

Subject card

Subject name and code	Teaching Russian in the management and marketing industry, PG_00150197						
Field of study	Russian Philology						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Russian Russian 50% Polish 50%		
Semester of study	5	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tatiana Kopac				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: <ul style="list-style-type: none"> • Text analysis with discussion • Discussion • Group work • Presentations • Problem solving 						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	30	2.0	43.0	75		
Subject objectives	<ul style="list-style-type: none"> • Familiarizing students with issues related to the methodology of teaching foreign languages in specialized courses • Preparation for the work of a Russian language teacher • Developing communication skills • Developing language skills, with particular emphasis on working with specialized vocabulary 						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSL3_U12] The student communicates in his native language and his field language, i.e. Russian, using professional terminology appropriate to the humanities.	Defines, explains and correctly applies basic issues in speech and writing, communicates in the native language and Russian language, using professional terminology appropriate for teaching Russian language in the management and marketing industry.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[FROSL3_K03] The student is able to perform team activities, demonstrating adaptability to the requirements of the labor market, as well as skills and competencies in the selected specialty, conditioning the effectiveness of behavior and proper communication in various interpersonal and professional situations.	Able to perform team actions, shows adaptive abilities to the requirements of the labor market, has skills and competences in the field of teaching Russian language in specialized language courses, conditioning communication in various interpersonal, intercultural and professional situations.	[SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FROSL3_K01] The student is aware of the extent of his philological knowledge and professional skills and understands the need for further continuous development of his own competence in linguistics, literary studies, cultural sciences and religion.	Is aware of his professional skills and knowledge in the field of teaching Russian language in specialized language courses and understands the need for further development of his own competencies.	[SK7] entries and opinions in the internship diary [SK8] observation of student's independent or team work
	[FROSL3_W08] The student has advanced knowledge of the interrelationships of linguistics, literary studies, cultural sciences and religion with social communication and media sciences, psychology, pedagogy and history.	Has knowledge about the connections of teaching Russian language in specialized language courses with other humanities.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FROSL3_K06] The student has a belief in the importance of behaving in a professional manner, reflecting on ethical issues and adhering to professional ethics.	Understands the importance of behaving professionally and adhering to professional ethics while teaching Russian language in specialized language courses.	[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills
	[FROSL3_W18] The student has advanced detailed knowledge of the selected specialty specific to the field of Russian philology.	Has organized detailed knowledge in the field of teaching Russian language in the management and marketing industry.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FROSL3_W03] The student has advanced philological knowledge in the study of language and its acquisition, and literature and culture.	Has organized philological knowledge in the field of linguistics and its acquisition.	[SW4] test/exam - oral or written [SW3] text preparation/written work
	[FROSL3_U18] The student has professional skills in linguistics, literary studies, cultural sciences and religion.	Has professional skills in teaching Russian language in the management and marketing industry.	[SU6] demonstration of practical skills
	[FROSL3_K05] The student recognizes and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions, acts in accordance with ethical principles.	Perceives and formulates moral and ethical dilemmas related to a multicultural professional environment; seeks optimal solutions, acts in accordance with the principles of ethics in a multicultural context.	[SK5] implementation of a problem task

Subject contents	<p>Basics of teaching Russian language in specialized courses; specifics of teaching and learning for adults.</p> <p>Types of companies.</p> <p>Company management: positions, structure.</p> <p>Staff selection.</p> <p>Etiquette, dress-code.</p> <p>Managers position.</p> <p>Companys marketing activities.</p> <p>Goals of marketing and advertising. Types of advertising.</p> <p>Analysis of a selected advertising campaign.</p> <p>Independent presentation of prepared advertising.</p>		
Prerequisites and co-requisites	<p>The condition for participation in the classes is the choice of specialization: Teaching Russian language in specialized language courses.</p> <p>Knowledge of the Russian language at a level that enables the achievement of the assumed learning outcomes.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completion of a graded assignment (class scenario)	51.0%	30.0%
	completion of homework and tests	51.0%	20.0%
	attendance and activity in class	76.0%	30.0%
	passing the final test	51.0%	20.0%

Recommended reading	Basic literature	<p>Stefańska E., <i>W świecie biznesu</i>, Poltext, Warszawa 2016.</p> <p>Kapusta P., <i>Polsko-rosyjski słownik biznesu. Media Reklama Marketing Zarządzanie</i>, Dr Lex, Kraków 2015.</p> <p>Siskind J., <i>Rosyjski język w biznesie</i>, PWE, Warszawa 2015.</p> <p>Bondar N., Chwatow S., <i>Biznes-kontakt</i>, REA, Warszawa 2014.</p> <p>Strmiska-Mietlińska A., <i>Rosyjska korespondencja handlowa</i>, PWE, Warszawa 2014.</p> <p>Fuchsel H., <i>Korespondencja w firmie</i>, Poltext, Warszawa 2013.</p> <p>Kozlova T. i dr., <i>Nachal'nyy kurs russkogo yazyka dlya delovogo obshcheniya</i>. Kn. 1-2, Rus. yaz. Kursy, Moskva 2011.</p> <p>Fast L., Zwolińska M., <i>Biznesmeni mówią po rosyjsku</i>, cz. 1-3, Poltext, Warszawa 2010.</p> <p>Ziętala G., <i>Interkulturowa komunikacja ustna w polsko-rosyjskiej firmie</i>, WUR, Rzeszów 2006.</p> <p>Akishina A., O. Kagan, <i>Uchimsya uchit': Dlya prepodavatelya russkogo yazyka kak inostrannogo</i>, Rus. yaz. Kursy, Moskva 2002.</p>
	Supplementary literature	<p>Skorikova T., <i>Vstrechi, peregovory, perepiska: biznes-kurs po russkomu yazyku</i>, Rus. yaz. Kursy, Moskva 2017.</p> <p>Kapusta P., <i>Słownik polsko-angielsko-rosyjski marketingu, reklamy, zarządzania</i>, Dr Lex, Kraków 2015.</p> <p>Kalinovskayam. i dr., <i>Testovyy praktikum po russkomu yazyku delovogo obshcheniya. Biznes. Kommertsiya. Vneshnetorgovaya deyatel'nost'. Bazovyy uroven'</i>, Rus. yaz. Kursy, Moskva 2013.</p> <p>Zhuravleva L. (otv. red.), N. Isayev i dr., <i>Testovyy praktikum po russkomu yazyku delovogo obshcheniya. Biznes. Kommertsiya. Sredniy uroven'</i>, Russkiy put', Moskva 2013.</p> <p>Kłobukowa L., Michałkina I., Chawronina S. i in., <i>Język rosyjski w sferze biznesu</i>, PWN, Warszawa 2012.</p>
	eResources addresses	<p>Supplementary</p> <p>https://studfile.net/preview/6311455/ - Konstantinova L.A., Yurmanova S.A., Delovoy russkiy yazyk: Uchebnoye posobiye po russkomu yazyku dlya inostrannykh studentov prodvnutogo etapa [25.06.2024].</p>

Example issues/ example questions/ tasks being completed	Lexical tests. Presentations on selected topics. Dialogues in the company (telephone conversation, negotiations, etc.) - work in pairs and small groups. Creating an advertising film - group work. Writing a lesson plan on a selected topic from the course scope.
Work placement	Not applicable

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