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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

PROFESSIONAL FOREIGN LANGUAGE (ELECTIVE)

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

INTERNATIONAL MARKETING

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(s)

The discipline "Professional Foreign Language (elective)" is part of the master's program "International Marketing" in the direction 38.04.02 "Management" and is studied in the 1st, 2nd, and 3rd semesters of the 1st and 2nd years. The discipline is implemented by the Department of Foreign Languages. The discipline consists of 7 sections and 44 topics and is aimed at studying The course is aimed at acquiring theoretical and practical knowledge in business and professional foreign language.

The goal of mastering the discipline is the improvement and further development of foreign language professional communicative competence, which consists of acquired knowledge, developing abilities and skills necessary for adequate and effective communication in various fields of professional and scientific activity.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Professional Foreign Language (elective)" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-4	Able to apply modern communication technologies in the official language of the Russian Federation and a foreign language(s) for academic and professional interaction	GC-4.1 Chooses the style of business communication, depending on the language of communication, the purpose and conditions of the partnership; GC-4.2 Adapts speech, communication style and sign language to interaction situations; GC-4.3 Searches for the necessary information to solve standard communication tasks in Russian and a foreign language.; GC-4.4 Conducts business correspondence in Russian and a foreign language, taking into account the stylistics of official and unofficial letters and socio-cultural differences in the format of correspondence.; GC-4.5 Uses dialogue for cooperation in academic communication, taking into account the personality of the interlocutors, their communication and speech strategies and tactics, and the degree of formality of the situation.; GC-4.6 Forms and argues his own assessment of the main ideas of the participants in the dialogue (discussion) in accordance with the needs of joint activities;
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	GC-5.1 Interprets the history of Russia in the context of world historical development; GC-5.2 Finds and uses information about cultural peculiarities and traditions of various social groups in social and professional communication; GC-5.3 Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and faiths, including world religions, philosophical and ethical teachings, in social and professional communication on a given topic.; GC-5.4 Collects information on a given topic, taking into account the ethnic groups and faiths that are most widely represented at the research sites; GC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) faiths.; GC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and enhance social integration.;

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Professional Foreign Language (elective)" belongs to the elective disciplines of the FTD block of the higher education program.

Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Professional Foreign Language (elective)"

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GC-4	Able to apply modern communication technologies in the official language of the Russian Federation and a foreign language(s) for academic and professional interaction		Pre-Degree Internship;
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.		Pre-Degree Internship;

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the discipline "Professional Foreign Language (elective)" constitutes "0" credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

Type of academic activities	Total academic hours		Semesters/training modules		
			1	2	3
<i>Contact academic hours</i>	162		54	54	54
Lectures (LC)	0		0	0	0
Lab work (LW)	0		0	0	0
Seminars (workshops/tutorials) (S)	162		54	54	54
<i>Self-studies</i>	54		18	18	18
<i>Evaluation and assessment (exam/passing/failing grade)</i>	0		0	0	0
Course workload	academic hours	216	72	72	72
	credits	0	0	0	0

5. COURSE CONTENT

Table 5.1. Course contents and academic activities types

Module Number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	ENGLISH LANGUAGE	1.1	Feedback.	Grammar: Modal verbs + have + past participle; 3rd conditional sentence; used to, be/get used to. Vocabulary: "character" topic; conversational expressions; "project management" topic	S
		1.2	Selling more.	Grammar: Tag questions; negative questions. Vocabulary: "marketing mix" topic; phrases on the "marketing" topic	S
		1.3	New Business.	Grammar: Future Continuous, Future Perfect tenses. Vocabulary: topics "types of financing", "stages when applying for financing"; phrasal verbs	S
		1.4	Financial control.	Grammar: Articles; causative verbs and cause/effect verbs. Vocabulary: "financial documents" topic; accounting terms.	S
		1.5	Fair trade.	Grammar: Modal verbs; inversion in formal style. Vocabulary: "contract" topic; phrases..	S
Module 2	SPANISH LANGUAGE	2.1	Presentaciones.	Gramática: Alfabeto. Nombre sustantivo. Lectura: Presentación	S
		2.2	Saludos.	Gramática: Verbo. Conjugaciones. Pronombres personales/genero. Comunicación: Conversación de ¿de dónde eres?	S
		2.3	Familia.	Gramática: Artículo/Genero/ Pronombres. Comunicación: Familia hispana	S
		2.4	Hotel/Patios.	Gramática: Numerales ordenales/ Artículos. Comunicación: ¿Vivir en el Sur o Norte?	S
		2.5	Comer.	Gramática: Imperativo afirmativo. Comunicación: Comida española	S
		2.6	Aficiones.	Gramática: ¿te gusta?// el verbo Gustar. Comunicación: Comer fuera de casa	S
		2.7	Tiempo.	Gramática: Preterito simple. Comunicación: Vacaciones en España	S
Module 3	FRENCH LANGUAGE	3.1	Faites connaissance.	Grammaire: Les adjectifs démonstratifs, le future proche	S
		3.2	Communiquez en ligne.	Grammaire: Les verbes en –IR, les verbes pouvoir et devoir	S
		3.3	Partez en déplacement.	Grammaire: Les pronoms interrogatifs, les expressions impersonnelles	S
		3.4	Organisez votre journée!	Grammaire: Les adjectifs démonstratifs	S
		3.5	Découvrez l'entreprise.	Grammaire: Les pronoms relatifsGrammaire: Les pronoms relatifs	S
		3.6	L'environnement de l'entreprise.	Grammaire: Exprimer un besoin, une nécessité.	S

Module Number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
		3.7	Rechercher un emploi.	Grammaire: Raconter des actions passées. Expression orale : Parler de son travail, de son experience, de ses projets.	S
Module 4	ITALIAN LANGUAGE	4.1	Imprese e società.	Le forme giuridiche delle società. Caratteristiche delle società. Struttura organizzativa dell'azienda.	S
		4.2	Contratti e fatture.	Il contratto di compravendita. Clausole contrattuali. Fattura e iva	S
		4.3	Banche.	Banche in Italia. Operazioni creditizie.	S
		4.4	Business plan e marketing.	Le strategie di marketing.	S
		4.5	Commerce e globalizzazione.	Il sito di commercio elettronico.	S
		4.6	Investimenti.	Investimenti finanziari in Italia. I titoli di stato	S
Module 5	GERMAN LANGUAGE	5.1	Lebenslanges Lernen.	Ausbildung in Deutschland. Bewerbung schreiben.	S
		5.2	Arbeitswelt in Deutschland.	Existenzgründung. Arbeitslosigkeit.	S
		5.3	Der Kunde ist König.	Sprechen: Serviceleistungen bitten. Grammatik: Temporale Präpositionen.	S
		5.4	Standort Deutschland-	Grammatik: Demonstrativpronomen.	S
		5.5	Wirtschaftsbranchen.	Die Automobilindustrie. Grammatik: Konjunktiv Gegenwart.	S
		5.6	Deutsche Familienunternehmen.	DAX-Index. Grammatik: Passiv-	S
Module 6	CHINESE LANGUAGE	6.1	收入与消费	学习普通词语, 常用表达式	S
		6.2	价格与价值	学习专业词语, 课文	S
		6.3	供给与需求	学习普通词语, 常用表达式	S
		6.4	龙都与竞争	学习专业词语	S
		6.5	成本与利润	学习普通词语, 常用表达式 学习专业词语, 扩展阅读	S
		6.6	经济危机与通货膨胀	经济危机与通货膨胀 课文, 生词	S
		6.7	经济全球化 式	学习普通词语, 常用表达	S
Module 7	KOREAN LANGUAGE	7.1	근로계약, 무역계약, 매매계약, 임대자계약.	보증금, 상금, 중도금, 상여금, 축의금, 조의금	S
		7.2	선보이다, 출시하다, 시제품, 개발, 제작.	판매율, 성장률, 화률, 상승률, 이혼률	S
		7.3	광고 휴과, 광고를 의뢰하다, 광고를 내다, 광고를 싣다, 광고 문구. 고가/저가,	고급/저급, 고층/저층, 고임금/저임금, 고비용/저비용	S
		7.4	상담원, 결제, 쇼호스트, 자동 주문, 모이자 할부, 선착순. 구매력, 경제력,	상담원, 결제, 쇼호스트, 자동 주문, 모이자 할부, 선착순. 구매력, 경제력, 자금력, 영향력, 잠재력	S
		7.5	시장성, 시장 점유율, 전망, 성장, 독점.	차별화, 온난화, 대중화, 고급화, 자동화	S
		7.6	임대하다, 권리금, 상권, 손익분기점, 손실, 손이익.	음식점, 본점, 지점, 할인점, 대리점	S

* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Aud. 107. Monoblock Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21". Multimedia projector Casio XJ-S400UN. Electric projector screen Draper
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Aud. 107. Monoblock Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21". Multimedia projector Casio XJ-S400UN. Electric projector screen Draper

* - The premises for students' self-studies are subject to **MANDATORY** mention!

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading:

1. ENGLISH LANGUAGE:

- Allison John. The Business 2.0 [Текст] : Advanced Student's Book / J. Allison, J. Appleby, R. de Chazal, E. - Книга на английском языке ; CD-rom. - Oxford : Macmillan, 2019.

- Allison John. The Business 2.0 [Текст] : B2+Upper Intermediate Student's Book / J. Allison, J. Townend, P. Emerson. - Книга на английском языке ; CD-rom. - Oxford : Macmillan, 2019.

- Allison John. The Business 2.0 [Текст] : B1+Intermediate Student's Book / J.

Allison, P. Emerson. - Книга на английском языке ; CD-rom. - Oxford : Macmillan, 2019
- MacKenzie Jan. English for Business Studies: A course for Business Studies and Economics students [Текст] : Student's Book / J. MacKenzie. - 3rd edition ; Книга на английском языке. - New York : Cambridge University Press, 2018.
- English File 4th Edition, Upper Intermediate, Student's Book with Online Practice / C. Oxenden, K. Chomacki, J. Lambert, C. Latham-Koenig. - Oxford University Press, 2020.

2. ITALIAN LANGUAGE

- Laura Incalcaterra McLoughlin, Luisa Pla-Lang, Giovanna Schiavo-Rotheneder. Italiano per economisti - edizione aggiornata – Alma Edizioni, 2018.
- Monica Piantoni, Rosella Bozzone Costa, Luisa Fumagalli. Volentieri! Corso di lingua e cultura italiana. B1-B2. – Loescher Editore, 2021.
- Maria Chiara Ferro, Natalia Guseva. Affare fatto!: La mediazione russoitaliano in ambito commerciale. – Hoepli, 2020.

3. GERMAN LANGUAGE

- Schritte 2. International [Текст] : Kursbuch+arbeitsbuch / D. Niebisch - Book in German language. - Munchen : Hueber Verlag, 2019.
- Buscha A. Begegnungen (A+) / A. Buscha, S. Szita. - Shubert Verlag, 2019

4. SPANISH LANGUAGE

- Textbook with CD: Libro del alumno + CD Nuevo Espanol en marcha. A1 (Nivel Inicial). Francisca Castro, Pilar Diaz, Ignacio Rodero, Carmen Sardinero
- Workbook with CD: Nuevo Espanol en marcha 1 (A1) Cuaderno de ejercicios + CD АВТ: Francisca Castro, Pilar Diaz, Ignacio Rodero, Carmen Sardinero

5. FRENCH LANGUAGE

- V.N. Lukovtseva, N.V. Polyakova, E.V. Panicheva, T.M. Kachalina. French for Economists. General Economics, "Le français économique. Économie Générale", Peoples' Friendship University of Russia, 2019.
- Dubois A.-L., Tauzin B. Objectif Express1. Le monde professionnel en français. Hachette, 2019.
- Cherifi S., Girardeau B., Mistichelli M. Travailler en français en entreprise 2. Les éditions Didier, 2019.
- Perforis J.-L. Français.com.3 Edition Intermediaire (B1) / J.-. Perforis. - CLE International.

6. CHINA LANGUAGE

- 经贸汉语。阅读教程。北京语言大学出版社， 2019
- Huang Weizhi. Business Chinese Conversation (Intermediate) (The Fourth Edition) Vol. 1. / W. Huang. - BLCUP, 2018.

7. KOREAN LANGUAGE

- Kim Mi-ok <Yonsei>. Korean for Business Communication: Textbook / [et al.]. — Seoul: Yonsei University Press, 2019. — 306 p.

Additional reading:

1. ENGLISH LANGUAGE

- Bowen T. Build Your Business Grammar. – Thomson ELT, 2021.
- Mascull. Business Vocabulary in use. – Cambridge University Press, 2019.
- Rosenberg M. In Business. – Cambridge University Press, 2019.

2. GERMAN LANGUAGE

- Swerlowa O. Grammatik & Konversation. – Langenscheidt, 2019.
- Hering A., Matussek M. Em Übungsgrammatik. – Hueber, 2020.

3. ITALIAN LANGUAGE

- Daniela Pepe, Giovanni Garelli. Al lavoro! Corso di italiano per stranieri in contesto lavorativo. Livello A2: Volume A2 - Loescher Editore, 2019.
- Raviddin Shamilov: Introduction to Commercial Translation. Italian Language. Textbook. – Flinta, 2021.

4. SPANISH LANGUAGE

- Rodriguez-Danilevskaya E.I., Stepunina I.L., Patrushev A.I. Spanish Language Textbook. – Chero, 2020.
- Prost Gisele. Al dia. Curso de espanol para los negocios: nivel inicial / G. Prost, A.N. Fernandez. – Book in Spanish language. - Madrid : SGEL, 2020.

5. FRENCH LANGUAGE

- A.Georges S. Maigret se fâche. – Просвещение, 2019.
- B.Maurois A. Nouvelles. – M., 2020.
- C.Moliere. Le malade imaginaire. – Gallimard, 2019.
- D.Georges S. Malempin. – Gallimard, 2019.

6. CHINA LANGUAGE

- M.A. Boltovskaya, E.K. Repnina. "Practical Course of Chinese Language". – M., 2020.

7. KOREAN LANGUAGE

- Korean Language: Grammar Reference Book / O.A. Trofimenko. — Moscow: Zhivoy Yazyk, 2019. — 224 p.
- Lee Ir-tin. Russian-Korean and Korean-Russian Dictionary of Economic Lexicon / compiled by Lee Ir-tin. — M.: MSU MCC Publishing House, 2020. — 608 p.

Internet sources:

1. *Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:*

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" www.studentlibrary.ru
- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

2. *Databases and search engines:*

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "Professional Foreign Language (elective)"

** The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.*

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

DEVELOPERS:

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position, department

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