

**Аннотация рабочей программы дисциплины
«Иностранный язык»**

Целью освоения дисциплины «Иностранный язык» является обеспечение практического овладения деловым английским языком во всех его аспектах в едином комплексе (формирование лексических, грамматических и стилистических норм делового языка).

Задачи дисциплины:

- развитие навыков устной и письменной английской речи с учетом стилистики общения;
- систематизация грамматических, стилистических, прагматических норм английского языка;
- повышение и интенсификация лексического запаса специализированной направленности;
- языковая работа в различных видах речевой деятельности и формах речи (аудирование, письменная и устная речь, чтение бизнес-текстов) с упором на свободное говорение (спонтанный монолог, диалогические высказывания, полилог-дискуссия);
- ведение деловой переписки;
- развитие умения применять полученные знания и навыки в заданных ситуациях общения в процессе профессиональной практической деятельности.

Тема. Основные вопросы.

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| Brands Discussion: Talk about your favourite brands. Listening: An interview with a brand manager. Reading: Building luxury brands – Financial Times. Language work: Words that go with brand, product and market. Skills: Taking part in |
| Travel Discussion: Talk about your travel experiences. Listening: An interview with a sales director of a hotel chain. Reading: What business travellers want – Financial Times. Language work: British and American travel words. Skills: Telephoning: making arrangements. Case study: BTS: Retain a travel agent's key client. Writing: e-mail |
| Change Discussion: Attitudes to change in general and at work. Listening: An interview with a management consultant. Reading: Mercedes, shining star – Financial Times. Language work: words for describing change. Skills: Managing Meetings. Case study: Acquiring Asia Entertainment: Solve the problems arising from a recent merger. Writing: action minutes |
| Organisation Discussion: Talk about status within an organisation. Listening: An interview with a management consultant. Reading: A successful organization – Financial Times. Language work: words and expressions to describe company structure. Skills: introductions and networking. Case study: InStep's relocation. Writing: essay |
| Advertising Discussion: Talk about authentic advertisements. Listening: An interview with a marketing communications executive. Reading: A new kind of campaign – Financial Times. Language work: words for talking about advertising. Skills: Starting and structuring presentation. Case study: Alpha Advertising: Develop an advertising campaign. Summary |
| Money |

Discussion: Attitudes to money. Listening: An interview with an investment director. Reading: An inspirational story – Financial Times. Language work: words and expressions for talking about finance. Skills: Dealing with figures. Case study: Make your pitch: Present a new idea to investors. Writing: email.

Cultures

Discussion: the importance of cultural awareness in business. Listening: An interview with the manager of a cultural training centre. Reading: Culture shock– Financial Times. Language work: Idioms for talking about business relationship. Skills: Опрос, словарный диктант №7, эссе №2 Social English. Case study: Business culture briefing: Prepare a talk on business culture. Writing: Essay.

Human Resources

Discussion: Job interviews. Listening: An interview with an international recruitment specialist. Reading: Women at work. Language work: words and expressions for talking about job application. Skills: Getting information on the phone. Case study: Make your pitch: Fast Fitness: Find a new manager for a health club chain. Writing: letter

International markets

Discussion: the development of international markets. Listening: An interview with an expert on negotiation. Reading: Trade between China and the US. Language work: words and expressions for talking about free trade. Skills: negotiation. Case study: Pampas Leather Company: Negotiate a deal on leather goods. Writing: e-mail.

Ethics

Discussion: questions of ethnics at work. Listening: An interview with the director of an environmental organisation. Reading: The ethics of resume writing. Language work: words and expressions for talking about illegal activity or unethical behaviour. Skills: Considering options. Case study: Principles or profit? Writing: Essay.

Leadership

Discussion: The qualities of good leadership. Listening: An interview with the managing director of an executive recruitment company. Reading: Leading L'Oreal. Language work: words and expressions for talking about character. Skills: Presenting. Case study: Lina Sports: Decide on the best leader for a troubled sportswear manufacturer. Writing: e-mail.

Competition

Discussion: How competitive you are. Listening: An interview with a manager from the Competition Commission. Reading: Head-to-head competition. Language work: idioms for sport. Skills: Negotiation. Case study: Fashion House: Negotiate new contracts with suppliers. Writing: e-mail.

Объем дисциплины 6 з.е.

Форма промежуточного контроля – зачет в 1-м семестре, экзамен- во 2-м семестре