**SYLLABUS**

**Fall semester 2022-2023 academic years**

**on the educational program “**Language of business and professional communication **”**

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| **Discipline’s code** | **Discipline’s title** | **Independent work of students (IWS)** | **Number of credits** | | | | | **Number of credits** | **Independent work of student with teacher (IWST)** |
| **Lectures (L)** | **Practical training (PT)** | | **Laboratory (Lab)** | |
| **PFSRAYa 5204**  **PFSRAYa 5206** | Language of business and professional communication |  |  | 30 | |  | |  | 7 |
| **Academic course information** | | | | | | | | | |
| **Form of education** | **Type of course** | **Types of lectures** | | | **Types of practical training** | | **Form of final control**  Test, project work | | |
| Full-time | theoretical | Informative, lecture-presentation | | | test of theoretical knowledge, written tasks | |
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| **Aim of course** | **Expected Learning Outcomes (LO)\***  As a result of studying the discipline the undergraduate will be able to: | **Indicators of LO achievement (ID)**  (for each LO at least 2 indicators) |
|  | 1. to know basic language theories and hypothesis of human language origin. | ID 1.1 – understands origin of human language;  ID 1.2 – describes language families. |
| 2. to know theories of phonetics; | ID 2.1 – builds logically correct oral and written speech;  ID 2.2 – groups and systematizes lexical units according to various characteristics (semantic, word-formation and etc.) |
| 3. to analyze languages by their typological and genetic features; | ID 3.1 – uses adequate language tools to achieve communicative goals in compliance with the norms of lexical compatibility;  ID 3.2 – removes language difficulties that affect the understanding of the text content;  ID 3.3 – distinguishes between language types by different . |
| 4. to carry out phonetic analyses ; | ID 4.1 – performs phonetic analysis of sounds;  ID 4.2 – analyzes English consonant system  ID 4.3 – considers classification of vowel system |
| 5. to define parts of speech by the main criteria of discrimination. | ID 5.1 – defines parts of speech;  ID 5.2 – group parts of speech into sub categories ;  ID 5.3 – considers syllabic system of a language. |
| **Prerequisites** | «Introduction to linguistics», «General linguistics» | |
| **Post requisites** | The acquired knowledge and skills can be used to improve intercultural and professional competences. | |
| **Information resources \*\*** | **Literature:\*\***  Бурая, Е. А . Фонетика современного английского языка : теоретический курс : учебник для вузов / Е .А . Бурая, И.Е . Галочкина, Т.И. Шевченко. Изд.2-е, испр. - М.: Академия, 2008. -271 с.  2. Соколова М.А. и др. Теоретическая фонетика английского языка.- 3-е изд.,стер.- М.: Владос, 2006.- 286с.16  Шевченко Т.И. Теоретическая фонетика английского языка: Учебник/ Т.И.  3. Шевченко. - М.: Высшая школа, 2006. – 191  **Internet resources:**  Oxford learners dictionaries - http://oald8.oxfordlearnersdictionaries.com  теоретическая фонетика - http://www.linguistics.ucla.edu/people/ladefoge | |

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| **Academic policy of the course in the context of university moral and ethical values** | **Academic Behavior Rules:**  All students are required to register for the MOOC. The deadlines for completing the modules of the online course must be strictly observed in accordance with the schedule for studying the discipline. Leave in case of current MOOC or SPOC courses.  **ATTENTION!** Failure to meet deadlines results in loss of points! The deadline for each task is indicated in the calendar (schedule) for the implementation of the content of the training course, as well as in the MOOC. Leave in case of current MOOC or SPOC courses.  **Academic values:**  - Practical trainings/laboratories, IWS should be independent, creative.  - Plagiarism, forgery, cheating at all stages of control are unacceptable.  - Students with disabilities can receive counseling at e-mail \*\*\*\*\*\*\*@gmail.com. |
| **Evaluation and attestation policy** | **Criteria-based evaluation:**  assessment of learning outcomes in relation to descriptors (verification of the formation of competencies in midterm control and exams).  **Summative evaluation:** assessment of work activity in an audience (at a webinar); assessment of the completed task. |

**CALENDAR (SCHEDULE) THE IMPLEMENTATION OF THE COURSE CONTENT:**

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| --- | --- | --- | --- |
| week | Topic name | Number of hours | Max.  score\*\*\* |
| **Module 1 Title**  (the number of modules, the name of the topics, as well as their distribution by week is set by the teacher) | | | |
| 1 | **Unit 1.** Communication.Talk about what makes a good communicator. | 1 |  |
| 1 | Listening: An interview with an expert on communication Reading: A quiet word beats sending e-mail - Financial Times | 1 | 5 |
| 1 | The price of success: Make recommendations to improve communications within an electronics company Writing: e-mail  Business vocabulary in use. Advanced. | 1 | 5 |
| 2 | **UNIT2** INTERNATIONAL MARKETING | 1 | 5 |
| 2 | International brands | 1 |  |
| 2 | Henri-Claude Cosmetics - creating a global brand: Devise a TV commercial for a new eau-de-cologne Writing: action minutes  Business vocabulary in use. Advanced. | 1 | 5 |
| 3 | **UNIT3** BUILDING RELATIONSHIPS | 1 |  |
| 3 | Listening: An interview with the Head of Global Corporate Responsibility of a major company Reading: How East is meeting West - Business Week  Business vocabulary in use. Advanced. | 1 |  |
| 3 | Describing relations Multiword verbs. Al-Munir Hotel and Spa Group: Come up with a plan for improving customer satisfaction and loyalty Writing: letter  Business vocabulary in use. Advanced. | 1 |  |
| 3 | Networking | 1 | 5 |
| 4 | **UNIT4**. SUCCESS |  |  |
| 4 | What makes people/ companies successful | 1 | 5 |
| 4 | Listening: An interview with the MD of a technology development company Reading: Profile: Carlos Slim - The Telegraph  Business vocabulary in use. Advanced. | 1 | 5 |
|  | **IWST 2.** | 1 | 5 |
| 5 | UNIT 5 JOB SATISFACTION | 1 |  |
| 5 | Discuss motivational factors and do a quiz | 1 | 5 |
| 5 | Listening: An interview with the Director of HR al a major company Reading: Marriott Hotels lnternational/KPMG - The Sunday Times  Business vocabulary in use. Advanced. | 1 | 5 |
| **Module 2** | | | |
| 6 | UNIT 6. RISK. Different aspects of risk. Winton Carter Mining: Evaluate the risks of a new mining venture Writing: report | 1 |  |
| 6 | Listening: An interview with the MD of the Institute of Risk Management Reading: Internationalisation - risk or opportunity? - Financial Times | 1 | 5 |
| 6 | Reaching agreement. Business vocabulary in use. Advanced. | 1 | 5 |
| 7 | UNIT 7. MANAGEMENT STYLES | 1 |  |
| 7 | Discuss different aspects of management style | 1 | 5 |
| 7 | Listening: An interview with the author of a management book Reading: Anna Wintour/ Jim Buckmaster - CBS/ Times on/ine | 1 | 5 |
| 7 | IWST 3. | 1 | 5 |
|  | **LEVEL CONTROL 1** |  | **100** |
| 8 | U NIT 8. TEAM BUILDING. Motivating the sales team: Work out an action plan for improving the motivation of a sales team Writing: letter | 1 |  |
| 8 | Working in teams and do a quiz | 1 | 5 |
| 8 | Listening: An interview with the founder of a team-building company Reading: Recipes for team building - Financial Times | 1 | 5 |
| 9 | UNIT9 RAISING FINANCE | 1 | 5 |
| 9 | how and where finance can be raised. Listening: An interview with the MD of a private equity firm Reading: No more easy money - Financial Times | 1 | 5 |
| 9 | Last throw of the dice: Negotiate finance for a new film Writing: summary  Business vocabulary in use. Advanced. | 1 | 5 |
| 10 | UNIT 10 CUSTOMER SERVICE | 1 |  |
| 10 | Discuss factors in and importance of customer service | 1 | 5 |
| 10 | Listening: An interview with the manager of a top restaurant Reading: Customer service is changing the world: Up close and global - Financial Times | 1 | 5 |
| 10 | **IWST 4.** |  | **5** |
|  | **Module 3** | 1 |  |
| 11 | UNIT 11. CRISIS MANAGEMENT | 1 |  |
| 11 | Listening: An interview with a professor of ethics and social responsibility Reading: How not to take care of a brand I Expect the unexpected - Financial Times | 1 | 5 |
| 11 | In Range: Plan a press conference to defend criticism of a video game Writing: article/report | 1 | 5 |
| 12 | UNIT 12 MERGERS AND ACQU ISITIONS | 1 |  |
| 12 | Define and discuss acquisitions, mergers and joint ventures | 1 | 5 |
| 12 | Listening: An interview with the Director of an M&A research centre Reading: Green targets - Corporate Knight | 1 | 5 |
| 12 | IWST 5. | 1 | 5 |
| 13 | Rinnovar International: Present recommendations for an acquisition Writing: report | 1 |  |
| 13 | Business Vocabulary in use | 1 | 5 |
| 13 | Business Vocabulary in use. Revision. | 1 | 5 |
| 13 | Business Vocabulary in use | 1 | 5 |
| 14 | Business Vocabulary in use |  |  |
| 14 | Business Vocabulary in use. Test | 1 | 5 |
| 14 | Business Vocabulary in use Test. | 1 | 5 |
| 15 | Project work presentations | 1 |  |
| 15 | Project works | 1 | 5 |
| 15 | Project works | 1 | 5 |
| 15 | **IWST 7. Consultation on examination issues** | 1 |  |
|  | **LEVEL CONTROL 2** |  | **100** |

Dean Zholdasbekova B.O.

Head of Department Avakova R.A.

Lecturer Konyrbekova T.O

**NOTE:**

The total volume of the syllabus is no more than 5 pages, font 10, Times New Roman

\* LO is based on cognitive (1-2), functional (2-3), systemic (1-2) competencies, total 4-7.

The types and number of competencies (out of 5) are compiled according to the level of education.

\*\* Give no more than 5-7 sources of literature (full bibliographic description), in depth for the last 10 years. (in exceptional cases, 20-30% of irreplaceable classical textbooks), for natural directions - 10 years. Humanitarian direction -5 years

Literature and resources:

1. Basic literature

2. Additional reading

3. Software

4. Internet resources

5. Professional databases

\*\*\*Spreading the assessment of students' knowledge is at the discretion of the compilers of the syllabus.

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