



NATIONAL RESEARCH  
UNIVERSITY

International Institute of  
Administration and Business  
(IIAB)

**Program “Doing  
Business in  
Russia”  
2019**

## About IIAB

The International Institute of Administration and Business (IIAB HSE) was established in the year 2012 in order to implement programs of continuing professional and business education in partnership with leading international business schools and universities.

Our aim is in to ensure the quality of teaching in accordance with international accreditations, on the one hand, and, on the other hand, to attract foreign students to Russia in general and to the HSE in particular.

A mandatory component of the IIAB programs is to study abroad and receive two diplomas – the diploma of the HSE and the diploma of the partner university, as well as an obligatory internship in international companies (for some programs). That is exactly what distinguishes our programs from other ones and makes them unique.

All our programs are implemented in close cooperation with business. That is why our students are actively involved in practice, such as consultancy projects, master classes by top-managers of the companies, and other activities.





## About Program

82 contact hours (6 ECTS)

The program “*Doing Business in Russia*” is designed exclusively for the National Research University Higher School of Economics. The quality of education provided by the leading professors and experts of NRU Higher School of Economics (HSE) and the experts of international companies.

**Audience:** foreigners who want to learn the basic rules of doing business in Russia, including the specifics of the Russian legislation, the corporate governance and managerial approaches, cross-cultural features of doing business in Russia, as well as an overview of different sectors of economics in different regions of the Russian Federation.

**Program language** – English.

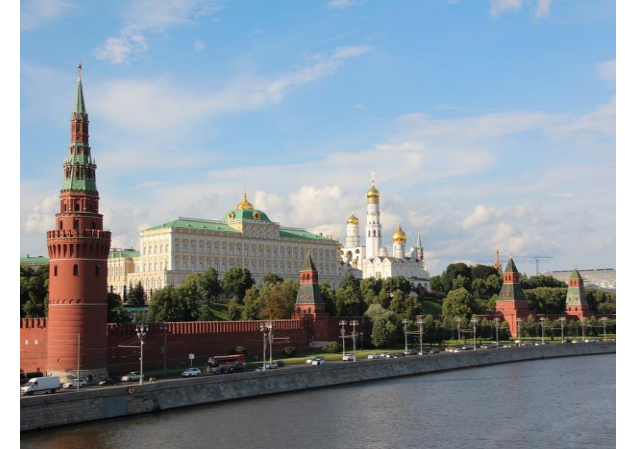
**CERTIFICATE:** HSE Certificate of short-term professional retraining.

The Program includes **master-classes** of top managers and visits to multinational and Russian companies.

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*“Being the Best for Your Business”,*  
*IIAB*

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## CONTENT

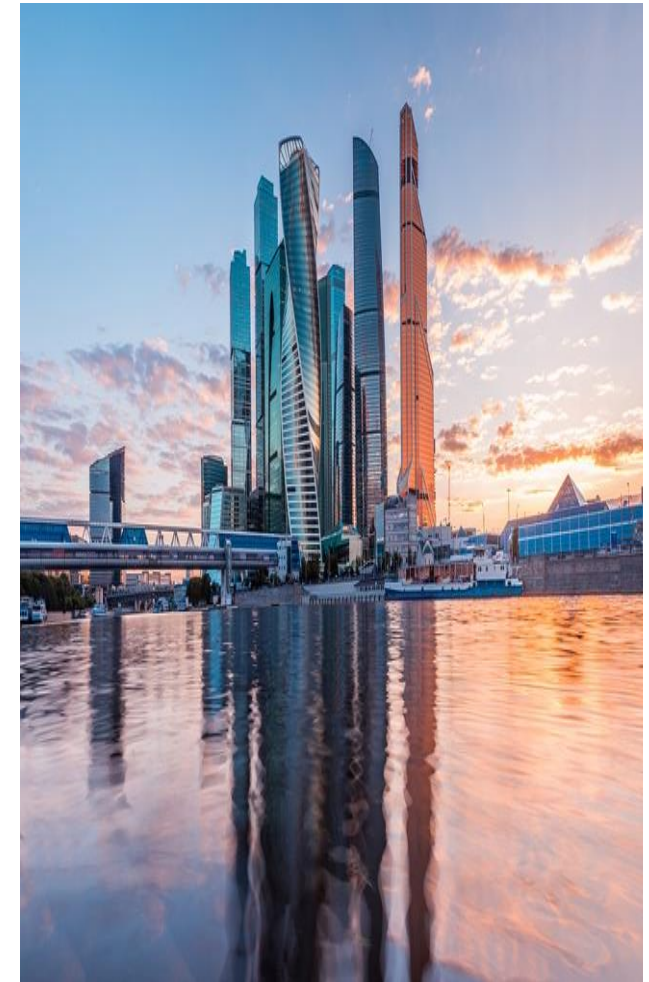
**Course “Economic Context of Doing Business in Russia”** (12 contact hours/ 1 ECTS).

The module covers the problems of sustained economic growth, including allocation, accumulation, depletion and mobility of natural, physical and human resources in Russia. From the Soviet heritage through the transition period to modern times, we survey the political and social background of economic policies. Given path dependent industry structure and social preferences for redistribution, we analyze competition and regulatory policies, institutional and structural reforms, fiscal and monetary policies helping students to appreciate the impact of economic environment on strategic and operational managerial decisions in Russia.

**Course “Russian Taxation”** (24 contact hours/1 ECTS). The course «Russian Taxation» is aiming at the specifics of the Russian Taxation and Regulations.

**Course “Russian Businesses: Challenges and Opportunities”** (24 contact hours/2 ECTS).

Russian corporate sector was formed just 25 years ago and had to survive uneasy years of the country’s transition from planned economy to market economy, but does this mean that there was no management tradition and practice in Russia before 1991? Which experience and best practices did Russian firms adopt in 1990s and developed through 2000s? What is the current business environment and infrastructure of corporate governance and strategic management in Russia? These and many other questions will be set and answered during a short course “Russian Businesses: Challenges and Opportunities”. Along with traditional classes, interactive discussions and analyzing business cases, the course includes site-visits to Russian companies of various industries and scale of operations and detailed dialogues with their founders and top-managers.





### Course “Russian Culture in Business Context” (12 contact hours/ 1 ECTS).

Russian Business Traditions: Built-in and Newly Established:

- Foreign stereotypes and clichés of Russia and Russians;
- Russian moral values and norms of behavior;
- Domestic and foreign partnerships and joint ventures;
- Cross-cultural communication and international projects;
- Business à la russe: an insight.

### Course “Public-Private Partnership and Lobbying” (10 contact hours/1 ECTS).

The module has both theoretical and practical application. The module goal is to provide business professionals with the knowledge of various lobbying tools and techniques used by businesses to promote and defend their interests towards all public actors in Russia. It will cover main issues public affair team member has to deal with in Russian business realities as well as deliver a complete set of competences and skills necessary to increase company public reputation and boost local support of authorities. The practice of lobbying actions of a company will be presented with description of unique cases that ensured the company business success in Russia.



### Contacts:

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