

Doing Business in Russia Course Outline

Dmitry Shtykhno, Ph.D.

Course Objectives:

- to explain political, economical, social, technological, legal and environmental aspects of the business environment in Russia;
- to explore the role of Russia in world economy and its competitive advantages and disadvantages;
- to highlight major Russian business practices and discover their cultural roots;
- to illustrate Russian business mentality and provide guidelines on successful relations with Russian business partner

Course outline:

Topic 1: Introduction to "Doing Business in ..." Course. Geographical and Historical Contribution to the Contemporary Condition.

General country information (geography). Russia – a country of extremes and contrasts – brief geographical contributions to today. Historical Aspect.

Topic 2: PESTEL Analysis.

Theory of PESTEL analysis. Political Factors – General info. Comments on political situation. Business laws overview. Economical Factors – General Info. Economical Factors – Overview. Economic Factors – Conclusion. Social Factors – General Info. Social Factors – People. Social Factors – Social Patterns and Labor Market. Technological Factors – General Info. Technological Factors – Comments. Environmental Factors. Legal Factors.

Topic 3: Competitive Position of Russia in World Economy.

Russia in the World Economy. Competitive Advantages and Disadvantages of Russia. Global Competitiveness Report of World Economic Forum about Competitive Position of Russia. Modern Russia: Strengths, Challenges and New Prospects from Different Perspectives. Estimations of WEF for Russia in 2005, 2006, 2007, 2008 and 2009 – comparative analysis.

Topic 4 : Some characteristics of Russian People

Roots of Russian Culture and Business Culture in particular. Interacting with Russians. Cultural Patterns. Some Recommendations On Business Behavior In Russia.

Topic 5. Etiquette in Russia. Some Practical Advises for Making Business.

Dining & Entertainment. Business Etiquette & Protocol, Greetings and Courtesies, Business Attire. Business Ethics, Framework and Decision Making. Meetings. Russian Etiquette/Customs. Some Useful Guidelines for Making Business with Russian Partner.

Detailed description of contents of topics 4 and 5

1. Theoretical background of intercultural communications
 - Definition of culture
 - Hofstede's research: the four dimensions of culture
 - Organizations models
 - Understanding cultural diversity
2. Russian people
 - Roots of russian culture and business culture in particular
 - Interacting with russians
 - Personal space
 - Display of emotions
 - Vranyo (the "little white lie")
 - Unwritten rules
 - Superstitions
 - Cultural patterns
 - Pride
 - Suffering
 - Collectivism
 - Soul
3. Some recommendations on business behavior in Russia
 - Russian businesspeople
 - Mind the culture
 - Mind the pride
 - Avoid comparisons and jokes
 - Mind the hierarchy
 - Disagree diplomatically
 - Make it personal
 - Remember chivalry
 - Be generous
 - Do favors
 - Be patient
 - Stand your ground
 - Trust but check
 - Manage the home office
 - Mind your family
4. Etiquette
 - Dining & entertainment
 - Business etiquette & protocol
 - Greetings and courtesies
 - Business ethic and framework
 - Decision making
 - Meetings
 - Business attire
 - Russian etiquette/customs
5. No more dancing in the dark: some guidelines
 - First, relieve Russians of responsibility for unforeseen negative consequences
 - Second, avoid appearing exploitative, and respect collectivistic attitudes
 - Third, stress the importance and urgency of taking action
 - Fourth, forge personal relationships
 - Fifth, uphold the highest standards of business practice
 - Sixth, encourage joint problem solving
 - Seventh, develop a concrete action plan