HKUST-SKOLKOVO Executive MBA for Eurasia program team since its launch in 2018, wherein her main responsibilities include program content design and research projects, including development of customized case studies with a focus on the Eurasian region.

**Program Team and Contacts**



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