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ФИО: Ястребов Олег Александрович  
Должность: Ректор  
Дата подписания: 20.05.2025 12:39:40  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Faculty of Economics**

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(name of the main educational unit (OUP)-developer of the EP HE)

**COURSE SYLLABUS**

**Professional Foreign Language (Elective)**

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(name of the discipline/module)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

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

**International marketing**

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(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The discipline "Professional Foreign Language (Elective)" is included in the master's degree program "International Marketing" in the direction of 04/38/02 "Management". The discipline is implemented by the Department of Foreign Languages. The discipline consists of 7 sections and 45 topics and is aimed at studying theoretical and practical knowledge of a business and Professional Foreign Language (Elective).

The purpose of mastering the discipline is to improve and further develop professional communication competence in a foreign language, consisting of acquired knowledge, developing skills necessary for adequate and effective communication in various fields of professional and scientific activity...

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Professional Foreign Language (Elective)" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

| Code | Competence                                                                                                                                                         | Competence achievement indicators (within this course)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UC-3 | readiness for self-development, self-realization, use of creative potential                                                                                        | UC-3.1 Determines his role in the team, based on the strategy of cooperation to achieve the set goal;<br>UC-3.2 Formulates and takes into account in its activities the features of the behavior of groups of people, selected depending on the goal;<br>UC-3.3 Analyzes the possible consequences of personal actions and plans their actions to achieve a given result;<br>UC-3.4 Exchanges information, knowledge and experience with team members;<br>UC-3.5 Arguments his point of view regarding the use of ideas of other team members to achieve the set goal;<br>UC-3.6 Participates in teamwork to carry out assignments; |
| UC-4 | Able to apply modern communication technologies in the state language of the Russian Federation and foreign language (s) for academic and professional interaction | UC-4.1 Chooses the style of business communication, depending on the language of communication, goals and conditions of partnership;<br>UC-4.2 Adapts speech, communication style and sign language to interaction situations;<br>UC-4.3 Searches for the necessary information to solve standard communication problems in Russian and foreign languages;<br>UC-4.4 Conducts business correspondence in Russian and foreign languages, taking into account the peculiarities of the stylistics of official and unofficial letters and socio-cultural differences in the format of correspondence;                                  |

| Code | Competence                                                                                                  | Competence achievement indicators (within this course)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      |                                                                                                             | UC-4.5 Uses dialogue for cooperation in academic communication of communication, taking into account the personality of the interlocutors, their communicative-speech strategy and tactics, the degree of officiality of the situation;<br>UC-4.6 Forms and argues its own assessment of the main ideas of the participants in the dialogue (discussion) in accordance with the needs of joint activities;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| UC-5 | Able to analyze and take into account the diversity of cultures in the process of intercultural interaction | UC-5.1 Interprets the history of Russia in the context of world historical development;<br>UC-5.2 Finds and uses in social and professional communication information about cultural characteristics and traditions of various social groups;<br>UC-5.3 Takes into account, in social and professional communication on a given topic, the historical heritage and sociocultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings;<br>UC-5.4 Collects information on a given topic, taking into account ethnic groups and confessions most widely represented at the points of research;<br>UC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions;<br>UC-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. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Professional Foreign Language (Elective)" refers to the variable component formed by the participants of the educational relations of the block B1 of the EP HE.

Within the framework of the EP HE, 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. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

| Code | Competence name                                                             | Previous courses                                               | Next courses          |
|------|-----------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------|
| UC-3 | readiness for self-development, self-realization, use of creative potential | Management Research Methodology / Global Strategic Management/ | Pre-Degree Internship |

|      |                                                                                                                                                                    |                                                                                        |                       |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------|
| UC-4 | Able to apply modern communication technologies in the state language of the Russian Federation and foreign language (s) for academic and professional interaction | Marketing Management in International Companies / Integrated Marketing Communications  | Pre-Degree Internship |
| UC-5 | Able to analyze and take into account the diversity of cultures in the process of intercultural interaction                                                        | Marketing Management in International Companies<br>Integrated Marketing Communications | Pre-Degree Internship |

\* - filled in according to the competence matrix and the SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Professional Foreign Language (Elective)" is 0 credits.

*Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education*

| Types of academic activities during the period of the HE program mastering |                | Course workload, academic hours | Semesters |           |           |   |
|----------------------------------------------------------------------------|----------------|---------------------------------|-----------|-----------|-----------|---|
|                                                                            |                |                                 | 1         | 2         | 3         | 4 |
| <i>Contact academic hours</i>                                              |                | 216                             | 108       | 36        | 72        |   |
| Lectures LTR                                                               |                |                                 |           |           |           |   |
| Lab works LW                                                               |                |                                 |           |           |           |   |
| Seminars SS                                                                |                | 162                             | 54        | 54        | 54        |   |
| <i>Self-study, academic hours</i>                                          |                | 54                              | 18        | 18        | 18        |   |
| <i>Evaluation and assessment</i>                                           |                |                                 |           |           |           |   |
| <b>Course workload</b>                                                     | academic hours | <b>216</b>                      | <b>72</b> | <b>72</b> | <b>72</b> |   |
|                                                                            | credits        |                                 |           |           |           |   |

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

| Section name     | Section topics                                                                                                                                                                              | Work type |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| English language | Feedback. Grammar: Modal verbs + have + past participle; 3 conditional sentence; used to, be/get used to. Vocabulary: topic "character"; colloquial expressions; topic "project management" | C3        |

|         |                                                                                                                                                                    |    |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|         | <i>Selling more. Grammar: Questions with a pony-tail; questions with negation. Vocabulary: the theme is "marketing mix"; phrases on the theme of "marketing"</i>   | C3 |
|         | <i>New Business. Grammar: Tenses Future Continuous, Future Perfect. Vocabulary: topics "types of financing", "stages in applying for financing"; phrasal verbs</i> | C3 |
|         | <i>Financial control. Grammar: Articles; verbs of cause and effect. Vocabulary: topic "financial documents"; accounting terms.</i>                                 | C3 |
|         | <i>Fair trade. Grammar: Modal verbs; inversion in the official style. Vocabulary: the topic is "contract"; phrases.</i>                                            | C3 |
| Spanish | <i>Presentaciones. Gramática: Alfabeto. Nombre sustantivo. Lectura: Presentación</i>                                                                               | C3 |
|         | <i>Saludos. Gramática: Verbo. Conjugaciones. Pronombres personales/género. Comunicación: Conversación de ; de donde eres?</i>                                      | C3 |
|         | <i>Familia. Gramática: Artículo/Género/ Pronombres. Comunicación: Familia hispana</i>                                                                              | C3 |
|         | <i>Hotel/Pasos. Gramática: Numerales ordinales/ Artículos. Comunicación:; Vivir en el Sur o Norte?</i>                                                             | C3 |
|         | <i>Comer. Gramática: Imperativo afirmativo. Comunicación: Comida española</i>                                                                                      | C3 |
|         | <i>Aficiones. Gramática: ¿Te gusta?// el verbo Gustar. Comunicación: Comer fuera de casa</i>                                                                       | C3 |
|         | <i>Tiempo. Gramática: Pretérito simple. Comunicación: Vacaciones en España</i>                                                                                     | C3 |
|         | <i>Gramática: Pretérito simple irregulares.</i>                                                                                                                    | C3 |
| French  | <i>Faites connaissance. Grammaire: Les adjectifs démonstratifs, le futur proche</i>                                                                                | C3 |
|         | <i>Communiquez en ligne. Grammaire: Les verbes en —IR, les verbes pouvoir et devoir</i>                                                                            | C3 |
|         | <i>Partez en déplacement. Grammaire: Les pronoms interrogatifs, les expressions impersonnelles</i>                                                                 | C3 |
|         | <i>Organisez votre journée! Grammaire: Les adjectifs démonstratifs</i>                                                                                             | C3 |
|         | <i>Découvrez l'entreprise. Grammaire: Les pronoms relatifs L'environnement de l'entreprise. Grammaire: Exprimer un besoin, une nécessité.</i>                      | C3 |
|         | <i>Rechercher un emploi. Grammaire: Raconter des actions passées. Expression orale : Parler de son travail, de son expérience, de ses projets.</i>                 | C3 |
| Italian | <i>Imprese e società. Le forme giuridiche delle società. Caratteristiche delle società. Struttura organizzativa dell'azienda.</i>                                  | C3 |
|         | <i>Contratti e fatture. Il contratto di compravendita Clausole contrattuali. Fattura e iva</i>                                                                     | C3 |

|         |                                                                                               |    |
|---------|-----------------------------------------------------------------------------------------------|----|
|         | Banche. Banche in Italia. Operazioni creditizie.                                              | C3 |
|         | Business plan e marketing. Le strategie di marketing.                                         | C3 |
|         | eCommerce e globalizzazione. Il sito di commercio elettronico.                                | C3 |
|         | Investimenti. . Investimenti finanziari in Italia. I titoli di stato                          | C3 |
| German  | Lebenslanges Lernen. Ausbildung in Deutschland. Bewerbung schreiben.                          | C3 |
|         | Arbeitswelt in Deutschland. Existenzgründung. Arbeitslosigkeit.                               | C3 |
|         | Der Kunde ist König. Speaking: Serviceleistungen bitten. Грамматика: Temporale Präpositionen. | C3 |
|         | Standort Deutschland- Grammanr: Demonstrativpronomen.                                         | C3 |
|         | Wirtschaftsbranchen. Der Automobilindustrie.                                                  | C3 |
|         | Grammar. Konjunktiv Gegenwart.                                                                | C3 |
|         | Deutsche Familienunternehmen. DAX-Index. Грамматика: Passiv                                   | C3 |
| Chinese | 收入与消费 学习普通词语， 常用表达式 价格与价值 学习专业词语， 课文                                                          | C3 |
|         | 供给与需求 学习普通词语， 常用表达式                                                                           | C3 |
|         | 龙都与竞争 学习专业词语                                                                                  | C3 |
|         | 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                                                              | C3 |
|         | 经济危机与通货膨胀 课文， 生词                                                                              | C3 |
|         | 经济全球化 学习普通词语， 常用表达式                                                                           | C3 |
| Korean  | 근로계약, 무역계약, 매매계약, 임대자계약. 보증금, 상금, 중도금, 상여금, 축의금, 조의금                                          | C3 |
|         | 선보이다, 출시하다, 시제품, 개발, 제작. 판매율, 성장률, 화률, 상승률, 이혼률                                               | C3 |
|         | 광고 휴과, 광고를 의뢰하다, 광고를 내다, 광고를 신다, 광고 문구. 고가/저가, 고급/저급, 고층/저층, 고임금/저임금, 고비용/저비용                 | C3 |
|         | 상담원, 결제, 쇼호스트, 자동 주문, 모이자 할부, 선착순. 구매력, 경제력, 자금력, 영향력, 잠재력                                    | C3 |
|         | 시장성, 시장 점유율, 전망, 성장, 독점. 차별화, 온난화, 대중화, 고급화, 자동화                                              | C3 |
|         | 임대하다, 권리금, 상권, 손익분기점, 손실, 순이익. 음식점, 본점, 지점, 할인점, 대리점                                          | C3 |

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

*Table 6.1. Material and technical support of the discipline*

| <b>Audience type</b>             | <b>Equipping the audience</b>                                                                                                                                                                                                                                                         | <b>Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)</b>                                                                                                    |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lecture hall                     | An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340                                                                                                       | Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC                    |
| Computer class                   | A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29 | Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC |
| For independent work of students | An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.                                                                                                          | 4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC                                            |

\* - the audience for independent work of students must be specified!!

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

### *Main sources*

#### 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. Emmerson. - Книга на английском языке ; CD-rom. - Oxford : Macmillan, 2019.
- Allison John. The Business 2.0 [Текст] : B1+Intermediate Student's Book / J. Allison, P. Emmerson. - 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
  - Shritte 2. International [Текст] : Kursbuch+arbeitsbuch / D. Niebisch [и др.]. - Книга на немецком языке. - Munchen : Hueber Verlag, 2019.
  - Buscha A. Begegnungen (A+) / A. Buscha, S. Szita. - Shubert Verlag, 2019
- 4. Spanish language - Учебник с диском: Libro del alumno + CD Nuevo Espanol en marcha. A1 (Nivel Inicial). Francisca Castro, Pilar Diaz, Ignacio Rodero, Carmen Sardinero - Рабочая тетрадь с диском: Nuevo Espanol en marcha 1 (A1) Cuaderno de ejercicios + CD Авт: Francisca Castro, Pilar Diaz, Ignacio Rodero, Carmen Sardinero
- 5. French language
  - В.Н. Луковцева, Н.В. Полякова, Е.В. Паничева, Т.М. Качалина Французский язык для экономистов. Общая экономика ,Le francais economique. Economie Générale, Российский университет дружбы народов, 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. Francais.com.3 Edition Intermediaire (B1) / J.-. Perforis. - CLE International.
- 6. Chinese 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 - Ким Миок . Корейский для делового общения: Учебное пособие/ [et al.]. —Сеул: Издательство университета Ёнсэ, 2019: —306 с.

#### Supplementary sources

- 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. НЕМЕЦКИЙ ЯЗЫК
  - 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.



- Равиддин Шамилов: Введение в коммерческий перевод. Итальянский язык. Учебное пособие. – Флинта, 2021 г.
- 4. Spanish language
  - Родригес – Данилевская Е.И., Степунина И.Л., Патрушев А.И. Учебник испанского языка. – Черо, 2020.
  - Prost Gisele. Al dia. Curso de espanol para los negocios: nivel inicial / G. Prost, A.N. Fernandez. - Книга на испанском языке. - Madrid : SGEL, 2020.
- 5. French language
  - A.Georges S. Maigret se fâche. – Просвещение, 2019.
  - B.Maurois A. Nouvelles. – М., 2020.
  - C.Moliere. Le malade imaginaire. – Gallimard, 2019.
  - D.Georges S. Malempin. – Gallimard, 2019.
- 6. Chinese language
  - Болтовская М. А., Репнина Е. К. «Практический курс китайского языка». – М., 2020.
- 7. Korean language
  - Корейский язык: справочник по грамматике/О. А. Трофименко. —Москва: Живой язык, 2019. —224 с.
  - Ли Иртин Русско-корейский и корейско-русский словарь экономической лексики/сост. Ли Иртин. —М.: Изд-во МЦК МГУ, 2020. —608 с.

#### ***Resources of the Internet information and telecommunication network:***

*UNIBC (Scientific Library) provides access to the following EBS:*

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

#### ***Electronic resources for educational activities***

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*  
*eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*  
*RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*  
*BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*  
*Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*  
*East View. Collection "Statistical publications of Russia and CIS countries"*  
*Grebennikon Access mode: <http://grebennikon.ru/>*  
*LexisNexis Access Mode:<http://academic.lexisnexis.eu>*  
*Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

1. A course of lectures, standard tasks and a control test on the discipline "Content-marketing" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989&notifyeditingon=1>

\* - all teaching materials for independent work of students are placed in accordance with the current procedure on the discipline page in the TUIS!

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Professional Foreign Language (Elective)" are presented in the Appendix to this Work Program of the discipline.

**Developers:**

**Associate Professor**

**Sibul V.V.**

Signature

Full name

**Head of department**

**Maluga E.N.**

Signature

Full name

**Head of EP HE  
Marketing dept**

**Zobov. A.M.**

Signature

Full name