

**RUSS 3510 (Business Russian)**  
**SPRING SEMESTER 2014**  
**MWF 3:00 - 3:50, MAIN GEOL 405**  
**email: [nadiagck32@yahoo.com](mailto:nadiagck32@yahoo.com)**

**Instructor: Nadiya Gifford**  
**Office: Old Main 341A**  
**Office hours: WF 1:30 – 2:30 pm**  
**or by appointment; 3 credits;**

**No textbook required: YPA!!!**

### **COURSE DESCRIPTION:**

This class is designed to help you develop your business vocabulary, writing and other skills, and acquaint you with investment and financial terminology. We will learn how to look for jobs in the former Soviet Union and Eastern Europe, start to write resumes and cover letters in Russian, and get acquainted with various areas of Russian business, economics and government.

This course is focused on both language and cultural issues. The material in your presentations as well as material presented by me will expand your knowledge and understanding of different facets of Russian business life such as business demographics, education structure, technological culture etc. This knowledge will enable you to expand your knowledge of Russian in the areas of finance, business, economics, and culture.

### **Ways to be effective in class:**

DO NOT MISS CLASSES. You will hear and speak Russian which is very important if you want to make progress. You also get points for attendance.

- Make up your mind to study Russian regularly, half an hour a day of concentrated study is sufficient and will move you forward significantly.
- Written assignments are extremely important because they develop your writing skills that usually lag behind. Simply understanding Russian is not sufficient if you want to be effective in US-Russian business.
- It is also highly advisable to read Russian books, listen to Russian radio stations, and watch Russian TV.
- In order for you to prepare good presentations and learn to write official letters in Russian you will have to use your tutor.

### **COURSE GOALS:**

#### **Language:**

- Learn to read and understand job descriptions, financial and investment vocabulary.
- Learn the vocabulary related to job descriptions on the Russian market.
- Learn to read and write cover letters and resumes.

#### **Culture:**

- Learn the basics of Russian business practices and their origin.

- Better understand privatization process in Russia and how it influences the market development.
- Point out cultural differences between Russian and American business practices caused by differences in national character.

## **COURSE REQUIREMENTS AND GRADING:**

### **1. Attendance and Participation**

**Total 50 points**

Your comprehension and speaking skills can be most successfully practiced and developed further in the interactive classroom environment that is why I want you to attend this class regularly. Your attendance will constitute approximately **5%** of your grade. You are allowed to miss **three class periods** without penalty. After that you lose **3 points** for each missed class!

### **2. Homework Assignments**

**Total 100 points**

ALL homework assignments need to be typed. I will not accept handwritten ones. I do not advise you to turn them in late but I will accept them until the last day of classes. Your homework assignments will constitute **100 points** or approximately **10%** of your grade.

### **3. Cover Letter and Resume**

**Total 100 points**  
**50 points each**

You will write your own cover letter and resume in Russian. We will peer-correct them and then I will correct them and return them to you. You will make the necessary changes and turn in the corrected version to me. The deadline for turning in your cover letter and resume is on the syllabus but I will accept them at any time during the semester except the last week of classes.

### **4. Presentations**

**Each one of you will make one individual presentation and one group presentation on the issues related to the topics related to Business in Russia:**

**100 points total for presentation:**  
**50 points maximum (class evaluation)**  
**50 points maximum (professor's evaluation)**  
**200 points for two (individual and group presentations)**

You do not need to turn in the written copy of your presentations. If you do, you will get additional points. The number of additional point will depend on the quality of your manuscript.

Note, that you are graded on the content of your presentation and on the quality on the language and the number of mistakes you make. It is advisable to write your presentation, correct it with the tutor, and memorize.

## **5. Articles**

During the semester you will select, read, and translate orally **6 articles from any Russian newspaper/magazine** on any topic related to Russian business. There are two articles per month. Please do not choose articles about world events, but rather Russian events. If you have a hard time selecting an article, I will be glad to help you. Have a list of 5-7 words/expressions to share with the class.

I will give you 3 articles to read and translate at home (one in February, one in March, and one in April.) Also, every student will choose one article to read and translate at home per month. We will discuss them in class. After reading every article you will write a short essay. I will grade whole work with an article including participation in discussion, translation, and essay. Each article is worth **35 points**.

**Total 210 points**  
**35 points each**

## **6. Word quizzes**

Every Friday you will take a word quiz. Each word quiz is worth **5 points**.

**Total 40 points**  
**5 points each**

## **7. Language and culture tests**

**Total 200 points**  
**50 points each**

Each test checks your knowledge of the vocabulary and tests introduced in class and consist of several parts. The number of parts will vary from test to test but the total stays the same. Tests will check your knowledge of a newly acquired business vocabulary, have open ended questions and include some translation from English into Russian and from Russian into English. All questions will require a complete written answer.

## **8. Final Test**

**100 points**

At the end of the semester you will write the final test which will be the same structure as with other tests but will consist of materials studied during the semester.

### GRADE IS COMPUTED AS FOLLOWS:

<b>Attendance and Participation</b>	<b>50 points</b>
<b>Homework Assignments</b>	<b>100 points</b>
<b>Cover Letter and Resume</b>	<b>100 points</b>
<b>Presentations</b>	<b>200 points</b>
<b>Articles</b>	<b>210 points</b>
<b>Word quizzes</b>	<b>40 points</b>
<b>Language and culture tests</b>	<b>200 points</b>
<b>Final Test</b>	<b>100 points</b>

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**TOTAL** **1000 points = 100%**

### GRADING CURVE:

<b>100%-94% = A</b>	<b>76%-73% = C</b>
<b>94%-90% = A-</b>	<b>73%-69% = C-</b>
<b>89%- 86% = B+</b>	<b>69%-66% = D+</b>
<b>86%- 83% = B</b>	<b>66%- 63% = D</b>
<b>83%- 79% = B-</b>	<b>63%-59% =D-</b>
<b>79%-76% = C+</b>	<b>59%- 0%=F</b>

### ACADEMIC INTEGRITY:

All work for this class should reflect YOUR work or that of you and the members of your study group. Please see the official USU Student Code for definitions and sanctions regarding academic dishonesty: <http://catalog.usu.edu/content.php?catoid=3&navoid=265>

### COURSE OUTLINE:

Month/Day	Lesson	Homework
January 6, Monday	Getting acquainted, introducing course organization, and responsibilities.	
8, Wednesday	Geography	
10, Friday	BUSINESS IN PRE-REVOLUTIONARY RUSSIA	
13, Monday	BUSINESS IN POST-REVOLUTION RUSSIA	Essay due
15, Wednesday	BUSINESS IN SOVIET RUSSIA	
17, Friday	Работа над ошибками; Word quiz # 1	Learn vocabulary
20, Monday	No class – Martin Luther King Day	
22, Wednesday	Presentation	Be ready for presentation
24, Friday	Presentation	Be ready for presentation
27, Monday	Test # 1	Be ready for test

29, Wednesday	RUSSIAN BUSINESS	
31, Friday	JOB SEARCH AND DESCRIPTION OF JOBS	
February 3, Monday	Article from Blackboard #1	Read the article
5, Wednesday		
7, Friday	Word quiz # 2	Learn vocabulary
10, Monday	COVER LETTERS AND RESUMES	Essay due
12, Wednesday		
14, Friday	Recommendations; Word quiz # 3	Learn vocabulary
17, Monday	No class – Presidents’ Day	
18, Tuesday	Self-selected article #2	Read the article
19, Wednesday	PRIVATIZATION	Resume
21, Friday	Word quiz # 4	Learn vocabulary
24, Monday	Credit cards	Essay due
26, Wednesday		
28, Friday	Test # 2	Be ready for test
March 3, Monday	Article from Blackboard #3	Read the article
5, Wednesday	RUSSIAN LABOUR MARKET	
7, Friday	Word quiz # 5	Learn vocabulary
10, Monday	Spring break	
12, Wednesday	Spring break	
14, Friday	Spring break	
17, Monday	Business letter	Essay due
19, Wednesday		Business letter
21, Friday	Word quiz # 6	Learn vocabulary
24, Monday	Self-selected article #4	Read the article
26, Wednesday		Essay due
28, Friday	Group#1; Word quiz # 7	Learn vocabulary
31, Monday	Test # 3	Be ready for test
April 2, Wednesday	ADVERTISING MARKET IN RUSSIA	
4, Friday	Group#2	
7, Monday	Article from Blackboard #5	Read the article
9, Wednesday	BANKING SYSTEM IN RUSSIA	
11, Friday	Group#3; Word quiz # 8	Learn vocabulary
14, Monday		Essay due
16, Wednesday	Test # 4	Be ready for test
18, Friday	FOREIGN TRADE; Group#4	
21, Monday	Self-selected article #6	Read the article
23, Wednesday		
25, Friday		
30, Wednesday	Final Test	