



## Educational Module

### "Doing Business in Russia"

*Bachelor & Master levels*

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Spring Semester 2021

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Module info:	432 hours; 12 ECTS credits
Duration	6 months
Module assignments:	Induction Module; Companies' Internship; Team project & it's presentation; Self – study; Experience Sharing Seminar.

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### A. Module Description

The module is designed to study contemporary issues related to Doing Business in Russia. It is a skills- and knowledge-oriented course. Russia is one of the largest countries in the world in terms of land mass (17,080,000 km<sup>2</sup>), population (145 million), and GDP (1.3 trillion USD). It is very rich in natural resources, and possesses a very well-educated and low cost labor force. However, despite a century's long history of worldwide cooperation, Russia is a mysterious market with particular "rules of the game".

The module is focused on studying peculiarities of doing business in Russia from three perspectives: knowledge of **business environment in Russia**, training **hard skills**, and developing **soft skills of doing business with Russians**. The acquired knowledge of Russian peculiarities and their practical use will provide students with modern entrepreneurial skills, knowledge and competencies of doing business in Emerging markets.

### B. Module goals

The **main goal** of the course "Doing Business in Russia" is studying the crucial issues of doing business in Russia, taking into consideration Russian peculiarities, and creating a system of knowledge necessary for successful entrepreneurship, business operation and company management in Russia.

Specific objectives of the module are:

- Train students to work in global & domestic companies, providing knowledge of the local business environment in Russia;
- Prepare students to deal with the cross-cultural differences and equip them with cultural sensitivity required by a global environment:



- Fill in the gaps in cross-cultural knowledge, with a specific focus on preparing participants to face management challenges in Russia;
- Make participants ready to decision-making while having a clear view of the impacts on the overall value creation on the Russian market;
- Ensure understanding of influences of the Russian business environment and its connections with daily activities.

As a **result** of completing this module, the student will acquire new understanding of key issues of doing business in Russia, train hard skills, and develop soft skills for efficient communication, team-building, and negotiation with Russians. It will also allow students to reflect upon their own attitudes and behaviour, and to develop cultural intelligence necessary to a successful manager in a global context.

### C. Module schedule

№	Activity	Number of hours
1.	<b>Induction Module</b> provide theoretical knowledge of major peculiarities of doing business in Russia and with Russians from different perspectives: economic, business, management, cross-cultural, etc.	40
2.	<b>Companies' Internship:</b> <ul style="list-style-type: none"><li>• Get acquainted with the company, its fields of activities, products and business processes;</li><li>• Develop specific technical skills;</li><li>• Perform tasks that are relevant to employees of the Company;</li><li>• Understand the company's management process and major cross-cultural peculiarities;</li><li>• Develop soft skill in communication, team-building, leadership, motivation, and negotiation;</li><li>• Learn the practical applicability of foreign experience in company business &amp; management;</li><li>• Acquire the cultural sensitivity; etc.</li></ul>	216
3.	<b>Team project &amp; it's presentation</b> The team assignment consists of company-based research project and its presentation.	20
4.	<b>Self - study</b>	140
5.	<b>Experience Sharing Seminar</b> involves an exchange of experience the students gained during their internships within companies. Special emphasis is put on crucial issues of doing business in Russia, taking into account Russian peculiarities, and creating a system of practical oriented knowledge necessary for successful entrepreneurship, business operation and company management	16



	in Russia.	
	<b>TOTAL</b>	<b>432</b>

#### D. Topics for the team projects:

1. Synergetic approach to the management of German companies, operating in Russia.
2. Management by Engagement in Russia.
3. Strategic capabilities of German companies operating in the Russian market
4. Adaptation of management innovations and know-how in Russia: example of German companies operating in the Russian market
5. Experience of foreign professionals in the implementation of innovative management practices in Russia
6. Cultural intelligence as a critical factor of expatriate performance in Russia
7. Soft skills development for generation Y-Z in Germany and Russia
8. Strategy and Tactics of the negotiating process in a cross- cultural (German – Russian) perspective.
9. Managing a multicultural workforce and Global leadership in Russia.
10. Trust as a basement of German – Russian collaboration. *How to install trustful relations within a German – Russian team? What are the major peculiarities of “trust as a value” in Germany and in Russia?*

#### E. Education control forms & deadlines

Evaluation criteria for the students’ knowledge and skills are as follows:

- **Internship** 50%; **April 5, 2021 – September 29, 2021**
- **Team project,** 40%; **April 5, 2021 – September 30, 2021**  
including:
  - Theoretical review 10%, Deadline – **May 10, 2021**
  - Methodology 10% Deadline – **June 1, 2021**
  - Data gathering 20%, Deadline – **July 5, 2021**
  - Analytical part 10%, Deadline – **August 2, 2021**
- **Experience-sharing seminar** 10%; **September - 30 , 2021**
  - Individual oral presentation 10%.

#### F. Grading system

The **grade of the team project** is calculated in the following way (Grade):



$$G_{team\ project} = 0,2 \cdot G_{theor.\ review} + 0,2 \cdot G_{method} + 0,3 \cdot G_{data\ gathering} + 0,3 \cdot G_{analytical\ part};$$

The **FINAL aggregated grade** is composed of the grade for the team project, the internship and the experience-sharing module and is calculated as follows:

$$G_{final} = 0,5 \cdot G_{internship} + 0,4 \cdot G_{team\ project} + 0,1 \cdot G_{exper.-sharing\ module}$$

The **FINAL aggregated grade** is on a 10-point scale:

ECTS Grades		Ten-point scale [10]	Five-point scale [5]
<b>A+</b>	<b>Excellent</b>	10 – brilliant	5 - excellent
<b>A</b>	<b>Very good</b>	9 – excellent	5 - excellent
<b>A-</b>	<b>Very good</b>	8 – nearly excellent	5 - excellent
<b>B+</b>	<b>Good</b>	7 – very good	4 - good
<b>B-</b>	<b>Good</b>	6 – good	4 - good
<b>C+</b>	<b>Satisfactory</b>	5 –satisfactory	3 - satisfactory
<b>C-</b>	<b>Satisfactory</b>	4 – quite satisfactory	3 - satisfactory
<b>F</b>	<b>Fail</b>	3 – bad	2 - unsatisfactory
<b>F</b>	<b>Fail</b>	2 – very bad	2 - unsatisfactory
<b>F</b>	<b>Fail</b>	1 – unsatisfactory	2 - unsatisfactory

## G. Deadlines

Students are strictly recommended to respect the deadlines for the assignments.

Failure to comply with the deadlines reduces the grades in the following way:

- 20% - delay 1 – 3 days;
- 30% - delay 4 - 5 days;
- 40% - delay 6 – 7 days;
- 50% - delay more than 7 days.
- after 2 weeks of delay the assignment will be graded 0.