

**SYLLABUS  
MARKETING 399/  
ECONOMICS 399**

***BUSINESS IN RUSSIA***

Richard T. Farmer School of Business Administration  
International Summer Program - Russia 1998  
July 4 – July 21 1998



**INSTRUCTORS:**

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**Administrative Details:**

Class Meeting Dates: March 23,30 April 6,13,20,27 April 30 (Dinner)

Place: Laws 101 Time: 6:30 - 9:10 pm [EVENINGS]

Reading Materials: Will be distributed in class

Web Sites: <http://www.sba.muohio.edu/gifforjb> [ Search engines ]  
<http://www.pitt.edu/cjp/rees.html> [U of Pitt Russian Web]  
<http://www.rector.msu.su> [Moscow State Univ]  
<http://altavista.digital.com> [Russia][Moscow][St. Petersburg]  
<http://www.webzonecom.com/russia.htm>  
<http://tinet.ie/index> [Russia]  
<http://www.interknowledge.com/russia>  
<http://www.lonelyplanet.com.au/dest/eur/rus.htm>  
[http://www.lmagellangeo.com/gifs\\_watermarketed/stpetm.gif](http://www.lmagellangeo.com/gifs_watermarketed/stpetm.gif)  
<http://www.sbb.su/pictures/index.html>  
<http://www.xe.net/currency/>  
<http://www.intellectualcapital.com/index.html>  
<http://www.moscow-guide.ru/>  
<http://russia.uthscsa.edu/>  
<http://www.sba.muohio.edu/snavelwb/russia/>  
<http://www.ciesin.ee/RUSSIA/>  
<http://www.siber.com/sib/>

Russian Travel: July 4-July 21 (Moscow, Saint Petersburg)

Paris or Frankfort ---> Moscow ---> St. Petersburg ---> Moscow ---> Paris or Frankfort

### **Business in Russia Course Objectives (pre traveling):**

This course work is designed as a **survey** of 1) the historical foundations of modern Russia; 2) Russian business infrastructure in the 1990s; 3) conducting business in Russia in 1997-2000; 4) the peoples of Russia; and finally, 5) Russia in the news. As educated citizens of the world, we have an obligation to become familiar with the absolutely enormous changes that are taking place in The Russian Federation. These changes will have a very direct impact on your life and the quality of life of all the peoples of the world. To begin to comprehend these changes, we must first understand the past and present as prologues to the future. Our emphasis is on breadth over depth, to know what we do not know, to be able to observe with informed eyes, and to ask relevant questions while in The Russian Federation.

### **Business in Russia Course Objectives (in Russia):**

While in Russia, each one of use will have two roles; one as a representative of the United States of America and Miami University, and the second as a community of scholars and guest of the Russian people. We will experience the drama of change in Russia, from the culture, art, customs to a nation trying to create its own form of capitalism. This new form of capitalism is a combination of European, Asian and American capitalism, customized to be in harmony with the hopes, desires, and dreams of the Russian people. The magnitude and rate of change within the former Soviet Union has no parallel in the history of mankind. To maximize our learning, we must do our intellectual homework before we leave, and then enter into this adventure with open minds, curiosity, flexibility, sensitivity .....and flexible eating habits. We will need to see not just the obvious, such as the magnificence of the Hermitage and Peterhof in St. Petersburg, but to also see it's implications for the working class, its role in generating the peoples revolution, and its impact on the values, attitudes and beliefs of the Czars, military leaders, and a potato farmer on a cooperative. We will grow tremendously as individuals and future leaders if we can learn to see, hear, and feel, just a little, like a Russian.

Our second role will be as intellectual ambassadors. Many of the people we meet on the tube (subway) or in the streets will never have met an American before. How we behave, small acts of kindness, what we say, can and will have a cumulative impact on present and future international relations. One person can make a difference. We must also remember that 30-40% of the population still strongly supports Communism and resent the intrusion and resulting chaos supposedly caused by foreigners. This winter, millions of Russians were without adequate food, shelter, medical care, or a job. Be smart, be sensitive, and be in control. Excessive use of alcohol will result in your early return to the United States.

### **The Class in the Spring:**

During the Spring, we will be studying over forty topics. Our objective is not to become "experts" in Russian business, but to begin this life long journey. Neither teacher is an expert in ANY of these forty subjects, but together, as collaborative scholars, will be active partners in seeking knowledge with you.

The first approximately 15-25 minutes of each class period, we will learn and practice a dozen Russian phrases. We will hear the words, see them written in Russian and English, and then practice speaking them collectively. Then we will practice the phrases in groups of four until everyone feels comfortable with these phrases. Each week we will add another dozen new phrases, plus practice the ones we have already learned. An interactive CD-ROM study guide is available so that you can practice anytime. We think you will feel much more comfortable if you can speak just a little Russian. Da? (Yes)

At the first class period on March 23rd, we will start off with an exploration of the physical and political geography and history of the old Soviet Union and the new Russian Federation. We will study country maps, city charts, the Moscow Metro, St. Petersburg, and talk about the history of some of the major landmarks we will see during our visits. You will have been sent some introductory materials, and will have a short assignment due at the beginning of class.

During the second class on March 30, we will collectively surf a number of Russian web sites (LWS 207) in search for a broad variety of “stuff” about The Russian Federation. This will include topics such as the Russian government, banking in Russia, famous people in the news, taxation, joint ventures, advertising, the Russian maffia, Hermitage, the Czars, Russian Capitalism, business ownership of private property, etc. In fact, the class will be asked to “discover” answers to dozens of questions.

This will prepare you to basically RUN the rest of the semester. In pairs, you will be asked in the next four meetings to prepare handouts, in-class participatory exercises, and/or mini lectures on a variety of topics. You will be the collaborative scholars. You will be the teachers. Your two faculty coordinators will be the “resource experts” and “consultants”. Our expectation is that these presentations will require approximately two hours of work per week, or a total of 12 hours outside of class for the Winter semester. Some time will also be required for reading distributed by your colleagues.

### **Attendance and Grading:**

Yes, this is a real Miami University School of Business Administration professional elective class, MKT 399/ECO 399 (3 credit hours), and therefore attendance is necessary and grades will be given. The grading will be based upon four basic inputs. The first is your active preparation and participation for each of the 6 pre-trip classes. This may include in class Q & A in small groups, debates, short written work, or your active contribution to the topics of the day.

The second will be the quality and professionalism of the learning experience you create for the class during your weekly presentations. How much have your colleagues learned from you? What can they do and know now that they could not do or know prior to your presentation? How good were the handouts and homework assignments you gave the class? Did the small group activities result in significant learning opportunities?

The third dimension of your grade will be based upon a behavior during the trip in Russia and the six page conceptual proposal for a new product or service that you believe could be profitably introduced in Russia in 1997. This paper will be due by August 10<sup>th</sup>. A basic format for the paper will be provided during the course. Some of your “research” will involve asking

Russians questions while in Russia, observations, plus knowledge you will have gained during the 6 class sessions.

|         |                                 |       |                                            |
|---------|---------------------------------|-------|--------------------------------------------|
| Grades: | In class participation          | 20.0% | Attendance at all six classes is required. |
|         | Your topic presentations        | 40.0% |                                            |
|         | Behavior and attitude in Russia | 30.0% |                                            |
|         | Your new product/service        | 10.0% |                                            |

A = More than 89.9%

B = 80 - 89.9%

C = 70 - 79.9%

D = 60 - 69.9%

F = Less than 60%

## **COURSE TOPICS WILL INCLUDE....**

### **Physical and Political Geography**

**March 23th**

Practice Russian (25 minutes)

The Russian Federation

Former Russian States

Moscow

St. Petersburg

The Moscow Metro

Geography & Rail Systems

Agriculture & Raw Materials

Natural Resources

Famous Landmarks

Future of Capitalism in the World

### **Exploring the Russian Fed. on the Web: A Scavenger Hunt**

**Mar 30**

Practice Russian (20 minutes)

(LWS 207 P & G Center)

### **Historical Foundations of Modern Russia**

**April 6**

Practice Russian (20 minutes)

Political, Economic and Military History of Russia (50 minutes)

History of Moscow (25 minutes)

History of St. Petersburg (25 minutes)

The Hermitage and Winter Palaces (25 minutes)

### **Russian Business Infrastructure in the 1990s**

**April 13**

Practice Russian (20 minutes)

Privatization: The Great Soviet Sell-Off (20 minutes)

Governmental Structure and New Constitution (15 minutes)

Financial and Banking Institutions (20 minutes)

Private Property (20 minutes)

Law, contracts and taxation (20 minutes)

Intellectual Property Rights (15 minutes)

Russian Currency: Soft or Hard (10 minutes)

### **Conducting Business in Russia in the 1990s**

**April 20**

Practice Russian (25 minutes)  
Business Culture (10 minutes)  
Joint Ventures (10 minutes)  
Roadblocks to International Trade in Russia (10 minutes)  
Logistics and Distribution (10 minutes)  
Advertising (10 minutes)  
Communications (10 minutes)  
Pricing (10 minutes)  
Strategies for Market Entry (10 minutes)  
Forming a Company (10 minutes)  
Dispute Resolution (10 minutes)  
Business Opportunities in the Russian Federation (10 minutes)  
The Impact of the Russian Mafia (10 minutes)  
Capitalism Russian Style (10 minutes)

### **The People of Russia**

**April 27**

Practice Russian (25 minutes)  
Peoples of Russia (10 minutes)  
The Russian Orthodox Church (10 minutes)  
Russian Music (10 minutes)  
Russian Customs (10 minutes)  
Russian Food (10 minutes)  
Russian Weddings (10 minutes)  
Russians: Vodka and Tobacco (10 minutes)  
People in the News and Presidential Politics (10 minutes)  
The Russian Language (10 minutes)  
Russian Education and Health Care Systems (10 minutes)  
Environmental Issues in Russia & Chernobyl (15 minutes)

### **Pre finals and Departure Russian Dinner Party**

**April 30th**

Gifford's House 6:30 - 9:00 p.m.  
Russian Dinner and Music (group food preparation)  
6511 Morning Sun Road, Oxford Township  
2.9 Miles North on US 732/Morning Sun (toward Hueston Woods)  
Green Sign on Left "Deer Crossing"; House is at the end of 1,000 ft. gravel driveway  
Look for Welcome Sign in Russian

### **Russian Trip**

**July 4th – July 21st**

Every summer the actual visit to Russia is an example of homogeneous heterogeneity. We will do similar things, but slightly differently. While in Moscow the first 11-12 days, we will spend the morning in class at the Institute of Business Studies with Russian professors and executives presenting in one hour lectures on a variety of topics ranging from historical and current

government change to contract law and private property. In the afternoons we will alternate days between touring historically significant parts of Moscow and meetings at corporate headquarters such as Nycomed, P & G, and Gold's Gym. After approximately 10-12 days we will take an overnight sleeper car train to St. Petersburg. While there we will make a number of visits to famous sites such as the Hermitage, Peter & Paul Fortress, Peterhof, and the Winter Palaces. We will have a Russian historian with us throughout the visit who will personally give us a tour of all the sites, accompanied by a historical and cultural perspective. We will also have adequate time to shop and explore in groups of three or more places in both Moscow and St. Petersburg. In total, we will have approximately 30 hours of lectures while in Russia.