

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 2025		Academic year of realisation of subject		2027/2028		
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		
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 Marcin Trendowicz				
	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						
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	The aim of the course is to familiarise students with issues related to the methodology of teaching foreign languages in specialist courses preparing them for work in the management and marketing industry, to systematise knowledge of lexical and grammatical structures, including elements of specialist vocabulary and terminology, and to develop all language skills that allow them to use specialist language.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSL3_U10] The graduate is able to plan individual and/or team work, taking on various roles within the group.	Is able to design and conduct classes on a selected topic in the field of Russian language teaching in the field of marketing and management based on previously prepared materials and an outline (script).	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FROSL3_K05] The graduate is prepared to responsibly fulfill professional roles, including adhering to and promoting ethical principles, in various fields of activity related to the use of the Russian language.	Demonstrates readiness to prepare and conduct language classes based on the principles of professional ethics and methodology of teaching Russian in the field of marketing and management.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FROSL3_U11] The graduate is able to independently plan and pursue their lifelong learning.	Is able to independently educate himself/herself in the methods and topics of teaching Russian in the field of marketing and management, adapting to the changing needs of the market and listeners, as well as changes occurring in the language.	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FROSL3_U06] The graduate is able to present the results of their work in Polish and Russian in a clear, systematic, and well-thought-out manner, using various modern methods and techniques.	Is able to prepare an outline (script) and teaching materials (also in multimedia form) for a topic related to teaching Russian in the field of marketing and management.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
Subject contents	Specifics of teaching Russian in marketing and management. Preparation and organization of a specialized course in marketing and management. Textbooks and teaching materials. Thematic blocks: Basic concepts: business, company, product, client, market. Types of companies and typical forms of economic activity in Russia and Poland. Company management: positions, structure, staff selection. Etiquette, dress code. Cultural differences in business communication. Company marketing activities. Marketing and advertising goals. Advertising and marketing strategies. Types of advertising. Polish and Russian advertising campaigns. Social advertising.		
Prerequisites and co-requisites	Selection of specialization "teaching Russian in specialized language courses". Knowledge of Russian at a level that allows for the implementation of the assumed learning outcomes.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	performing tasks assigned by the instructor	51.0%	20.0%
	preparation of the outline and materials and independent conduct of the classes	51.0%	50.0%
	colloquium on lexis	51.0%	30.0%

Recommended reading	Basic literature	Stefańska E., W świecie biznesu, Warszawa 2016. Siskind J., Rosyjski język w biznesie, Warszawa 2015. Bondar N., Chwatow S., Biznes-kontakt, Warszawa 2014. Kozlova T. i dr., Nachal'nyy kurs russkogo yazyka dlya delovogo obshcheniya. Kn. 1-2, Moskva 2011. Fast L., Zwolińska M., Biznesmeni mówią po rosyjsku, cz. 1-3, Warszawa 2010. Ziętala G., Interkulturowa komunikacja ustna w polsko-rosyjskiej firmie, Rzeszów 2006.
	Supplementary literature	Skorikova T., Vstrechi, peregovory, perepiska: biznes-kurs po russkomu yazyku, Moskva 2017. Strmiska-Mietlińska A., Rosyjska korespondencja handlowa, PWE, Warszawa 2014. Fuchsel H., Korespondencja w firmie, Poltext, Warszawa 2013. Kapusta P., Polsko-rosyjski słownik biznesu. Media. Reklama. Marketing. Zarządzanie, Kraków 2015. Kapusta P., Słownik polsko-angielsko-rosyjski marketingu, reklamy, zarządzania, Kraków 2015. Kalinovskaya i dr., Testovyy praktikum po russkomu yazyku delovogo obshcheniya. Biznes. Kommertsiya. Vneshnetorgovaya deyatel'nost'. Bazovyy uroven', Moskva 2013. Zhuravleva L., N. Isayev i dr., Testovyy praktikum po russkomu yazyku delovogo obshcheniya. Biznes. Kommertsiya. Sredniy uroven', Moskva 2013. Kłobukowa L., Michałkina I., Chawronina S. i in., Język rosyjski w sferze biznesu, Warszawa 2012. Akishina A., O. Kagan, Uchimsya uchit': Dlya prepodavatela russkogo yazyka kak inostrannogo, Rus. yaz. Kursy, Moskva 2002.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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