



Doing business in Russia

Version	2021/1
Effective from (date of when the course was developed)	29/11/2021

ECTS Credits	4
Level/Year	Bachelor (after 2 nd year), Master and PhD students
Teaching (contact) hours	42
Total learner managed hours (incl. self-work)	102
Total hours of student learning	144

Pre-requisites	Knowledge of Economics, Management, Entrepreneurship and Marketing corresponding to the first two years of Bachelor's degree program in science, management, economics, trade and commerce. Good command of English. All classes and extracurricular activities are carried out in English.
Co-requisites	None
Alignment to graduate profiles	This course contributes to achievement of the graduate outcomes of the following qualifications: <ul style="list-style-type: none"> • Bachelor of Management studies • Master of Management studies • Graduate Diploma in Management studies • Diploma in Management studies
Course aim	The aim of the course is to improve the professional skills necessary for marketers and entrepreneurs to process and release a product on the Russian market or relocate business to the Russian Federation, as well as those necessary for employees to carry out professional activities in an international company that has as one of its goals cooperation with Russian business organizations.
Indicative Course content	Experience of Russian technological entrepreneurship Entrepreneurship in Russia: business idea design Modern business models Marketing strategy for business idea The peculiarities of marketing in Russia Business Idea eBusiness Strategies Digital Marketing B2B and B2C branding

LEARNING OUTCOMES

On successful completion of this course students will be able to:	
1	Provide the Russian market research
2	Catch the peculiarities of Russian entrepreneurship, find new business ideas to start it's development in Russia and create business model for it
3	Develop positioning strategy in the context of Russian markets.
4	Explain of chosen entry to e-commerce market strategy
5	Develop brand models based on the value proposition and target audience in other country: b2b and/or b2c. Develop product and communication solutions that ensure the formation of brand identity in the perception of consumers in other country.



ASSESSMENTS

Basis of assessment	Achievement based assessment		
Methods of assessment	Learning Outcomes	Pass criteria (Minimum)	% Weightings
Summative review	1	50%	20%
Portfolio – summative of practices	2, 3, 4, 5	50%	80%

REQUIREMENTS FOR SUCCESSFUL COURSE COMPLETION

Requirements	Mark of 50% or more in every summative assessment
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RESULTS

Assessment results	Results for assessment are given in percentage marks
Course results	<ul style="list-style-type: none">• Individual assessments may cover one or more of the learning outcomes.• Each summative assessment is assigned a percentage weighting.• The overall percentage mark for the course is calculated by adding the weighted results for all summative assessments.

LEARNING AND TEACHING

Learning and teaching approaches	Lectures, seminars and group discussions, learner managed activities
Learning and teaching resources	Textbooks, journals and library resources; use of Internet; computer software
Learner managed activities	<ul style="list-style-type: none">• Completion of course work, set assignments• Reading of course materials• Study group work• Preparation for classes• Practicing relevant skills/methods/techniques• Self-evaluation of course work• Gathering relevant contextual information/ issues/ideas to build knowledge of the subject