РОССИЙСКО-АРМЯНСКИЙ УНИВЕРСИТЕТ

Составлен в соответствии с государственными требованиями к минимуму содержания и уровню подготовки выпускников по направлению «Экономика» и Положением «Об УМКД РАУ».

УТВЕРЖДАЮ:
Директор института
Сандоян Э.М.

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Институт: Экономики и бизнеса

Кафедра: Экономики и финансов

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УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС

Дисциплина: Business English

Для бакалавриата:

Специальность: Экономика (38.03.01)

Направление: Экономика (38.03.01)

ЕРЕВАН

1. Общая аннотация курса

1.1. Аннотация

Данный учебно-методический комплекс по дисциплине **«Business English»** состоит из программы учебной дисциплины, теоретического и практического блоков, а также блоков ОДС и КИМ.

Курс делового английского предусматривает обучение языку и обучение деловому общению, включая деловую переписку, переговоры, формальные презентации, неформальное общение, деловую лексику, написание отчетов.

Дисциплина «Business English» научит студентов специфике устного и письменного общения с иностранными партнерами в практических, бизнес-ориентированных ситуациях, выражать свои мысли на английском с большей точностью и уверенностью, научатся применять терминологию и профессиональные конструкции делового английского языка в процессе общения (деловая беседа, деловые переговоры), самостоятельно составлять деловые, мотивационные и сопроводительные письма на английском языке, делать презентации и т.д.

Курс рассчитан на 144 академических часа, из которых 68 – аудиторных (семинарских занятий), а также самостоятельной работы студентов с последующим контролем – 76 часов. Согласно учебному плану поспециальности «Экономика» данная дисциплина предполагает 4 кредита.

1.2. Требования к исходным уровням знаний и умений студентов.

Приступая к изучению данного курса, студенты должны обладать знаниями английского языка в рамках среднего общего образования.

2. Цель и требования к уровню освоения дисциплины

2.1. Цель и задачи дисциплины

В результате изучения предмета студенты должны получить знания, необходимые для делового общения в сфере экономики.

2.2. Требования к уровню освоения содержания дисциплины.

После успешного завершения курса, студенты должны:

Знать:

- расширенный деловой словарный запас;
- важную экономическую и деловую информацию;
- как использовать языковые навыки для получения необходимой информации из различных источников;
- базовые исследовательские навыки.

Уметь:

- эффективно общаться с другими людьми на английском;
- правильно использовать деловую лексику;
- обсуждать и отвечать на вопросы в статьях;

- использовать деловые навыки (проведение презентаций, переговоры, телефонные переговоры, конференции и др.);
- читать и понимать сообщения, письма и т. д. и отвечать соответствующим образом;
- написать отчеты и подвести итоги на английском.

Владеть:

- навыками делового общения;
- различными языковыми навыками, полезными в деловом общении (аудирование, чтение, разговорная речь).

3. Трудоемкость дисциплины и виды учебной работы по учебному плану

Виды учебной работы	**Всего, в акад. часах**	**Распределение по семестрам**					
		---- сем	**___ сем**	**___ Сем**	**___ сем.**	**___ сем**	**____ сем.**
1	**3**	**4**	**5**	**6**	**7**	**10**	**11**
1. Общая трудоемкость изучения дисциплины по семестрам , в т. ч.:	**144**	**144**					
1.1. Аудиторные занятия, в т. ч.:		**68**					
1.1.1. Лекции							
1.1.2. Практические занятия, в т. ч.							
1.1.2.1. Обсуждение прикладных проектов							
1.1.2.2. Кейсы							
1.1.2.3. Деловые игры, тренинги							
1.1.2.4. Контрольные работы							
1.1.3. Семинары		**68**					
1.1.4. Лабораторные работы							
1.1.5. Другие виды аудиторных занятий							
1.2. Самостоятельная работа, в т. ч.:		**76**					
1.2.1.Подготовка к экзаменам							
1.2.2.Другие виды самостоятельной работы, в т.ч. (можно указать) – презентация проекта		**76**					
1.2.2.1. Письменные домашние задания							
1.2.2.2. Курсовые работы							
1.2.2.3. Эссе и рефераты							
1.3. Консультации							
1.4. Тест							
Итоговый контроль (Экзамен, Зачет, диф. зачет/указать)		**зачет**					

4. Распределение весов по формам контроля

	Вес формы текущего контроля в результирующей оценке текущего контроля			Вес формы промежуточного контроля и результирующей оценки текущего контроля в итоговой оценке промежуточного контроля			Вес итоговых оценок промежуточных контролей в результирующей оценке промежуточного контроля	Вес оценки результирующей оценки промежуточных контролей и оценки итогового контроля в результирующей оценке итогового контроля
Вид учебной работы/контроля	**М1**[1]	**М2**	**М3**	**М1**	**М2**	**М3**		
Контрольная работа								
Тест								
Курсовая работа								
Лабораторные работы								
Письменные домашние задания				**0.5**				
Эссе (исследовательская работа)				**0.25**				
Защита темы эссе								
Презентация (защита исследовательской работы)				**0.25**				
Вес результирующей оценки текущего контроля в итоговых оценках промежуточных контролей								
Вес итоговой оценки 1-го промежуточного контроля в результирующей оценке промежуточных контролей							**1**	
Вес итоговой оценки 2-го промежуточного контроля в результирующей оценке промежуточных контролей								
Вес итоговой оценки 3-го промежуточного контроля в результирующей оценке промежуточных контролей т.д.								
Вес результирующей оценки промежуточных контролей в результирующей оценке итогового контроля								**1**
Экзамен/зачет (оценка итогового контроля)								**0**
	∑ = 1	**∑ = 1**	**∑ = 1**	**∑ = 1**	**∑ = 1**	**∑ = 1**	**∑ = 1**	**∑ = 1**

[1] Учебный Модуль

5. Содержание дисциплины

5.1. Тематический план и трудоемкость аудиторных занятий (Модули, разделы дисциплины и виды занятий) по учебному плану

Разделы и темы дисциплины	Всего аудит. часов	Лекции, ак. Часов	Практ. занятия, ак. часов	Семина-ры, ак. часов	Лабор, ак. часов	Другие виды занятий, ак. Часов
1	**2=3+4+5 +6+7**	**4**	**5**	**6**	**7**	**8**
Тема 1. Introduction. Motivation letter, CV and business correspondence.	**2**			**2**		
Тема 2. Activities	**4**			**4**		
2.1. Reading and listening	*2*			*2*		
2.2. Writing and speaking	*2*			*2*		
Тема 3. Economic crisis: discussion	**4**			**4**		
Тема 4. Data	**4**			**4**		
4.1. Reading and listening	*2*			*2*		
4.2. Writing and speaking	*2*			*2*		
Тема 5. An introduction to presentation techniques and business writing.	**2**			**2**		
Тема 6. Etiquette	**4**			**4**		
6.1. Reading and listening	*2*			*2*		
6.2. Writing and speaking	*2*			*2*		
Тема 7. Corporations and success stories	**4**			**4**		
Тема 8. Image	**4**			**4**		
8.1. Reading and listening	*2*			*2*		
8.2. Writing and speaking	*2*			*2*		
Тема 9. Success	**4**			**4**		
9.1. Reading and listening	*2*			*2*		
9.2. Writing and speaking	*2*			*2*		
Тема 10. Future	**4**			**4**		
10.1. Reading and listening	*2*			*2*		
10.2. Writing and speaking	*2*			*2*		
Тема 11. Location	**4**			**4**		
11.1. Reading and listening	*2*			*2*		
11.2. Writing and speaking	*2*			*2*		
Тема 12. Job-seeking	**4**			**4**		
12.1. Reading and listening	*2*			*2*		
12.2. Writing and speaking	*2*			*2*		
Тема 13. Selling	**4**			**4**		
13.1. Reading and listening	*2*			*2*		
13.2. Writing and speaking	*2*			*2*		
Тема 14. Price	**4**			**4**		
14.1. Reading and listening	*2*			*2*		
14.2. Writing and speaking	*2*			*2*		
Тема 15. Insurance	**2**			**2**		
Тема 16. Service	**2**			**2**		
Тема 17. Productivity	**2**			**2**		

Тема 18. Creativity	**2**			**2**		
Тема 19. Motivation	**2**			**2**		
Presentation of individual projects	**10**			**10**		
ИТОГО	**68**			**68**		

5.2. Содержание разделов и тем дисциплины:

Тема 1. Introduction. Motivation letter, CV and business correspondence. (2 часа - семинар).

During this class students will be introduced to the Business English course and structure. The techniques of writing motivation letter and CV will be explained and practiced during the class. Students will be introduced to business correspondence.

Тема 2. Activities (4 часа - семинар).

Companies have different activities and work in different ways. Some companies manufacture or produce goods, others provide services; retailers sell goods to the general public. Companies employ people to work for them in many kinds of jobs. Each person has responsibility for a specific area of work and a role within the team or group that they work with. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 3. Economic crisis: discussion (4 часов - семинар).

During this class students will be introduced to economic crisis on the example of the global financial crisis of 2008-2009.

Тема 4. Data (4 часа - семинар).

Information technology makes it easy to store huge amounts of data or information on computer databases. Companies and organisations collect information about people all the time. Companies conduct research into people's buying habits so that they can improve their marketing. Organisations collect data for surveillance purposes: to help stop criminal activity and increase security. Someone somewhere is recording everything we do. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 5. An introduction to presentation techniques and business writing (2 часа - семинар).

Students will be introduced to the structure, techniques and styles of presentation and business writing, to formal and informal language.

Тема 6. Etiquette (4 часа - семинар).

Etiquette is the name we give to the rules for being polite in a social group. Business etiquette is important for people who often have to make new contacts and build relationships in their work. Politeness can also help to improve the working environment for people in the same office. Some cultures and situations are formal, which means that we have to follow rules; other cultures and

situations are more informal. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 7. Corporations and success stories (4 часа - семинар).

The structure and business model of a corporation will be discussed on the example of the success stories of big corporations.

Тема 8. Image (4 часа - семинар).

Image is the general opinion most people have of a company or product. Brand image is the opinion people have of a brand. A brand usually has a name, a logo and a design which everyone can easily recognize and which helps to identify it. Marketing experts work hard to create brands and promote the brand image through advertising campaigns. This process of branding is an important part of marketing. Most customers feel happier buying a famous brand than a product they don't know. The image of the brand has to appeal to the target market. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 9. Success (4 часа - семинар).

A start-up is a new business. Many people decide to start up their own business because they have what they think is a good business idea and they want to become entrepreneurs. But it is important to prepare a good business plan before you start. You need to know if there is a demand for the products or services you want to offer. If you can finance the operation, find customers and beat the competition, you have a good chance of making a profit. Then you can call your business a success. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 10. Future (4 часа - семинар).

Man is constantly exploring new possibilities and making new discoveries. New technology will shape our future and open up new opportunities for business. But developing a new technology takes time and needs a huge amount of funding. People who want to finance new ventures need to borrow a lot of capital. But it may be difficult to persuade people to invest in a project that is very risky or doesn't have the potential to make much profit. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 11. Location (4 часа - семинар).

The location of a business can be an important factor for its growth. If a company wants to set up an office in a new location it needs to be sure that the region has good infrastructure and a stable economy. Some governments offer low taxes to attract companies to set up in developing regions. After deciding on the region or city for the new office, the company then has to find a good site for its premises. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 12. Job-seeking (4 часа - семинар).

Job-seekers look for work in the job market; employers offer jobs to people with the right qualifications and experience. People who know what kind of job they want can look at job advertisements for a suitable position. Others may go to careers advisers to ask for help in starting or managing their careers. Large companies have a Human Resources Department, which deals with recruitment and hiring employees, and also manages career development within the company.

Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 13. Selling (4 часа - семинар).

Many manufacturers sell their products through retailers, but they may also sell direct to the consumer by telephone or on the internet, or they may employ sales representatives. A lot of companies sell products and services business to business, or B2B. Product information is created in the form of flyers or catalogues and some companies send this information to large number of potential customers through the post. This method of selling is called direct mail. Marketers are always looking for ways to promote their products to new kinds of customer. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 14. Price (4 часа - семинар).

It is difficult for companies to set the price of a product. A lower price may help to increase sales, but it also reduces the profit margin. As a result, the company may have to cut costs to keep prices down. We often use graphs to show trends in prices over months or years. Studying the trends can help companies to choose the right pricing strategy for their products. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 15. Insurance (2 часа - семинар).

Many people and businesses take out insurance policies to protect against risks such as fire, accident and theft. Policyholders pay a yearly premium to the insurance company which then provides cover against financial loss. If something unexpected happens, the policyholder can make a claim and receive compensation for the loss or damage. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 16. Service (2 часа - семинар).

Customer satisfaction is an important part of company's sales strategy, so companies try to provide good customer service. That means offering high quality products and services, answering queries, making it easy for customers to order and pay for goods, and delivering on time. Companies also need to have a system for handling complaints, so that if they make a mistake or offer poor service, they can deal with the problem. Most companies train their customer service staff to deal politely with customers. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 17. Productivity (2 часа - семинар).

In manufacturing, productivity means the amount of goods produced in relation to the work, time and money needed to produce them. There are many ways for companies to improve productivity: by installing new equipment with more up-to-date technology, for example. Many manufacturers and suppliers have a system of just-in-time delivery, which reduces the cost of carrying large quantities of stock. More generally, productivity means doing something efficiently: not wasting time and resources. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 18. Creativity (2 часа - семинар).

We say that people are creative when they have new ideas that challenge the traditional ways of thinking. Creative people have innovative ideas for new products, and find imaginative ways to sell. But creativity is important in every field of business because creative thinking helps to solve problems. If you try to look at a problem from a different perspective, it may help you to find a

radical solution. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

Тема 19. Motivation (2 часа - семинар).

People work hard because they are motivated to achieve something. Many companies encourage hard work by offering higher pay and bonuses for good performance. In the past, companies rewarded long-term service and loyalty to the company. Staff were motivated by the chance of promotion to senior positions. Nowadays, companies are less hierarchical, and people change jobs more often. This means that companies have to find new ways to attract and keep talented workers – for example by creating a more exciting working environment. Reading, listening, writing and speaking exercises will be done within the described topic during the class.

6. Учебно-методическое обеспечение дисциплины

6.1. Рекомендуемая литература:

а) Базовые учебники

- Intelligent Business Coursebook: Pre-intermediate Business English. Christine Johnson, Pearson Education Limited, 2006. ISBN: 9781408256008.
- Intelligent Business Workbook: Pre-intermediate Business English. Christine Johnson, Pearson Education Limited, 2006. ISBN: 9780582846951.

б) Основная литература

- Business Builder: Intermediate. Paul Emmerson, Macmillan Publishers, 2002.
- Business One:One Intermediate Student's Book. Rachel Appleby, John Bradley, Brian Brennan, Jane Hudson. Oxford University Press, 2006.

6.2. Материально-техническое обеспечение дисциплины

Используется проектор.