



Educational Module

"Doing Business in Russia"

Spring Semester 2018

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

A. Module Description

The module is designed for studying contemporary issues of Doing Business in Russia. It is skills and knowledge oriented course alike. Russia is one of the largest countries in the world in terms of land mass (17,080,000 km²), 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 presents a mysterious market with particular "rules of the game".

The module is focused on study peculiarities of doing business in Russia from three perspectives: knowledge of **business environment in Russia**, training **hard skills**, and develop **soft skills of doing business with Russians**. Acquainted knowledge of Russian peculiarities and their practical use will provide students with modern entrepreneurial skills & knowledge & 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:

- To train students to work in global & domestic companies, providing knowledge of the local business environment in Russia;
- To 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 the management challenges in Russia;



- Make participants ready to take decision, having a clear view on the impacts on the overall value creation on Russian market;
- Understand the influences of Russian business environment and its connections with daily activity.

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 in 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 for successful manager in global context.

C. Module schedule

№	Activity	Number of hours
1.	Induction Module 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.	Company' Internship: <ul style="list-style-type: none">• Get acquainted with the Company, its fields of activities, products, and business processes;• Develop specific technical skills;• Perform tasks relevant employees of the Company;• Understand the process of company management and major cross-cultural peculiarities;• Develop soft skill in communication, team-building, leadership, motivation, and negotiation;• Learn the practical applicability of foreign experience in company business & management;• Acquire the cultural sensitivity; etc.	216
3.	Team project & it's presentation The team assignment consists of company-based research project and its presentation.	20
4.	Self - study	140
5.	Experience Sharing Seminar involves exchange of students experience gained during internships in the companies. Special emphasis is given for 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 in Russia.	16
	TOTAL	432



D. Topic for the team projects:

1. German management innovations and know-how in Russia. *Could we apply German management innovations and know-how in Russia? Their efficiency and effectiveness?*
2. Synergetic approach of building German – Russian collaboration. *How to reach German – Russian synergy?*
3. Peculiarities of motivation culturally diverse (German – Russian) teams. *How to develop initiatives, creativity, and engagement of Russian employees? Methods of motivation? Quality relations in the team? Motivation peculiarities of German and Russian?*
4. Cross- cultural peculiarities of the decision-making in Global companies. *Who make the decisions? Initiatives & responsibilities? Should ALL decisions be done by the boss in Russia? How long does it take to make an important (and less important) decisions?*
5. «Generations Y-Z in Russia: Conditions for their effective work. Expectations of these generations from the employer» (Volkswagen Group Rus)
6. Global companies as a “*Dream employer* “: major selection criteria, overall motivation regarding work, engagement.
7. *If I became an expatriate in Russia: what should I know? Lessons learned for carrier development and efficient performance. How You can Become more Productive?*
8. Key success factors of Doing Business in Russia: example of German companies.
9. Trust as a basement of German – Russian collaboration. *How to build up trustful relations in German – Russian team? What are the major peculiarities of “trust as a value” in Germany and Russia?*
10. Responsibility in Russia. *How to manage individual initiative with collectivistic responsibility of Russian employees? What does responsibility mean in Russian context?*

E. Education control forms & deadlines

The criteria for the evaluation of students’ knowledge and skills are as follows:

- **Internship** 40%; **April 2, 2018 – September 25, 2018**
- **Team project,** 50%; **April 2, 2018 – September 27, 2018**
including:
 - Theoretical review 10%, Deadline – **May 14, 2017**
 - Methodology 10% Deadline – **June 4, 2017**
 - Data gathering 20%, Deadline – **July 9, 2018**
 - Analytical part 10%, Deadline – **July 30, 2018**
- **Experience - Sharing seminar** 10% ; **September 26 - 27 , 2018**
- Individual oral presentation 10%.



F. Grading system

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

$$G_{team\ project} = 0,3 \cdot G_{theor.\ review} + 0,4 \cdot G_{data\ gathering} + 0,3 \cdot G_{analytical\ part}$$

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

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

FINAL aggregated grade is on a 10-point scale:

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

G. Deadlines

Students are strictly recommended to follow the deadlines of the assignments.

Failure to comply with deadlines reduces the grades by:

- 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 assignment will be graded 0