

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

ФТД.1 Английский язык (деловой)

Автор: Дятлова Ольга Юрьевна

Код и наименование направления подготовки, профиля: 38.03.01 Экономика,
Управление рисками и страховая деятельность

Квалификация (степень) выпускника: бакалавр

Форма обучения: очная

Цель освоения дисциплины:

Цель курса «Деловой английский язык» научить студента использовать язык в ситуациях делового общения.

План курса:

Тема 1. Careers.

Speaking about level of ambition and factors for a successful career. **Vocabulary:** career moves. **Scanning** the text for specific information: be aware of your online image. **Listening:** changing jobs. **Grammar revision:** modals 1: ability, requests, offers (for doing a job interview). **Skills:** telephoning (making contact). **Case study:** Youjuice (choosing the best candidate for an international promotion). **Writing skills:** completing a formal email about the best candidate for promotion in YouJuice.

Тема 2. Company.

Discussing types of companies. **Vocabulary:** describing companies and their performance.

Listening: a successful company. **Reading** the text for gist: two different organizations. **Grammar** revision: Present Simple versus Present Continuous. **Skills:** presenting a company. **Case study:** developing an investment strategy for Dino Conti Ice Cream. **Writing skills:** completing an investment plan for Dino Conti Ice Cream with the best investment options.

Тема 3. Selling.

Discussing likes and dislikes about retail shopping. **Vocabulary:** buying and selling. **Listening:** selling on TV. **Scanning** the text for specific information: necessary qualities for professional salesmen. **Grammar revision:** modals 2: must, have to, need to, should (how to be a good salesperson). **Skills:** negotiating to reach agreement. **Case study:** a partnership agreement for EPJS, a jet charter company. **Writing skills:** writing a formal letter to a potential business partner. **Cross-cultural awareness:** how to say “no” politely in different cultures.

Тема 4. Great ideas.

Discussing how new ideas occur and nurture. **Vocabulary:** word-partnerships in relation to new ideas. **Listening:** the best business ideas in the past 15 years. **Scanning** the text for specific information: exchanging information about three good business ideas. **Grammar revision:** Past Simple versus Past Continuous. **Skills:** successful meeting (how to set the objective, give opinion, agree/ disagree, interrupt, summarize etc. **Case study:** the new attraction: students' brain-storming for a new visitor attraction. **Writing skills:** writing a business report on the winning entry of a chosen project.

Тема 5. Stress.

Discussing stressful situations and ways of relaxing. **Vocabulary:** stress-related vocabulary. **Listening:** stress-reducing recommendations from a health-at-work consultancy. **Scanning** the text for specific information: stress levels in different world economies. **Grammar revision:** the Past Simple versus the Present Perfect. **Skills:** participating in discussions (making

suggestions, giving opinions, agreeing/disagreeing. **Case study:** Davis-Miller advertising (analyzing effect of low morale at the company on raising stress level). **Writing skills:** completing recommendations for the Davis-Miller CEO to reduce stress of the staff.

Тема 6. Entertaining.

Discussing options for entertaining businessmen. **Vocabulary:** eating and drinking. **Listening:** organizing corporate entertainment professionally. **Scanning** the text for specific information: best suggestions for corporate entertainment from entertainment experts. **Grammar revision:** multiword verbs. **Skills:** socializing (greetings and small talk) **Case study:** discussing possible venues for the GFDC and choosing the best one. **Writing skills:** GFDC CEO writes a business letter, inviting overseas sales managers to the conference. **Cross-cultural awareness:** successful meetings in different world cultures.

Формы методы текущего контроля

В ходе реализации дисциплины *ФТД.1 Английский язык (деловой)* используются следующие методы текущего контроля успеваемости обучающихся:

При проведении занятий семинарского типа:
выполнение практических заданий и контрольной работы.
При контроле результатов самостоятельной работы студентов:
изучение вопросов, которые не излагались преподавателем на лекциях и на семинарских (практических) занятиях, выполнение заданий преподавателя.

Зачет проводится в форме подведения итогов по результатам работы на семинарских занятиях, выполнения заданий и ответа на экзаменационный билет.

Основная литература.

1. Market Leader (Pre-Intermediate) Business English Course book (3rd Edition) David Cotton, David Falvey, Simon Kent Pearson, 2012, 175с.
2. Market Leader (Pre-Intermediate) Business English Practice File (3rd Edition) Pearson, 2012, 97 с.

