



PROFESSIONAL ENGLISH

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| Credit points | 9 CP | | |
| Duration of the course | 1 sem (6 CP) / 2 sem (3 CP) | | |
| Study course annotation | The study course "Professional English" is offered to students so that they can develop and improve the competences necessary for the effective use of English for educational and professional purposes, as well as for developing and improving the general understanding of the language. Studying the course expands professional experience, helps to increase students' competitiveness in a cross-cultural environment, and also stimulates involvement in self-education and further education. | | |
| Aim of the study course | The main goal of the course is to provide students with the opportunity to acquire the necessary competences in English in the sphere of economics and business and to improve students' communicative competence in a foreign language in the spheres of professional activity. | | |
| Study course results | Knowledge | Skills | Competences |
| | by successfully completing this study course, students develop knowledge of professional terminology of the English language, which is related to the sphere of economics and business, students understand the main economic and business concepts in English, as well as orient themselves in scientific literature and special educational literature in English. | successfully completing this study course, students must be able to express their opinion in the professional field in English orally and in writing, be able to read and discuss what they have read orally and recount the content of what they have read, as well as read professional literature and discuss it. | students can orientate themselves in scientific literature in English; plan and organize your work in English; able to argue and present his opinion in English; can understand and analyze scientific literature in English. |
| Study course content | Topics | | |
| | 1 | Brand. Trademark. Brand management and management. Brand management and promotion | |
| | 2 | Marketing ethics | |
| | 3 | Commercial company, firm. Company structures. Organization of companies. Conducting the company's activities | |
| | 4 | Trade. Changes in retail and wholesale. Barriers to free trade. Market factors that affect the market for a particular product or service | |
| | 5 | Money. Means of payment. Financial terms. Banks, trends in increasing the bank's share capital. Venture company and venture capital | |
| | 6 | Business trips. International business styles. Corporate cultures | |
| | 7 | Advertising and Advertising. Purpose of advertising distribution. Means and methods of advertising distribution. Types of advertising | |
| | 8 | Employment. Selection and negotiation of employees. How to retain valuable employees | |
| | 9 | Management styles The role of the manager's personality. Principles of public relations management | |



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| | 10 | Management. Leadership. Ethics. Globalization. International management |
| | 11 | Upgrade. Upgrade. Competition |
| | 12 | Company finances. Capital. Revenue. Financial statements |
| | 13 | Balances. Assets Liabilities and Equity. Shareholders' equity. Fixed and current assets. Accumulated for publication |
| | 14 | The price. Manufacturer pricing strategy. Retail pricing strategy |
| Test form: | | Exam |
| Obligatory literature: | | |
| <ol style="list-style-type: none">1. Yvonne Dubicka, Marjorie Rosenberg, Bob Dignen. Business Partner B2+, Pearson, FT Publishing, 20232. Cotton D., Falvey D., Kent S., Market Leader, 3rd edition, Pearson, Longman, 2010.3. Cotton D., Falvey D., Kent S., Market Leader Extra Intermediate Coursebook, 3rd edition, Pearson, Longman, 2016.4. Martyn Hobbs and Julia Starr Keddle, Market Leader, video resource book, Pearson, 20105. John Rogers, Market Leader, English practice file, Pearson, Longman, 2010 | | |
| Additional reading: | | |
| <ol style="list-style-type: none">1. IE Mackenzie, Professional English in Use Finance, Cambridge University Press, ISBN-10: 97805216162702. Arthur McKeown, Ros Wright, Professional English in Use Management, Cambridge University Press, 2011, ISBN-10:2011 05211768593. English Dictionary for Advanced Learners, International student Edition, Macmillan.4. Oxford Dictionary of Business English, Oxford University Press.5. https://www.economist.com/ The Economist | | |
| Other sources of information: | | |
| <ol style="list-style-type: none">1. http://biblio.bsa.edu.lv2. EBSCO http://search.ebscohost.com | | |
| Changes and additions to the program and literature list are possible during the study process | | |