

**Институт иностранных языков**

**АННОТАЦИЯ УЧЕБНОЙ ДИСЦИПЛИНЫ**

**Образовательная программа**

**45.04.02 Лингвистика, профиль «Теория коммуникации и синхронный перевод»**

<b>Наименование дисциплины</b>	<b>Синхронный перевод в рамках делового общения</b>
Объём дисциплины	(504 час.)
Краткое содержание дисциплины	
Название разделов (тем) дисциплины	Краткое содержание разделов (тем) дисциплины:
Раздел 1. Company Structure. Business Ethics	How are companies organized? Big and small companies. Organizational structure Work and motivation Work and responsibility. Simultaneous translation in multicultural companies
Раздел 2. Management and cultural diversity. Etiquette in business communication	Cultural attitudes Managing multinationals Recruitment: filling a vacancy. CV writing Women in management. Business negotiations. Translations ethics
Раздел 3. The three sectors of the economy	The economic infrastructure. Simultaneous translation in business. The retail sector of the economy Manufacturing and services Management: an art or a science?
Раздел 4. Production Issues	Production decisions Quality issues Product policy Developing a new product. Translations ethics in business talks
Раздел 5. Banking, money and taxation	Personal banking The banking industry Central banking Taxation. Simultaneous translation in banking industry
Раздел 6. Marketing and advertising	Defining marketing Market research Ways of advertising. Radio and TV commercials Promoting a new product. Promotional strategies. Simultaneous translation in advertising

**Разработчиком является доктор филологических наук,  
профессор кафедры теории и практики иностранных языков  
ИИЯ Я.А. Волкова**

**Директор ИИЯ**

A handwritten signature in black ink, appearing to be 'N.L. Sokolova', written in a cursive style.

**Н.Л. Соколова**