## Course: Doing Business in Russia

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Prof. Dr. Konstantin Kostin, Prof. Dr. Bernd Mühlfriedel</th>
</tr>
</thead>
</table>
| **Preconditions for participation** | **Formal:** registration via service portal  
Contentwise: none |
| **Examination requirements** | ELN (presentations (50%), oral exams (50%)) |
| **Pre-examination requirements** | None |
| **Importance of examination** | Affecting final grade |
| **Necessity to pass** | Yes |
| **Learning outcomes / Competences** | **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.  
Knowledge and understanding:  
- 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,  
Know-how:  
- develop ideas for a business project in the Russian market on the basis of theoretical facts and practical exercises.  
**Learning outcomes:**  
- Knowledge enhancement  
  - Knowledge of important Russian-German investment projects  
  - Knowledge of general framework for economic activities in Russia  
- Change of awareness  
  - 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  
  - Improvement of presentation and self-reflection abilities via discussions, case studies, group work and presentation |
### Content

1. Introduction – Importance & basics of Russian mentality  
2. Russia in the 21st century: history, presence and perspectives  
3. Specifics of business communication in Russia and similar markets  
4. Fundamentally important factors for business activities in Russian markets  
5. Opportunities and risks of investments in Russia  
6. Case studies

### Media

Beamer mit Laptop, Tafel, Flipchart  
Beamer with laptop, blackboard, flipchart

### Readings

**In English:**

**In German:**