

**AL-FARABI KAZAKH NATIONAL UNIVERSITY**  
**Faculty of Philology**  
**Department of Turkology and Theory of language**

**PROGRAM OF FINAL EXAMINATION OF THE DISCIPLINE**

**Code: YaDPO 4311, 99481**

Educational programme "Language of Business and Professional communication"  
Bachelor programme

Course – 4  
Semester – 7  
Number of credits – 5

**Almaty 2024**

# 1. THE THEMATIC PROGRAM OF THE DISCIPLINE

**The Aim of discipline:** The purpose of the discipline: to develop students' professional competencies in the field of business relations. The discipline is aimed at studying the norms of formal and business style, the rules of business communication, presentations in a foreign language, and is aimed at teaching the rules of business documentation, general and special vocabulary of business relations

**.Learning Outcomes in the discipline:**

- Mastering formal and professional language used in business environments.
- Improved clarity, conciseness, and coherence in writing emails, reports, and business documents.
- Gaining confidence in delivering clear and persuasive presentations.
- Learning effective techniques for negotiating, influencing, and problem-solving in English.
- Developing an understanding of common business vocabulary related to marketing, finance, management, and international trade.
- Learning how to structure formal business letters, proposals, and reports.
- Improving accuracy in grammar, punctuation, and tone suited to different business contexts.;
- Familiarity with professional behavior, such as meeting protocols, addressing colleagues, and dressing appropriately

## **Main topics studied in the discipline**

### **MODULE 1**

what makes a good communicator.

An interview with an expert on communication Reading: A quiet word beats sending e-mail - Financial Times

International brands

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.

Describing relations Multiword verbs. Al-Munir Hotel and Spa Group: Come up with a plan for improving customer satisfaction and loyalty Writing: letter

Networking

Module

What makes people/ companies successful

Discuss motivational factors and do a quiz

Evaluate the risks of a new mining venture Writing: report

An interview with the MD of the Institute of Risk Management Reading: Internationalisation - risk or opportunity? - Financial Times

Discuss different aspects of management style

An interview with the author of a management book Reading: Anna Wintour/ Jim Buckmaster - CBS/

Motivating the sales team: Work out an action plan for improving the motivation of a sales team Writing: letter

Working in teams and do a quiz

Reading: Recipes for team building - Financial Times

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

Last throw of the dice: Negotiate finance for a new film Writing: summary

Business vocabulary in use. Advanced.

### **CUSTOMER SERVICE**

Discuss factors in and importance of customer service

Listening: An interview with the manager of a top restaurant Reading: Customer service is changing the world: Up close and global - Financial Times

### **CRISIS MANAGEMENT**

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

In Range: Plan a press conference to defend criticism of a video game Writing: article/report

### **MERGERS AND ACQUISITIONS**

Define and discuss acquisitions, mergers and joint ventures

An interview with the Director of an M&A research centre Reading: Green targets - Corporate



## List of recommended sources

### Literature:

#### Main literature

Literature:\*\*

Market Leader. Upper Intermediate. David Cotton., David Falvey., Simon Kent. Peardson Education Limited. 2012.

Business Vocabulary in Use. Advanced. Bill Mascull. Cambridge University Press. 2017.

Internet resources:

Oxford learners dictionaries - <http://oald8.oxfordlearnersdictionaries.com>

## 2. METHODOLOGICAL INSTRUCTION FOR FINAL EXAMINATION: STANDARD WRITTEN EXAMINATION (OFFLINE)

**2.1. Exam format:** Standard written examination (offline). **Platform:** IS Univer.

**2.2. The purpose of the written exam** is to demonstrate the learning outcomes, skills and competencies acquired during the study of the discipline, the ability to logically express one's thoughts in writing, and argue one's point of view.

### **2.3. Expected results of the exam tasks:**

One written exam card contains 3 questions that identify learning outcomes for the course studied and are assessed according to the criteria described below:

Question 1 - Criterion 1. Knowledge of the theory and concept of the course; logic of presentation. Criterion 2. Understanding and confirmation with examples of the theoretical principles presented in the course content.

Question 2 - Criterion 3. Application of the selected methodology and technology to written practical tasks. Criterion 4. Disclosure and solution of the main problem given in the practical task.

Question 3 - Criterion 5. Evaluation and written critical analysis of the applicability of the chosen methodology to the proposed practical task. Criterion 6. Justification of the result obtained from one's own practice.

### **2.4. The examination procedure.**

2.4.1. The standard written offline exam is conducted in accordance with the approved schedule.

2.4.2. 15 minutes before the start of the offline written exam, the teacher on duty checks the students' identities using their ID cards, and seats the students in the seats indicated on the attendance sheets.

2.4.3. In the event that a substitute person appears at the offline written exam, the teacher on duty draws up a corresponding report of violation of these Rules.

2.4.4. Late students will not be allowed to take the exam.

2.4.5. During the exam, the teacher on duty monitors students' compliance with the rules of conduct in accordance with the approved instructions.

2.4.6. At the end of the time allotted for the exam (2 astronomical hours), the teacher on duty:

1) collects examination papers;

2) puts in each work a sign of the end of writing the work in the answer sheets - the letter X;

3) provides answer sheets along with attendance sheets for encryption to a specialist from the dean's office.

2.4.7. In case of delay in providing work for encryption to a specialist from the dean's office, a corresponding act is drawn up with subsequent prosecution of the perpetrators.

2.4.8. During the exam, students are prohibited from carrying and/or using *cheat sheets, cell phones, smart watches* and other technical and other means that can be used for *unauthorized access to auxiliary information*. It is prohibited to talk with other students and strangers, or to write down your full name and/or other identifying information in your answers.

2.4.9. If a student appears for the exam and refuses to answer the ticket, passing the exam will be graded as an "F."

2.4.10. If there is no good reason, failure to appear for the exam will be assessed as an "F".

2.4.11. If a student violates one or more of these points, an Act of cancellation of the examination work (hereinafter referred to as the Act) is filled out, and a grade of "F" ("unsatisfactory") is assigned for the discipline.

2.4.12. For repeated violation of these Rules during the exam, the student is presented for consideration by the Faculty Council on Ethics.

2.4.13. The final grade for the discipline can be canceled within 1 month after the exam, if a student is found to have violated the instructions for conducting final control using distance learning technologies and/or rules of behavior during the exam: using cheat sheets, cell phones, negotiating, etc. based on recordings from surveillance cameras with filling out the Report. The act cannot be annulled or appealed.

2.4.14. All violations during exams are recorded in the student's transcript.

### **3. EVALUATION POLICY.**



**RUBRICTOR FOR CRITERIAL ASSESSMENT OF FINAL EXAMINATION** Platform: IS Univer

Discipline: Language of Business and Professional communication. Form: Standard written examination (offline).

№	Score	DESCRIPTORS				«Unsatisfactory»	
		«Excellent» 90-100 %	«Good» 70-89 %	«Satisfactory» 50-69 %	25-49 %	0-24 %	
<b>Question 1</b>	<b>Criterion 1.</b> Knowledge of the theory and concept of the course; logic of presentation.	An "excellent" grade is given for an answer that contains an exhaustive explanation of the question, a detailed argumentation for each conclusion and statement, is constructed logically and consistently, and is supported by examples from the developed classroom topics.	A "good" grade is given for an answer that contains a complete but not exhaustive coverage of the issue, an abbreviated argumentation of the main points, and allows for a violation of the logic and sequence of presentation of the material. The answer contains stylistic errors and inaccurate use of terms.	A "satisfactory" grade is given for an answer that contains incomplete coverage of the questions proposed in the ticket, superficially argues the main points, and allows for the presentation, violations of the logic and sequence of presentation of the material.	An "unsatisfactory" grade is given for incorrect coverage of the questions posed, erroneous argumentation, factual and verbal errors, and for the assumption of an incorrect conclusion.	An "unsatisfactory" grade is also given for ignorance of basic concepts and theories; for violation of the Rules for final control.	
	<b>Criterion 2.</b> Understanding and confirmation with examples of the theoretical principles presented in the course content.	A comprehensive answer with illustrated examples was given to the question; the answer is presented in literate scientific language; all terms and concepts are used correctly and explained correctly.	The answer is not fully supported by specific examples. There are some inaccuracies.	The student does not illustrate theoretical concepts with examples from the developed class notes.	Key concepts for the training course contained in questions are interpreted with significant errors.	The student does not provide examples to support the main theoretical principles of the course.	
<b>Question 2</b>	<b>Criterion 3.</b> Application of the selected methodology and technology to written practical tasks. Criterion 4. Disclosure and solution of the main problem given in the practical task.	Excellent completion of the training assignment, a detailed, reasoned written answer to the question posed, followed by solving practical problems of the course.	Partial completion of the educational assignment, incomplete, sometimes reasoned answer to the question posed with an incomplete solution to the practical problems of the course; iliterate use of scientific language norms in the course.	The material is presented in fragments, in violation of logical sequence, factual and semantic inaccuracies are made, and theoretical knowledge of the course is used superficially.	An irrational method of solving a task or an insufficiently thought-out answer plan; inability to solve problems, perform tasks in general; making mistakes and omissions that exceeds the norm.	Inability to apply knowledge and algorithms to solve tasks; inability to draw conclusions and generalizations. Violation of the Rules for final control.	
	<b>Criterion 4.</b> Disclosure and solution of the main problem given in the practical task.	Scientific concepts are freely applied to the task at hand, followed by a logical and evidence-based disclosure of the main problem.	The student's knowledge is adapted; the answers are weak structured, the answer contains minor factual errors, which he can correct independently, thanks to a leading question.	There is no meaningfulness of the material provided, there is no understanding of interdisciplinary connections.	The student finds it difficult to answer most of the additional questions on the content of the exam or does not give the correct answers.	The student did not fully understand the material. Violation of the Rules for final control.	
<b>Question 3</b>	<b>Criterion 5.</b> Evaluation and written critical analysis of the applicability of the	Consistent, logical and correct justification of scientific principles and the applied methodology and	3-4 inaccuracies in the use of conceptual material, minor errors in generalizations and conclusions are allowed, which	There are conclusions on the applicability of substantiated scientific provisions are vague and unconvincing; there are	The task was completed with gross mistakes, the answers to the questions were incomplete, the conceptual	The task has not been completed, there are no answers to the questions posed, materials and analysis	





Based on percentage obtained during the calculation, we can compare the score with the rating scale.

Thus, with this calculation, the project will be rated **72 points "Good"** in accordance with the point-rating letter system for assessing educational achievements

students with their transfer to the traditional grading scale and ECTS.

Zholdasbekova B.O.



Sarsenbay Zh.A.

Avakova R.A.

Konyrbekova T.O.

Dean  
Chair of the Academic Committee  
on the Quality of Teaching and Learning  
Head of Department  
Lecturer