

**ПЛАН**  
**практичних занять з дисципліни «Професійна іноземна мова (англійська)»**

**Практичні заняття – 240 годин**

**Викладач – Дяченко Г.Ф.**

**Змістовий модуль 1. Brands.**

Discuss three authentic product promotions. **Vocabulary:** Brand management.

**Reading:** Fashion piracy. **Listening:** What is branding? **Language review:** Past Simple and Present Perfect. **Skills:** Taking part in meetings.

**Змістовий модуль 2. Travel.**

Describe likes and dislikes about traveling. **Vocabulary:** English and American travel words.

**Reading:** 1) Free flight offer. 2) Air rage. **Listening:** Business travellers' problems. **Language review:** Countable and uncountable nouns.

**Skills:** Making arrangements on the telephone.

**Змістовий модуль 3. Change.**

Discuss attitudes to change in general and at work.

**Vocabulary:** Words for describing meetings. **Reading:** Managing change.

**Listening:** Resistance to change. **Language review:** Reporting. **Skills:** Meetings.

**Змістовий модуль 4. Organization.**

Rank status symbols in order of importance.

**Vocabulary:** Company structure. **Reading:** New ways of working.

**Listening:** A new office complex. **Language review:** Noun combinations.

**Skills:** Introductions, socializing and leaving-talking.

**Змістовий модуль 5. Advertising.**

Discuss good and bad advertising practices.

**Vocabulary:** Advertising media and methods. **Reading:** Outdoor advertising.

**Listening:** Successful advertising campaigns. **Language review:** Articles.

**Skills:** Starting presentations.

**Змістовий модуль 6. Money.**

Discuss attitudes to money.

**Spoken topic 7:** "Finance". **Vocabulary:** Saying numbers. **Reading:** Financial disasters.

**Listening:** Making loans.

**Змістовий модуль 7. Cultures.**

Discuss the importance of cultural awareness in business.

**Spoken topic:** "Leadership Styles". **Vocabulary:** Words describing culture.

**Reading:** Business across cultures. **Listening:** Cultural awareness.

**Language review:** Modal verbs. **Skills:** Social English.

**Змістовий модуль 8. Employment.**

Describe bad experiences at work. **Spoken topic 6:** "Business organization".

**Vocabulary:** Words to describe personal character. **Reading:** Choosing the right candidate.

**Listening:** Recruitment interviewing. **Language review:** Questions.

**Skills:** Managing meetings.

### **Змістовий модуль 9. Trade.**

Talk about imported and exported goods.

**Vocabulary:** Free trade. **Reading:** Letters of credit. **Listening:** Negotiating techniques.

**Language review:** Conditions. **Skills:** Negotiating.

### **Змістовий модуль 10. Ethics.**

Discuss ethics at work.

**Vocabulary:** Honesty and dishonesty. **Reading:** Fighting corruption.

**Listening:** A code of ethics. **Language review:** Narrative tenses.

**Skills:** Problem-solving.

### **Змістовий модуль 11. Leadership.**

Discuss the qualities of good leadership.

**Vocabulary:** Describing character. **Reading:** Leadership qualities.

**Listening:** Running a large company. **Language review:** Relative clauses.

### **Змістовий модуль 12. Competition.**

Do a quiz on how competitive you are.

**Vocabulary:** Describing competition. **Reading:** Competitive advantage.

**Listening:** Competition and the market. **Language review:** Talking about the future. **Skills:** Negotiating.

### **Змістовий модуль 13. Communication.**

**Vocabulary:** Good communicators. **Listening:** Improving communications. **Reading:** E-mail: for and against. **Language review:** Idioms. **Skills:** Dealing with communication breakdown.

### **Змістовий модуль 14. International marketing.**

**Vocabulary:** Marketing word partnerships. **Reading:** Italian luxury.

**Listening:** How to market internationally. **Language review:** Noun compounds and noun phrases. **Skills:** Brainstorming.

### **Змістовий модуль 15. Building relationships.**

**Vocabulary:** Describing relations. **Listening:** Business partnerships. **Reading:** Business networks in China. **Language review:** Multi-word verbs. **Skills:** Networking.

### **Змістовий модуль 16. Success.**

**Vocabulary:** Prefixes. **Listening:** Successful businesses. **Reading:** Carlos Slim. **Language review:** Present and past tenses. **Skills:** Negotiating.

### **Змістовий модуль 17. Job satisfaction.**

**Vocabulary:** Synonyms and word-building. **Listening:** Staff motivation. **Reading:** Working for the best companies. **Language review:** Passives.

**Skills:** Cold-calling.

### **Змістовий модуль 18. Risk.**

**Vocabulary:** Describing risk. **Listening:** Managing risk. **Reading:** Insuring trade risks.

**Language review:** Adverbs of degree. **Skills:** Reaching agreement.

### **Змістовий модуль 19. Management styles.**

**Vocabulary:** Management qualities. **Listening:** Successful managers. **Reading:** Management styles. **Language review:** Text reference. **Skills:** Presentations.

**Змістовий модуль 20. Team building.**

**Vocabulary:** Prefixes. **Listening:** Building successful teams.

**Reading:** New ways of team building. **Language review:** Modal perfect.

**Skills:** Resolving conflict.

**Змістовий модуль 21. Raising finance.**

**Vocabulary:** Financial terms. **Listening:** Ways to raise money.

**Reading:** Finding finance. **Language review:** Dependent prepositions.

**Skills:** Negotiating.

**Змістовий модуль 22. Customer service.**

**Vocabulary:** Complaints. **Listening:** Customer service. **Reading:** Changing customer service.

**Language review:** Gerunds. **Skills:** Active listening.

**Змістовий модуль 23. Crisis management.**

**Vocabulary:** Handling crises. **Listening:** Dealing with crises. **Reading:** Dealing with crises.

**Language review:** Conditionals. **Skills:** Asking and answering difficult questions.

**Змістовий модуль 24. Mergers and acquisitions.**

**Vocabulary:** Describing mergers and acquisitions. **Listening:** Making acquisitions. **Reading:**

Acquiring a green business. **Language review:**

Prediction and probability. **Skills:** Making presentation