

**АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ**  
**ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)**

**Автор:** кандидат филологических наук Измаилян Диана Борисовна

**Направление подготовки:** 38.04.01

**Квалификация (степень) выпускника:** магистр

**Форма обучения:** очная

**1. ЦЕЛЬ ОСВОЕНИЯ УЧЕБНОЙ ДИСЦИПЛИНЫ**

Основной целью курса является овладение студентами лексико-грамматическими навыками, необходимыми для успешного взаимодействия в сфере профессиональной коммуникации.

**2. ТЕМАТИЧЕСКИЙ ПЛАН**

**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.
- Team building: teams; team players; stages of team life.
- The right skills: hard and soft skills; emotional intelligence1; emotional intelligence2.
- Equality and diversity: equality; diversity; word combinations.
- Grammar: The Perfect Forms.

**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.**

- The four P's and beyond: the four P's; three more P's.
- Customer satisfaction: the four C's; Customer expectations; customer dissatisfaction.
- Knowing your customer1: market intelligence and market research; research stages; marketing plans.
- Knowing your customer2: segmentation; customer groups; new technologies, new concerns.
- Knowing your customer 3: data and databases; customer relationship management.
- Brands and branding: brand equity; brand positioning and differentiation; brand stretching.
- Global Brands: steps abroad1; steps abroad2; think global, act local.
- Listening: "Reasons for liking and disliking brands".
- Modal Verbs.

#### **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: TheArticle.

#### **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.



### 3. ТРУДОЕМКОСТЬ ДИСЦИПЛИНЫ

Вид учебной работы		Количество часов				
		Всего по уч. плану	Семестр			
			1	2	3	4
<b>аудиторные занятия (всего):</b>		72	72			
в том числе:	лекционные занятия	0	0			
	практические занятия в интерактивной форме	32	32			
<b>самостоятельная работа:</b>		40	40			
<b>виды промежуточного контроля:</b>	Зачет (З), Зачет с оценкой (ЗО), Экзамен (Э)	30	30			
	часы:	-	-			
<b>общая трудоемкость дисциплины:</b>	<b>часы:</b>	72	72			
	<b>зачетные единицы:</b>	2	2			
Формы текущего контроля						

### 4. ОСНОВНАЯ ЛИТЕРАТУРА

1. Business Vocabulary in Use Advanced (Bill Mascull). Издатель: Cambridge University Press, 2011г.-179 с.
2. Market Leader Course book Intermediate (David Cotton, David Falvey, Simon Kent). Издатель: Pearson Longman, 2012 г. -178 с.
3. Market Leader Course book Upper-Intermediate (David Cotton, David Falvey, Simon Kent) Издатель: Pearson Longman, 2012 г. -216 с.