

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ ИНОСТРАННЫЙ ЯЗЫК

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Код и наименование направления подготовки, профиля: 38.04.01 Экономика («Экономика и информатика»)

Квалификация (степень) выпускника: Магистр

Форма обучения: очная

Цель освоения дисциплины:

Сформировать компетенции в сфере научно-исследовательской работы в области экономики и информатики, а также организационно-управленческой работы

План курса:

Тема 1. The Human Dimension.

- Job satisfaction: my work is so rewarding; I like teamwork; I like the perks.
- Management styles1: motivation1; motivation2; theory X and theory Y.
- Management styles2: hygiene factors; motivator factors; empowerment.
- Employment and employability: outsourcing; employability; freelancers and portfolio workers.
- Flexibility and inflexibility: ways of working; job flexibility; job protection.
- Work-life balance: stress; the causes of stress; quality of life.
- Managing talent1: talent; recruiting talent; managing talent.
- Managing talent2: talent management1; talent management2; mentoring and coaching.

Тема 2. Quality.

- Strategic thinking: strategy; word combinations; companies and markets.
- Competition: "competing" and "competitive".
- Companies and their industries: competitive forces; SWOT analysis; be good at something.
- Key strategic issues: industries and their players; mergers and acquisitions; make or buy?
- Innovation: innovation and the development process; pioneers and followers; shakeout and consolidation.
- Preparing for the future: scenario planning; futurology; risk management.
- Listening: "What qualities do leaders of large companies usually have?"
- Reading: "At the forefront of innovation".
- Grammar: Conditional Sentences.

Тема 3. Competitive strategy.

- Strategic thinking: strategy; word combinations; companies and markets.
- Competition: "competing" and "competitive".
- Companies and their industries: competitive forces; SWOT analysis; be good at something.
- Key strategic issues: industries and their players; mergers and acquisitions; make or buy?
- Innovation: innovation and the development process; pioneers and followers; shakeout and consolidation.
- Preparing for the future: scenario planning; futurology; risk management.
- Listening: "What qualities do leaders of large companies usually have?"
- Reading: "At the forefront of innovation".
- Grammar: Conditional Sentences.

Тема 4. Marketing.

- Strategic thinking: strategy; word combinations; companies and markets.
- Competition: "competing" and "competitive".

- Companies and their industries: competitive forces; SWOT analysis; be good at something.
- Key strategic issues: industries and their players; mergers and acquisitions; make or buy?
- Innovation: innovation and the development process; pioneers and followers; shakeout and consolidation.
- Preparing for the future: scenario planning; futurology; risk management.
- Listening: "What qualities do leaders of large companies usually have?"
- Reading: "At the forefront of innovation".
- Grammar: Conditional Sentences.

Тема 5. Logistics.

- Supply chain management: manufacturing; vertical integration; retailing.
- Logistics: logistics; word combinations; reverse logistics.
- Outsourcing and offshoring: outsourcing; business process outsourcing; offshoring.
- Listening: "Types of risks".
- Collocations in Use: Describing groups and amounts.
- Grammar: The Article.

Тема 6. The Internet and Its Uses.

- The evolving web1: broadband internet; mobile internet; Moore's law.
- The evolving web2: web 2.0; keeping in touch; website attractiveness.
- Knowledge and the internet: knowledge creation; intranets; global communities.
- Internet security: attack and defense; cybercrime; privacy and confidentiality.
- Internet selling: e-commerce; B2C; B2B.
- Intellectual property: downloading; copyright infringement; digital rights management.
- Listening: "Three key success factors for an e-commerce business".
- The Compound Sentence.

Аудиторные часы: 64

Формы текущего контроля и промежуточной аттестации: домашнее задание, контрольная работа, экзамен.

Основная литература:

1. Business Vocabulary in Use Advanced (Bill Mascull), Cambridge University Press.2010
<https://eds.a.ebscohost.com/eds/detail/detail?vid=25&sid=92feb13e-4133-4da3-9a58-8374f01a614f%40sessionmgr4002&hid=4103&bdata=Jmxhbmc9cnUmc2l0ZT1lZHMtbGl2ZQ%3d%3d#db=edsnuk&AN=edsnuk.vtls002486259>
2. Market Leader Course book Intermediate (David Cotton, David Falvey, Simon Kent), Longman Pearson.2012
<https://eds.a.ebscohost.com/eds/detail/detail?vid=21&sid=92feb13e-4133-4da3-9a58-8374f01a614f%40sessionmgr4002&hid=4103&bdata=Jmxhbmc9cnUmc2l0ZT1lZHMtbGl2ZQ%3d%3d#AN=edsnuk.vtls002636316&db=edsnuk>
3. Market Leader Course book Upper-Intermediate (David Cotton, David Falvey, Simon Kent), Longman Pearson.2010
<https://eds.a.ebscohost.com/eds/detail/detail?vid=20&sid=92feb13e-4133-4da3-9a58-8374f01a614f%40sessionmgr4002&hid=4103&bdata=Jmxhbmc9cnUmc2l0ZT1lZHMtbGl2ZQ%3d%3d#AN=edsnuk.vtls002700079&db=edsnuk>