



## REGENT BUSINESS SCHOOL

Brown Bag Seminar Series 2014

*Series 2*

**Issues in Critical Management Studies**

**You are Invited to:**

**Seminar Topic 11: Business Education Development in Siberia, Russian Federation**

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**Date:** Friday, 24<sup>th</sup> October 2014  
**Venue:** Regent Business School – 8<sup>th</sup> Floor Boardroom  
**Time:** 09h00 – 11h00  
**Presenters:** Professor Svetlana Petukhova, PhD  
**Moderator:** Professor Anis Karodia

Dr. Svetlana Petukhova is a Professor at the Novosibirsk State University in Novosibirsk, Siberia, Russian Federation, and is member of a Study Tour to South Africa through the auspices of a linkage programme with MANCOSA and REGENT Business School.



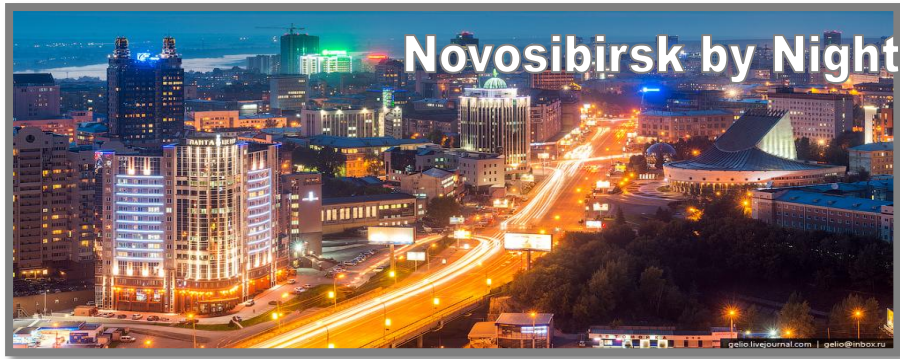
Novosibirsk State University, Novosibirsk, Russian Federation

During their study tour to Durban, South Africa, delegates from Novosibirsk State University (four members of staff and students) will engage in lectures, seminars and tours to business, cultural, historical and popular tourism sites.

On Friday, 24<sup>th</sup> October 2014, Professor Svetlana Petukhova, will present a seminar on ***Business Education Development in Siberia*** at REGENT Business School's Brown Bag Seminar Series titled ***Issues in Critical Management Studies***. We are also hopeful that Professor Petukhova will also allude to the question of BRICS in her seminar presentation, especially given that Russia is a critical member of the new global political bloc.



An Aerial View of Novosibirsk



According to Dr. Svetlana Petukhova, Novosibirsk is a major fast-growing and young city and is the non-official capital of Siberia with a population of about 1,5 million people. It is the third largest city in Russia. Novosibirsk is considered as the most prestigious city for life and business development. Moreover, it is a major industrial city, which comprises various parts of industry from assembling aircrafts to mining. Logistics and education services also play a significant role in the city's development.

In terms of business development, Novosibirsk is the leading city in Siberia and the far eastern regions of Russia. The city makes a great impact on demand for management and first-time entrepreneurs. In this respect, Novosibirsk State University provides the main business education programmes, which cover the areas of economics and management. The business executive education programmes are also attractive to professionals who aspire to make a business, a career.

Novosibirsk State University's position regarding the value of management is based on the fact that the management is a unique and all-encompassing activity which imbues crosscutting values at all levels and spheres of business activity. Irrespective of a company's prime purpose, management activity connects all business levels and it has a significant impact on gaining economic results. Simultaneously, it is also difficult to estimate management efficiency without involving the overall performance of a company. So, when one talks about management, one needs to highlight that all levels are important. On the contrary, though, executive managers, are mostly interested in strategic management, personnel management and finance.

Given the critical demands of business and economic development in Siberia and the Russian Federation at large, Novosibirsk State University, in terms of its mission and vision is dedicated to meet these challenges, through its business education programmes. The motto of the university, "*We won't make you smarter, but we'll teach you to think*", exemplifies this critical posture.