

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ
ФТД.В.01 «Английский язык в профессиональной деятельности»

наименование дисциплин (модуля)/практики

Автор:

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Код и наименование направления подготовки, профиля:

38.03.06 Торговое дело, «Технологии продаж в современном бизнесе»

Квалификация (степень) выпускника:

Бакалавр

Форма обучения: очная

Цель освоения дисциплины:

сформировать компетенцию в области выбора деловых партнеров, проведения с ними деловых переговоров, заключения договоров и контроля их выполнения (ПК -6)

План курса:

Тема 1. Введение, обзор требуемых навыков для освоения курса. Introduction. The basic academic and communication skills essential for this course.

Introduction into the course: outline of the topics to be covered. The essential academic and communication skills for this course: reading, summarizing, discussion, making a presentation, vocabulary development. The reading skill includes skim-reading and scanning of the texts. Students have to learn how to get a better understanding of the texts and presented issues by asking questions, paraphrasing, exchanging opinions, sharing experiences and participating in discussions. Students have also learn how to extract the main idea from the article, identify the key words and phrases, present articles in a form of a summary (orally and in writing). A special attention is paid to the development of the presentation skills of the students. The students have to learn how to plan and organize their presentations, prepare content and visual support, and practise public speaking and presenting skills.

Assignment 1.1: a presentation on a company of choice (individual presentation by each student)

Тема 2. Структура компаний и правовые формы собственности в бизнесе. Company structure and legal forms of ownership.

Different types of business ownership: soles proprietorship, different forms of partnerships, limited liability companies LTD and PLC). Company formation. Company structure. Shareholders, the board of directors, the chairman and the CEO.

Тема 3. Маркетинг. Marketing.

Definition of marketing. Customers and markets. Market segmentation. Target markets. Marketing mix: 4Ps of marketing: Product, Price, Promotion, Place. Marketing research: primary research and secondary research. Selection of reliable sources for secondary research. Two basic types of primary marketing research: quantitative and qualitative.

Assignment 3.1: A group presentation on the business idea and the marketing mix (an original business idea for each sub-group of students)

Assignment 3.2: An essay on an example of “green” (ecological, organic, ethical, etc.) business.

Тема 4. Управление персоналом. Human Resources Management.

Definition of Human Resources Management, the main issues it usually deals with: hiring, performance management, performance evaluation, promotion, career planning, compensation, safety, benefits, employee motivation, communication, training, redundancy.

Recruitment process: sourcing, screening and selection of the candidates for job vacancies. Four main types of recruitment agencies: employment agencies, recruitment websites and job search engines, “headhunters” for executive and professional recruitment, and in-house recruitment.

Job application process. Preparation of a CV. Job interviews.

Assignment 4.1a: A summary of the text “The hidden costs of layoffs” (p.40 - 42) **or**

Assignment 4.1b: An essay analysing the text “Drive to prove human resources is “all emperor’s new clothes” (p.43 - 45)

Assignment 4.2: CV preparation and presentation in class.

Assignment 4.3: Group activity: a simulation of a job interview.

Тема 5. Международный бизнес. International Business.

Definition of international business. International vs domestic trade. International trade as an important source of economic revenue. Gross Domestic Product (GDP). Import, export, cross-border transactions. Additional costs of international trade: import/ export tariffs, time costs and costs associated with country differences (language, legal system, different culture, etc). The risks of international trade: economic risks and political risks.

Bilateral treaties in international business. The concept of free trade. Regulation of international trade. World Trade Organization (WTO), North American Free Trade Agreement (NAFTA) and General Agreement on Tariffs and Trade (GATT).

Export/import barriers in the international trade: import/ export quota, tariff barriers. Non-tariff barriers: government laws, regulations, restrictions or specific requirements.

Expansion overseas: buying foreign companies and famous brands.

Assignment 5.1: An essay reflecting a possible acquisition of a famous European/ American brand by a Chinese company.

Тема 6. Переговоры. Negotiations.

The main principles of negotiations in business. The influence of culture differences on the negotiations in international trade.

Assignment 6.1: A group activity: a simulation of international negotiations.

Тема 7. Аутсорсинг. Outsourcing and offshoring.

Definition of outsourcing. The main reasons for outsourcing: a possibility for a company to be focused on its core competences, cost reduction and higher efficiency, access to special resources or capabilities.

Business process outsourcing (BPO) it's the outsourcing of non-core activities such as IT support, call centres, customer service, accounting and payroll.

Offshoring – outsourcing of business functions/ tasks to another country. Gains and hidden costs of offshoring.

Тема 8. Информационные технологии в бизнесе. Information Technologies in business.

Information technologies in business. Electronic business. Vertical (production, procurement, etc) and horizontal activities (marketing, sales, HRM, etc) of a company. Enterprise Resource Planning (ERP) as a tool coordinating all the activities of a company, both vertical and horizontal.

E-Commerce. Brick-and-mortar shops vs internet (online) shops. Front office and back office operations in e-commerce.

Assignment 8.1: A group presentation of a business related Information system based on original ideas of each sub-group.

Тема 9. Слияния и поглощения. Mergers and Acquisitions.

Mergers & Acquisitions (M&A). Acquisition of a target company vs merger of equals. Negative connotations of a takeover. The reasons for an M&A deal. The gains of an M&A through synergy. Difficulties associated with M&A process.

Doing the deal: the process of M&A deals and their regulations.

Формы текущего контроля и промежуточной аттестации:

Формы текущего контроля успеваемости: опрос, доклад с дискуссией, эссе, контрольная работа.

Формы промежуточной аттестации, отражающие формирование компетенции на уровне данной дисциплины: три зачета.

Этапы освоения компетенции ПК -6.3, ПК -6.4, ПК -6.5 отражают формирование:

на уровне знаний:

Трудовое законодательство Российской Федерации

Способы поддержки и мотивации сотрудников, занимающихся продажами инфокоммуникационных систем и/или их составляющих

Основы деловой этики

Основы маркетинга

Методы управления персоналом

Основы менеджмента продаж

Методы проведения маркетинговых исследований

Технологии продаж
Правила подготовки публичных выступлений
на уровне умений:

Правильно распределять задания между сотрудниками, занимающимися продажами инфокоммуникационных систем и/или их составляющих
Определять цели и приоритеты поставленных персоналу задач
Систематизировать контроль выполнения поставленных задач
Выявлять потребности клиента, работать с возражениями
Подготавливать и проводить презентации

на уровне навыков:

Распределение обязанностей среди персонала, занимающегося продажами инфокоммуникационных систем и/или их составляющих
Планирование рабочего графика персонала, занимающегося продажами инфокоммуникационных систем и/или их составляющих
Проведение переговоров с потенциальными контрагентами
Представление интересов подразделения кредитной организации по факторингу при взаимодействии с акционерами и инвесторами

Основная литература:

1. Чилиевич Н.М. Английский язык в профессии. Торговое дело. English for Trade Industry [Электронный ресурс]: учебное пособие/ Чилиевич Н.М., Командровская Е.Г.— Электрон. текстовые данные.— Минск: Республиканский институт профессионального образования (РИПО), 2018.— 100 с.— Режим доступа: <http://www.iprbookshop.ru/84872.html>— ЭБС «IPRbooks»
2. Новикова А.Ю. Интерактивные методы обучения на занятиях по иностранному языку [Электронный ресурс]: учебно-методическое пособие/ Новикова А.Ю.— Электрон. текстовые данные.— Новосибирск: Сибирский государственный университет телекоммуникаций и информатики, 2018.— 66 с.— Режим доступа: <http://www.iprbookshop.ru/84066.html>— ЭБС «IPRbooks»