

Course	Doing Business in Russia, 4 ECTS credits
Year and period	M.Sc. 1–2, 24–28 July 2019
Teacher(s)	<ul style="list-style-type: none"> - Olli Kuivalainen, Professor, LUT University - Juha Väättänen, Professor, LUT University - Igor Laine, post-doctoral researcher, LUT University
Person(s) in Charge	Olli Kuivalainen, Professor, LUT University
Aims	<p>The global arena of today mandates that managers develop the skills necessary to conduct effective cross-national interactions. This requires a deep understanding of how culture affects organisations, managerial processes and behaviours.</p> <p>A number of countries that significantly differ from the West in their ways of doing business have recently gained a lot of attention in the economic arena – with Russia being among them.</p> <p>The main focus of this course is the development of intercultural competencies for doing business in Russia.</p> <p>The key theoretical learning outcomes are that after the successful completion of the course the students should possess:</p> <ul style="list-style-type: none"> - Knowledge of frameworks which can be used to analyze different cultures. - Capability to analyse cultural context using variety of analytical tools. <p>Contextually, after taking the course the students should be able to:</p> <ul style="list-style-type: none"> - Describe what is the context of Russia as a potential target market as a leading emerging economy. - Identify what are specific strategies and key challenges for foreign firms in entering and organising their activities in Russia. - Understand Russia as a cultural context; e.g. to illustrate the Russian business and cultural environment and analyse the Russian business practices and suitability of the Western business practices in Russia. - Compare Russian business practices with other international business practices. - Build research capacity employable in a Russian business context to better understand opportunities, challenges and obstacles foreign firms endeavour while conducting business in Russia. - Apply problem solving skills to a Russian business case(s).

<p>Content</p>	<p>Russia as a business context:</p> <ul style="list-style-type: none"> - Russian economy and important industries. - Strategies of foreign companies in Russia. - Paradigm shifts in business in Russia. <p>Russia as a cultural context:</p> <ul style="list-style-type: none"> - Frameworks and tools for analysis of different cultures: advantages and disadvantages. - Russia as a cultural context: specifics and challenges. - Applying various methods to understand Russian culture. - Culture of Russian business organisations. <p>Excursion to St. Petersburg, Russia: The excursion trip consists of lectures/interactive sessions given by experts in Russian business, and case-example(s). Cultural programme. The excursion lasts three days and the costs are covered by the participants. The price EUR 470 covers travelling, accommodation, the course dinner in St. Petersburg, and a sightseeing trip on Saturday, and lectures/interactive sessions. Participants are responsible for their own visa costs.</p>
<p>Modes of Study</p>	<p>The teaching methodology mixes lectures with various types of activities that stimulate student's thinking and develop his/her cultural skills, such as self-reflection, group discussions, case analysis, role plays and student presentations (group projects). All these interactive tools are aimed to enable the student to pull out his/her own learning points from these experiences. Therefore, active participation is strongly encouraged.</p> <p>In addition to the in-class activities there will be hands on 'Russian cultural experience' as part of the course will take place in St. Petersburg, Russia. This second leg of the course consists of lectures/case(s) and cultural programme. A reflective learning diary shall be written individually by all the participants after the excursion to St. Petersburg.</p> <p>Students must attend all lectures at LUT and in St. Petersburg in order to receive the final grade for the course.</p> <p>Lectures at LUT (24–25 July 2019):</p> <ul style="list-style-type: none"> - Lectures and in-class assignments 14 hours. <p>In-class programme in St. Petersburg (26 July 2019):</p> <ul style="list-style-type: none"> - Interactive sessions/case(s) 7 hours - Cultural programme 7 hours <p>Independent out of the class study in Lappeenranta, St. Petersburg and after the intensive teaching period:</p> <ul style="list-style-type: none"> - Preparation of the in-class assignment and the learning diary (returned approx. three weeks after the excursion) 79 hours. <p>Total workload 107 hours.</p>
<p>Evaluation</p>	<p>Final grade 0-5. Evaluation 0-100 points:</p>

	<ul style="list-style-type: none"> - Active class participation and in-class assignments (including the programme both in Lappeenranta and in St. Petersburg) 30% - Learning diary 70% <p>All assignments (including the organised programme in St. Petersburg) to fulfill the active participation criteria must be passed to acquire the final grade.</p>
Study Materials	Selection of the articles and materials distributed in the class. The readings to be announced before / in the class.
Prerequisites	Previous studies in business recommended.

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