

MGMT401: DOING BUSINESS IN EUROPE & RUSSIA

COURSE NUMBER : MGMT 401

CREDITS : 3

PREREQUISITE : MGMT 110

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The volatility economic power of Russia in contrast with the waning economic and political power of Europe makes for a complicated and delicate relationship that has wide reaching implications. The past 60 years has witnessed wide-reaching developments in this critical area of the world, and today business leaders must have a clear understanding of the implications of the conflicts and the cooperation in this region

COURSE OBJECTIVES:

Knowing more about doing business in this region is essential for investment bridging and business development between Europe and Russia. This course provides students with insight overview & knowledge about the region, structured in a business intelligence approach comparing issues across countries and regions compared to other parts of the world.

EXPECTED OUTCOMES:

The course intends to cover: (A) geopolitics of Europe & Russia, (B) the geostrategic aspects prevailing in it, (C) Sociology, Language and Cultural Aspects specific to the region and their impacts on business, (D) Politics & Institutions, (E) Businesses & Markets, (F) Laws & Regulations, (G) Business Development, (H) Market trends, (I) Industry Focus (Energy, Oil & Gas, Real Estate, Hospitality & Tourism, Sports & leisure, Infrastructure etc.).