

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

ЗАТВЕРДЖЕНО
на засіданні кафедри
іноземних мов та міжкультурної
комунікації
Протокол № 7 від 05.01.2026 р.



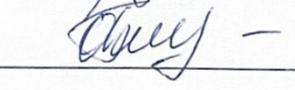
ПОГОДЖЕНО
Проректор з навчально-методичної
роботи
Каріна НЕМАШКАЛО

**ІНОЗЕМНА МОВА АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ
КОМУНІКАЦІЇ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань	D Бізнес, адміністрування та право
Спеціальність	D1 Облік і оподаткування
Освітній рівень	перший (бакалаврський)
Освітня програма	Облік і аудит

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

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		Ольга ФАРТУШНЯК

Харків
2026

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF
ECONOMIC

APPROVED

at the meeting of the department of
foreign languages and cross-cultural
communication

Protocol № 7 of 05.01.2026



ice-rector for educational and
methodical work

Karina NEMASHKALO

**FOREIGN LANGUAGE FOR ACADEMIC AND PROFESSIONAL
COMMUNICATION**

Program of the course

Field of knowledge **D Management and administration**

Specialty **D1 Accounting and Taxation**

Study cycle **first (bachelor)**

Study programme **Accounting and Auditing**

Course status

mandatory

Language

English

Developers:

PhD in Philology

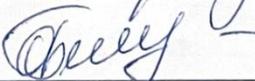
Associate Professor


_____ Larysa SAVYTSKA

Senior teacher


_____ Iryna BEZUGLA

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Head of the Department of Foreign Languages
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Kharkiv
2026

INTRODUCTION

Accounting and taxation specialists are multifunctional employees. A modern accountant is not only engaged in accounting, but also carries out other activities, including planning and decision-making, including tax optimisation, monitoring compliance with payment and tax discipline in the company, and evaluating and analysing economic and financial activities. Today, no company of any form of ownership can do without the services of a highly qualified accounting specialist, as they are all required to keep accounting records, and all other types of reporting (tax, management, statistical, specialised) are based on accounting data. Today's labour market requires trained accountants who can perform both manual and automated accounting and who can constantly develop and improve in line with changes in the economy and legislation.

Studying the course 'Foreign Language for Academic and Professional Communication' enables the applicant to communicate effectively in a professional environment; to develop students' communicative competence and language skills in the professional field of activity; to understand and evaluate diverse international socio-cultural issues in order to act appropriately in various professional communication situations.

The purpose of the course is to improve general and professionally orientated communicative language competences of applicants (linguistic, sociolinguistic and pragmatic) to ensure effective communication in a professional environment.

The task of the course is to develop skills of practical foreign language proficiency in various types of speech activities in the scope of topics determined by the needs of future activities.

The object of the course is cross-cultural communication in a foreign language in a professional context.

The subject of the course is real-time foreign language use in various professional situations, which is carried out to form a holistic personalised image of the world, develop the learner's creative activity and autonomy, and to understand the cross-cultural characteristics of representatives of different linguistic and cultural communities.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO02, LO04, LO07, LO08, LO09, LO12, LO16	GC 10
LO16	GC 01

where, LO02. Understand the place and importance of accounting, analytical, control, tax and statistical systems in the information support of users of accounting and analytical information in solving problems in the field of social, economic and environmental responsibility of enterprises.

LO04. Generate and analyse financial, management, tax and statistical reports of enterprises and correctly interpret the information received to make management decisions.

LO07. To know the mechanisms of functioning of the budget and tax systems of Ukraine and take into account their peculiarities for the purpose of organising accounting, choosing a taxation system and reporting at enterprises.

LO08. Understand the organisational and economic mechanism of enterprise management and evaluate the effectiveness of decision-making using accounting and analytical information.

LO09. Identify and assess the risks of business activities of enterprises.

LO12. Apply specialised information systems and computer technologies for accounting, analysis, control, audit and taxation.

LO16. Possess and apply knowledge of the state and foreign languages for the preparation of business papers and communication in professional activities.

GC01. Ability to learn and acquire modern knowledge.

GC10. Ability to communicate in a foreign language.

COURSE CONTENT

Content module 1. Global processes and markets.

Topic 1. International marketing in the sphere of accounting.

1.1. Marketing research

Acquisition of communicative competence in a foreign language on the following topics: ‘Analysis of the international market environment’, ‘Competition in the global space’, ‘Consumers of goods and services’. Writing international contracts. Basic principles of essay writing.

1.2. Marketing communication complex

Acquisition of communicative competence in a foreign language on the following topics: ‘Promotion of goods in the markets’, ‘Advertising’, ‘Advertising company’, ‘Methods of feedback to the consumer’. Writing international contracts.

1.3. Management of product distribution channels

Acquisition of communicative competence in a foreign language on the following topics: ‘Types of distribution channels’, ‘Financial resources’, ‘Investing’, ‘Accounting, audit’. ‘Taxes’. Writing international contracts.

Topic 2. Innovative processes in accounting.

2.1. Innovations

Acquisition of communicative competence in a foreign language on the following topics: 'Innovations', "Impact of innovations in financial institutions", "Priority areas of scientific and technological progress". Investing'. Essay writing.

2.2. R&D technologies

Acquisition of communicative competence in a foreign language on the topic: 'Advanced basic technologies, development trends'. 'Accounting, employees, regulation and management'. Essay writing.

2.3. Information technologies

Acquisition of communicative competence in a foreign language on the following topics: 'Computer software products in the field of accounting', "Information technologies in the field of accounting", "Communication via the Internet: advantages and disadvantages", "Talking about working at home online", "Elements of working with Internet pages".

Topic 3. Globalization processes in accounting

3.1. International market relations

Acquisition of communicative competence in a foreign language on the following topics: 'Globalisation processes', "Positive and negative impacts of global business on local markets", "Outsourcing". 'International audit. Discussion about the rationale for the full conclusion. about the rationale for the full conclusion. Writing a minutes.

3.2. International trade

Acquisition of communicative competence in a foreign language on the following topics: 'Import/Export, Road transport, Customs declaration, Insurance, Rail transport, Sea transport, Air transport, Transport documents for foreign trade, Participation in fairs and exhibitions. Filling in the documentation for participation in the fair.

3.3. The art of business communication

Acquisition of communicative competence in a foreign language on the following topics: "Communications: types and elements", "Effective communication policy in the company", "Mastery of negotiating with foreign companies", "Negotiation technologies". Writing contracts.

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

Table 2

The list of practical (seminar)/ laboratory studies

Name of the topic and/or task	Content
Topic 1. Task 1.	Writing international contracts. The main provisions of writing an essay. Composing and transmitting messages. Writing an essay. Elements of working with web pages.
Topic 2. Task 2.	Composing and transmitting messages. Writing an essay. Elements of working with web pages.
Topic 3. Task 3.	Discussion about the rationale for the full conclusion. Writing the minutes of the meeting. Filling in the documentation for participation in the fair. Writing contracts.

The list of self-studies in the course is given in table 3.

Table 3

The list of self-studies

Name of the topic and/or task	Content
Topic 1-3	Study of the learning material, in-depth study of individual vocabulary items. Performing tasks. Preparing a presentation. Preparation for the final test.

The number of hours of lectures, 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, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (debates, discussions, projects (Topics 1–3), small group work (Topics 1–3).

Visual (demonstration (Topics 1–3)).

Practical (problem-based practical work (Topics 1–3), group works (Topics 1–3), brainstorming, case studies (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 seminars and is aimed at checking the level of preparedness of a higher education applicant to perform specific work and is assessed by the sum of the points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; 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 a semester 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 includes individual research tasks (80 points), presentations (10 points), test papers (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://www.repository.hneu.edu.ua/handle/123456789/21467>

3. Hobbs M., Star Keddle J. Oxford English for Careers: Commerce 2. Student's Book. – Oxford, England: Oxford University Press, 2012. – 136 p.

4. Mascull B. Business vocabulary in use : advanced self-study and classroom use. – Cambridge, England: Cambridge University Press, 2018. – 176 p.

Additional

5. Tsypina D. Language technologies impact on modern communication: analysis of new formats, challenges, and education / D. Tsypina, T. Nesterenko, O. Kozii and other // Multidisciplinary Science Journal. – 2024. - № 6. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/32683>

6. Ускова Т. О. Лексико-граматичні засоби вираження темпоральності та їх відтворення при перекладі / Т. О. Ускова, О. Д. Баласанян, Н. О. Карабітська // Вісник науки та освіти. Серія «Філологія». – 2024. - Вип. № 9(27). - С. 440-453. . – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/34136>

Information resources

7. S. Kuznets KhNUE Personal Learning Systems Methodical support for the academic discipline:” Foreign language for academic and professional communication” / [Electronic resource]–Access mode: <https://pns.hneu.edu.ua/course/view.php?id=9157> .

8. BBC Business | Economy, Tech, AI, Work, Personal Finance, Market news – [Electronic resource]. – Access mode : <https://www.bbc.com/business>