

DIDACTIC MODEL DEVELOPMENT OF TEACHING BUSINESS ENGLISH COMMUNICATION

E.P. Komarova, E.A. Stoyanovskaya

The suggested didactic model of teaching business English communication combines the advantages of the andragogical, personality-orientated, context, active learning and competence approaches to the organization of a teaching process on the basis of problem and module technologies. Four main structural components of the didactic model have been considered. The main advantage of this didactic model is that it develops not only communicative, but also intercultural competence of a student in business communication. That contributes to the development of students' professional competence and increases the effective potential of this model.