

**MINISTRY OF SCIENCE AND EDUCATION OF THE REPUBLIC OF KAZAKHSTAN**

**NEI «ALMATY MANAGEMENT UNIVERSITY»**

**DEPARTMENT: “FOREIGN LANGUAGES”**

Approved  
at the meeting of the Educational  
and Methodic Council Chairman  
\_\_\_\_\_N.S. Duisengulova  
«\_\_\_\_»\_\_\_\_\_2014 г.

**Academic program: Bachelor**

**Specialty:**

**5B070300 - «Information Systems»,**

**5B090900 - «Logistics»,**

**5B091200 - «Restaurant and Hotel Business»,**

**5B050600 - «Economics»,**

**5B050700 - «Management»,**

**5B050800 - «Accounting and Audit»,**

**5B050900 - «Finance»,**

**5B051100 - «Marketing»,**

**5B030100 - «Law»,**

**5B090800 - «Evaluation»,**

**5B050500 - «Region Study»,**

**5B051400 - «Public Relations»**

**Form of tuition: day time**

**SYLLABUS**

**on the course “Professionally-Oriented Foreign Language”**

Year: 2

Semester: 3

Number of Credits:2

Lecturer: Senior teacher T. Myrzakhanov

Phone : 2937593, room # 201

**Almaty, 2014**

Completed by: Senior teacher \_\_\_\_\_Talgat Adilbekovich Myrzakhanov

The syllabus has been developed on the basis of the working curriculum of the discipline for students of the Specialties: 5B070300 «Information Systems», 5B090900 «Logistics», 5B091200 «Restaurant and Hotel Business», 5B050600 Economics», 5B050700 «Management», 5B050800 «Accounting and Audit», 5B050900 «Finance», 5B051100 «Marketing», 5B030100 «Law», 5B050500 «Region Study», 5B051400 «Public Relations»

The syllabus was reviewed at the meeting of Department of “Foreign Languages”

Protocol № \_\_ from “ \_\_ ” \_\_\_\_\_ 2014

Acting as Head of the department of Foreign Languages \_\_\_\_\_ M. Jandildinov

## Introduction

The discipline considers and examines the English language as the language of global communication. It is not only a powerful learning tool, a medium by which students gain access to knowledge from around the world, but also a medium through which they develop positive values and attitudes, establish and maintain meaningful relationships with foreign students, increase their cultural understanding and expand their knowledge and world-views.

Methodology of teaching this discipline provides for:

- Practical classes;
- IWST;
- IWS

The present syllabus has been based upon the working program on the course “Foreign Language” (*The Business (Intermediate level – B1)*).

The purpose of teaching this discipline is teaching English as the language of international business, trade and professional communication. Much emphasis has been placed on Business English Language learning, since proficiency in Business English is essential for students to gain knowledge and strengthen their language and communicative competitiveness in business sphere.

The objectives of teaching this discipline are empowering students with the capabilities necessary for lifelong learning, critical thinking, problem-solving, creativity, and innovation and for adapting to the rapid changes and demands of a modern society.

Prerequisites: Pre-Intermediate Level (B1)

Postrequisites: Upper Intermediate Level (C1)

Upon completion of this discipline students must master the following competencies (according to the competence model of the bachelor).

The student must know to adequately use some of the *language items* at the intermediate level:

- Use adjectives, adverbs, formulaic expressions, etc.
- Use the simple present tense, gerunds, conditionals, etc.,
- Use a variety of tenses, the passive voice, reported speech, adverbs, etc.
- Use formulaic expressions, adverbial clauses, etc.
- Use adverb phrases and adverbial clauses of reason, concession, result, etc.
- Use modals and formulaic expressions
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- Use modals, appropriate verbs and formulaic expressions
- Use a variety of tenses, prepositions, formulaic expressions, adjectives, adverb phrases, adverbial clauses, the passive voice, etc.
- Use a variety of tenses, prepositions, adjectives, adverb phrases, adverbial clauses, the passive voice, etc.
- Use the simple present tense, adverb phrases, adjectives, gerunds, conditionals, formulaic expressions, etc.

By the end of the course the student should be able to:

*Listening and Speaking:*

- take part in day-to-day conversation
- communicate information effectively and respond to information accurately
- speak and listen to explore, extend, clarify and reflect on their thoughts, ideas, feelings and experiences

- speak and listen for daily functional living
- interact with sensitivity and respect, considering the situation, audience and purpose
- relay information, ask questions and respond accurately to questions regarding personal - information, information about business events, information gained from content
- report events in chronological order clearly, using time referents
- discuss topical issues expressing and responding to ideas
- contribute ideas to brainstorming sessions

*Reading:*

- retell plot of the story
- read functional documents for day-to-day living (university schedule, public notices and instructions, business correspondence)

*Writing:*

- relay formal business events in writing, in chronological order
- write and reply to formal e-messages
- write accurate, complex sentences and questions related to personal feelings and experiences in a variety of genres for a variety of audiences

By the end of the course the student must acquire the following skills:

- to make a complaint
- to justify one's behaviour, decision and point of view in a variety of situations
- to refer to events in the past, present and future and to the frequency with which things occur
- to invite, make and refuse suggestions and proposals
- to express factual information
- to ask for favours and assistance
- to ask for and give advice on a variety of matters
- to express obligation and prohibition
- to request, offer, accept and decline help
- to present plans
- to express personal feelings, opinions and judgements, and present arguments

**CALENDAR AND THEMATIC PLAN OF THE DISCIPLINE**  
**“Professionally-Oriented Foreign Language”**  
**Semester 3**

№	Theme	Distribution of classes by week		
		Practical classes	IWS	IWST
1	2	3	4	5
1	Unit 1. Corporate culture Work culture and placements abroad and in Kazakhstan (Customs, traditions and festivities; National Symbols)	3	1	2
2	Unit 1. Corporate culture Work organization and responsibility Past tenses	3	1	2
3	Unit 1. Corporate culture Office etiquette the UK and Kazakhstan Advice structures	3	1	2
4	Unit 2. Customer support Call centres in the UK and Kazakhstan Asking questions and giving instructions	3	1	2
5	Unit 2. Customer support Customer service and telephoning in the UK and Kazakhstan Asking questions and giving instructions	3	1	2
6	Unit 2. Customer support Dealing with problems by telephone in the UK and Kazakhstan	3	1	2
7	Review (Units 1-2)	3	1	2
Midterm control				
8	Unit 3. Products and packaging Packaging: Advertising goods abroad and in Kazakhstan Articles	3	1	2
9	Unit 3. Products and packaging Specifications and features Relative clauses	3	1	2
10	Unit 3. Products and packaging Presentations structure Noun combinations	3	1	2
11	Unit 4. Careers Career choices abroad and in Kazakhstan Present tenses Present Simple v/s Present Continuous	3	1	2

12	Unit 4. Careers Personal skills and qualities Present Perfect v/s Past Simple Careers, personal skills and qualities	3	1	2
13	Unit 4. Careers Job interviews Job recruiting system in Kazakhstan	3	1	2
14	Present Perfect v/s Present Perfect Cont.	3	1	2
15	Review (Units 3-4)	3	1	2
Midterm control 2				
Exam				

**Content of practical classes, form of control and grading  
Semester 3**

Theme №	Questions for practical classes	Literature	Form of control	Max score
1	2	3	4	5
1	<b>Corporate culture</b> <i>Work organization and responsibility</i>	Main	Discussion	100
1	<b>Corporate culture</b> <i>Office etiquette</i>	Main	Report	100
1	<b>Corporate culture</b> <i>Problems with work placements</i>	Main	Brainstorming	100
2	<b>Customer support</b> <i>Describing office problems</i>	Main	Brainstorming	100
2	<b>Customer support</b> <i>Dealing with problems over telephone</i>	Main	Presentation	100
2	<b>Customer support</b> <i>Customer service in the UK</i>	Main	Presentation	100
3	<b>Products and packaging</b> <i>Advertising goods</i>	Main	Discussion	100
3	<b>Products and packaging</b> <i>Analyzing the structure of presentations</i>	Main	Discussion	100
3	<b>Products and packaging</b> <i>Presenting products</i>	Main	Discussion	100
4	<b>Careers</b> <i>Making career choices</i>	Main	Brainstorming	100
4	<b>Careers</b> <i>Applying for a job</i>	Main	Discussion	100
4	<b>Careers</b> <i>Recruiting the staff; Tips for job interviews</i>	Main	Roleplaying	100

**IWUSI SCHEDULE**  
**Semester 3**

Theme №	Assignments for IWS	Literature	Forms of control	Deadline (week)	Max .score
1.	Internet research Vocabulary on work culture and placements abroad and in Kazakhstan (Customs, traditions and festivities; National Symbols) Exercises on Past tenses Exercises on grammar: <i>Past Simple</i> pp.10-11 <i>Present Perfect</i> v/s <i>Past Simple</i> pp.26-29	The Business Intermediate Grammar and practice pp.118  English Grammar in Use <i>Raymond Murphy</i> Intermediate	Making reports	1	100
1	Internet research Talking about Internships Writing Placement Reports Telling a story Exercises on grammar: <i>Past Continuous</i> pp.12-13	The Business Intermediate Use Grammar and practice p.118-119 English Grammar in Use <i>Raymond Murphy</i> Intermediate	Brainstorming the topic	2	100
1	Internet research Vocabulary exercises Discussing the problems while working in a foreign country (Modern family/Housing problems) Advice structures Exercises on grammar: <i>Past Perfect</i> pp.30-31	The Business Intermediate  The Business Intermediate p. 119 English Grammar in Use <i>Raymond Murphy</i> Intermediate	Making reports	3	100
2.	Internet research Making calls Discussing the work of call centre operators Cons and pros of various professions Exercises on asking questions Yes/No questions; Wh-questions	The Business Intermediate   Grammar and practice pp.120	Discussions	4	100

2	Internet research Vocabulary on customer service and telephoning Making Requests Exercises on grammar: <i>Can/ Could/ Would you (Requests, offers, permission and invitations)</i> pp.74-75	The Business Intermediate Grammar and practice p.121 English Grammar in Use <i>Raymond Murphy</i> Intermediate	Making reports	5	100
2	Internet research Vocabulary exercises Dealing with problems over telephone in The UK and Kazakhstan Giving Instructions Exercises on grammar: Modal verbs: <i>have to/ must/need</i> pp.62-65	The Business Intermediate Grammar and practice p.121 English Grammar in Use <i>Raymond Murphy</i> Intermediate	Discussions	6	100
1-2	Review (Units 1-2)	The Business Intermediate Grammar and practice p.121	Written report	7	100
3.	Internet research Vocabulary exercises. Giving presentations abroad and in Kazakhstan. Exercises on articles Exercises on grammar: <i>Definite/indefinite/ zero articles</i> pp.144-157	The Business Intermediate Grammar and practice p.122 English Grammar in Use <i>Raymond Murphy</i> Intermediate	Discussions	8	100
3	Internet research Openings for a successful presentation. Exercises on relative clauses  Exercises on grammar: <i>Relative clauses</i> pp.184-193	Search for the keywords: <i>online dictionary</i> p.37 The Business Intermediate Grammar and practice pp.122-123 English Grammar in Use <i>Raymond Murphy</i> Intermediate	Making reports	9	100



3	<p>Internet research Vocabulary exercises. Presenting products abroad and in Kazakhstan Noun combinations</p> <p>Exercises on grammar: <i>Noun Combinations</i> pp.160-161</p>	<p>Search for the keywords: <i>presentation tips</i> p.39 The Business Intermediate Grammar and practice p.123 English Grammar in Use <i>Raymond Murphy</i> Intermediate</p>	Brainstorming the topic	10	100
4.	<p>Internet research Vocabulary exercises. Applying for a job abroad and in Kazakhstan Choice of career Present tenses (Present Simple and Present Continuous) Exercises on grammar: <i>Present Simple/Present Continuous</i> pp.2-9</p>	<p>The Business Intermediate Grammar and practice p.124</p> <p>English Grammar in Use <i>Raymond Murphy</i> Intermediate</p>	Making reports	11	100
4	<p>Internet research Vocabulary exercises Recruiting the right person Job recruiting system in Kazakhstan Present tenses (Present Perfect v/s Past Simple) Exercises on grammar: <i>Present Perfect</i> pp.14-17</p>	<p>The Business Intermediate</p> <p>Grammar and practice p.124 English Grammar in Use <i>Raymond Murphy</i> Intermediate</p>	Brainstorming the topic	12	100
4	<p>Internet research Vocabulary exercises. Talking about job interviews in various countries</p>	<p>Search for the keywords: <i>resume style</i> p.53</p>	Writing CV	13	100
4	<p>Present tenses (Present Perfect and Present Perfect</p> <p>Exercises on grammar: <i>Present Perfect Continuous</i> pp.20-25</p>	<p>The Business Intermediate Grammar and practice p.125 English Grammar in Use <i>Raymond Murphy</i> Intermediate</p>	Written report	14	100
3-4	Review (Units 3-4)	The Business Intermediate	Written report	15	100

*\*Note: control and grading of IWS assignments is done during IWST classes in accordance with the approved schedule.*

### **List of main and additional literature**

#### **Main literature**

1. John Allison, Paul Emmerson. The Business – Intermediate Student's Book, 2007, Macmillan Publishers Limited

#### **Additional literature**

1. R. Murphy. English Grammar in Use – Intermediate, 2003, Cambridge University Press
2. Macmillan English Dictionary for Intermediate Learners, 2005, Macmillan Publishers Limited

### **Course Policy**

1. *Attendance:* If you miss classes, you are responsible for consolidation of the material covered.
2. *Requirements:* You should be interested in studying and consolidating the programme material. All assignments should be done by students regularly and according to the schedule. Students must not be late for classes. Mobiles should be switched off when entering the class.
3. *Practical classes:* New material is introduced and consolidated at practical classes. It also includes oral and written forms of control.
4. *IWST:* Checking and estimation of IWS is held during IWST classes. Students must hand in their IWS tasks by the fixed time. Those who don't meet the deadline will lose some points.
5. *Total score* is the sum of all points a student gets for practical classes and IWST, and marks received for midterm tests and final exam.
6. Teacher has the right to deprive students from some points in case they do not follow the above rules.