



APPROVED

Vice-rector for educational activities

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## Иностранный язык / Foreign Language

### Syllabus of the course

Specialization	38.03.02 Management
Specialization	Business management and digital innovations
Level of higher education	Bachelor
Form of training	Full-time
Year of enrolment	2023
Authored by:	
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Total number of hours	216	<b>Form of final attestation</b> Test: term 1 Exam: term 2
incl:		
contact work	96	
self-study	84	
practical training	0	
control hours	36	

#### Hours distribution:

Semester:	1,2
Type of activity	Hours
Contact hours	
Practical training	96
Laboratory work	
<b>Total contact hours</b>	<b>96</b>
Self-study	84
Control hours	36
<b>Total academic hours</b>	<b>216</b>
<b>Total credits</b>	<b>6</b>

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## 1. OBJECTIVES OF MASTERING THE DISCIPLINE

<b>Target:</b>	Further development of communicative competence in foreign language speech (linguistic, pragmatic (achieving communicative goals), socio-cultural, strategic).
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## 2. PLACE OF THE DISCIPLINE IN THE STRUCTURE OF THE EDUCATIONAL PROGRAM

Discipline B1.O Foreign language refers to the compulsory part of Block 1.

## 3. PLANNED LEARNING OUTCOMES IN THE DISCIPLINE

Code and name of graduate competence	Code and name of the competency achievement indicator	Planned learning outcomes for the discipline
UC-4 - Capable of carrying out business communication in oral and written forms in the state language of the Russian Federation and foreign language(s)	UC-4.1 - Selects in the state language of the Russian Federation and/or foreign languages(s) communicatively acceptable style and means of interaction with business partners in oral and written forms	<p>Know: the lexical and grammatical minimum in the volume necessary for working with foreign-language texts; features of building and conducting business communication in the language being studied; rules and features of speech etiquette of the language being studied, interpersonal and business communication</p> <p>To be able to: logically correctly and clearly construct oral and written speech in a foreign language in the process of communication; use knowledge of a foreign language for business communication in oral and written form in the studied language; conduct interpersonal and business communication</p> <p>To possess: a set of set phrases and expressions necessary for communication; skills of competent writing and speaking in the language being studied; skills of using a communicatively acceptable style and means of interaction</p>

## 4. STRUCTURE AND CONTENT OF THE DISCIPLINE\*

Number and name of topics and/or sections/topics	Contents of the discipline	Academic hours			
		Contact work			Self-study
		Lectures	Practice	Workshops	

Topic 1. Brands.	<p>1.Characteristics of goods and services. Brands. Familiarization with the lexical material on the topic in the volume necessary for reading and communicating in a foreign language. Stylistic design of foreign language speech: the concept of colloquial-literary, official-business, scientific styles. Concepts of styles. Main features of scientific style. Comparative characteristics of different styles. Developing writing skills. Written implementation of communicative intentions (request for information/data, informing, offering, encouraging action, expressing a request, agreement/disagreement, refusal, apology, claim, gratitude). 2.Brand promotion. Factors taken into account when creating a brand. Developing writing skills. Written implementation of communicative intentions (request for information/data, informing, offering, encouraging action, expressing a request, agreement/disagreement, refusal, apology, claim, gratitude). Stylistic and genre features of written statements. 3. Brand creation issues. Teaching students to read and review texts on academic and scientific topics. 4. Description of the main characteristics of a well-known brand. Understanding dialogic and monologue speech in everyday and professional communication. Perception of dialogic and monologue foreign language speech at a natural pace in basic communicative situations (authentic monologues and dialogic texts, including professionally oriented ones), with varying completeness and accuracy of understanding their content; understanding of a monologue lasting up to 3 minutes 5. The concept of a marketing mix. Developing skills in working with authentic works of speech based on linguistic and regional studies 6. Product positioning and rebranding. Developing skills in working with authentic works of speech based on texts of a linguistic and cultural nature, including newspaper texts, advertisements, text information obtained from the Internet (study, familiarization, search and viewing reading, working with a dictionary, conveying a summary, detailed retelling, drawing up detailed plans and notes).</p>		24		30
Topic 2. Advertising.	<p>1. Advertising as the main element of product promotion. Familiarization with the lexical material on the topic in the volume necessary for reading and communicating in a foreign language. Developing writing skills. Stylistic and genre features of written statements. 2. Main advertising tools. Teaching students to read and summarize texts on educational and scientific topics. 3.</p>		24		30

	Advertising methods and techniques. Developing dialogic and monologue speech in the field of professional communication. Perception of dialogic and monologue foreign language speech at a natural pace in basic communicative situations (authentic monologues and dialogic texts, including professionally oriented ones), with varying completeness and accuracy of understanding their content; understanding of a monologue up to 3 minutes long. 4. Features of an advertising campaign for various goods and services. Developing skills in working with authentic works of speech based on linguistic and regional studies. 5. Advertising campaign stages. Developing skills in working with authentic speech works based on texts of a linguistic and cultural nature, including newspaper texts, advertisements, text information obtained from the Internet (study, familiarization, search and viewing reading, working with a dictionary, conveying a summary, detailed retelling, drawing up detailed plans and notes). 6. Sponsorship as a type of advertising. Development of dialogic and monologue speech in the field of professional communication.				
Topic 3. Organization.	1. Three sectors of the economy. Familiarization with vocabulary on the topic in the volume necessary for reading and communicating in a foreign language. Developing business writing skills. 2. Types of organizations and their features. Teaching students to read and summarize texts on educational and scientific topics. 3. Organizational structure of companies. Developing skills in working with authentic works of speech based on texts of a linguacultural nature, including newspaper texts, advertisements, text information obtained from the Internet (study, familiarization, search and browsing reading, working with a dictionary, conveying a summary, detailed retelling, drawing up detailed plans and notes). 4. Characteristics of successful organizations. Developing writing skills. Written implementation of communicative intentions (request for information / data, informing, suggesting, encouraging action, expressing a request, agreement / disagreement, refusal, apology, claim, gratitude). 5. Description of duties of specialists of various departments. Development of dialogic and monologue speech in the sphere of professional communication. 6. Methods of motivating employees. Development of skills of studying, familiarization, search and viewing reading, development of skills of working with a dictionary		12		6
Topic 4. Culture.	1. The concept of culture. Factors influencing		12		6

	<p>culture. Familiarization with the lexical material on the topic in the volume necessary for reading and communicating in a foreign language. Developing business writing skills. 2. Intercultural communication. Teaching students to read and summarize texts on educational and scientific topics. 3. Peculiarities of the business culture of European countries. Developing skills in working with authentic works of speech based on texts of a linguacultural nature, including newspaper texts, advertisements, text information obtained from the Internet (study, familiarization, search and browsing reading, working with a dictionary, conveying a summary, detailed retelling, drawing up detailed plans and notes). 4. Intercultural features of negotiating. Developing writing skills. Written implementation of communicative intentions (request for information/data, informing, offering, encouraging action, expressing a request, agreement/disagreement, refusal, apology, claim, gratitude). 5. Business etiquette. Developing skills in perceiving dialogic and monologue foreign language speech at a natural pace in basic communicative situations (authentic monologue and dialogic texts, including professionally oriented ones), with varying completeness and accuracy of understanding their content; understanding a monologue lasting up to 3 minutes of sounding 6. Description of the culture of a particular country. Developing skills in studying, familiarization, search and viewing reading, developing skills in working with a dictionary</p>				
Topic 5. Change.	<p>1. Types of changes in everyday and business spheres. Familiarization with the lexical material on the topic in the volume necessary for reading and communicating in a foreign language. Developing business writing skills. 2. Change management. Developing the skills of perceiving dialogic and monologue foreign language speech at a natural pace in the main communicative situations (authentic monologue and dialogic texts, including professionally oriented ones), with varying completeness and accuracy of understanding of their content; understanding of a monologue utterance up to 3 minutes long. 3. Perception of changes in companies. Developing the skills of working with authentic works of speech based on texts of a linguacultural nature, including newspaper text, advertisements, text information obtained from the Internet (study, introductory, search and browsing reading, working with a dictionary, conveying a summary, detailed retelling, drawing up detailed plans and</p>		12		6

	notes). 4. Main stages of changes. Teaching students to read and review texts on academic and scientific topics. 5. Change strategy. Developing writing skills. Written implementation of communicative intentions (request for information/data, informing, suggesting, encouraging action, expressing a request, agreement/disagreement, refusal, apology, complaint, gratitude). 6. Analysis of company reorganization. Developing skills of studying, familiarization, search and viewing reading, developing skills of working with a dictionary				
Topic 6. Innovation.	1. Innovations as a factor of economic growth. Familiarization with the lexical material on the topic in the volume necessary for reading and communicating in a foreign language. Development of business writing skills 2. Managing changes in the company. Developing the skills of perceiving dialogic and monologue foreign language speech at a natural pace in the main communicative situations (authentic monologue and dialogic texts, including professionally oriented ones), with varying completeness and accuracy of understanding of their content; understanding of a monologue up to 3 minutes long 3. Characteristics of an innovative project. Developing the skills of working with authentic works of speech based on texts of a linguacultural nature, including newspaper texts, advertisements, text information obtained from the Internet (study, introductory, search and browsing reading, working with a dictionary, conveying a summary, detailed retelling, drawing up detailed plans and notes). 4. Main types of innovations. Product innovations. Teaching students to read and review texts on academic and scientific topics. 5. Main types of innovations. Process innovations. Developing writing skills. Written implementation of communicative intentions (request for information/data, informing, suggesting, encouraging action, expressing a request, agreement/disagreement, refusal, apology, complaint, gratitude). 6. Sustainable development. Developing skills of studying, familiarization, search and viewing reading, developing skills of working with a dictionary		12		6
<b>Control:</b>					<b>36</b>
<b>Total for the discipline:</b>		<b>0</b>	<b>96</b>	<b>0</b>	<b>84</b>

## 5. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### 5.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Electronic resources
Arkharova, Daria Arnoldovna. Market challenger 3rd edition: a tutorial. Part 1 / D.A. Arkharova; Ministry of Science and Higher Education of the Russian Federation, St. Petersburg State University of Economics, Dept. of English Language, No. 1. St. Petersburg: Publishing house of SPbGEU, 2021. 1 file (260 Kb).	<a href="https://opac.unecon.ru/elibrar ... challenger%203rd%20Edition_1.pdf">https://opac.unecon.ru/elibrar ... challenger%203rd%20Edition_1.pdf</a>
Arkharova, Daria Arnoldovna. Foreign language (English): Market challenger 3rd edition. Part 2. (38.03.01 Economics): for 2nd year students: textbook / D.A. Arkharova; Ministry of Science and Higher Education of the Russian Federation, St. Petersburg State University of Economics, Dept. of English Language N 1. St. Petersburg: Publishing house of SPbGEU, 2021. 1 file (700 Kb).	<a href="https://opac.unecon.ru/elibrar ... challenger%203rd%20Edition_2.pdf">https://opac.unecon.ru/elibrar ... challenger%203rd%20Edition_2.pdf</a>

### 5.2 List of licensed and freely distributed software, including domestically produced

- 7-Zip
- LibreOffice
- OS Alt education 10

### 5.3 List of information reference systems (IRS) and modern professional databases (MPDB)

No.	Name of SPBD/ISS
1.	Electronic library Grebennikon.ru – <a href="http://www.grebennikon.ru">www.grebennikon.ru</a>
2.	Scientific electronic library eLIBRARY – <a href="http://www.elibrary.ru">www.elibrary.ru</a>
3.	Scientific electronic library CyberLeninka – <a href="http://www.cyberleninka.ru">www.cyberleninka.ru</a>
4.	Database POLPRED Directories – <a href="http://www.polpred.com">www.polpred.com</a>
5.	OECD Books, Papers & Statistics database on the OECD iLibrary platform <a href="http://www.oecd-ilibrary.org">www.oecd-ilibrary.org</a>
6.	Legal reference system ConsultantPlus (installed resource SPbSUE or <a href="http://www.consultant.ru">www.consultant.ru</a> )
7.	Reference legal system "GARANT" (installed resource of SPbGEU or <a href="http://www.garant.ru">www.garant.ru</a> )
8.	Information and reference system "Code" (installed resource SPbSUE or <a href="http://www.kodeks.ru">www.kodeks.ru</a> )
9.	Electronic library system BOOK.ru - <a href="http://www.book.ru">www.book.ru</a>



10.	Electronic library system EBS URAYT – <a href="http://www.urait.ru">www.urait.ru</a>
11.	Electronic library system ZNANIUM (ZNANIUM) – <a href="http://www.znanium.com">www.znanium.com</a>
12.	Electronic library of SPbGEU – <a href="http://opac.unecon.ru">opac.unecon.ru</a>

## 6. LOGISTIC AND TECHNICAL SUPPORT OF DISCIPLINE

To implement this discipline, there are special rooms for conducting lecture-type classes, seminar-type classes, course design (completion of coursework), group and individual consultations, ongoing monitoring and midterm assessment, as well as rooms for independent work.

The premises are equipped with equipment and technical teaching aids.

The rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.

Name of classrooms, list	Address (location) of classrooms
Audience 2021 Laboratory "Laboratory Complex" Specialized furniture and equipment: Educational furniture for 22 seats (22 computer desks, 22 black chairs) Educational furniture for 42 seats (21 desks) Teacher's workplace (1 computer desk) 3-section chalk board 1 pc., marker board on wheels 1 pc., clock 1 pc., lectern 1 pc., table 1 pc., nightstand 1 pc., iso chair 4 pcs., hanger stand 2 pcs., blinds 3 pcs. Computer i5-8400/8GB/500GB_SSD/Viewsonic VA2410-mh - 23 pcs., Installation of demonstration educational films - 1 pc., Computer complete with system unit Intel pentium x2 g3250 keyboard + mouse L (hard drive 500 GB, monitor Philips 21.5 ') - 1 pc. Sets of demonstration equipment and teaching aids: multimedia applications for lecture courses and practical classes, interactive teaching aids.	191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R"
Audience 2061 Classroom (for lectures and seminars, course design (coursework), group and individual consultations, ongoing monitoring and midterm assessment) equipped with a multimedia complex. Specialized furniture and equipment: Classroom furniture for 80 seats, teacher's workstation, table - 1 pc., chalkboard (3-section) - 1 pc., lectern - 1 pc., chairs - 2 pcs. Portable multimedia kit: HP 250 G6 1WY58EA Notebook, LG PF1500G Multimedia Projector. Sets of demonstration equipment and teaching aids: multimedia applications for lecture courses and practical classes, interactive teaching aids.	191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R"
Audience 2068 Classroom (for lectures and seminars, course design (coursework), group and individual consultations, ongoing monitoring and midterm assessment) equipped with a multimedia complex. Specialized furniture and equipment: Classroom furniture for 94 seats, teacher's workstation, marker board - 1 pc., lectern - 1 pc., table - 1 pc., chair - 2 pcs.,	191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R"

Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" computer - 1 pc., JBL CONTROL 25 WH acoustic system - 2 pcs., DRAPER 96 electric screen - 1 pc., Acoustic system - 1 pc., Magnetic marker board 100*200 - 1 pc., Panasonic PT-VX610E multimedia projector - 1 pc. Sets of demonstration equipment and teaching aids: multimedia applications for lecture courses and practical classes, interactive teaching aids.	
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## **7. METHODOLOGICAL INSTRUCTIONS FOR STUDENTS TO MASTER THE DISCIPLINE**

When starting to study the discipline, the student must familiarize themselves with the following documents:

- educational and methodological documentation;
- local regulations governing the main issues of organizing and implementing educational activities, including those regulating the procedure for conducting ongoing monitoring of academic performance and midterm assessment of students;
- schedule of consultations for faculty members.

The level and depth of mastering the discipline are determined by the active and systematic work of students in lectures, seminar-type classes, and independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for high-quality mastering of the discipline is the effective organization of work, which allows for the even distribution of the academic load in accordance with the schedule of the educational process.

In preparation for classes, students are given the opportunity to attend consultations with the faculty of SPbGEU according to the schedule established in the consultation schedule.

The students' in-class and out-of-class work should be aimed at developing:

- fundamental foundations of students' worldview and natural science knowledge;
- basic knowledge corresponding to the direction of training and the declared professional field, forming a target and professional basis for training personnel;
- professional competencies aimed at meeting the needs of the labor market;
- individual trajectory through the acquisition of a unique set of professional competencies that complement the student's competency model, due to the focus on specific professional specialized areas of knowledge determined by representatives of the labor market;
- meta-skills of students, such as: teamwork and leadership, data analysis, digital skills, project development and implementation, intercultural interaction.

## **8. FEATURES OF MASTERING THE DISCIPLINE FOR DISABLED PEOPLE AND PERSONS WITH LIMITED HEALTH CAPABILITIES**

The training of students with disabilities, if necessary, is carried out on the basis of an adapted work program using special teaching methods and didactic materials compiled taking into account the characteristics of the psychophysical development, individual capabilities and health status of such students (student).

In order to master the curriculum of the discipline by disabled people and people with limited health capabilities, the University provides:

- for disabled people and people with limited health capabilities due to vision: posting reference information about the schedule of classes in places accessible to students who are blind or visually impaired, and in an adapted form; the presence of an assistant providing the student with the necessary assistance; issuing alternative formats of methodological materials (large font or audio files);
- for disabled people and people with limited hearing: reproduction of information using appropriate sound means;
- for disabled people and people with limited health capabilities who have musculoskeletal disorders: the possibility of unimpeded access of students to classrooms, toilets and other premises of the department, as well as staying in the said premises.

Students with disabilities and individuals with special educational needs are provided with printed and/or electronic educational resources in forms adapted to their health limitations. Education of students with special educational needs can be organized both together with other students and in separate groups or in separate organizations.

## ASSESSMENT TOOLS FUND

### 1.1 Test questions and assignments for the midterm assessment

- 1 BRANDS
- 2 What are the key characteristics of branded goods? What strategies do companies use while branding consumer goods? 2. Define consumer marketing and describe the key elements of a company's marketing plan(the Ps)
- 3 ADVERTISING
- 4 Advertising media and methods. Advantages and disadvantages.
- 5 Successful advertising campaign.
- 6 ORGANIZATION
- 7 What makes a company the best workplace? (key characteristics of successful companies)
- 8 How can companies improve productivity at workplace and motivate their employees?
- 9 CHANGE
- 10 Which factors should managers consider while planning and managing change in an organization?
- 11 Describe the changes that have taken place in a company you know well.
- 12 CULTURE
- 13 What is the role of cultural awareness in business?
- 14 How can big international companies deal with cultural differences?
- 15 QUALITY
- 16 What are the key characteristics of high-quality goods? What is the concept of quality? 2. What is TQM and its main principles?

### 1.2 Topics of written works

The work program does not provide for this discipline.

### 1.3 Checkpoints

Checkpoint number	Checkpoint type	Method of implementation	Topic numbers
1	Test	orally	1
2	Test	orally	2
3	Current control	with the help of technical means and information systems	1-2
4	Test	orally	3-4
5	Test	orally	5-6
6	Current control	with the help of technical means and information systems	3-6

### 1.4 Other objects of assessment

The work program does not provide for this discipline.

### 1.5 Independent work of the student

Titles of independent work	Topic numbers
Doing homework	1-6
Preparing for the exam	1-6

### 1.6 Result assessment scale

The assessment scales and procedures for assessing learning outcomes in a discipline are regulated by the Regulation on the current monitoring of academic performance and midterm assessment of students in higher education programs and the Regulation on the point-rating system.

To assess the development of learning outcomes in a discipline, a point-rating system of student performance is used:

The form of final assessment for the discipline is an exam (or differentiated test), the final grade is formed in accordance with the scale given in the table below:

Points	Grade
$\leq 54$	unsatisfactory
55-69	satisfactorily
70-84	Fine
$\geq 85$	Great

### Result assessment scale

2 (score up to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements for the task are not met. Primary perception of the material is demonstrated. The work is unfinished and/or it is plagiarism.
3 (score 55-69)	Demonstrates partial understanding of the problem. Most of the requirements for the task are met. Mastery of the elements of the given material. The completed material is generally understandable and holistic.
4 (score 70-84)	Demonstrates significant understanding of the problem in the assigned discipline. All requirements for the assignment have been met. The content of the completed tasks is disclosed and examined from different points of view.
5 (score 85-100)	Demonstrates a complete understanding of the problem. All requirements for the task are met. Demonstrated confident mastery of the discipline material. Completed tasks are holistic, completed in full, structured, present different points of view, demonstrated a creative approach.