MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Ural State University of Economics

Approved
at the meeting of the department

01.12.2022

protocol № 5

Department Head Makarova E.N.

Approved
The Council on Educational and
Methodological Issues and Education Quality of
Education

14 December 2022

protocol №4

Chairman _____ Karkh D.A.

(signature)

MODULE PROGRAMME

Module title	Professional foreign language
Field of study	38.04.02 MANAGEMENT
Profile	International Business (in English)
Mode of study	Full time
Enrollment year	2023

Developed by:
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Cand.Sc (Philology)
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Yekaterinburg
2022

CONTENT

INTRODUCTION

The module program is part of the university curriculum - the master's program, developed in accordance with the Federal State Educational Standard of Higher Education

FSES HE	Federal State Educational Standard of Higher Education - Master's degree in the direction of preparation 04/38/02 Management (order of the Ministry of Education and Science of Russia No. 952 dated 08/12/2020)

1.MODULE PURPOSE
To acquire communicative language competence necessary for conducting professional activities

2. PROGRAMME MAPPING
Discipline refers to the variable part of the curriculum.

3. MODULE SCOPE

Summative assessment	Hours				Credits
	Semester Total	Contact hours		Self-study, including preparation of interim assessment and coursework	
		Total	Tutorials, incl.coursedesign		
Semester 1					
Credit	72	20	20	52	2

4. EXPECTED LEARNING OUTCOMES
The graduate should have the competencies established in accordance with the Federal State Educational Standard of Higher Education.

Competencecodeandname	Competence indicators (IC)
UC-4 Ability to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	IC-3.UC-4 Have practical experience in presenting the results of research and project activities at various public events; participate in academic and professional discussions in a foreign language
	IC-2.UC-4 Be able to: establish contacts and organize communication in accordance with the needs of joint activities; compile business documentation in accordance with the norms of the Russian language

UC-4 Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	IC-1.UC-4 Have knowledge of modern communication technologies; norms of business written communication; principles of standard business documentation for academic and professional purposes in Russian and foreign languages
UC-5 Ability to analyze and take into account the diversity of cultures in the process of intercultural interaction	IC-3.UC-5 Have practical experience in organizing interaction in a professional environment taking into account national and ethno-cultural characteristics; skills of intercultural interaction taking into account the diversity of cultures
	IC-2.UC-5 Be able to: present professional information in the process of intercultural interaction; analyze the features of social interaction taking into account national, ethno-cultural characteristics
	ID-1.UC-5 To know: the basics of social interaction aimed at solving professional tasks; mechanisms of intercultural interaction in society

5.SYLLABUS

Theme	Hours						
	Title	Total hours	Contact hours			Self study	Self-study assessment
			Lectures	Laboratory work	Tutorials		
	Semester 1	72					
Theme1.	Marketing mix	20			4	16	
Theme 2	Branding	24			8	16	
Theme 3	International management	28			8	20	

6.ASSESSMENT METHODS
GRADING

Unit/Theme	Assessment method	Assessment method description	Assessment criteria
Formative assessment (Appendix 4)			
Theme 1	Test (Appendix 4)	The test consists of 20 questions	Maximum of 10 points. Evaluation criteria: 0.5 points for each correct answer of the test; up to 49% of the total number of points scored - "unsatisfactory; from 50% to 69% of the total number of points scored - "satisfactory"; from 70% to 84% of the total number of points scored - "good"; from 85% to 100% - "excellent".
Theme 2	Essay (Appendix 4)	Famous brands	Maximum of 10 points Evaluation criteria: 9 - 10 points in the presence of one or two errors, 7 - 8 points in the presence of three or five errors, 5 - 6 points in the presence of six or seven errors.

Theme 3	Text translation (Appendix 4)	Discussion of the management system on the example of the Japanese company Toyota	Maximum of 10 points Evaluation criteria: 9 - 10 points in the presence of one or two errors, 7 - 8 points in the presence of three or five errors, 5 - 6 points in the presence of six or seven errors.

Summative assessment (Appendix 5)			
2 Semester (Credit)	credit	Each ticket contains one question.	Up to 49% of the total number of points scored - "unsatisfactory; from 50% to 69% of the total number of points scored - "satisfactory"; from 70% to 84% of the total number of points scored - "good"; from 85% to 100% - "excellent".

GRADING

The assessment is cumulative and combines formative and summative assessment of the student.

The rating indicator for each module is expressed as a percentage, which shows the student's level of preparation.

Formative assessment. A 100-point grading system is used. The student's work during the semester is assessed by the teacher in accordance with the system of learning outcomes assessment.

The module programs specify the types of formative assessment, the expected learning outcomes and criteria for evaluating academic achievements.

During the semester, the teacher uses at least 3 assessments to evaluate the student's activity. If class attendance is included in the rating, then this indicator is no more than 20% of the maximum number of points in this module.

Summative assessment. A 5-point grading system is used. The student's work at the end of the module (part of the module) is evaluated by the teacher in accordance with the system developed for evaluating the student's learning outcomes in the process of studying in this discipline. Summative assessment is also carried out once competencies are acquired.

The procedure for transferring the rating to a five-point system.

High level - 100% - 70% - excellent, good.

The average level is 69% - 50% - satisfactory.

Assessment indicator	5-point grading system	Indicator characteristics
100% - 85%	excellent	Have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	good	Have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. There may be shortcomings corrected by the student independently in the process of work (answer, etc.)
69% - 50%	satisfactory	Have general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at an average level. Mistakes are made that the student finds it difficult to correct on their own.
49 % and less	unsatisfactory	Have an incomplete amount of general theoretical knowledge, do not know how to independently apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities to solve professional tasks have not been acquired.
100% - 50%	pass	The indicator characteristic corresponds to "excellent", "good", "satisfactory"
49 % and less	fail	The indicator characteristic corresponds to "unsatisfactory"

7.MODULE CONTENT

7.2 Content of tutorials and laboratory works

Theme 1. Marketing mix The concept of marketing mix. 4 Psin marketing. Importance of market research. Market segmentation. Types of market research
Theme 2. Branding The concept of branding. Product features. The difference between the product and the brand. Product line, product range. The life cycle of the product. Waystoincreasebrandeffectiveness. Theworld'sleadingbrands.
Theme 3. International management Management in an international company. Cross-cultural management in an international company.

7.3. Self-study

Theme 1. Marketing mix Characteristics of the four R's in marketing. The concept of marketing mix. Types of marketing research. Market segmentation. Primary marketing research. Secondary marketing research.
Theme 2. Branding The concept of branding. Product Description (optional). Product features. The difference between the product and the brand. Product line, product range. Definition of the product life cycle. Comparison of product life cycles. Ways to increase brand effectiveness. The world's leading brands. Brand expansion tactics.
Theme 3. International management Find examples of management systems in international companies, paying attention to cross-cultural aspects

7.3.1. Sample questions for the test / exam self-preparation
Appendix 1

7.3.2. Practical tasks for the test / exam self-preparation

Appendix 2

7.3.3. List of term papers
Not provided

7.4. Student'selectronicportfolio
Notprovided

7.5. Methodological recommendations for the interim assessment
Notprovided

7.6 Methodological recommendations for the course paper
Notprovided

8.TEACHING AND LEARNING FOR DISABLE PEOPLE

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Based on the student's application

In order to make the program accessible to people with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline adapted to the limitations of their health;
- study of the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in the forms available to them.
- access (remote access) to modern professional databases and information reference systems, specified in the Programme.

9. READING LIST

USUE library website
http://lib.usue.ru/

Key literature:

1. Ивукина Е. С.. English for Master's Students.   - Екатеринбург: [Издательство УрГЭУ], 2016. - 58 – Access: http://lib.usue.ru/resource/limit/ump/16/p487068.pdf

2. English for Master's Students. P. 2. [Электронный ресурс]:. - Екатеринбург: [Издательство УрГЭУ], 2017. - 71 – Access: http://lib.usue.ru/resource/limit/ump/17/p489543.pdf

3. English for Academics. A communication skills course for tutors, lecturers and PhD students ; In collaboration with the British Council. Book 2.:. - Cambridge: Cambridge University Press, [2015]. - 176

Additional literature:

1. Business Essentials.The key skills for English in the workplace. - Oxford: Oxford University Press, 2016. - 80

10. LIST OF LEARNING RESOURCES, INCLUDING LICENSED SOFTWARE AND INFORMATION REFERENCE DATA BASE, AND ONLINE COURSES.
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List of licensed software:

Astra Linux Common Edition. Contract No. 1 dated June 13, 2018, act dated December 17, 2018. The license is valid for an unlimited period.

My Office standard. Agreement No. SK-281 dated June 7, 2017. The license is valid for an unlimited period.

List of information reference data base, Internet resources:

Reference and legal system Garant. Contract No. 58419 dated December 22, 2015. The license is valid for an unlimited period of time

Legal reference system Consultant +. Contract No. 163/223-U/2020 dated 12/14/2020. The license is valid until 31.12.2021

11.LEARNING RESOURCES

The module is deliveredbased on the USUE learning resources, which ensures the conduct of all types of training sessions and students' research and self-study:

Special rooms are classrooms designed for all types of classes, group and individual consultations, ongoing monitoring and interim assessment.

The premises for students' self-study are equipped with computers connected to the Internet and provide access to the USUE electronic information and educational environment.

All rooms are equipped with specialized furniture and multimedia, special equipment (information and telecommunications, other computer equipment), access to information retrieval, legal reference systems, electronic library systems, current legislationdatabases, other information resources designed to deliver educational information to a large audience.

For conducting lecture-type classes, presentations and other educational and visual aids that provide thematic illustrations.