



**Graduate
School of Management**

St. Petersburg University



International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Teaching English in Business Schools: Language Competence for Future Global Leaders

Track Chair: Elena Orlova (Associate Professor, Department of Languages for Academic and Business Communication, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 16, 2015

Time	Session (place)		
10:00 – 11:45	Plenary session	Vijay Bhatia	Language for Specific Purposes and Professional Communication Association for Asia-Pacific
	Interdiscursive Performance in English for Business Communication		
	Teaching English for the International Workplace: Meeting the Challenge	Evan Frendo	<i>Business English Guru,</i> Germany
11:45 - 12:15	Coffee break		



12:15 – 14:15	Languages at Business Schools: An Academic and Professional Needs Analysis as a Prerequisite for the Development of Skills-focused Programmes	Elena Orlova Iuliia Goman Tatiana Martynova Ekaterina Zarutckaia Tatiana Rybina	St. Petersburg State University, Faculty of Philology, Russia
	Aim and Purpose Inversion in English Language Classroom: Bullet Points	Elena Arhipova	St. Petersburg State University, Faculty of Philology, Russia
	On the Development of a Method of Assessing and Improving Skills in Language Management of Students Involved in Teaching in English	Natalia Cherenkova Vitaly Cherenkov	St. Petersburg State University of Economics Russia St. Petersburg State University, Graduate School of Management, Russia
	The Formation of Professional Competences in the Sphere of Management	Yulia Neyman	Saint-Petersburg State University, Faculty of Philology, Russia
	The Many Faces of the English Language	Tatiana Repina	St. Petersburg State University, Faculty of Philology, Russia
	Distance Learning of Foreign Languages: Developing and Monitoring Programmes	Tatiana Markova Irina Glazkova	Ural State University of Economics, Russia
14:30 - 15:15	Lunch		
Workshops			
15:30 – 17:00	Reconceptualising English for Professional Communication Programme	Vijay Bhatia	Language for Specific Purposes and Professional Communication Association for Asia-Pacific
	Writing discrete item exercises for business English teaching	Evan Frendo	<i>Business English Guru</i> , Germany
17:00 – 17:15	Coffee break		

17: 15 – 18:40	Roundtable ‘Teaching English in Business Schools: Trends and Prospects’	Elena Orlova	St. Petersburg University Faculty of Philology, Russia
	Wrap-up and closing	Elena Orlova	St. Petersburg University Faculty of Philology, Russia