

**1. Название курса:** Business English

**2. Кто ведет:** доцент Шукунда Сергей Захарьевич

**3. Целевая аудитория:** студенты 3-го курса (английский – 2-ой язык)

**4. Цели и задачи курса:**

- овладение студентами основными понятиями бизнеса (business concepts);
- овладение студентами английской и русской деловой лексикой из различных областей бизнеса расчете на применение данной лексики в трудовой деятельности в сфере бизнеса;
- овладение студентами минимальным набором лексики и фразеологии, характерной для разговорной речи в сфере бизнеса.

В области преподавания предмета Business English различаются три сферы – business concepts (знания о содержании бизнеса как сферы деятельности, знание основных понятий бизнеса), business writing (написание деловых писем, меморандумов, резюме и т.д.) и business skills (умение провести презентацию, переговоры, деловое совещание, ответить на телефонный звонок). Данный курс ориентирован на изучение business concepts и овладение минимальными business skills.

**5. Тематика курса:**

Location

Business insurance

Start-up expenses

Business plan

Financing your business start-up

Competitive advantages

Patents, copyrights and trademarks

Hiring employees

Pricing

Outsourcing

Taxation & tax deductions

Market research

Logistics

Types of ownership structures: sole proprietorship, partnership, corporation

Stock basics

Stocks and bonds

Franchising

IPOs

What is investing?

Mutual funds

Benefits of exporting

**6. Продолжительность курса:** 1 семестр

**7. На каком языке читается:** английский

**8. Итоговый контроль:** экзамен

### **Вопросы к экзамену:**

What is zoning?

What is liability insurance?

What is business plan? Reasons to write a business plan. How do entrepreneurs use their business plan?

What are competitive advantages? Types of competitive advantages (cost leadership advantage, differentiation, competitive salary).

What is a business loan? What is a loan proposal? What does it include?

How are patents, copyrights and trademarks used?

What is collateral?

What is job description?

What questions can't be asked at a job interview?

What is pricing?

What factors affect pricing?

What is outsourcing?

What kinds of taxes do you know? What are they levied on?

What are tax deductions?

What is market research?

What market research techniques do you know?

What is the difference between secondary and primary market research?

What is logistics? (logistics functions)

What is sole proprietorship?

How are sole proprietorships taxed?

What is partnership?

What is personal liability?

What is corporation?

What is limited personal liability?

Who are shareholders?

What is franchising?

What are the advantages and disadvantages of franchising?

What are stocks and what are bonds? What is the difference between them?

What is stock exchange?

What is an IPO?

What is investment portfolio?

### **9. Список литературы**

Robbins, Sue. *First insights into business* / S. Robbins. – Longman, 2000.

Tullis, Graham; Trappe, Tonya. *New insights into business* / G. Tullis, T. Trappe. – Longman, 2000.

Phillip, Anna; Phillips, Terry. *Business Opportunities* / A. Phillip, T. Phillips. – Oxford University Press, 1997.

Clarke, Simon. *In Company Pre-intermediate* / S. Clarke. – Macmillan, 2003.

Cotton David, Falvey David, Kent Simon. *Market Leader. New Edition: Pre-intermediate business English coursebook* / D. Cotton, D. Falvey, K. Simon. – Pearson Education Limited, 2007. – 164 p.

Cotton, David; Falvey, David; Kent, Simon. *Market Leader. New Edition: Intermediate business English coursebook* / D. Cotton, D. Falvey, K. Simon. – Pearson Education Limited, 2007. – 172 p.