**Summer University 2021**

***“International Business in Russia”***

|  |  |
| --- | --- |
| **Tatiana Grishchenko,**  Associate professor, PhD (econ) | Contact details:  [tgrishchenko@hse.ru](mailto:tgrishchenko@hse.ru%20)  xculture@gmail.com |
| Course info:  Course assignments: | 32 hours; 4 ECTS credits  Case – studies,  Team-based assignments,  Course project |

# I. Course Description

The course is designed to introduce international business in Russia in historic retrospective up to the modern changes in the global business landscape. A key aspect during the course is to have an opportunity to observe and assess the performance of the international companies which have made Russia their home.

2020 has been an exceptionally challenging year for the whole mankind and international business in particular. The COVID-19 pandemic has pummeled the global economy and caused the unprecedented business crisis looms.

Based on the results of 2020 Russia is well placed to be among the emerging-market standouts that could beat expectations next year according to a Bloomberg study of 17 developing markets gauging their outlook for 2021 based on 11 indicators of economic and financial performance. Russia has been placed 12th on the Bloomberg Innovation Index, which scores economies using seven factors, including R&D spending and concentration of high-tech public companies.

The course provides theoretical framework and practical insights for organizing and running business in Russia. Trade disputes and international sanctions’ influence on both import-export operations and FDI in Russia are addressed in the frames of the course.

The course is aimed to increase students’ capacity to think strategically and practically about starting and doing business in Russia. Crucial attention is devoted to insights, sources of information and practical tools for foreign business looking at Russia as an investment destination.

The course addresses the impact of the covid-19 pandemic on business environment in Russia in particular and in the context of emerging markets in general, data highlights of pandemic's economic impact and investors’ response.

The course addresses the challenges of cross-cultural management and cross-cultural sensitivity, while working in a modern, rapidly changing environment. It includes cross-cultural issues faced by international companies operating in Russia and provides an active development of the participants' cross-cultural competence.

# II. Course goals

* to develop student’s capacity to apply theoretical international business foundations in the context of perspectives and problems of doing business in Russia with updates of the COVID-19 pandemic impact and the "new reality";
* to develop students’ capacity to think strategically about opportunities for running business in Russia;
* to equip students with the practical tools and sources of information for investing in Russia, which could be applied to the real business situations;
* to develop advanced competency in cross-cultural management through understanding and evaluating the practice and the challenges of running business in Russia;
* to provide insight into the combination of better understanding of the Russian culture and the cross-cultural management in international companies;
* to increase students’ critical thinking capacity, creativity and analytical skills

# III. Course schedule

|  |  |  |
| --- | --- | --- |
| № | **Topic** | **Number**  **of contact hours** |
| 1 | Russia: country profile, challenges and perspectives for Russian economy. International business in Russia: history, current status and perspectives. Russia in a new pandemic and post-pandemic reality | 4 |
| 2 | Russia: international dimension of business. The global trade and investment opportunities. Russia & trade disputes. Information hubs and tools for international investors. COVID-19 pandemic impact on investment opportunities in Russia | 4 |
| 3 | “Easiness of Doing Business in Russia”: starting business in Russia | 6 |
| 4 | Challenges for international companies in Russia: speed of change and management of change, data culture, modern organizational culture approach and business practice | 6 |
| 5 | National differences and cross-cultural management for international business in Russia: challenges and barriers, cross-cultural sensitivity and cultural leadership | 6 |
| 6 | Creating and sustaining organizational culture in Russia. Company’s values. Corporate culture and motivation. Person–organization fit. Quality of life: pitfalls and incentives for expats working in Russia | 6 |
|  | **Total** | 32 |

**IV. Teaching & Assessment Method**

The course will be provided in the online interactive format. Additional channels for efficient communication through the social net /messenger option will be organized for the participants. The possible time difference will be addressed maximum extent possible. The lectures are planned to will be recorded and provided for the participants. The real-life companies’ cases, team assignments and research activities constitute an integral part of the course.

Students will have opportunity to develop course project on the topic of doing business in Russia in teams and present the results during the final course session. The teamwork will benefit through additional expertise provided by the students with different educational background and cross-countries’ experience that will enhance the project results and will provide valuable experience of cross-disciplinary approach.

The final assessment will be based on the results of class activities and the results of the team-based course project.

# Grading system within the course:

* Class activities, including case studies, team-based assignments (***Gclass***)  **50%**
* Course Project (***G course project***) **50%**

Final grade of the course is calculated in the following way:

***Gfinal* = *0,5·******Gclass + 0,5·******Gcourse project***