

*Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia*

*Faculty of Economics
Department of National Economy*

Recommended by MSSN / MO

**Program and Description
of the Course**

DOING BUSINESS IN RUSSIA

**Master Program “International Business”
field 38.04.01 “Economy”
specialization “International Business”**

Qualification (degree) graduate: Master Degree

2021

1. Goals and objectives of discipline:

The goal of the course: to acquire theoretical knowledge and practical skills for the organizing and conducting various types of business activities in the market economy under the Russian Federation legislation .

The main objectives of the study subjects are:

- to study the essence, types, features of business entities;
- to get acquainted with the organizational and legal forms of entrepreneurship, types of entrepreneurial activity;
- to study the features of the processes of organization, reorganization and liquidation of an entrepreneurial firm;
- to familiarize yourself with the financial mechanisms necessary for doing business.

2. Place of discipline in the structure of the study plan:

This theoretical course is an elective course of the economic block for master students with specialization in International Business. There are no prerequisites for the course of "Doing Business in Russia".

Table No. 1 shows the subsequent disciplines aimed at the formation of the competencies of the discipline in accordance with the competency matrix of OP VO.

Table No. 1 - **Subsequent disciplines aimed at the formation of competencies**

Competence	Subsequent
UC-3. Able to organize and manage the team's work, developing a team strategy to achieve the goal.	Microeconomics, macroeconomics, Corporate innovation policy, International business management, Custom and tariff regulation, Corporate security, Research practice.
GPC-2. Able to apply advanced instrumental methods of economic analysis in applied and/or fundamental research.	Microeconomics, macroeconomics, International business management, Custom and tariff regulation, Corporate security, Research practice.
GPC-4. Able to make economically and financially sound organizational and managerial decisions in professional activities and be responsible for them.	Microeconomics, macroeconomics, Corporate innovation policy, International business management, Custom and tariff regulation, Corporate security, Research practice.
PC-1. Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole design and economic	Corporate innovation policy, International business management, Custom and tariff regulation, Corporate security, Research practice.

	Microeconomics, macroeconomics, Corporate innovation policy, International business management, Custom and tariff regulation, Corporate security, Research practice.
PC-2. Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	Microeconomics, macroeconomics, Corporate innovation policy, International business management, Custom and tariff regulation, Corporate security, Research practice.
PC-3. Able to independently carry out research activities and critically evaluate the results obtained.	Corporate innovation policy, International business management, Research practice.

3. Requirements for the results of the studying of disciplines are:

Students after studying this discipline must acquire the following competencies:

UC-3. Able to organize and manage the team's work, developing a team strategy to achieve the goal.

GPC-2. Able to apply advanced instrumental methods of economic analysis in applied and/or fundamental research.

GPC-4. Able to make economically and financially sound organizational and managerial decisions in professional activities and be responsible for them.

PC-1. Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole

design and economic

PC-2. Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.

PC-3. Able to independently carry out research activities and critically evaluate the results obtained.

As a result, the student must:

know:

- the nature and types of business, its principles, features and functions;
- types of business;
- economic, non-economic environment of business, its infrastructure.

be able to:

- analyze the types and forms of business, especially the formation of the organizational and subject environment of the business firm;
- identify organizational and legal forms of entrepreneurship;
- optimize financial flows in business;
 - assess business risks and prospects for business development.

get:

- knowledge of the basics of entrepreneurship in Russia, the creation of business entities, their reorganization and liquidation;
- skills of analysis of the functional environment of the business firm, its communication component in the external environment of business, organization and business planning;
 - skills of organization and management of own enterprise and management decision-making.

4. The work load of discipline and types of training activities

Credit hours for the discipline are **3 credit units (one semester)**

Type of school work	Total hours	Semester			
		1	2	3	4
	34	34			
Including:					
Lectures	17	17			
Seminars (C)	17	17			
Self-study (total)	74	74			
Including:					
Individual project					
Review					
<i>Other types of independent work:</i>					
Independent study of recommended literature					
Preparation for the final certification					
Type of interim assessment (test, exam)					
The overall credit hours	108	108			
	3	3			

Topic 1. Basics of entrepreneurial activity in Russia.

Essence of business activity. Measures of state support for young businessmen. How to become a businessman: personal characteristics. Business and professional ethics. Classification of business activities.

Topic 2. Internal and external environment of the business. Economic environment of business. Business infrastructure.

Main characteristics of business external environment. Influence of the external environment on economic behavior of business, its efficiency. Economic stability of the enterprise and criteria of its assessment. Factors of direct and indirect impact on activity of the enterprise, as open system.

Topic 3. Legal forms of business.

Registration peculiarities of Limited liability company. Private business. Collective business. Business on the basis of share property. Joint-stock companies. State business. Enterprise associations

Creation of business subjects. Procedure of business registration.

Topic 4. Managerial decisions in business.

Business relations with: lenders, suppliers, consumers. Business relations in labor market: interaction with personnel. Concept and types of rent and leasing. Franchizing and outsourcing.

Choosing the system of Taxation.

Topic 5. Finance resources: own and loans. Financial efficiency of business. Essence and types of financing of business activity. Management of the capital and assets. Net Profit formation and its distribution. Calculation of revenue, expenses and profits. Prime cost and instruments of its management. Indicators of the enterprise financial stability.

Topic 6. Entrepreneurial risks.

Risk assessment: quality and quantitative standard of risk. Identification, analysis and assessment of enterprise risks. Methods of risk management: insurance, hedging, distribution of risks, etc.

Topic 7. Business-planning.

Business planning as basis of economic activity of the enterprise. Investment projects. Efficiency of investment decisions.

Topic 8. Business capitalization.

Management of the company's value.

5.2 Thematic sections and interdisciplinary connection with other disciplines.

Discipline is taught in the second semester of the master's program and does not require follow-up training courses.

5.3. Workload composition

Topics of the Discipline	Lectures (h)	Seminars (h)
Topics 1. Basics of entrepreneurial activity in Russia.	2	2
Topics 2. Internal and external environment of the business.	2	2
Topics 3. Legal forms of business. Registration peculiarities of Limited liability company.	2	2
Topics 4. Managerial decisions in business.	2	2
Topics 5. Finance resources: own and loans. Financial efficiency of business.	2	2
Topics 6. Entrepreneurial risks.	2	2
Topics 7. Business-planning.	2	2
Topics 8. Business capitalization.	4	4
TOTAL	18	18

6. Laboratory workshop. Not provided.

7. Practical exercises (seminars)

TOPIC	seminars (h)
Topic 1. Basics of entrepreneurial activity in Russia.	2
Topic 2. Internal and external environment of the business.	2
Topic 3. Legal forms of business. Registration peculiarities of Limited liability company.	2

Topic 4. Managerial decisions in business.	2
Topic 5. Finance resources: own and loans. Financial efficiency of business.	2
Topic 6. Entrepreneurial risks.	2
Topic 7. Business-planning.	2
Topic 8. Business capitalization.	4
TOTAL	18

8. Sample topics for discussion (research)

1. The nature and types of business.
2. Business concept and its subjects.
3. Principles and signs of business: foreign and domestic experience.
4. The composition of business entities.
5. Creation of business entities.
6. Institutional framework for doing business in Russia.
7. Private enterprise.
8. Collective entrepreneurship.
9. Entrepreneurship on the basis of shared ownership.
10. Entrepreneurship on the basis of joint-stock ownership.
11. State entrepreneurship.
12. Business association.
13. Types of business.
14. Production and commercial business.
15. Types of financial business.
16. Business in the market of consumer, information, expert and consulting services.
17. Business relations in the labor market.
18. Work and interaction with personnel.
19. Features of the initial stage of formation of an entrepreneurial firm.
20. Formation of the functional environment of an entrepreneurial firm.

9. Methodical and informational support

BASIC SOURCES:

1. Stephen J. Skripak. Fundamentals of Business. Blacksburg, Virginia 2016
<https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf>

ADDITIONAL SOURCES:

1. Grant D., McLarty R. Business Basics: Student's Book. – Great Britain: Oxford University Press, 2017.
2. Axson D.A.J. Best Practices in Planning and Performance Management: Radically Rethinking Management for a Volatile World. – USA: John Wiley and Sons, Ltd, 2016.
3. Gary Vaynerchuk. Crushing It: How Great Entrepreneurs Build Their Business and Influence- and How You Can, Too, 2016.
4. William Nickels (Author), James McHugh (Author), Susan McHugh (Author). Understanding Business, 11th edition. Mac Graw Hill Education, 2017

10. Software

OC MS Windows (XP), MS Office 2010, Mentor, Leading business Games 2010-2012.

Logistical support discipline:

- classrooms (rooms) at the workplace for lectures (depends on the number of students) and for seminars (the number of students in separate groups);
- board;
- desktop PC with Microsoft Office 2007;
- multimedia projector;
- portable equipment - a laptop and a projector;
- screen (stationary or portable floor).

№ aud.	Name-equipped classrooms	List of main equipment
107	Classroom	Multimedia Projector - 2 pcs., Sound Tribune - 1 pc., Screen - 2 pcs.
19	Computer Class	Computers Pentium 4-1700/256MB/cd/audio - 21 pcs., Multimedia projector PanasonicPT-LC75 - 1 pc., The screen is 1 unit.
103	Classroom	Multimedia Projector - 1 pc.,
105	Classroom	Multimedia Projector - 1 pc.,
1	Classroom	Multimedia Projector - 1 pc.,
2	Classroom	Multimedia Projector - 1 pc.,
Conference hall	Classroom	Multimedia Projector - 1 pc., Sound equipment
Hall Library	4 Classroom	Multimedia Projector - 1 pc.,

There are 770 library workstations in the reading rooms of PFUR library. Reading and lending rooms of the Academic and Research Library are located in 5 university buildings. Some rooms are used for group work, 3 rooms are equipped with multimedia devices. Internet access is provided in the library via Wi-Fi.

There are more than 17000 Library readers. Library fund contains 1.800.000 books and is increased monthly. The funds are universal, they are formed by the discipline principle. It is increased due to departments' orders. The library staff counts 43, 36 of them have university degrees, 90% are computer competent.

Electronic catalogue has been compiled since 1990. Since 2010 PFUR e-library system has provided readers with information and full-text document access.

Book lending is done automatically. The free access room is equipped with self-service lending station applying RFIT-technology.

All PFUR computers provide access to PFUR e-library system and electronic sources.

The platform for information, service and resource access is available at the library website <http://lib.rudn.ru/>.

11. Guidelines on the organization of the discipline:

Types of classes and teaching methods

The implementation of the course includes interactive lectures, practical sessions (workshops) including multimedia equipment and an interactive tutorial, the independent creative works and their subsequent presentation, testing, group discussions on topics of the course.

Lectures	The classroom form of instruction in which the main provisions of the academic discipline are given. The ultimate goal of the lectures is the achievement by students of the degree of mastering the theoretical knowledge they need for further professional activity. The form of the lecture can be both traditional and interactive.
Seminars	A classroom dialogue form of classes on one of the course topics, involving the active participation of students (all or some of them), aimed at developing their skills of independent theoretical analysis of the problems addressed in the course, including by studying texts of primary sources, accumulating practical experience in solving typical professional tasks.
Group academic counseling	The main task of group academic counseling is a detailed or in-depth examination of some theoretical course topics, the development of which, as a rule, makes it difficult for some students. At the request of students, it is possible to introduce additional ones for discussion: topics of particular interest to them that do not receive sufficient coverage in the lecture course. This form of study is mandatory for the teacher, the student has the right not to take part in such a consultation if he has successfully mastered this section of the course on his own or the additional topic being discussed does not interest him.
Individual consultations	An out-of-class form of a teacher's work with an individual student, implying discussion of those sections of the discipline that were not clear to the student, or caused by the student's desire to work on writing a course or final qualifying work for the course being studied.

Independent work	Reading the recommended literature (mandatory and optional), preparing for oral presentations, preparing for written examinations (midterm, final tests), writing essays, essays, term papers and final qualifying works; as well as other types of work required to complete the curriculum
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Terms and criteria for grading

From students are required to attend lectures and seminars, mandatory participation in the certification tests, the performance of the teacher's assignments. Especially appreciated is the active work at the seminar (the ability to lead a discussion, a creative approach to the analysis of materials, the ability to clearly and concisely formulate their thoughts), as well as the quality of the preparation of quizzes (tests) and reports.

Evaluation of the discipline being taught is based on the results of the study, demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the amount of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly in the terms stipulated by the training program. If a student, without good reason, did not complete any of the study tasks (he missed the test, passed the abstract later, etc.), then points are not awarded for this type of study, and the works prepared after the due date are not evaluated.

Grade structure:- maximum 100 points, of which:

- active work on seminars 16 points
- report 18 points
- project 18 points
- polls 16 points
- test 1 16 points
- test 2 16 points

Score-rating system of knowledge assessment, rating scale

BRS points	Traditional RF ratings	ECTS
95 - 100	Excellent - 5	A (5+)
86 - 94		B (5)
69 - 85	Good - 4	C (4)
61 - 68	Satisfactory - 3	D (3+)
51 - 60		E (3)
31 - 50	Unsatisfactory - 2	FX (2+)
0 - 30		F (2)
51 - 100	Test	Passed

Description of ECTS ratings:

A ("Excellent") - the theoretical content of the course has been mastered completely, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided by the training program have been completed, the quality of their implementation is estimated by the number of points close to the maximum.

B ("Very Good") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material are basically formed, all the training tasks provided by the training program are completed, the quality of performance of most of them is assessed by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with mastered material are not sufficiently developed, all the training tasks provided for by the training program are completed, the quality of performance of none of them is assessed by the minimum number of 5 dollars, some types of tasks are completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not essential, the necessary practical skills of care with the material mastered are mostly formed, most of the training tasks provided by the training program are completed, some of the completed tasks may contain mistakes.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical skills have not been formed, many of the training tasks provided by the training program have not been completed, or the quality of performance of some of them is assessed by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course is partially mastered, the necessary practical skills are not formed, most of the training tasks provided by the training program are not fulfilled or the quality of their implementation is assessed by the number of points close to the minimum; with additional independent work on the course material it is possible to improve the quality of the performance of training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course is not mastered, the necessary practical skills are not formed, all completed training tasks contain blunders, additional independent work on the course material will not lead to any significant improvement in the quality of the training tasks.

The fund of assessment tools for the discipline are presented in the appropriate teaching materials. The program is compiled in accordance with the requirements of OS VO RUDNF

12. The fund of assessment tools for the intermediate certification of students in the discipline

Sample of intermediate certification

1. If the marginal product of work is less than marginal costs connected with salary, profit with the next applied worker will begin ...

1. to increase;
2. to decrease.

2. Variable expenses include:

1. material expenses;
2. expenses connected with maintenance of a network of product sales;
3. wages of the production workers;
4. administrative and management expenses.

3. What is calculated as relation of net profit to revenue ?

1. profitability of sales;

2. profitability of the capital;
3. profitability of the current assets.

4. Profitability of products is defined as the relation:

1. cumulative profit on realization of these products to joint costs on their release and sale;
2. balance profit to the average annual cost of fixed assets;
3. balance profit to the average annual cost of fixed assets and current assets.

5. Minimization of what indicator leads to the growth of level of profitability

1. Revenues
2. Prices
3. Prime cost

6. Direct foreign investments according to the act of the Russian Federation "About foreign investments into the Russian Federation" include:

1. acquisition by the foreign investor not less than 10% of a share in authorized capital of the created or operating enterprise
2. granting loans and credits for development of the Russian industry
3. debt securities of the enterprise

7. The profit can be increased by:

1. increase in output;
2. improvement of quality of production at invariable expenses;
3. decrease in product cost;
4. increase in norm of depreciation.

8. The main section of the business plan is:

1. plan of marketing;
2. short summary;
3. production program;
4. market analysis

9. Full product cost is planned as:

1. total costs for production of unit of goods and services;
2. sum of constants and variable costs of release of annual volume of production;
3. work of specific prime cost on a production gain.

10. Portfolio investments represent:

- a) loans of banks
- c) controlling stakes (10 and more %)
- d) foreign bonds
- e) stocks, securities

Developers

Associate professor

National Economy _____ R.O. Voskerichyan

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