

O'ZBEKISTON RESPUBLIKASI
OLIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI

SAMARQAND IQTISODIYOT VA SERVIS INSTITUTI



"TASDIQLAYMAN"

Samarqand Iqtisodiyot va
servis instituti rektori
M.E. Po'latov

2024 yil " 29 " avgust

Ro'yxatga olindi: № FD-13-08

2024 yil " 29 " avgust

XORIJIY TIL FANINING

FAN DASTURI

(Kunduzgi va kechki ta'lim yo'nalishlari uchun)

Bilim sohasi:	400 000	– Biznes, boshqaruv va huquq
Ta'lim sohasi:	410 000	– Biznes va boshqaruv
Ta'lim yo'nalishi:	60411200	– Marketing

SAMARQAND – 2024

Fan/modul kodi XT1210		O'quv yili 2024 – 2025	Semestr 1-2	Kreditlar 10
Fan/modul turi Majburiy		Ta'lim tili Ingliz tili		Haftadagi dars soatlari 4-6
1	Fanning nomi	Auditoriya mashg'ulotlari (soat)	Mustaqil ta'lim (soat)	Jami yuklama (soat)
	Xorijiy til (ingliz tili)	120	180	300
2	I. Fanning mazmuni <p>“Xorijiy til (ingliz tili)” fani oliy ma'lumotli kadrlarni tayyorlash jarayonining tarkibiy qismi bo'lib, zamonaviy mutaxassislarni kasbiy faoliyati va kundalik hayotida xorijiy tildan foydalanish uchun uni o'zlashtirishga qaratilgan. Oliy ta'limgacha bo'lgan ta'lim bosqichlarida o'rnatilgan bilimlarga tayangan holda oliy ta'lim muassasasida talaba xorijiy tilni yanada mustahkam, chuqurroq va tanlagan kasbiga yo'naltirilgan holatda o'zlashtirilishi ko'zda tutiladi.</p> <p>Ingliz tili fani ishlab chiqarish jarayoni bilan bevosita bog'lanmagan bo'lsada talabalar ingliz tilini kerakli darajada o'rganishi yordamida ixtisoslik fanlarining xorijiy manbalaridan to'g'ridan to'g'ri foydalanishi, kelgusida kasbiy faoliyatida jahondagi ilg'or texnika va texnologiyalar, ilmiy yutuqlar va soha yangiliklaridan bevosita xabardor bo'lishiga imkon yaratadi.</p>			
3	II. Asosiy nazariy qism(ma'ruza mashg'ulotlari) II.I. Fan tarkibiga quyidagi mavzular kiradi: 1. New Uzbekistan <p>Uzbekistan lies at the core of the ancient Silk Road, it a country that is home to the three most important Silk Road cities, Samarkand, Bukhara, and Khiva. Uzbekistan's UNESCO World Heritage gem, the incredibly historic town of Samarkand is a melting pot of cultures from all over the world. <i>Ibrat farzandlari platformasi: Question forms 40-dars</i> https://youtu.be/jTGszYIAFbM?si=XMvQmtydyhwxwRkCo</p> 2. My future profession <p>Get free job alerts, know about relevant job vacancies and ease your job search. Employee Time Off Tracking Software Job Vacancies in Germany (July, 2021) Sign Up Online. Search Jobs. Highlights: Helping Thousands of People To Find A New Job, Free Job Alerts Available.</p>			

3. The role of foreign language in our lives

Foreign languages provide a competitive edge in career choices: one is able to communicate in a second language. Foreign language study enhances listening skills and memory. The study of a foreign tongue improves the knowledge of one's own language: English vocabulary skills increase

4. How to improve competence

Your competence is what interests your present or future employers. Do not build your career on too narrow competence. Keep an eye on what happens in your field of technology to prepare in advance for changes. *Ibrat farzandlari platformasi: On / Under / Behind (prepositions) / 102-dars*

<https://youtu.be/Usq-rFq3dIc>

As a preposition of place, on is used for the following words and ideas: things on the surface of something else (tables, walls, etc.) locations near a body of water

5. Globalization

Globalization is the word used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. *Ibrat farzandlari do/ make 56- dars*

https://youtu.be/r6_tb6IFwPo?si=y04uauPjool4R9fn

When we use do and make with noun phrases, do focuses on the process of acting or performing something, make emphasises more the product or outcome of an action: When I was [action]doing the calculations, I [outcome]made two mistakes.

6. Education in Uzbekistan

In Uzbekistan, secondary education is divided into two stages. The first stage includes nine years of compulsory schooling with the same programs all over Uzbekistan. The second stage covers education and vocational training after nine years. It includes general secondary education and specialized secondary education.

7. Education in the USA

The American education system offers a rich field of choices for international students. There is such an array of schools, programs and locations that the choices may overwhelm students, even those from the U.S. As you begin your school search, it's important to familiarize yourself with the American education system. Understanding the system will help you narrow your choices and develop your education plan. *Ibrat farzandlari:*

Present perfect/ past simple 20- dars

<https://youtu.be/otMXs25Qehg?si=whfLuHuimvqJNxyh>

We use the past simple for past events or actions which have no connection to the present. We use the present perfect for actions which started in the past and are still happening now OR for finished actions which have a connection to the present. We CAN'T use the present perfect with a finished time word: NOT: I've been to the museum yesterday

8. The environment

The natural environment or natural world encompasses all living and non-living things occurring naturally, meaning in this case not artificial. *Ibrat farzandlari: Preposition on by at 104 – dars*
<https://youtu.be/XEvJ15yfmNQ?si=qp6upyoRQr9qVSkq>

'By' is a preposition but it also functions as an adverb. In this lesson, we will discover its uses and rules. 'On' is used as a preposition in time expressions with specific days of the week. Note: 'on the weekend' is used in American English, but 'at the weekend' or 'at weekends' is used in British English.

9. World market

The aggregate of all national markets, seen as linked through mutual economic and trade relations. This would further the development of relationships of mutual advantage, both in foreign trade and in the sphere of comprehensive industrial, technological, and scientific cooperation among all countries. *Ibrat farzandlari: would you like? 35-dars*
https://youtu.be/m_99mE1oV4?si=AMJYWHb4wjI7BrBA

We use would like or 'd like to say politely what we want, especially when making offers and requests. You must have an object after “would like.” You can also use a gerund after “would like

10. Mass media

The definition of mass media is communication that reaches and influences a large number of people. Collectively, the communications media, especially television, radio, and newspapers, that reach the mass of the people. *Ibrat farzandlari platformasi: Prepositions II At, on, in (time)/ 153-dars*
<https://youtu.be/nYR17DywfTo>

The preposition 'at' is used to refer to a specific time. The preposition 'on' is used to refer to a particular day or date, such as on Sunday, on May 25th. The preposition 'in' refers to a broader time frame, such as a month or a year, a decade, etc

11. What Is Marketing?

Officially, marketing is all the activities that are involved in moving goods from the producer to the consumer, including market research, product development, pricing, sales, packaging, shipping, advertising, public

relations, and more.

12. The concept of Marketing Strategy

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers. *Ibrat farzandlari platformasi: From... to, Until, Since, For / 97-dars*

<https://youtu.be/lwpu0ZAVQBg>

Use from to mean the starting time and to for the end or finish time. Note: To can be a synonym of until and till so it's perfectly correct to use for with until or till. I'm going to be on holiday from 31st August to the 10th of September. The lesson is from 9a. When used as preposition of time, for is used with a period of time. Note that although for is sometimes called a keyword for the Perfect Tenses, it can be used with all the other tenses

13. Definition of Ethical marketing. Marketing ethics refers to the principles and values that guide the behavior of marketers, emphasizing honesty, responsibility, fairness, and respect for consumers and society.

What is Ethical Marketing? While marketing ethics refers to the principles and values that guide the behavior of marketers, ethical marketing specifically relates to promotional ethical marketing practices. *Ibrat farzandlari: The future (plans) 161-dars.*

<https://youtu.be/f-XM4oSo1xg?si=fnGO-nxRCLPrftKY>

The 'future tense' form of any [verb](#) refers to the conjugation of the verb to represent an action that is going to happen in the future or will be continuing in the future. Take a look at the dictionary definitions of the future tense to develop a clearer idea of the tense.

14. Competitive Analysis in Marketing

A competitive analysis is a strategy that involves researching major competitors to gain insight into their products, sales, and marketing tactics. Implementing stronger business strategies, warding off competitors, and capturing market share are just a few benefits of conducting a competitive market analysis.

15. Market Research and its types

The term market research refers to the process of evaluating the viability of a new service or product through research conducted directly with potential customers. It allows a company to define its target market and get opinions and other feedback from consumers about their interest in a product or

service *Ibrat farzandlari platformasi: Expressions and verb + prepositions* 106-dars <https://youtu.be/yXGGPULdSTs>

Prepositional phrases are groups of words containing prepositions. Remember that prepositions are words that indicate the relationships between various elements within a sentence, and you'll never have difficulty identifying prepositional phrases.

16. Information Resources in marketing system

Clearly, *information systems* that claim to support managers cannot be built unless one understands what managers do and how they do it. The classical model of what managers do, espoused by writers in the 1920's, such as Henry Fayol, whilst intuitively attractive in itself, is of limited value as an aid to information system design. *Ibrat farzandlari: Future 28- dars*

<https://youtu.be/49MkAq6fdSA?si=PTKqV8a5xYxsWl3o>

When we talk or write about plans, expectations, schedules, and predictions, we often use the simple future tense. The simple future tense helps convey an action or state that will begin and end in the future

17. Components of a marketing information system

As defined by Baron and Armstrong, human capital management (HCM) is concerned with obtaining, analysing and reporting on data that inform the direction of value-adding people management, strategic, investment and operational decisions at corporate level and at the level of frontline management. It is, as emphasized by Kearns, ultimately about value..

18. Ways to Use Customer Feedback in Marketing

Using customer feedback in marketing can give you a huge edge on competitors. And if you're like most businesses, you probably already get a ton of customer feedback. Support tickets. Reviews. Feature requests. Social media mentions. Customer feedback can come at you a hundred different ways. But if you're not putting that customer feedback to work in your marketing, you're missing out on a huge opportunity. *Ibrat farzandlari platformasi: Verb + prepositions/ 107-dars*

<https://youtu.be/yXGGPULdSTs>

A prepositional verb is a combination of a preposition and a verb. When they are out together the meaning changes. It doesn't have the same meaning when they are put together.

19. International Marketing

International marketing is about getting to know a potential international audience that your brand is interested in reaching, understanding the value of international marketing, and investing consistently in global marketing and advertising. With a bit of marketing management and attention to your

distinct audience, international marketing won't feel too different from the work your business does domestically. *Ibrat farzandlari platformasi: prepositions / 102-dars*

<https://youtu.be/Usq-rFq3dIc>

Prepositions are a part of speech. They are words that point out the direction of something or someone. Without them, it would be difficult to find anything or describe the location of things. A simpler and shorter definition is prepositions points. Prepositions must always come before the object of a sentence and they can be more than just one word.

20. Knowledge management.

Knowledge management is concerned with storing and sharing the wisdom, understanding and expertise accumulated in an enterprise about its processes, techniques and operations. It treats knowledge as a key resource. *Gram: Voc. Writing: message; using note form*

While taking notes, it is usual and acceptable to use abbreviations to reduce large terms. However, use abbreviative forms sparingly and include a key at the conclusion of your message that lists all of the full forms. Common symbols such as &, @, #, %, and so on are also permitted. They are employed for word precision and economy and are hence very useful in note-taking.

21. Competency-based HRM

Competency-based HRM is about using the notion of competency and the results of competency analysis to inform and improve HR processes, especially those concerned with recruitment and selection, learning and development, and performance and reward management. *Grammar: Reading. Headlines*

One type of question that test takers often find tricky in the IELTS test is matching headings in the Reading test. This question type requires you to match the heading in the question to the correct paragraph or reading section in the text. There will always be more headings than paragraphs or sections so that some headings will not be used. It is also possible that some of the text may not be included in the task. This task type is used with texts that contain paragraphs that have clearly defined themes. It tests your ability to recognise the main idea in the paragraph and to identify supporting ideas.

22. Marketing Communication

A competency framework should be as simple to understand and use as possible. The language should be clear and jargon-free. Without clear language and examples it can be difficult to assess the level of competency achieved. *Ibrat farzandlari platformasi: to be + adjective+prepositions / 103*

dars

<https://youtu.be/Usq-rFq3dIc>

Some adjectives go with certain prepositions. There are no grammatical rules for which preposition is used with which adjective, so it's a good idea to try to learn them together. To help you do this, write new vocabulary in your notebook in a sentence or phrase. However, there are some patterns that can help you. Let's look at them first. Remember that a preposition is followed by a noun or a gerund (-ing form).

23. Advertising

To grasp this ethical dimension it is necessary to understand the nature and principles of ethics, the ethical role of HR and the ethical guidelines they can use. It is also necessary to know about approaches to resolving ethical dilemmas. *Ibrat farzandlari: Regular and Irregular verbs 24-dars*

https://youtu.be/Tnwv94TAxRM?si=qzYbF_8OGuUDLq-u

Regular verbs are verbs whose simple past and past participle are formed by adding the suffix “-ed” (e.g., “walked”). Irregular verbs are verbs that form their simple past and past participles in some way other than by adding the suffix “-ed” (e.g., “sat”).

24. Customer Service

Customer service is the direct one-on-one interaction between a consumer and a company representative. The interaction is commonly done when a consumer is buying a product or service from the company. Most retailers see this direct interaction as a critical factor in ensuring buyer satisfaction and encouraging repeat business. The option to speak to a live customer service agent is considered necessary for most businesses even though the bulk of customer care is automated. Customer service is also considered a key aspect of servant-leadership. *Ibrat farzandlari Modal verb must, have to, should (obligation) 30-dars*

https://youtu.be/94fPWnjzQ0A?si=T_kgfKpPtrPGUjP6

Must and Should. Remember that must and have to can be used to talk about obligations. Should is different. You use should to give advice or express your opinion.

25. Organizational behaviour

Organizational behaviour theory is based on the main behavioural science disciplines. These are defined as the fields of enquiry dedicated to the study of human behaviour through sophisticated and rigorous methods. The ways in which they contribute to different aspects of organizational behaviour theory and how they in turn influence HRM practices are summarized. *Ibrat farzandlari: must, have to, should(*

obligation) 30-dars

https://youtu.be/94fPWnjzQ0A?si=T_kgfKpPtrPGUjP6

Since most people don't understand when they have to use these words exactly, they end up using them interchangeably. As a result, the entire meaning, as well as the tone of the sentence gets changed. So how would you decide when to use these terms? The following article will help students understand when and how to use the words 'should' and 'must'

26. Characteristics of people and implications for HR specialists

To manage people effectively, it is necessary to take into account the factors that affect how they behave at work. The development of HR processes and the design of organizations are often predicated on the belief that everyone is the same and that they will behave rationally when faced with change or other demands. *Ibrat farzandlari platformasi: Phrasal verbs 1.107-dars*

<https://youtu.be/aNkPNablL2tc?si=5y0GdJZBF9Gr-3Ly>

Phrasal verbs are very common in English, especially in more informal contexts. They are made up of a verb and a particle or, sometimes, two particles. The particle often changes the meaning of the verb.

27. Work, organization and job design

Work, organization, and job design are three distinct but closely associated processes that establish what work is done in organizations and how it is done. Work design deals with the ways in which things are done in the work system of a business by

teams and individuals. *Ibrat farzandlari platformasi: Adverbs 85-dars*

<https://youtu.be/rDdj4I2FSZg>

Adverbs are words that usually modify—that is, they limit or restrict the meaning of—verbs. They may also modify adjectives, other adverbs, phrases, or even entire sentences. When an adverb modifies a whole sentence or clause, it is called a sentence adverb. Words such as fortunately, frankly, hopefully, and luckily are generally used as sentence adverbs and usually express the speaker's feelings about the content of the sentence.

28. Basic economic problems

The three basic economic problems are regarding the allocation of the resources. These are what to produce, how to produce, and for whom to produce. *Ibrat farzandlari: Adjectives 84- dars:*

<https://youtu.be/JJsJMYFCYME?si=q4TNUHpBW2RyLytH>

An adjective (abbreviated adj.) is a word that describes or defines a noun or noun phrase. Its semantic role is to change information given by the noun.

29. Nonrivalry (in consumption)

Nonrivalry(in consumption) means that one person's consumption of a good does not preclude consumption of the good by others. Everyone can simultaneously obtain the benefit from a public good such as national defense, street lighting, a global positioning system, or environmental protection. *Ibrat farzandlari: Used to 25-dars*

https://youtu.be/z_gZh4bqGwU?si=HJH0De37lx5A8xmR

We use used to + infinitive to talk about a past situation that is no longer true.

30. Production and Costs

Production costs reflect all of the expenses associated with a company conducting its business while manufacturing costs represent only the expenses necessary to make the product. Both of these figures are used to evaluate the total expenses of operating a manufacturing business. *Gram: writing a letter*

A letter is a written message that can be handwritten or printed on paper. It is usually sent to the recipient via mail or post in an envelope, although this is not a requirement as such.

31. Commodity.

A commodity is a raw material used in the production process to manufacture finished goods, while a product is a finished goods sold to consumers. ... Commodities are traded on exchanges through futures contracts, stocks, and ETFs, and can also be bought and sold in their physical states. *Ibrat farzandlari platformasi: Present Continuous Tense / 3-dars*

<https://youtu.be/MsrT1z4EuOg>

The present continuous, also called the present progressive or present imperfect, is a verb form used in modern English that combines the present tense with the continuous aspect.

32. International management. Introduction.

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. Distribution channels can include wholesalers, retailers, distributors, and even the Internet. *Ibrat farzandlari: passive voice (part 1)*

<https://youtu.be/cGhQ7SAqALU?si=eScL5zDrz2P190EF>

A passive voice construction is a grammatical voice construction that is found in many languages.[1] In a clause with passive voice, the grammatical subject expresses the theme

33. National and international economic security

The term product life cycle refers to the length of time a product is

introduced to consumers into the market until it's removed from the shelves. The life cycle of a product is broken into four stages—introduction, growth, maturity, and decline. *Ibrat farzandlari: Passive voice (part 2)*
<https://youtu.be/iexe80jl79g?si=Q3N6eg8VZzcXH9Yp>

Typically, in passive clauses, what is usually expressed by the object (or sometimes another argument) of the verb is now expressed by the subject, while what is usually expressed by the subject is either omitted or is indicated by some adjunct of the clause.

34.Introduction to logistics and distribution

In the simplest terms, business development can be summarized as the ideas, initiatives, and activities that help make a business better. This includes increasing revenues, growth in terms of business expansion, increasing profitability by building strategic partnerships and making strategic business decisions. *Gram: Solutions: Technology*

A solution is a way to solve a problem. Most problems can be solved in more than one way. Depending on the assignment's parameters, the writer will either list the various solutions or choose what he or she believes is the best solution to the problem.

35. Scope and definition.

. There are 5 types of competitors: direct, potential, indirect, future, and replacement. *Gram: Solutions: Technology*

A solution is a way to solve a problem. Most problems can be solved in more than one way. Depending on the assignment's parameters, the writer will either list the various solutions or choose what he or she believes is the best solution to the problem

36. Historical perspective

A competitive environment is a system where different businesses compete with each other by using various marketing channels, promotional strategies, pricing methods, etc. Companies should follow the regulations within this system. *Ibrat farzandlari Comparatives/ superlatives.*

https://youtu.be/tkQ7jeBjpPM?si=Qmkdq_vZV8UvR-c3 143-dars.

<https://youtu.be/Uy4thOaR9iQ?si=cIjVjkKs5MsTYqlP> 145- dars

Comparatives and superlatives are special types of adjectives used when comparing two or more things. The trickiest thing when using comparatives and superlatives is making sure we are writing them the correct way, but with a little practice, comparatives and superlatives can quickly be mastered.

37.Importance of logistics and distribution

Pure or perfect competition is a theoretical market structure in which the

following criteria are met: All firms sell an identical product (the product is a "commodity" or "homogeneous"). All firms are price takers (they cannot influence the market price of their product). Market share has no influence on prices. *Ibrat farzandlari Comparatives/ superlatives.*

https://youtu.be/tkQ7jeBjpPM?si=Qmkdq_vZV8UvR-c3 145-dars A tag question is a small question that is attached , or "tagged", to the end of a sentence. Rather than repeat the main verb, a form of "be" or other auxiliary verb or modal is used in the tag.

38. Logistics and supply chain structure.

A monopoly refers to when a company and its product offerings dominate one sector or industry. Monopolies can be considered an extreme result of free-market capitalism and are often used to describe an entity that has total or near-total control of a market. *Reading: I never knew that*

Reading" is the process of looking at a series of written symbols and getting meaning from them. When we read, we use our eyes to receive written symbols (letters, punctuation marks and spaces) and we use our brain to convert them into words, sentences and paragraphs that communicate something to us.

39. Integrated logistics and the supply chain.

Monopolistic competition occurs when an industry has many firms offering products that are similar but not identical. ... Firms in monopolistic competition typically try to differentiate their products in order to achieve above market returns. *Listening: Polite requests. Respond to requests*

By one theory, the more the literal meaning of a request implies personal benefits for the listener, within reason, the more polite is the request. By an extension of that theory, the more attentive the responder is to all of the requester's meaning, the more polite is the response.

40. The total logistics concept.

Oligopoly arises when a small number of large firms have all or most of the sales in an industry. Examples of oligopoly abound and include the auto industry, cable television, and commercial air travel. Oligopolistic firms are like cats in a bag. *Ibrat farzandlari platformasi: Adjectives 143-dars*

<https://youtu.be/OaPMtoGixBs>

In the Cambridge Dictionary, an adjective is defined as a word that describes a noun or pronoun.

41. Planning for logistics..

Pure or perfect competition is a theoretical market structure in which the following criteria are met: All firms sell an identical product (the product is a "commodity" or "homogeneous"). All firms are price takers (they cannot

influence the market price of their product). Market share has no influence on prices. *Ibrat farzandlari: Adjective + to VI 131-dars:*
<https://youtu.be/wFTKtj245jk?si=axJgA4htG0oSwAPe>

An adjective usually comes right before a noun: "a red dress," "fifteen people." When an adjective follows a linking verb such as be or seem, it is called a predicate adjective: "That building is huge," "The workers seem happy."

42. The financial impact of logistics

An economic principle is a statement about economic behavior or the economy that enables prediction of the probable effects of certain actions.

Ibrat farzandlari: First and zero conditionals 111-dars

<https://youtu.be/JnIVizF3eys?si=NBefxeDPgx5zGBBG>

The zero conditional is used to talk about things which are always true — such as scientific facts and general truths

43. Globalization and integration

A partnership is a business arrangement in which several people work together, and share the risks and profits. In Britain and the US, partnerships do *not* have limited liability for debts, so the partners are fully liable or responsible for any debts the business has. Furthermore, partnerships are not legal entities, so in case of a legal action, it is the individual partners and not the partnership that is taken to court. In most continental European countries there are various kinds of partnership which *are* legal entities. *Ibrat*

farzandlari: Conditionals 111-dars :

<https://youtu.be/JnIVizF3eys?si=NBefxeDPgx5zGBBG>

The first conditional is used to talk about things which are possible in the present or the future — things which may happen: Example. Explanation. If it's sunny, we'll go to the park. Maybe it will be sunny — that's possible.

44. Integrated systems

Macroeconomics examines either the economy as a whole or its basic subdivisions or aggregates, such as the government, household, and business sectors. *Ibrat farzandlari: Conditionals 111-dars*

<https://youtu.be/JnIVizF3eys?si=NBefxeDPgx5zGBBG>

The second conditional is used to imagine present or future situations that are impossible or unlikely in reality.

45. Competitive advantage through logistics

A company is a business that is a legal entity. In other words, it has a separate legal existence from its owners, shareholders. It can enter into contracts, and can be sued or taken to court if it breaks a contract. A company can (in theory) continue ever, even if all the staff and owners change. Most

companies have limited liability, which means that the owners are not fully liable for - or responsible for - the business's debts. These companies are known as limited companies. *Gram: Writing: a letter of advice; qualifying what you say*

As the name suggests, a letter of advice is a letter written to someone with the purpose of giving them advice about something. This may be a problem they face or a dilemma.

46. Logistics and supply chain management

When writing accounts and financial statements, accountants have to follow a number of assumptions, principles and conventions. An assumption is something that is generally accepted as being true. *Gram: Listening: giving news; respond to news*

The expectation of English language teaching experts to make listening skill like other language skills still has difficulties. Many conferences and researches have showed that listening skill cannot be ignored in language teaching. Many arguments are stated to convince people that listening skill is the first skill got by people. The expectation of English language teaching experts to make listening skill like other language skills still has difficulties. Many conferences and researches have showed that listening skill cannot be ignored in language teaching. Many arguments are stated to convince people that listening skill is the first skill got by people. News reporting and news writing fall within the field of journalism. Hence, we shall begin by introducing you to the word journalism.

47. Customer service and logistics

Assets such as buildings, machinery and vehicles are grouped together under fixed assets. Land is usually not depreciated because it tends to appreciate, or gain in value. Many companies occasionally revalue - calculate a new value for - appreciating fixed assets like land and buildings in their balance sheets. The revaluation is at either current replacement cost - how much it would cost to buy new ones, or at net realizable value (NRV) - how much they could be sold for.

48. The importance of customer service

Microeconomics is the part of economics concerned with individual units such as a person, a household, a firm, or an industry. *Ibrat farzandlari: Conditionals 111-dars:*

<https://youtu.be/JnIVizF3eys?si=NBefxeDPgx5zGBBG>

The third conditional is used to imagine a different past. We imagine a change in a past situation and the different result of that change. If I had

understood the instructions properly, I would have passed the exam. We wouldn't have got lost if my phone hadn't run out of battery.

49. The components of customer service

Positive economics focuses on facts and cause-and-effect relationships. It includes description, theory development, and theory testing (theoretical economics). *Ibrat farzandlari: Relative clauses: whose/whom/where 138-dars:*

<https://youtu.be/iaoNoyv18dU?si=1a5TrMUfGoTNK6RK>

Relative clauses give us more information about someone or something. We can use relative clauses to combine clauses without repeating information. We use: who and whom for people; which for things; that for people or things. Two kinds of relative clause.

50. Two conceptual models of service quality

Normative economics incorporates value judgments about what the economy should be like or what particular policy actions should be recommended to achieve a desirable goal (policy economics). Normative economics looks at the desirability of certain aspects of the economy. *Gram: Voc :Success*

Matching paragraph information question in IELTS reading requires you to match the sentences given with information that is contained in different paragraphs. You must have strong skills of paraphrasing for this type of question.

51. Developing a customer service policy

An economizing problem is the need to make choices because economic wants exceed economic means and enhance your understanding of economic models and the difference between microeconomic and macroeconomic analysis. *Gram: Reading Making it happen*

A reading gap fill is one task you may get in the IELTS test. You have to fill in the gaps of a summary of part of the text using words from a box.

There may be more words than you need to use so you need to find the part of the reading that refers to the summary and make sure that you work out which word will fit.

52. Levels of customer service

To finance the purchase of expensive consumer goods for personal consumption, Islamic banks can buy an item for a customer, and the customer repays the bank- at A higher price later on- Or the Bank can buy an item for a customer with a leasing or hire purchase arrangement. Another possibility is for the bank to lend money without interest but to cover its expenses with a service charge. If a business suddenly needs very short -term capital or

working capital for unexpected purchases and expenses, it can be difficult to get it under the PLS system. On the other hand, PLS means that bank-customer relations are very close, and that banks have to be very careful in evaluating projects, as they are buying shares in the company. *Gram: Reading: Making it happen*

A TRUE answer is one where the question statement matches the passage information. A FALSE answer is one where the question statement doesn't match the information because it is incorrect or gives an opposite meaning.

53.Measuring customer service

Stocks and shares are certificates representing the part ownership of a company. The people who own them are called stockholders and shareholders. In Britain, stock is also used to refer to all kinds of securities, including government bonds. The word equity or equities is also used to describe stocks and shares. The places where the stocks and shares of listed or quoted companies are bought and sold are called stock markets or stock exchanges. *Ibrat farzandlari: present perfect simple versus continuous 158- dars*

<https://youtu.be/Q0N0os25TTo?si=p3R7W6ce07GRcL5V>

The present perfect tense and the present perfect continuous can both be used to refer to the present consequences of a past action or situation

54. What is marketing research?

If a company has only one type of share these are ordinary shares. Some companies also have preference shares whose holders receive a fixed dividend (e.g. 5% of the shares' nominal value) that must be paid before holders of ordinary shares receive a dividend. Holders of preference shares have more chance of getting some of their capital back if a company goes bankrupt stops trading because it is unable to pay its debts. If the company goes into liquidation - has to sell all its assets to repay part of its debts - holders of preference shares are repaid before other shareholders, but after owners of bonds and other debts

Gram:Voc: verb phrases with prepositions

The verb + adverb particle + preposition structure forms a verb which has a single meaning. We call such verbs 'phrasal prepositional verbs'. Their meaning is often not related to the meaning of the original verb: She really looks up to her grandfather.

55. MarketingBuilder Templates

The default setting is for sharing your project. No one can access your projects unless you give them a username and a password. The MarketingBuilder license enables you to install the application on three machines for yourself – we presume: work, laptop and home. We recommend keeping the shared mode to enable you to store your documents in a separate

folder on a server (or a web-based server) – anywhere you want to put your files to enable yourself to work on them from different locations. *Ibrat farzandlari: Can, could, be able to 115- dars*

<https://youtu.be/YpE9rBTHZgY?si=HQvHVBNCrpCcfJfo>

Can, could, and be able to are all used to talk about a person's ability to do something. You use can or be able to to talk about ability in the present. Be able to is more formal than can.

56. Document Management System

If this is your first time using MarketingBuilder, click the “Start a New Project” button on the right. Below, under “Choosing the right product and its components,” we describe in detail, each of the marketing plan prototype Project *Gram: present and past ability*

The past continuous tense shows a continuous action that began in the past. It is the past tense version of the present continuous, which also describes ongoing actions. The present and past continuous are very similar, but the past continuous uses was and were, the past tense of to be

57. Consulting Practice

An alternative to a syndicated loan (but less widespread) is the use of leasing, which in some cases offers interesting opportunities in countries with favorable tax regimes. *Ibrat farzandlari: Verb+ing or to V1 127-dars:*

<https://youtu.be/KGsYMTRWM1I?si=7mYnOBVS9SubH6zJ>

When the verb ends in -e, we take off the -e and add -ing. When the verb ends in a vowel followed by a single consonant and if the last syllable is stressed, then the consonant is doubled. When the verb ends in a vowel + l, we double the consonant

58. Starting a New Marketing Plan

Once you’ve selected your plan and confirmed your recurring variables, your plan window will look something like this (below). Be sure to add your financial model or statements. Screen Sections The Index or Item List on the left side of your screen includes: White Current Project Area—the elements you’ve already Selected. Dark Gray Masters Area—more project elements, tools and files. *Gram: writing a summary*

A summary is a short statement that summarizes or informs the audience of the main ideas of a longer piece of writing. Essentially, the summary is a short version of a longer text. The size of a summary can vary based on the type of writing, but most often they are no longer than a page.

59. Marketing Ethics

According to psychologist Abraham Maslow’s theory of motivation, human needs are basic and few: food, clothing, shelter, safety, someone to

notice when you don't come home at night, esteem, and selfactualization. Wants are desires for specific goods. The magic act of marketing creates wants out of needs. You need clothing? You want an Armani. You need safety? You want a Volvo

60. Market Research.

One measure of performance data is called market share. Let's say you make a biodegradable, organic laundry detergent, and sell 10 million boxes per year. If you estimate there are 95 million washing machines in the U.S., you might think that your product is successful, because you've got more than a 10 percent market share. But then you see a press release from Proctor and Gamble claiming they've sold 75 million boxes of their brand of biodegradable organic detergent *Ibrat farzandlari: Verb+ing or to VI 128-dars:*

https://youtu.be/na_TqJJS_Tw?si=V5LnNWznzeuX3jX9

A tense chart is a visual representation of various actions occurring at various points of time. It has various types of tenses organized into a table format which provides a clear overview of the various forms of verbs used to indicate different time frames in which an action takes place.

III. Amaliy mashg'ulotlarlar bo'yicha ko'rsatma va tavsiyalar

Amaliy mashg'ulotlar uchun quyidagi mavzular tavsiya etiladi:

Nutq mavzulari:

Kundalik mavzu (o'zi haqida, oilasi haqida, ishkuni, sevgan mashg'uloti, bo'sh vaqtni o'tkazishi va hokazo).

Ijtimoiy mavzu (atrof-muhit, maishiy va kasbiy yo'nalishda ijtimoiy munosabat)

Ta'limmavzusi (o'quv muassasasi, o'quv qurollari va unga munosabat, ixtisoslik fanlarining hozirda o'qitilishi vahokazo).

Ijtimoiy-madaniy (O'zbekiston Respublikasi va tili o'rganilayotgan mamlakatning tarixiy, geografik, iqlimiy, madaniy, maishiy xususiyatlari).

Kasbga yo'naltirilgan mavzu (o'rganilayotgan ixtisoslik tarixi, yo'nalishlari, sohaning buyuk namoyondalari, dolzarb muammolari, kasbiy etika vahokazo)

IV. Mustaqil ta'lim va mustaqil ishlar

Mustaqil ta'lim uchun tavsiya etiladigan topshiriqlar:

I Semester

(108 soat)

1. Education and role of foreign language

2. Youth – Today
3. Environmental Protection
4. Small business in Uzbekistan
5. Famous people of Uzbekistan
6. Uzbekistan The new page of its history
7. History of Uzbekistan
8. World Media
9. Famous English Businessman
10. Tourism in Uzbekistan
11. Logistics management
12. Logistics business
13. Outsourcing management
14. Importance of logistics and distribution
15. Planning for logistics
16. Financial impact of logistics
17. Two conceptual models of service quality
18. Outsourcing channels
19. Retailing
20. Management
21. Consumers
22. Product characteristics
23. The product life cycle
24. Logistics process types and categories
25. Product segmentation
26. Cost relationships
27. Logistics modelling: logistics option analysis
28. Multichannel fulfilment
29. Food retailing
30. Non-food retailing
31. Flexible fulfilment (postponement)
32. Types of stockholding/ Inventory
33. The reorder point and safety stock
34. Inventory and time
35. Collaborative planning, forecasting and replenishment
36. Warehouse operations
37. Pallet movement
38. Truck attachments, Long loads
39. Picking area layout , Slotting
40. Data capture and transmission

- 41.Inventory management
- 42.Strategic sourcing in procurement
- 43.Freight transport logistics in Europe – the key to sustainable mobility
- 44.Planning and arranging transport
- 45.Shipping goods
- 46.Finance in logistics
- 47.Handling financial risk in international trade
- 48.Nearshoring & Reshoring
- 49.Urban logistics & micromobility
- 50.Labor Shortages

II Semester (72 soat)

1. Marketing segmentation
2. Payment schemes
3. Typology of operations
4. The effects of distribution activities
5. Stockholding policy implications for other logistics functions
6. E-procurement
7. Corruption
8. Packaging and unit loads
9. Palletized storage – comparison of systems
- 10.Cranes, Conveyors
- 11.Automated guided vehicles
- 12.Sortation
- 13.Replenishment
- 14.Cross-docking
- 15.Returned goods
- 16.Truck management
- 17.Radio data communication
- 18.Aspects of international trade
- 19.Common shipping terms
- 20.Ports and cargo handling
- 21.Types of air freighter
- 22.Mode shift grant schemes
- 23.Main types of vehicle body
- 24.Manual methods of vehicle routing and scheduling

	(Fan bo'yicha mustaqil ta'lim uslubiy ko'rsatmasi ilova qilinadi)
4	<p>V. Fan o'qitilishining natijalari (shakllanadigan kompetensiyalar)</p> <p>Fanni o'zlashtirish natijasida talaba:</p> <ul style="list-style-type: none"> - Mavzu bo'yicha konspekt (referat va taqdimot) –nazariy materiallarni puxta o'zlashtirishga yordam beruvchi bo'nday usul o'quv materialiga asosiy diqqatni ko'proq jalb etishga yordam beradi. Talaba konspekti turli nazorat ishlariga tayyorgarlik ishlarini osonlashtiradi, vaqtni tejaydi; – O'qitish va nazorat qilishning avtomatlashtirilgan tizimlari bilan ishlash –talabalar amaliy mashg'ulotlarda olgan bilimlarini o'zlashtirishlari, turli nazorat ishlariga tayyorgarlik ko'rishlari uchun tavsiya etilgan elektron manbalar, innovatsion dars loyihasi namunalari, o'z-o'zini nazorat qilish uchun test topshiriqlari va boshqalar; Fan bo'yicha qo'shimcha adabiyotlar bilan ishlash –mustaqil ishlash uchun berilgan topshiriqlar bo'yicha talabalar tavsiya etilgan asosiy adabiyotlardan tashqari qo'shimcha o'quv, ilmiy adabiyotlardan foydalanadi. Bunda rus va xorijiy adabiyotlardan foydalanish rag'batlantiriladi; – Internet tarmog'idan foydalanish –fan mavzularini o'zlashtirish, internet manbalarini topish, ular ishlash nazorat turlarining barchasida qo'shimcha reyting ballari bilan rag'batlantiriladi; – Mavzuga oid masalalar, keys-stadilar va o'quv loyihalarini ishlab chiqish va unda ishtirok etish; – Ilmiy seminar va anjumanlarga tezis va maqolalar tayyorlash va ishtirok etish vah.k.
5	<p>VI. Ta'lim texnologiyalari va metodlari:</p> <ul style="list-style-type: none"> • interfaol keys-stadilar; • seminarlar (mantiqiyfikrlash, tezkorsavol-javoblar); • guruhlarda ishlash; • taqdimotlarni qilish; • individual loyihalar; • loyiha tahlili; <p>jamo bo'lib ishlash va himoya qilish uchun loyihalar.</p>
6	<p>VII. Kreditlarni olish uchun talablar:</p> <p>Fanga oid nazariy va uslubiy tushunchalarni o'zlashtirish, tahlil natijalarini to'g'ri aks ettira olish, o'rganilayotgan jarayonlar xaqida mustaqil mushohada yuritish orqali joriy nazoratdan 21balidan 35 ballgacha yig'ish,</p>

	<p>oralik nazorat shakllarida berilgan vazifa va topshiriqlarni bajarib 1-oralik nazoratda 11balldan 18 ballgacha olish, 2-oralik nazoratdan 11 balldan 17 ballgacha olish, yakuniy nazorat bo'yicha yozma ish yoki testni topshirish orqali 18 balldan 30ballgacha olish.</p>
8.	<p style="text-align: center;">VIII. Asosiyadabiyotlar:</p> <ol style="list-style-type: none"> 1. Handbook of CONTENT marketing, Warsaw 2014 2. Alan Rushton, Phil Croucher, Peter Bake , The Handbook of Logistics & Distribution Management 3. Marketing Builder Handbook of Marketing. JIAN Business Power Tools LLC 104 Estates Drive : Chico, CA 95928 www.jian.com 4. Michael Armstrong, Stephan Taylor Handbook of Human Resource Management <p style="text-align: center;">Qo'shimcha adabiyotlar:</p> <ol style="list-style-type: none"> 1. Ўзбекистон Республикаси Президентининг қарори. Ўзбекистон Республикасида хорижий тилларни ўрганишни оммалаштириш фаолиятини сифат жиҳатидан янги босқичга олиб чиқиш чоратадбирлари тўғрисида. № ПҚ-5117 19.05.2021 2. Sabina Ostrowska Unluck. Listening & speaking skills - Cambridge University Press 2014 3. Carolyn Westbrook Unluck. Reading & writing skills - Cambridge University Press 2014 4. New Inside Out. Sue Kay and Vaughan Jones, Macmillan - 2014 5. Scale up. The authors. Tashkent -2014 6. Babaeva S.R "The science of life" Tashkent-2014 7. Malyuga. E.N. English language for Economists. Moscow-2005 8. Лутфуллаева М. English in topics... Ташкент –2002 9. Louise Hashemi and Barbara Thomas. Grammar for PET with answers-2019 <p style="text-align: center;">Internet saytlari:</p> <ol style="list-style-type: none"> 1. Ibratfarzandlari platformasi. https://youtu.be/JnIVizF3eys?si=NBefxeDPgx5zGBBG 2. https://www.edx.org/learn/supply-chain-design/massachusetts-institute-of-technology-supply-chain-fundamentals?utm_medium=partner-marketing&utm_source=sem&utm_campaign=mitx&utm_term=&utm_content=mm-scm-3t24-aw-

	<p>a&gad_source=1&gclid=Cj0KCQjwwuG1BhCnARIsAFWBUC1RbqK-HUZ5IrnOpD2NdIrFgwQWHJJxZ7eBZrbs2tvyauEnlFPFVF0aAq6lEALw_wcB</p> <p>3. https://transportmarketing.co.uk/services/digital-marketing/?utm_source=Google&utm_medium=PPC&utm_campaign=TMCo/Awareness/2024&utm_content=Logistics Digital Marketing&gad_source=1&gclid=Cj0KCQjwwuG1BhCnARIsAFWBUC3Rpd5GKnjTi0S0gHp_SCtXgbLJy51OEKy-eSMd7evqh1lVI_w4HiwaAo7-EALw_wcB</p> <p>4. https://azyra.com/?https%3A%2F%2Fwww.azyra.com%2F&gad_source=1&gclid=Cj0KCQjwwuG1BhCnARIsAFWBUC0NtFOJwYZpiylEEPAopS0d-43FJqtqcQ0hX5oEDc1oDd3c8cKowKMaAnzOEALw_wcB</p> <p>5. https://blmm-conference.com/topics/ https://www.ttnews.com/logistics/rankings/2024</p>
9.	Samarqand iqtisodiyot va servis instituti tomonidan ishlab chiqilgan va tasdiqlangan.
10.	<p>Fan/modul uchun mas’ullar:</p> <p>SamISI “Tillarni o’qitish” kafedrası mudiri: Mardiyev T.K</p> <p>SamISI “Tillarni o’qitish” kafedrası dotsenti: Abulxayirov D.F.</p>
11	<p>Taqrizchilar:</p> <p>R.D.Samandarov:_____ -SamISI “Tillarni o’qitish” kafedrası dotsenti.</p> <p>G.X.Obruyeva:_____ -SamDCHTI “Leksikologiya va stilistika” kafedrası mudiri, dotsent.</p>