



**UNECON Summer School "Doing Business in Russia" 15<sup>th</sup> -28<sup>th</sup> of July 2018**

*Course content*

<p>Name: <u>Russian History in the context of Intercultural Management</u></p>	<p>Summary: The course examines the evolution of Russian society and culture from the earliest times to the present day with focus on historical events, foreign influences and prominent personalities that have shaped Russian culture through centuries. It will introduce students to the development of core values and norms of the Russian people. Religious, political and economic factors will be discussed to show their role in creating the present Russian environment.</p> <p>The course will help students</p> <ul style="list-style-type: none"><li>- to study the dramatic turning points and periods of Russian history as well as social, economic and religious factors that had a profound impact on Russian culture and society;</li><li>- to gain insight into Russian culture in its historical development;</li><li>- to realize the interrelationship of Russian history and the system of norms and values which prevail in modern Russia;</li><li>- to identify diverse dimensions of Russian culture and to analyze their manifestation in different forms of everyday and professional communication;</li><li>- to develop intercultural competence of students which will enable them to cooperate successfully with their Russian counterparts in the future professional activities.</li></ul>
<p>Name: <u>Doing Business in Russia</u></p>	<p>Summary: The course aims to make students</p> <ul style="list-style-type: none"><li>- familiarize with the current economic situation in the Russian Federation;</li><li>- get an insight to the Russian market;</li><li>- understand the needs of potential customers from Russia.</li></ul> <p>The course should result in understanding the specifics of doing business in contemporary Russian economy.</p>
<p>Name: <u>Saint-Petersburg as a Multicultural Center of International Business</u></p>	<p>Summary: The course lectures will let students to enrich intercultural communication skills, familiarize with the best practice of intercultural management worldwide and get knowledge about best practice in Russia. Students will practice in creating multicultural team in Russia.</p>



	<p>Students should revise the basic terminology on management, leadership and communication.</p>
<p>Project work: <u>Business Game</u></p>	<p>Summary: The business game will be linked to the material from the lecture block "Financial Institutions and Markets in Russia". The students will apply in practice the acquired knowledge about Russian market business segments. The students will work in teams in line with the assigned topics. The topics will be assigned at the beginning of the game. The teams will be provided with relevant computer resources and will have some time to do a research. The work will result in the teams' presentations and debate.</p>
<p><u>Project competition</u></p>	<p>Summary: The competition will last throughout the entire period of the Summer School program, students are divided into teams, and rules of competition are announced to all the participants.</p> <p>During two weeks of studies the teams will work on their own enterprise establishment in the Russian market. July 27th, 2018 the final challenge (projects presentation) will take place. The winner- team will be selected by the judges on the basis of the general score of each team and the results of the final presentations.</p>