

Course: Doing Business in Russia

Lecturer	Prof. Dr. Konstantin Kostin, Prof. Dr. Bernd Mühlfriedel
Conditions of participation	In terms of form: registration via service portal
	In terms of content: none
Examination	ELN (presentations (50%), oral exams (50%))
Pre-examination requirements	None
Part of final grade	yes
Required for pass	yes
Learning outcomes / competencies	<p>Qualification objectives: After successful completion of this course, students are able to navigate in a Russian business environment and understand adjacent fields, such as politics, history or culture.</p> <p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> • describe the terms Russian mentality and culture and particularly the specifics of business communication in Russia, • understand and explain the importance of regional differences for starting enterprises in Russia, • understand and explain the legal basis for foreign investments in Russia, • understand and evaluate developments in Russian labor and financial markets during the past 20 years with particular focus on current developments, <p><u>Know-how:</u></p> <ul style="list-style-type: none"> • develop ideas for a business project in the Russian market on the basis of theoretical facts and practical exercises. <p>Learning outcomes:</p> <ul style="list-style-type: none"> • Knowledge enhancement <ul style="list-style-type: none"> ○ Knowledge of important Russian-German investment projects ○ Knowledge of general framework for economic activities in Russia • Change of awareness <ul style="list-style-type: none"> ○ Ability to understand Russian mentality and culture, particularly with regard to business activities in and with Russia ○ Ability to evaluate current developments with regard to opportunities and risks for investment projects in and business activities with Russia • Personal competence <ul style="list-style-type: none"> ○ Improvement of presentation and self-reflection abilities via discussions, case studies, group work and presentation

Contents	<ol style="list-style-type: none">1. Introduction – Importance & basics of Russian mentality2. Russia in the 21st century: history, presence and perspectives3. Specifics of business communication in Russia and similar markets4. Fundamentally important factors for business activities in Russian markets5. Opportunities and risks of investments in Russia6. Case studies
Media	Beamer mit Laptop, Tafel, Flipchart <i>Beamer with laptop, blackboard, flipchart</i>
Literature	<p><u>In English:</u></p> <p>Avrashkov M. / Bakeshin, S. / Druzhinin, E. (2015): Doing Business in Russia.</p> <p>KPMG (2015): Doing Business in Russia - Your Roadmap to Successful Investments.</p> <p><u>In German:</u></p> <p>Baumgart/Jänecke (2003): Russlandknigge.</p> <p>Bidder, B. (2016): Generation Putin – Das neue Russland verstehen.</p> <p>Igra, Heidrun (2013): Geschäftskultur Russland - kompakt.</p> <p>Lütthans, Andrea / Zlotina, Irina (2012): Russenverstehet.</p> <p>May, Bianca (2014): Markteintritt in Russland wagen? Analyse der interkulturellen Unterschiede auf den Geschäftserfolg deutscher Unternehmen in Russland.</p> <p>Valiullina E./ Valiullin R. (2006): Managerwissen kompakt – Russland.</p>