

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри педагогіки, іноземної
філології та перекладу

Протокол № 9 від 01.09. 2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



ІНОЗЕМНА МОВА АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ
робоча програма навчальної дисципліни (РПНД)

Галузь знань *07 «Управління та адміністрування»*
Спеціальність *073 Менеджмент*
Освітній рівень *перший (бакалаврський)*
Освітня програма *«Логістика»*

Статус дисципліни *обов'язкова*
Мова викладання, навчання та оцінювання *англійська*

Розробник:
викладач

/Підписано КЕП/

Тетяна ВЕДЬ

В.о. завідувача кафедри педагогіки,
іноземної філології та перекладу

Тетяна ПОГОРЕЛОВА

Гарант програми

Тетяна КОЛОДЗИЄВА

Харків
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

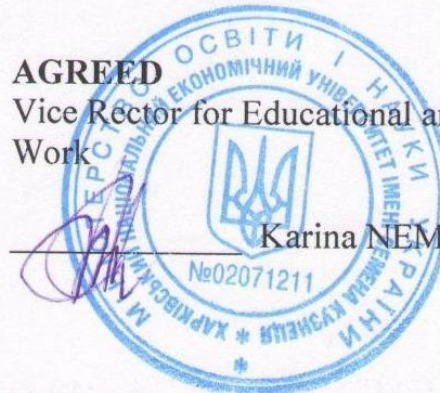
APPROVED

at the meeting of the Department of Pedagogy,
Foreign Philology and Translation
Protocol № 9 of 01.09.2023

AGREED

Vice Rector for Educational and Methodical
Work


Karina NEMASHKALO



**FOREIGN LANGUAGE FOR ACADEMIC AND PROFESSIONAL
COMMUNICATION**
Program of the course

Field of knowledge **Management and Administration**

Specialty **073 Management**

Study cycle **first (Bachelor)**

Study programme **Logistics**

Course status **mandatory**

Language **English**

Developer:

Lecturer of the Department of Pedagogy,
Foreign Philology and Translation

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Tetiana VED

Acting Head of Department of Pedagogy,
Foreign Philology and Translation

Tetiana POHORIELOVA

Head of Study Programme

Tetiana KOLODIZIEVA

**Kharkiv
2023**

INTRODUCTION

The program of the course “Foreign Language for Academic and Professional Communication” is compiled according to the study programme of preparation of bachelors. The course belongs to the cycle of mandatory educational units of bachelor’s training of the professional direction in the field of knowledge “Management and Administration” specialty 073 “Management” study program “Logistics”.

Studying this discipline enables learners to engage in effective communication in a professional environment, develop communicative competence and acquire speaking skills within their professional field of activity. It also helps them understand and evaluate diverse international socio-cultural issues to act appropriately in various professional communicative situations.

The purpose of the course “Foreign Language for Academic and Professional Communication” is mastering students` general and professional-oriented communicative language competences (linguistic, socio-linguistic and pragmatic) for effective speaking in the professional sphere.

The objectives of the course are:

- using the language fluently and effectively in professional sphere;
- using the language skills necessary to understand and navigate professional texts;
- using the acquired knowledge and skills for conducting business correspondence, documentation, report writing, CV/resume writing according to existing norms of English written language for professional purposes;
- acquiring presentation skills in a foreign language.

The object of the course is intercultural communication in a foreign language within a professional context.

The subject of the course is the manipulation of language in real-time, in various professional situations, aimed at forming a comprehensive and personalized worldview, developing creative activity and autonomy of the student, and understanding the intercultural peculiarities of representatives of different linguistic and cultural communities.

The learning outcomes and competencies formed by the course are given in Table 1.

Learning outcomes and competencies formed by the course

Table 1.

Learning outcomes	Competences
LO 3	GC 7, GC 8
LO 8	SC 11
LO 10	SC7
LO 13	GC 7, GC 14, SC 11

Where,

LO3. Demonstrate the knowledge of theories, methods and functions of management, modern concepts of leadership.

LO 8 Apply management methods to ensure organizational effectiveness.

LO 10 Obtain skills to justify effective personnel motivation tools within the organization.

LO 13. Communicate orally and in writing in the state and foreign languages.

GC7. Ability to communicate in a foreign language.

GC 8. Skills in using information and communication technologies.

SC 11. Ability to create and organize effective communications in the management process.

SC 7. Ability to select and utilize modern management tools.

GC14. Ability to work in an international context.

COURSE CONTENT

Content Module 1: *Global Processes and Markets*

Topic 1. Company's marketing activity.

1.1 Marketing research.

Acquiring communicative competence in a foreign language on the topics: "Analysis of the international market environment", "Competition in the global arena", "Formation of a logistics service system and service quality system", "Consumers of goods and services". Drafting international contracts. Key principles of essay writing.

1.2 Marketing communication complex.

Acquiring communicative competence in a foreign language on the topics: "Product Promotion in Markets", "Advertising", "Advertising Campaign", "Organizing Logistic Customer Service", "Methods of Feedback with Customers". Drafting International Contracts.

1.3. Managing distribution channels.

Acquiring communicative competence in a foreign language on the topics: "Order Management in Logistics Service System", "Types of Distribution Channels", "Retail, Wholesale Trade", "Decision Making in Logistics System", "Basic Rules of Customer Interaction". Drafting International Contracts.

Topic 2. Innovations in business.

2.1 Innovations.

Acquiring communicative competence in a foreign language on the topics: "Key Categories of International Logistics", "Impact of Innovations on International Logistics Management", "Priority Directions of Scientific and Technological Progress". Essay Writing.

2.2 R&D technologies.

Acquiring communicative competence in a foreign language on the topics: "Progressive Basic Technologies, Development Trends", "Organizational, Technological, Technical, and Informational Support of Basic Logistics Functions". Essay Writing.

2.3 Information technologies.

Acquiring communicative competence in a foreign language on the topics: "Printed and Electronic Media", "Multimedia", "Internet Communication: Advantages and Disadvantages", "Discussion on Remote Work Online", "Working with Internet Pages".

Topic 3. Globalization of business.

3.1 International market relations.

Acquiring communicative competence in a foreign language on the topics: "Processes of Globalization", "Positive and Negative Impacts of Global Business on Local Markets", "Key Categories of International Logistics", "Outsourcing", "Discussion on Justifying Full Conclusion", "Review of Achievements", "Writing Protocols".

3.2 International trade.

Acquiring communicative competence in a foreign language on the topics: "Import/Export", "Road Transport", "Customs Declaration", "Insurance", "Rail Transport", "Maritime Transport", "Air Transport", "Transport Documents for International Trade", "Participation in Fairs and Exhibitions", "Completion of Documentation for Fair Participation".

3.3 Art of business communication.

Acquiring communicative competence in a foreign language on the topics: "Communication: Types and Elements", "Effective Communication Policy in a Company", "Art of Negotiating with Foreign Companies", "Negotiation Technologies", "Contract Writing".

The list of practical (seminar) studies in the course is given in Table 2.

Table 2

List of practical studies

Name of the topic and/or task	Content
Topic 1. Task 1	Topics for practical lessons: marketing research. Marketing communication complex. Managing distribution channels.
Topic 2. Task 2	Topics for practical lessons: Innovations. R&D technologies. Information technologies.
Topic 3. Task 3	Topics for practical lessons: International market relations. International trade. Art of business communication.

The list of self-study topics and tasks of the course is given in Table 3.

Table 3

List of self-study tasks

Name of the topic and/or task	Contents
Topic 1. Company's marketing activity.	Review of theoretical material on the topic. Completion of lexical-grammatical tasks on the topic. Completion of an individual task.
Topic 2. Innovations in business.	Review of theoretical material on the topic. Completion of lexical-grammatical tasks on the topic. Completion of an individual task.
Topic 3. Globalization of business.	Review of theoretical material on the topic. Completion of lexical-grammatical tasks on the topic. Completion of an individual task.

The number of hours of practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course according to the communicative methods of teaching English, to activate the educational and cognitive activities of students, the use of blended learning technology is envisaged, both active and interactive educational technologies, including: problem-based practical sessions (Topics 1-3), work in small groups (Topics 1-3), brainstorming sessions (Topics 1, 3), case method (Topic 3), presentations (Topics 1-3), introductory (initial) games (Topic 3), student conferences (Topics 1-3).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during practical classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

- for courses with a form of semester control as grading, the maximum amount is 100 points; the minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: practical tasks on topics (55 points), written test (maximum score – 10 points (two written tests during the semester, total maximum number of points – 20 points)), independent work (15 points), and presentation (maximum score – 5 points (two presentations during the semester, total maximum number of points – 10 points)).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Борова Т. А. Іноземна мова академічної та професійної комунікації: практикум з англійської мови [Електронний ресурс] : навч. посіб. / Т. А. Борова, Р. М. Агаджанова, В. О. Петренко ; Харківський національний економічний університет ім. С. Кузнеця. Електрон. текстові дан. (840 КБ). Харків : ХНЕУ ім. С. Кузнеця, 2020. 102 с. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/23735>
2. Borova, T. English for Business Analysts [Electronic resource] : textbook: in 3 parts. Part 3 : Business Intelligent Tools / T. Borova, O. Milov ; Simon Kuznets Kharkiv National University of Economics. E-text data (1,67 МБ). Kh. : S. Kuznets KhNUE, 2018. 178 p. Access mode : <http://repository.hneu.edu.ua/handle/123456789/21467>

Additional

3. Corballis T. (2009) English for Management Studies in Higher Education Studies. Course Book/ T. Corballis, W. Jennings Garnet Education. 140 p
4. Evans V. (2018) Career Paths: Management II/ Virginia Evans, Jenny Dooley, Henry Brown. - Express Publishing. 80 p.
5. English for Professional Purposes (Organisation Management and Business Administration) / compiled by I. O. Reshetniak. – Kharkiv : TsyfraPrynt, 2022. – 112 p. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/29387>
6. Practical Work on English Language: text-book [Electronic resource] / O. Mishyna, L. Chernysh, A. Nikishyna; Simon Kuznets Kharkiv national university of economics. — E-text data (925 КБ). — Kharkiv : S. Kuznets KhNUE, 2023. — 114 p. : il. — The title screen. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/30791>

Information resources

7. Сайт ПНС ХНЕУ ім. С. Кузнеця Дисципліна : Іноземна мова академічної та професійної комунікації (англ.) 4курс 1 семестр фак-т МіМ спец. 073.030 «Логістика» доц. Дубцова О.В, ст.вкл. Тарасенко С.Є. [Electronic resource]. - Access mode <https://pns.hneu.edu.ua/course/view.php?id=7946>

8. BBC World Service. Learning English [Electronic resource]. Access mode: <http://www.bbc.co.uk/worldservice/learningenglish/grammar/learnit/learnitv65.shtml>
9. The Economist. Journal [Electronic resource]. Access mode : <https://www.economist.com/weeklyedition/archive>
10. Journal of Business Administration Research [Electronic resource]. Access mode : <https://ojs.bilpublishing.com/index.php/jbar>