

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»,

WORKING PROGRAM

on the course “Professionally-Oriented Foreign Language”

Almaty, 2014

Completed by: Senior teacher _____ Talgat Adilbekovich Myrzakhanov

The working program has been developed on the basis of the State educational standards of the course (for mandatory component): “Professionally-Oriented Foreign Language” 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 working program was reviewed at the meeting of Department of “Foreign Languages”

Protocol № __ from “__” _____ 2014

Acting as Head of the department of Foreign Languages _____ M. Jandildinov

1 Preface

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 working program based on the textbook *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 and formulaic expressions
- Use modals and formulaic expressions
- 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 students 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

2 THEMATIC PLAN OF THE DISCIPLINE
“Professionally-Oriented Foreign Language”
Semester 3

| № | Theme | In total | Contact hours | IWS | IWS T |
|-----|---|----------|-------------------|-----|-------|
| | | | including | | |
| | | | Practical classes | | |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1. | Unit 1. Corporate culture Work culture and placements abroad and in Kazakhstan (Customs, traditions and festivities; National Symbols) | 6 | 3 | 1 | 2 |
| 2. | Unit 1. Corporate culture Work organization and responsibility Past tenses | 6 | 3 | 1 | 2 |
| 3. | Unit 1. Corporate culture Office etiquette the UK and Kazakhstan Advice structures | 6 | 3 | 1 | 2 |
| 4. | Unit 2. Customer support Call centres in the UK and Kazakhstan Asking questions and giving instructions | 6 | 3 | 1 | 2 |
| 5. | Unit 2. Customer support Customer service and telephoning in the UK and Kazakhstan Asking questions and giving instructions | 6 | 3 | 1 | 2 |
| 6. | Unit 2. Customer support Dealing with problems by telephone in the UK and Kazakhstan | 6 | 3 | 1 | 2 |
| 7. | Review (Units 1-2) | 6 | 3 | 1 | 2 |
| 8. | Unit 3. Products and packaging Packaging: Advertising goods abroad and in Kazakhstan Articles | 6 | 3 | 1 | 2 |
| 9. | Unit 3. Products and packaging Specifications and features Relative clauses | 6 | 3 | 1 | 2 |
| 10. | Unit 3. Products and packaging | 6 | 3 | 1 | 2 |

| | | | | | |
|-----|--|-----------|-----------|-----------|-----------|
| | Presentations structure Noun combinations | | | | |
| 11. | Unit 4. Careers Career choices abroad and in Kazakhstan Present tenses Present Simple v/s Present Continuous | 6 | 3 | 1 | 2 |
| 12. | Unit 4. Careers Personal skills and qualities Present Perfect v/s Past Simple Careers, personal skills and qualities | 6 | 3 | 1 | 2 |
| 13. | Unit 4. Careers Job interviews Job recruiting system in Kazakhstan | 6 | 3 | 1 | 2 |
| 14. | Present Perfect v/s Present Perfect Cont. | 6 | 3 | 1 | 2 |
| 15. | Review (Units 3-4) | 6 | 3 | 1 | 2 |
| | Total : | 90 | 45 | 15 | 30 |

3 Content of the discipline

Theme 1. Corporate culture

Vocabulary: *Work culture and placements; Internships*

Grammar: *Past tenses (Past Simple, Present Perfect v/s Past Simple); Past Continuous; Advice structures*

Theme 2. Customer support

Vocabulary: *Customer service; Making calls; Dealing with problems over telephone*

Grammar: *Yes/No questions; Wh-questions; Making Requests; Giving Instructions*

Theme 3. Products and packaging

Vocabulary: *Giving presentations; Openings for a successful presentation; Presenting products*

Grammar: *Definite/indefinite/zero articles; Relative clauses; Noun Combinations*

Theme 4. Careers

Vocabulary: *Applying for a job; Recruiting the right person; Job interviews*

Grammar: *Present Simple/Present Continuous; Present Perfect; Present Perfect Continuous*

4 Themes for practical classes

Theme 1. Corporate culture

Work organization and responsibility; Office etiquette; Problems with work placements

Theme 2. Customer support

Describing office problems; Dealing with problems over telephone

Theme 3. Products and packaging

Analyzing the structure of presentations; Presenting products

Theme 4. Careers

Making career choices; Applying for a job; Recruiting the staff; Tips for job interviews

5 Themes, questions and assignments to fulfill IWS

Theme 1. Corporate culture

Internet research on work culture and placements abroad and in Kazakhstan (Customs, traditions and festivities; National Symbols); Making reports

Exercises on grammar: *Past Simple* pp.10-11; *Present Perfect v/s Past Simple* pp.26-29

Theme 2. Customer support

Internet research on the job of call centre operators; Cons and pros of various professions; Dealing with problems over telephone in the UK and Kazakhstan

Exercises on grammar: Modal verbs: *have to/must/need* pp.62-65

Theme 3. Products and packaging

Internet research on giving presentations abroad and in Kazakhstan; Presenting products abroad and in Kazakhstan

Exercises on grammar: *Definite/indefinite/zero articles* pp.144-157; *Relative clauses* pp.184-193

Theme 4. Careers

Internet research on applying for a job abroad and in Kazakhstan; Choice of career; Recruiting the right person; Job recruiting system in Kazakhstan

Exercises on grammar: *Present tenses (Present Simple and Present Continuous)* pp.2-9 ; *Present tenses (Present Perfect v/s Past Simple)* pp.14-17; *Present Perfect Continuous* pp.20-25

6 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