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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION

**"MOSCOW POLYTECHNIC UNIVERSITY"
(MOSCOW POLYTECH)**

Faculty of Economics and Management



DISCIPLINE WORK PROGRAM

"Foreign Language of Business and Professional Communication"

Direction of training

42.04.01 Advertising and public relations

Profile

Innovative Marketing Advertising

Qualification

master

Form of study

Part-time

Moscow, 2021

1. Goals, objectives and planned learning outcomes in the discipline

The main goals of mastering the discipline “Foreign Language of Business and Professional Communication” include:

- achieving practical knowledge of a foreign language, allowing it to be used in professional, business and scientific research areas;
- formation and development of the ability to carry out research work related to the professional training of masters;
- the formation of interlingual and intercultural competencies, which, together with other disciplines, contribute to the development of special professional skills of students.

The main objectives of mastering the discipline “Foreign Language of Business and Professional Communication” include:

- students’ acquisition of knowledge and skills in working with information from foreign sources, improvement and development of acquired knowledge, skills and abilities in various types of speech activity;
- providing students with practice of the business aspect of communication within universal situations;
- familiarizing students with the lexical and grammatical aspect of scientific and technical literature;
- developing the skill of independently presenting research developments (based on a scientific article).

Training in the discipline “Foreign language of business and professional communication” is aimed at developing the following competencies in students:

Code and name of competencies	Indicators of Competency Achievement
UK-4. Able to use modern communication technologies, including in a foreign language(s), to academic and professional interaction	IUC-4.1. Establishes and develops professional contacts, carries out academic and professional interaction using modern communication technologies, including in a foreign language. IUC-4.2. Compiles and edits documentation to ensure academic and professional interaction, including in a foreign language. IUC-4.3. Demonstrates communicative competence in the conditions of research and design activities and presentation of its results at various public events, including international, including in a foreign language.

2. Place of discipline in the structure of the educational program

This course is included in the list of mandatory parts formed by participants in educational relations of block B1 “Disciplines (modules)”. The discipline “Foreign Language of Business and Professional Communication” is logically, substantively and methodologically connected with other humanitarian disciplines in the curriculum aimed at developing communication skills for academic and professional interaction using information technologies that are aimed at formation of digital consciousness of students.

3. Structure and content of the discipline

The total labor intensity of the discipline is 6 credit units (216 hours).

3.1 Types of educational work and labor intensity

(according to forms of study)

Part-time and part-time education

No.	Type of educational work	Number of hours	Semester
			1
1	Auditory lessons	14	14
	Including:		
1.1	Lectures	-	-
1.2	Seminars/practical sessions	14	14
1.3	Laboratory exercises	-	-
2	Independent work	202	202
3	Interim certification		
	Test/differential test/exam		test
	Total	216	216

3.2 Thematic plan for studying the discipline

(according to forms of study)

3.2.1. Part-time and part-time education

No.	Sections/topics of the discipline	Labor intensity, hour				
		Total	Classroom work			Independent Job
			Lectures	Seminars/practical sessions	Laboratory exercises	
1	Semester 1.					

1.1	Topic 1. Professional Business Issues	108		8			100
1.2	Topic 2. Professional Research Issues	108		6			102
Total		216		14			202

3.3 Contents of the discipline

1 semester

Topic 1: Professional Business Issues

Lexical minimum	General business vocabulary: Business industry, consumer, consumption, customer, performance, profit, revenue, entrepreneur, market, supply chain, primary/secondary/tertiary industry. Vocabulary by company structure: CEO, board of directors, shareholder, subordinate, limited liability, sole proprietorship, human resources department (HR) – to recruit, production department – to manufacture, accounting department – to pay, information technologies department (IT) – to digitalize, marketing department – to promote, sales department – to sell, research and development department (R&D) – to research and to develop. Marketing and management vocabulary: brand equity, branding, advertising, market research, a campaign, a focus group, delivery, disposal, disruption, viability, supply chain management.
Grammar	Passive Voice
Reading	Types of reading (viewing, introductory, studying)
Letter	Description of the structure of an international or domestic company.
Block development skills independent work	Preparation of a report on marketing goals and objectives. Completing the assignments of the course being studied, posted in the Moscow Polytechnic School's SDO.

Topic 2: Professional Research Issues

Lexical minimum	Title, abstract, keywords, introduction, literature review, methods and material, results, discussion, conclusion, references, Academic/practical importance, summary of the most relevant literature, main contribution, core research problem/question, specific research targets, units of analysis, outline of research structure, to review, evaluation, compilation, digest, study design, measures, procedures, primary data, secondary data, findings, implication.
Grammar	Verbals
Reading	Development of viewing and introductory reading skills using the example of a scientific article on professional topics
Speaking	Presentation of the selected section of the article based on the results of independent work.
Letter	Creating the text of a scientific article in IMRD format based on template phrases and expressions.
Block for developing independent work skills: developing search and	Analysis of the structure of an article on professional topics. Completing the assignments of the course being studied, posted in the Moscow Polytechnic School's SDO.

information processing.	
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3.4 Topics of seminars/practical and laboratory classes

3.4.1. Seminars/practical sessions

Full-time and part-time study 1 semester

Topic 1: Professional Business Issues (8 hours).

Lesson 1. Business Industries. Introduction and activation of thematic vocabulary. Conversation on the topic of the lesson.

Lesson 2. Organizational Business Structures. Introduction and activation of thematic vocabulary. Conversation on the topic of the lesson.

Lesson 3. Business Marketing. Introduction and activation of thematic vocabulary. Conversation on the topic of the lesson.

Lesson 4. Business Management. Introduction and activation of thematic vocabulary. Conversation on the topic of the lesson.

Topic 2. Professional Research Issues (6 hours).

Lesson 1. Academic Article. Types of scientific articles. Introduction to the international format (IMRD) for the text of scientific articles. The role of structural elements of a scientific article. Language of scientific articles.

Lesson 2. Development of Academic Research. Heading and its types. Annotation structure. Keyword categories. Annotation elements. Structure of the “introduction” section. The purpose of the “literature review” section: Varieties of methods for scientific work. Section goals “results” (diagrams, graphs, tables to reflect the data obtained). Structure of the “conclusion” section. Styles for creating a bibliography. Analysis of a real scientific article on professional topics from the point of view of the IMRD format.

Lesson 3. Creating a Logical Academic Paper. Preparation of the text of a scientific article based on template phrases and expressions in a foreign language.

3.5 Subjects of Coursework

Not provided.

4. Educational, methodological and information support

4.1 Regulatory documents and GOSTs

Not provided

4.2 Main literature

1. English for academic purposes. English for Academic Purposes: textbook for universities / T. A. Baranovskaya, A. V. Zakharova, T. B. Pospelova, Yu. A. Suvorova; edited by T. A. Baranovskaya. — 2nd ed., revised. and additional — Moscow: Yurayt Publishing House, 2021.

2. Stupnikova, L.V. English in international business. English in international business activities: a textbook for universities. 2nd ed., revised. and additional — Moscow: Yurayt Publishing House, 2021.

3. Stognieva, O. N. English for economists (B1–B2). English for Business Studies in Higher Education: textbook for universities / O. N. Stognieva. — Moscow: Yurayt Publishing House, 2021.

4.3 additional literature

1. Menyailo, V.V. Academic writing. Vocabulary. Developing Academic Literacy: textbook for universities / V. V. Menyailo, N. A. Tulyakova, S. V. Chumilkin. — 2nd ed., rev. and additional — Moscow: Yurayt Publishing House, 2021
2. Yakusheva, I. V. English language (B1). Introduction Into Professional English: textbook and workshop for universities / I. V. Yakusheva, O. A. Demchenkova. — 3rd ed., rev. and additional — Moscow: Yurayt Publishing House, 2021.

4.4 Electronic educational resources

Foreign Language in Professional
Activity: <https://online.mospolytech.ru/course/view.php?id=2352>

4.5 Licensed And free distributed software
not provided

4.6 Modern professional databases and information reference systems
www.Macmillandictionaries.com
www.multitran.ru
www.mdpi.com

5. Logistics support

Laptop - 1.
Smartboard - 1.

6. Guidelines

6.1 Methodological recommendations for teachers on organizing training

“Foreign Language of Business and Professional Communication” is one of the basic disciplines of any curriculum. In the modern world, without knowledge of a foreign language it is impossible to talk about comprehensive training of future specialists. The main course of this program is designed for students who have previously studied English. The leading goal of this course is to develop students’ foreign language professional and communicative competence for

academic and professional interaction in everyday, professional and scientific communication.

The course consists of practical classes and independent work, which are devoted to the development of speaking skills in business situations and the skill of analyzing scientific articles, which involves active work with text. Reading and understanding the text should be accompanied by a lexical and grammatical analysis of the English language of scientific and professionally oriented texts, a large number of oral and written tasks aimed at developing the ability to analyze the content of the text, highlight the topic, the main idea of the text and the arguments given by the author. The problematic nature of the texts will facilitate further discussion of the issues raised in the scientific article.

The structure of the course is designed taking into account the sequential movement from simple to complex. First, students are introduced to general issues of business English and professional topics, then the course moves to provisions related to the structure and language of scientific articles. The work is based on authentic texts and real scientific articles. Then the features of the structure of scientific works, their element-by-element composition, lexical and grammatical aspects of scientific and professional language are explained.

6.2 Guidelines for students on mastering the discipline

The main goal of students' independent work in the discipline "Foreign Language of Business and Professional Communication" is to prepare for practical classes and tests in the discipline. For independent work, students are offered plans for practical lessons planned for study in class, as well as a plan for completing homework to consolidate the material covered.

In preparation for practical classes, students are recommended to use the literature specified in the work program and practical lesson plans. When preparing creative assignments, the use of any relevant literature in a foreign language, including Internet resources, is encouraged.

Independent work of students in preparation for practical classes can be divided into several types. Thus, when working with foreign language texts, it is recommended to write down new words in a separate dictionary, draw up diagrams and lexical maps independently and according to a model.

When working with grammatical phenomena, students need to analyze the grammatical phenomenon being studied and complete the proposed exercises.

When preparing a message, report or analysis of an article, you must use only foreign language sources, and at least three. The purpose of this type of assignment is to learn to concisely present the essence of the texts read and to compile different sources into a single semantic whole.

7. Appraisal Fund

7.1 Methods for monitoring and assessing learning outcomes

In the learning process, the following assessment forms of students' independent work, assessment tools for ongoing monitoring of progress and intermediate certifications are used.

Estimated means of current control include:

- test.

Assessment tools for independent work include:

- analysis of the article.

Evaluation means of intermediate control include:

- oral survey, interview

Samples of tasks for ongoing monitoring, tasks for independent work of students, a sample of the final test are given in paragraph. 7.3.

7.2 Scale and criteria for assessing learning outcomes

An indicator for assessing competence at various stages of its formation is the achievement by students of the planned learning outcomes in the discipline.

UK-4- Able to apply modern communication technologies, including in foreign language(s), for academic and professional interaction

Interim certification of students in the form of a test is carried out based on the results of completing all types of academic work provided for by the curriculum for a given discipline, while taking into account the results of ongoing monitoring of progress during the semester. Assessment of the degree to which students have achieved the planned learning outcomes in the discipline is carried out by the teacher leading classes in the discipline, using the method of expert assessment. Based on the results of the intermediate certification for the discipline, a grade of pass/fail is assigned.

Only students who have completed all types of academic work provided for by the work program in the discipline "Foreign Language in the Scientific Field" are allowed to take part in the intermediate certification: completing the current test, performing independent work.

A point-rating system for assessing students is used.

Part-time and part-time education

The maximum number of points that a student can score based on the results of the semester is 100 points. Of these, 20 points evaluate the student's classroom work, 30 points evaluate the result of independent work, and 50 points fall on the intermediate certification. Classroom work: maximum 20 points

- completing homework, working in class (answering oral questions, participating in discussions) - 20 points at the end of the semester. Independent work: maximum 30 points
- completing assignments for the course being studied, posted in LMS Moodle.

Interim assessment: maximum 50 points

- test - 25 points;
- conversation with the teacher on the topics covered - 25 points.

Table of correspondence between the points scored by the student and the “pass”/“fail” grade and description of the results:

Hundred-point rating scale	Grading scale	Evaluation criteria
55 - 100	Passed	All types of educational work provided for by the curriculum have been completed. The student demonstrates compliance of knowledge, skills, and abilities with the indicators given in the tables, operates with acquired knowledge, skills, abilities, and applies them in situations of everyday and professional interaction. In this case, it may be allowed minor mistakes, inaccuracies in the selection of adequate lexical units and grammatical structures.
0 - 54	Not accepted	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete compliance of knowledge, abilities, and skills with the indicators given in the tables; significant errors are made; a lack of knowledge, abilities, and skills in the main types of speech is manifested. activities (listening, speaking, reading and writing), the student experiences significant difficulties in operating knowledge and skills when transferring them to new communication situations.

7.3 Evaluation tools

7.3.1. Current control

Test

Task 1. Fill in the words.

Chain/ flow/ raw/ final/ consumer/ network/ suppliers/

Supply management is the handling of the entire production of a good or service - starting from the components all the way to delivering the product to the . To accomplish this task, a company will create a _of suppliers (the “links” in the chain) that move the product along from the _ of raw materials to the organizations who deal directly with users.

Task 2. Choose the correct answer.

1. The format of all academic articles is
 - a. IMRD
 - b. APA
2. An original research belongs to:
 - a. primary literature
 - b. secondary literature
3. The language of academic articles must be
 - a. personal
 - b. impersonal
4. The academic article must contain minimum
 - a. 1000 words
 - b. 4000 words
5. Titles of academic articles mustn't include
 - a. keywords
 - b. abbreviations
6. An abstract should be written
 - a. before writing an article
 - b. after you have written an article
7. An abstract has a structure of
 - a. any number of paragraphs
 - b. one paragraph
8. Abstracts can be classified into
 - a. academic and non-academic
 - b. descriptive and informative
9. Keywords should be
 - a. general terms from the science
 - b. specific terms from the research
10. An introduction summarizes

- a. what is going to be described
 - b. what has already been described
11. An introduction doesn't present:
- a. summary of literature
 - b. results of the research
12. The thoughts in the introduction must be organized:
- a. from specific to broad
 - b. from broad to specific
13. Referencing to outside sources can't be included into:
- a. abstract
 - b. introduction
14. Methods illustrate
- a. how the research was conducted
 - b. what results were achieved
15. Discussion gives
- a. the final summary of the research
 - b. the reason for doing the research
16. Literature review summarizes
- a. what other researchers have done regarding the topic
 - b. what you have done regarding the topic
17. Literature review structure is presented
- a. from specific to general
 - b. from general to specific
18. Methods section describes
- a. research subjects and procedures
 - b. research targets and results
19. Measurement belong to obtaining
- a. primary data
 - b. secondary data
20. Data mining belongs to obtaining
- a. primary data
 - b. secondary data
21. Quantitative data has
- a. numerical character
 - b. descriptive character
22. Qualitative data has
- a. numerical character
 - b. descriptive character
23. The results section shouldn't describe
- a. methods
 - b. explanation of data
24. Figures and tables must be
- a. independent in the article text
 - b. cross-referenced to the article text

25. Discussion summarizes
 - a. all sections of the article
 - b. some sections of the article
26. Discussion is the most important section of the article because
 - a. it contains concise explanation of research
 - b. it contains broad explanation of research
27. A conclusion has to suggest
 - a. structure of the research done
 - b. direction for future research
28. All references in the article can be presented
 - a. alphabetically
 - b. randomly
29. There are _____ styles of referencing
 - a. 2
 - b. 4
30. Citing references help to avoid
 - a. plagiarism
 - b. antiplagiarism

Task 3. Fill in the words in the academic article abstract.

social, enterprises, marketing, efficient, aims, attracting, competition, goal, advertising, values

Abstract. Today network services (SNS) advertising is frequently utilized to communicate with consumers as it provides the best effect using low-cost media. Since the value of SNS is increasing, managers need to look for more effective methods of _ the existing SNS channels. This study to provide suggestions for customers and gaining an advantage amid the stiffness among similar golf courses. To achieve the study, a questionnaire-based survey was conducted at six golf resorts in South Korea where SNS has been used to enhance consumer experiences. The study found that SNS advertising and online word of mouth regarding golf resorts have a positive effect on emotive, social, and price. Moreover, SNS advertising for golf resorts had a positive effect on the quality function value, while online word of mouth had no effect.

7.3.2 Independent work

Plan for analyzing a scientific article on professional topics (find a finished article in the public domain):

- Title (define the type).
- Abstract (analyze all structural elements).
- Keywords (identify the area of research).

- Introduction (find all structural elements).
- Literature Review (find 3 sources and define their targets).
- Methods and materials (find the description of the research method).
- Results (find 1 chart/1 graph/1 table and find the text corresponding it).
- Conclusion (find all structural elements).
- References (define the referencing style).

7.3.3 Intermediate control

Questions for oral survey/interview Part 1.

- 1) What is business and its characteristics?
- 2) What is industry? Give its types and focus of work.
- 3) What company structures do you know? Explain their advantages and disadvantages.
- 4) What legal structure can a company have? Describe its features?
- 5) What typical departments can a company have? What tasks do they deal with?
- 6) What is marketing and its features?
- 7) What does a marketing mix consist of? Describe it.
- 8) What is the role of market research in business?
- 9) What types of corporate sales do you know? Give details.
- 10) What is a brand and its elements?
- 11) What is management and its functions?
- 12) What levels of management are accepted? Give examples of positions of staff that belongs to each level.
- 13) What styles in management do you know? Which is the best for you?
- 14) Describe any company from the point of view of its business, structure, location and market.

Part 2.

- 1) What is a research? What is the reason to make it?
- 2) What elements does an academic article consist of? What international format do they present?
- 3) What is primary and secondary data in the research?
- 4) What methods of academic research do you know? What methods are widely used for technical researches?
- 5) What is an abstract? Describe its function.
- 6) What are the references? Describe their function.
- 7) What figures can be included into the academic article? Why?
- 8) What is a literature review? Describe its function.
- 9) What is an introduction? Describe its function.
- 10) What is a conclusion? Describe its function.
- 11) Why do academic papers need keywords? Describe their function.
- 12) What are the requirements for titles of academic articles?

- 13) What features represent a good research?
- 14) What feature represent a bad research?
- 15) How can you achieve your goals in the research?