


**МИНОБРНАУКИ РОССИИ**  
**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ**  
**ВЫСШЕГО ОБРАЗОВАНИЯ**  
**«ВОРОНЕЖСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ»**  
**(ФГБОУ ВО «ВГУ»)**

Утверждаю  
Первый проректор – проректор  
по учебной работе  
  
С.С. Чуванчина  
24.03.2017г.

Дополнительная образовательная программа  
«Иностранный язык в сфере профессиональной деятельности и коммуникации»

Категория обучающихся: студенты не учетно-финансового профиля,  
выпускники вузов прошлых лет

Срок обучения: 90 часов

Форма обучения: очная

Город Воронеж

# **I. Общая характеристика программы**

## **1.1 Цели реализации программы**

- расширить спектр предлагаемых образовательных услуг и представить на рынок новый образовательный продукт;
- удовлетворить социальный запрос общества в целом и выпускников курсов в частности;
- продемонстрировать, что владение иностранным языком существенно расширяет возможности всестороннего развития личности, т.к. язык это инструмент, с помощью которого открываются новые горизонты и перспективы;
- соотнесение целей учебного заведения, предлагающего данную программу и целей, которые ставит себе обучаемый, приводит к дополнительной мотивации и эффективности учебного процесса.

## **1.2 Планируемые результаты обучения**

После успешного завершения программы обучения, слушатели, в соответствии с полученным уровнем знаний, смогут:

- применять разговорный английский язык в различных ситуациях социальной жизни и работы (в соответствии с программой обучения);
- вести общение на обще-деловую тематику с пониманием и чётким разграничением стилей, применяемых в ситуациях делового и повседневного социального общения;
- различать общепринятые нормы языка в рамках деловых ситуаций и социальных;
- применять английский язык при общении с зарубежными друзьями, коллегами;
- общаться с коллегами в компании и партнерами;
- обрабатывать деловую корреспонденцию и писать некоторые виды деловых писем;
- читать и понимать информационные материалы обще-деловой тематики на английском языке.
- овладеть навыками презентаций, собраний, переговоров на английском языке.

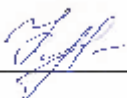
Компетенции обучающегося, формируемые в результате освоения программы:

- развитие навыков понимания, а также улучшение понимания устной речи общей и деловой тематики;
- понимание особенностей стилей общения в рамках деловых ситуаций и ситуаций повседневного общения;
- преодоление языкового барьера и улучшение навыков разговорного английского языка, включая улучшение произношения;
- владение грамматическими нормами английского языка, а также повышение грамотности устной и письменной речи в целом;
- расширение словарного запаса по тематике общего и делового английского языка;
- повышение общего уровня владения английским языком;
- развития профессиональных навыков при помощи иностранного языка как фундаментального инструмента совершенствования профессиональной деятельности в условиях глобализации

## II. Учебный план

	Наименование разделов и дисциплин	Всего час.	В том числе			Форма контроля
			лекции	практические и лабораторные занятия	самостоятельная работа	
1.	Общий английский язык	30	-	30	-	тестирование
2.	Деловой английский язык	60	-	60	-	тестирование
	Итого	90	-	90	-	

Руководитель дополнительной образовательной программы



А.В. Кудряшова

### III. Рабочая программа курса

#### Раздел 1. Общий английский язык (30 час.)

Тема 1. New jobs. How to avoid time wating. Writing a report on a magazine. Describing roueying on a job. My new job/ How to survive/ Agreeing and Disagreeing Writing a personal profile. Present Simple and Present Continious Business sectors.

Тема 2. Buying and selling. How to get energized at work. Writing a report on about purchases. Describing purchases. You want it but do you need it. Requests Emailing requests and responses. Past Simple and Past Continious. Econom-iterms. Polite requests

Тема 3. Marceting. Mobile phone etiquette. Talking about my generation. How to market. OpinionsWriting a market-ing plan. Present Perfect Simple and Continious Acronyms.

Тема 4. Leadership Are you born a leader? Talking about first bosses Inspirational leadership. Thinking time. Emailing a friend with advice. Should have, had to, didn't have to, will have to.

Тема 4. Changing the world. How to search on the inter-net. Reviewing and comparing two websites. The bigger picture Adding and contrasting information. Emailing a colleague with information. Will, be going to, will have to, will be able to, infinitive. Digital world.

#### Раздел 2. Деловой английский язык (60 час.)

Тема 1.Working abroad. How to improve your English Researching culturally appropriate behaviour in a country. Talking about cultural issues. Changing countries job adventurous. Suggestoins and objections. Completing an application form Must, can't , may, might, could Personality adjectives. Reinforcing adverbs.

Тема 2. Ethical trading. Green office tips. Researching the ethics of a large multinational company. Discussing companies and their ethics. Fairtrade Business scandals Giving reasons why E-mailing your boss with explanation and suggestions. The Passive Finance

Тема 3. Diversity Meeting and working with disabled people. Writing about discrimination against women in the work-place. Presentation about improving diversity in the work-place. Discrimination at work/Women in the workplace. Correcting yourself. Writing about the approach to diversity in your school or workplace. Conditionals Word-building Word stress

Тема 4. Brands and values. Preparing a person-al statement Inventing, naming and presenting a new product. Discussing sponsorship. Building great brands. Matching sponsors with spon-sorship opportunities. Writing a personal statement . Past Perfect

Тема 5. Office life. How to irritate your co-workers. Planning an ideal office space. Working in a "cube farm". Surprising news. Writing a letter of application for a job. Must have, can't have, might, could have Expressing surprise

Тема 6. Workplace skills. How to work in a team. Writing tips on a a soft skills. Giving instructions and describing mistakes. The need for soft skills. Turn – talking. Describing your soft skills. Third Conditional Personal qualities.

Тема 7. Presentations. Effective meetings Presenting and answering questions about a business idea. How to give a good presentation. Making a presentation about a product. Bad news. Writing a hand out about your school or workplace. Reported speech and questions Presentation accessories /o/ /u/

Тема 8. Big businesses. Task management. Performing a SWOT analysis on a large company. SWOT analysis Behind big businesses. Making guesses about famous multinational companies. Expressing certainty, probability ,and possibility. Writing a SWOT report for a large company. Verb+to or a verb +ing. Business terms

Тема 9. Entrepreneurs. Are you a born entrepreneur? Writing a report on an entrepreneurs. Giving financial advice A sense of adventure-young entre-preneurs Compliments

and saying no. Making compliments/ requests and saying no by email Defining and non-defining relative clauses Personal money

Тема 10. Job hunting. Handling and challenging interview Advising an entrepreneur on a new product. Successful job seeking Going for a job. Case interviews. Problem solving. Dealing with difficult conversations. Writing a letter of application for a job Reported speech 2 : orders and advice

### **Методические рекомендации и пособия по реализации учебной программы**

1. Business Club : учебно-методическое пособие для вузов. Р.1 / сост. : А.В. Варушкина, Е.Б. Ларина, Т.Н. Панкова, Е.В. Ушакова .— Воронеж : ИПЦ ВГУ, 2007 .— 37 р.
2. Business Club : учебно-методическое пособие для вузов. Р.2 / сост. : А.В. Варушкина, Е.Б. Ларина, Т.Н. Панкова, Е.В. Ушакова .— Воронеж : ИПЦ ВГУ, 2007 .— 38 р.
3. Business Club : учебно-методическое пособие для вузов / сост. : А.В. Варушкина, Е.Б. Ларина, Т.Н. Панкова, Е.В. Ушакова .— Воронеж : ИПЦ ВГУ, 2007 .— 22 р.
4. Business Tests. Ч. 1 : учеб.-метод. пособие / сост. : Е.Б. Ларина, Т.Н. Панкова .— Воронеж : Экономический фак., 2008 .— 27 с.
5. Business Tests. Ч. 2 : учеб.-метод. пособие / сост. : Е.Б. Ларина, Т.Н. Панкова .— Воронеж : Экономический фак., 2008 .— 27 с.
6. Business Tests. Ч. 3 : учеб.-метод. пособие / сост. : Е.Б. Ларина, Т.Н. Панкова .— Воронеж : Экономический фак., 2008 .— 27 с.
7. Business Tests. Ч. 4 : учеб.-метод. пособие / сост. : Е.Б. Ларина, Т.Н. Панкова .— Воронеж : Экономический фак., 2009 .— 32 с

### **Литература**

1. Commerce, Martyn Hobbs and Julia Starr Keddle, Oxford
2. Market Leader, David Cotton, David Falvey ,Simon Kent ,Longman
3. Natural English, Oxford

#### IV. Кадровое обеспечение дополнительной образовательной программы

№ п/п	Дисциплины	Характеристика педагогических работников							
		ФИО, должность по штатному расписанию	Какое образовательное учреждение окончил, специальность (направление подготовки)	Ученая степень, ученое (почетное звание, квалификационная категория)	Стаж педагогический (научно-педагогической работы)			основное место работы, должность	условия привлечения к педагогической деятельности
					Всего	в т.ч. педагогической работы			
						всего	в т.ч. по указанной дисциплине		
1	Общий английский язык Деловой английский язык	<b>Панкова Татьяна Николаевна</b> , к.ф.н., доцент кафедры английского языка гуманитарных факультетов	Воронежский государственный университет, 2001, специальность «Лингвист преподаватель»	Кандидат филологических наук, доцент	16	16	16	ФГБОУ ВО «ВГУ» доцент кафедры английского языка гуманитарных факультетов	
2	Общий английский язык Деловой английский язык	<b>Ларина Елена Борисовна</b> , старший преподаватель кафедры английского языка гуманитарных факультетов	Симферопольский государственный университет, 1983, специальность «Филолог, переводчик, преподаватель английского языка»		34	34	23	ФГБОУ ВО «ВГУ» старший преподаватель кафедры английского языка гуманитарных факультетов	
	Общий английский язык Деловой английский язык	<b>Небренчина Ирина Юрьевна</b> , преподаватель кафедры английского языка гуманитарных факультетов	Воронежский государственный педагогический университет. Специальность «Учитель английского и французского языка»		10	10	10	ФГБОУ ВПО «ВГУ» преподаватель кафедры английского языка гуманитарных факультетов	

## V. Оценка качества освоения программы (формы аттестации, оценочные и методический материалы)

### Тесты для текущего контроля знаний

Megane sales drive Renault to top position

By Richard Milne

Renault, the French carmaker, lifted its profit outlook for this year after posting stronger growth in the first half than its European rivals. Boosted by sales of its revamped, mid-size Megane model, the group raised its forecast for operating margin by one percentage point to 5.5 percent, up from 3.7 percent in last year. Net profit rose in the first half by 29 percent to €1.51bn (\$1.82bn). Revenues rose 12 percent to €20.76bn. Renault's improved outlook follows a hint from PSA Peugeot Citroen, its larger French rival, that it too could raise its profit forecasts despite a fall in earnings this year. Both carmakers have benefited from a rebound in the European market. Renault's shares surged 5.3 percent to €64.45 in Wednesday morning trade in Paris, adding to an 18 percent rise since the start of the year.

'These are very good results, better than our own forecasts and those of the market,' said Louis Schweitzer, Chief Executive. Operating profit more than doubled to €1.28bn, helped by results outside western Europe, which moved into profit led by explosive growth in Turkey.

Renault is reaping the benefits of a strong vehicle line-up, with consumers drawn to the distinctive shapes of its Megane models as well as its Espace people carrier. Its buoyant forecast contrasts with the gloom surrounding larger European competitors such as Volkswagen, which last week slashed its profit forecasts, and Fiat, which announced stable operating losses of €282m at its automobile division on Monday.

Nissan, the Japanese carmaker in which Renault has a 44 percent stake, contributed the bulk of net profit with €939m and will help cost savings at the French group in the second half through shared platforms. Mr Schweitzer is stepping down as Chief Executive next year to be replaced by the respected head of Nissan, Carlos Ghosn.

AB Volvo, the truck maker in which Renault has a 20 percent stake, contributed €124m. Some analysts have suggested that this year could represent the high point in Renault's product cycle. But Mr Schweitzer dismissed the idea, saying he was convinced earnings would rise next year.

### COMPREHENSION

- Find figures in the article to complete this information.
  - Renault's operating margin last year: %
  - Their operating margin this year (forecast): %
  - Renault's net profit for first half of this year: €
  - The increase in net profit compared with last year: %
  - Revenues (sales) for the first half of this year: €
  - The increase in revenues compared with last year: %
  - Renault's share price on Wednesday morning: €
  - The increase in share value between the beginning of the year and Wednesday morning %
  - Renault's operating profit for the first half of this year: €
- Match the expressions (1-6) with their meanings (a-g).
  - outlook a. when sales increase after a fall
  - posting b. changed so as to be attractive

- |    |          |                     |
|----|----------|---------------------|
| 3. | boosted  | c). rose very fast  |
| 4. | revamped | d). announcing      |
| 5. | rebound  | e). probable future |
| 6. | surged   | f). increased       |
| 7. | doubled  | g). helped          |

3. Find expressions in the article that mean:

- happening extremely fast (9 letters)
- good quality and attractive (5 letters)
- attracted by (5, 2 letters)
- unusual (11 letters)
- positive and optimistic (7 letters)
- a feeling that the future is not good (5 letters)
- describing a situation that is not getting better or worse. (6 letters).

4. Look at the article and complete the information.

- Fiat has operating losses of €
- Renault owns % of Nissan shares.
- Nissan was responsible for € of Renault's profit.
- Renault owns % of AB Volvo shares.
- AB Volvo was responsible for € of Renault's profit.

5. Choose the best alternative to replace the expressions in italics.

- Nissan ... contributed the bulk of net profit...
  - part of the
  - all of the
  - most of the
- ... and will help cost savings at the French group in the second half through shared platforms,
  - basic structures on which cars are built
  - railway stations for car deliveries
  - opinions of car industry leaders
- Mr Schweitzer is stepping down as Chief Executive next year...
  - being forced out
  - retiring
  - being made redundant
- ... to be replaced by the respected head of Nissan, Carlos Ghosn.
  - liked
  - feared
  - admired
- Some analysts have suggested that this year could represent the high point in Renault's product cycle.
  - the point at which its current models will sell the least
  - the point at which its current models will sell the most
  - the point at which its current models will sell the same as the previous year.

1. Say these sentences.

- A Roman mile was about 0.92 of a modern mile.
- A UK gallon is 4.55 litres and a US gallon is 3.78 litres.
- 40 degrees centigrade is 105.8 degrees Fahrenheit.
- A UK hundredweight is 50.8 kilograms and a US hundredweight is 45.4 kilograms.
- One square inch is 6.4516 square centimetres.



- f). A premium-class return train ticket from Paris to London costs €405.50.
- g). The price of a Range Rover Westminster in the US is \$84,035.
- h). Light travels at 186,000 miles per second.
- i). The population of the urban area around Tokyo (Tokyo, Chiba, Funabashi, Kawasaki and Yokohama) is about 33,000,000.
- j). The GNP of Vietnam is \$31 billion.

### **Задания для практических занятий**

Write a press release for your company innovative product launch, using the model below.

#### Press release

The aim of a press release is to draw a forthcoming event to the attention of people who choose what is reported in the media. For commercial events like product launches, public relation agencies are often used to ensure good coverage in the relevant sections of the media.

Note that it is important to provide a contact name and address for further information.

#### Press release model.

For: business editors, national press, motoring press

Release Date: 26 October

Subject: Revolutionary new car to be unveiled at Motor Show

After weeks of rumour and speculation, ITSwill unveil its revolutionary new concept car at the Tokyo Motor Show on 3 November. The vehicle requires very small amount of petrol and instead uses a combination of solar energy and hydrogen to power it.

Massive public interest is expected in this vehicle of the future.

For more information, contact:

Sarah Wells High Profile Communications

sarah@hpc-centre.com

Write a company profile. Make use of the information below.

A company profile is referred to as a corporate profile or business profile and can be used on a web site, as a supporting document for financiers when applying for financing, to briefly describe a company's business, or simply to provide company data. It can be used for marketing purposes during trade shows, for mass mailings, or as part of a company's media kit.

An effective company profile should give a strong impression to your clients no matter what presentation form, design, or report your corporate profile or business profile has prepared. It should clearly convey the company values and build trust for your company brand, product or services

The following are key content areas found in a company profile:

1. Summary of the Company's Background - The first part of your company profile should provide background information. Include the year when the business was established or founded, where the main office is located, and the branches or offices, and the specific city and country. Provide a brief description of the type of business and the products or services your company offers, and the industries and clients you serve. Include a short statement of your company philosophy and approach to clients. Mention the size of the business and the company's awards and recognitions.

2. Company History - Write a short description of your company history from the time it was established to how it has grown. Provide separate information on how you have expanded to different branches or locations.

3. Mission and Vision - Describe the company's mission, values, ethics, and commitment to deliver quality products and customer service. Provide the company vision statement to define future plans.

4. Main Business, Products and/or Services - List details of the different products and/or services your company offers. Describe your company experience and expertise that will ensure the company's capability to meet the needs of specific target clients.

5. Company Strengths and Achievements - Highlight the company's strengths and milestones that make you unique. Include three competitive advantages and at least three significant achievements that make you stand out.

6. Company Contact Information - Provide complete company data including mailing addresses, e-mail addresses, landline numbers, fax numbers, and web site URL.

## **VI. Составители программы**

1. Панкова Татьяна Николаевна, канд. филолог. наук, доцент (раздел 2)
2. Ларина Елена Борисовна, старший преподаватель (раздел 1)