

**Аннотация к рабочей программе дисциплины
«Деловой английский язык»**

Направление подготовки – *41.03.01 Зарубежное регионоведение*

Направленность (профиль) – *«Европейские исследования (финно-угорские страны и регионы)»*

Уровень высшего образования – *бакалавриат*

Форма обучения – *очная*

Год начала подготовки – *2017*

Цель изучения дисциплины	формирование способности к коммуникации в устной и письменной формах на английском языке для решения задач межличностного и межкультурного взаимодействия; а также способности при этом вести диалог, переписку, переговоры на английском языке в рамках уровня поставленных задач.
Задачи	<ul style="list-style-type: none"> - развитие личности обучаемого, способной и желающей участвовать в межкультурной коммуникации; - совершенствоваться в приобретении и формировании коммуникативной компетенции. - перенос умений и навыков, отработанных на ограниченном аутентичном материале, на другие ситуации естественно-языкового общения.
Темы дисциплины	<p>Unit 1. Careers Discuss ideas about careers. Reading: Response to an advertisement for women tube drivers - Daily Telegraph Listening: An interview with the head of a PR company Words that go with <i>career</i> Modals 1: ability requests and offers Skills: Telephoning: making contact Case study: Fast Track Inc: Choose the best candidate for the job of sales manager Writing: Memo</p> <p>Unit 2. Selling online. Discuss shopping online Reading: Virtual pocket money – <i>Financial times</i> Listening: An interview with the developer of an online bookshop Words and expressions for talking about buying and selling Modals 2: must, need to, have to, should Skills: Negotiating: reaching agreement Case study: Lifetime Holidays: Negotiate a joint venture Writing: e-mail</p> <p>Unit 3. Companies Discuss types of companies Reading: A website for a clothing company Listening: An interview with the sales manager of a motorcycle manufacturer</p>

Words for talking about companies
Present Simple and Present Continuous
Skills: Presenting your company
Case study: Valentino Chocolates: Prepare an investment plan
Writing: Memo

Unit 4. Great Ideas

Discuss ideas
Reading: Three articles about great ideas
Listening: An interview with a managing director
Verb and noun combinations
Past Simple and Past Continuous
Skills: Successful meetings
Case study: Fabtek: Choose the best ideas for three new products
Writing: Memo report

Unit 5. Stress

Discuss causes of stress
Discuss gender related qualities
Discuss and rank stressful jobs
Reading: A career change- The Times
Listening: An interview with an authority on stress management
Words about stress in the workplace
Past Simple and Present Perfect
Skills: Participating in discussions
Case study: Genova Vending Machines: Develop a plan to reduce stress
Writing: Memo

Unit 6. Entertaining

Discuss corporate entertaining
Reading: Corporate entertaining in Japan – *Financial Times*
Listening: An interview with an expert on corporate entertaining
Language work: Words for talking about eating and drinking
Multi-word verbs
Skills: Socialising: greetings and small talk
Case study: Organising a conference: Choose the best location
Writing: e-mail

Unit 7. Marketing

Discuss ideas about marketing.
Reading: Selling Dreams- *Financial Times*
Listening: An interview with a marketing vice-president
Language work: Word Partnership
Skills: Telephoning: exchanging information
Case study: Kristal Water: Relaunch a product
Writing: sales leaflet

Unit 8. Planning

Discuss planning.
Reading: Brazil tries to kick-start tourism
Listening: Interview with the leader of expeditions to mountains
Language work: words for talking about planning
Skills: Meetings: interrupting and clarifying
Case study: The voice of business: Plan a radio programme
Writing: letter

Unit 9. Managing People

Discuss qualities and skills of a good manager.
Reading: The international manager
Listening: Interview with the management consultant
Language work: Verbs and prepositions
Skills: Socialising and entertaining
Case study: The way we do things
Writing: memo

Unit 10. Conflict

Quiz on managing conflict.
Reading: Four articles about negotiating styles
Listening: Interview with management consultant
Language work: Conditionals
Skills: Negotiating: dealing with conflict
Case study: European Campers
Writing: letter

Unit 11. New Business

Discuss conditions for starting new business and public private sector companies.
Reading: Developing a new Industry
Listening: Interview with a consultant to new businesses
Language work: Economic terms
Skills: Dealing with numbers
Case study: Marcia Lee Jeans: Choose a location for a new factory
Writing: letter

Unit 12. Product

Discuss your favourite products.
Reading: Launching a new product
Listening: 5 people talk about the best thing they have ever bought
Language work: Adjectives for products
Skills: Presenting a product
Case study: Choose innovative product for a store
Writing: Report