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2024



IRKUTSK
STATE
UNIVERSITY



Irkutsk State University

2024

MASTER PROGRAMS



Institute of philology, foreign languages and media communication

45.04.01 PHILOLOGY. BUSINESS COMMUNICATION: MODELS, INSTRUMENTS, TECHNOLOGIES

Language of instruction: English

The objective of the program is

training of written and oral business communication in English and effective communication skills development in terms of universal genres of business discourse.

Modules and courses of study:

Theory module:

Communication Theory
Semiotics of Communication
Business Discourse: Strategies and Techniques
Management
International Organizations

Background knowledge about European culture:

Contemporary Mass Culture
Russian Art in European Context
Siberia: an Interdisciplinary Overview
British and American Linguoculture

Communication skills in organization management and marketing:

Leadership Skills
Effective Marketing Communication
Emotional Intelligence

Practical skills required in business communication:

Public Speaking and Effective Presentation
Critical Thinking Skills
Translation of Contract Documentation
(Russian-English or Chinese-English)
Business Protocol and Etiquette

Communication competence in the field of business communication:

Advanced Business English
Business Writing Genres
Pragmatics of Business Communication

Job opportunities for graduates

- International and joint venture companies
- Profit and government organizations engaged in foreign trade
- Consulates and embassies
- Government and private institutions, nonprofit organizations of culture and art engaged in cultural exchanges
- Media companies
- Educational organizations operating on the international market of educational services

Students' feedback:



I am so lucky to get into this master program. Our teachers are so kind that they treat us like treating their own child and friends. The first impression about this program is: our teachers are perfect! And we have a nice building for study. I would like to recommend this master program to everyone (*Ma Le, China*).



I was looking for to further my skills on business communication to make me more professional. Because I realized that international trade business still got problems about intercultural communication, which needs further investigation and study. Also I'm very optimistic about China's Belt and Road program, of which Russia, as an important part, has a great deal of influence in Central Asia and around the world. As well as from my personal perspective, I would like to see the land that once gave birth to the most powerful communist country in the world, and where it is today (*Zhao Xuangyu, China*).

