



STUDY & INTERN ABROAD PROGRAMS

Ph. 1.212.931.9953 · Fx. 1.212.528.2095 · info@KEIabroad.org · www.KEIabroad.org
48 Broadway, Suite 2, Haverstraw, New York 10927 USA

M.V. Lomonosov
Moscow State University

Russian Business Practice

Course #: BUS/ECO 534
Professor: Asatiani Jumber
Credits: 3

COURSE DESCRIPTION

This course examines patterns of economic and business interactions in Russia through the transition period, and the current legal, financial, management and marketing practices. We'll study how economic and political actors impact the formation of government and business institutions. Focusing on economic, political, cultural and demographic conditions and trends that influence business practices and investments in Russia, students will acquire precious knowledge of regularities and deeper understanding of peculiarities of doing business in Russia. The course will identify issues top managers and field managers face in key business areas, including investment and finance, marketing, public relations, brand management, HR management and organizational culture.

COURSE OUTCOMES

Upon successful completion the course the students will:

- be able to identify the best practices of international business operations in Russian market,
- learn SWOT analysis fundamentals,
- discover a world of opportunities open for the small and medium size businesses,
- get familiar with cross cultural management practices.

REQUIRED READING

IFC and World Bank Annual Report: Doing Business in Russian Federation. 2014.
www.doingbusiness.org

World Bank Ranks Russia Top BRIC, In "Ease of Doing Business" 2013 Index.
www.forbes.com

Baker and McKenzie, *Doing Business in Russia* 2013
www.bakermckenzie.com

Deloitte, *Doing Business in Russia* 2014

<http://www.deloitte.com>

KPMG, *Doing Business in Russia: Your Tax and Legal Lighthouse*. 2012

<https://www.kpmg.com/RU/en/IssuesAndInsights/ArticlesPublications/Documents/Doing-business-in-Russia-2012.pdf>

ADDITIONAL READING

Andreas Wenger, Jeronim Perovic, and Robert Orttung, *Russian Business Power: The Role of Russian Business in Foreign and Security Relations* (London & New York: Routledge, 2006).

What Are the Global Implications of the Ukraine Crisis?

<http://carnegieendowment.org/2014/03/27/what-are-global-implications-of-ukraine-crisis/h5z7>

American Chamber of Commerce in Russia

<http://www.amcham.ru/weeklybulletin> 2014

Vladimir Popov, *An Economic Miracle in the Post-Soviet Space. HOW UZBEKISTAN MANAGED TO ACHIEVE WHAT NO OTHER POST-SOVIET STATE HAS*. August 2013

http://www.ponarseurasia.org/sites/default/files/Popov_WorkingPaper_UzbekMiracle_Eng_August2013.pdf

TOPICS

- Overview of the Business Environment in the Russian Federation:
 - Economic and political factors
 - Cultural and demographic factors
 - National policies
 - Competitive dynamics
 - SWOT analysis
- Corporate Planning
 - Environmental analysis
 - Strategic planning
- Role of Government in the Business Enterprise
 - Understanding government needs: **Samsung wins over Apple.**
 - Managing government relations
- Issues of Ownership and Management
 - Branch vs. subsidiary: **City Bank Russia.**
 - Local vs. foreign management
 - Special economic zones
- Issues of Finance

- Finding capital
- Currency controls and exchange
- Inflation and instability: Visa and Master card stalled in March 2014.
- Government controls
- Taxes
- Technology
 - Information Systems
 - The problem of bootlegging
 - Protection of intellectual property
- Survival and Success
 - Strategies that work and don't work
 - Sakhalin-I, Sakhalin-2, work in progress.

ASSESSMENT

- Mid-term Exam:	25%
- Final Paper & Presentation:	30%
- Presentations:	20%
- Final Exam:	25%
- Attendance & Participation:	20%

Final paper (20 pages double spaced, 12 point font) and presentation must focus on an American business operating in Russia. The paper is due last week of class. Email the paper to asatiani.alex@gmail.com.