

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

ЗАТВЕРДЖЕНО

На засіданні кафедри педагогіки
іноземної філології та перекладу
Протокол № 2 від 01.09.2025 р

ПОГОДЖЕНО
Перший проректор



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

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

D Бізнес, адміністрування та право
D3 Менеджмент
Перший (бакалаврський)
Менеджмент креативних індустрій

Статус дисципліни
Мова викладання,
навчання та оцінювання

обов'язкова
англійська

Розробник:

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Гарант програми

Каріна НЕМАШКАЛО

Харків
2025

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
Minutes № 2, 01.09.2025



Vasyl OTENKO

FOREIGN LANGUAGE OF ACADEMIC AND PROFESSIONAL COMMUNICATION
Programme of the course

Field of knowledge	<i>D Business, Administration and Law</i>
Specialty	<i>D3 Management</i>
Study cycle	<i>First (Bachelor's)</i>
Study programme	<i>Management of Creative Industries</i>
Course status	<i>mandatory</i>
Language	<i>English</i>

Developer

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2025

INTRODUCTION

The course syllabus of the course “Foreign Language of Academic and Professional Communication” has been developed in accordance with the educational program for training bachelor’s degree students in the field of knowledge D “Business, Administration and Law”, specialty D3 “Management”, educational program “Management of Creative Industries.”

The study of this discipline enables students to communicate effectively in a professional environment; to develop learners’ communicative competence and speaking skills in the professional field; to understand and evaluate diverse international socio-cultural issues in order to act appropriately in various professional communicative situations.

The aim of the course “Foreign Language for Academic and Professional Communication” is to enhance students’ general and professionally oriented communicative language competences (linguistic, sociolinguistic, and pragmatic) in order to ensure effective communication in a professional environment.

Learning objectives: the learner should be able to communicate effectively in a foreign language in a professional environment; navigate professional texts in a foreign language; conduct business correspondence and documentation; write reports and a résumé (CV) in accordance with established norms of English written communication for professional purposes; and acquire skills in delivering presentations in a foreign language.

The relevance and necessity of the course “Foreign Language for Academic and Professional Communication” are determined by the situation that the modern labour market require future specialists to possess effective foreign language communication skills for academic, professional, and intercultural interaction. The discipline is an essential component of the professional training of a modern specialist, as it integrates linguistic, academic, and professional preparation and ensures students’ readiness for effective performance in the context of international and intercultural communication. It equips learners with practical skills in working with professional texts, business correspondence, presentations, and academic writing, thereby enhancing their competitiveness, autonomy, and readiness for professional activity in an international context.

The subject of the course is the use of a foreign language in real time in various professional situations, aimed at forming a holistic and personalized worldview, developing students’ creativity and autonomy, and fostering awareness of intercultural characteristics of representatives of different linguistic and cultural communities.

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

Learning outcomes and competences formed by the course are given in Table 1.

Table 1

Learning outcomes and competences formed by the course

Learning outcomes	Competences
LO2	GC7
LO3	GC7
LO5	SC11
LO8	SC11
LO11	GC7, GC14
LO13	GC7, GC14, SC9, SC11
LO21	GC8

GC7. Ability to communicate in a foreign language.

GC8. Skills in using information and communication technologies.

GC14. Ability to work in an international context.

SC9. Ability to work in a team and establish interpersonal interaction when solving professional tasks.

SC11. Ability to create and organize effective communication in the management process.

LO2. To preserve moral, cultural, and scientific values and to enhance the achievements of society; to use various types and forms of physical activity to maintain a healthy lifestyle.

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

LO5. To describe the content of the functional areas of an organization's activities.

LO8. To apply management methods to ensure the efficiency of an organization's performance.

LO11. Demonstrate skills in situation analysis and communication in various

areas of organizational activity.

LO13. Communicate orally and in writing in the state language and a foreign language.

LO21. Demonstrate the ability to manage creative projects throughout all stages of their lifecycle by applying methods for idea generation and evaluation, as well as the planning, implementation, and control of project solutions, while accounting for resource constraints, risks, and conditions of uncertainty within the creative industries sector.

COURSE CONTENT

Content Module 1. Global Processes and Markets

Topic 1. International Marketing Activities in Business Administration

1.1. Marketing research.

Development of foreign language communicative competence within the topics: “Analysis of the International Market Environment,” “Finance and Budgeting in Creative Industries,” “Marketing of Creative Products.” Drafting international contracts. Basic principles of essay writing.

1.2. Integrated Marketing Communications.

Development of foreign language communicative competence within the topics: “Product Promotion in Markets,” “Media Project Production,” “Advertising Campaigns,” “PR and Public Communications.” Drafting international contracts.

1.3. Management of Distribution Channels. Leadership and Creative Teams

Development of foreign language communicative competence within the topics: “Types of Distribution Channels,” “Cultural Diplomacy and Intercultural Communication,” “Basic Rules of Customer Relations.” Drafting international contracts.

Topic 2. Innovation Processes in International Business

2.1. Innovation and Management.

Development of foreign language communicative competence within the topics: “Innovations,” “Impact of Innovations on Organizational Management,” “Priority Areas of Scientific and Technological Progress.” Essay writing.

2.2. R&D Technologies.

Development of foreign language communicative competence within the topics: “Advanced Core Technologies and Development Trends.” Essay writing..

2.3. Information Technologies

Development of foreign language communicative competence within the topics: “Print and Electronic Media,” “Multimedia,” “Internet Communication: Advantages and Disadvantages,” “Discussing Remote Work Online,” “Basic Elements of Working with Web Pages.”

Topic 3. Globalization of Business Activity

3.1. International Market Relations

Development of foreign language communicative competence within the topics: “Globalization Processes,” “Positive and Negative Impacts of Global Business on Local Markets,” “Outsourcing,” “Discussion of Justifying a Comprehensive Conclusion,” “Review of Achievements.” Protocol writing.

3.2. International Trade and Management

Development of foreign language communicative competence within the topics: “Import/Export,” “Project Management,” “Insurance,” “Innovation Management,” “Brand Management,” “Reputation Management,” “Participation in Trade Fairs and Exhibitions,” “Completion of Documentation for Participation in Trade Fairs.”

3.3. The Art of Business Communication

Development of foreign language communicative competence within the topics: “Communication: Types and Elements,” “Effective Communication Policy in a Company,” “The Art of Negotiating with Foreign Companies,” “Negotiation Technologies,” Contract Drafting.

The list of practical (seminar) questions and tasks of the course is given in Table 2.

Table 2

List of practical tasks

Topic and Assignment	Content
Topic 1. Assignment 1	Topics of practical classes: Marketing Research; Integrated Marketing Communications; Management of Distribution Channels, Leadership and Creative Teams
Topic 2. Assignment 2	Topics of practical classes: Innovation and Management; R&D Technologies; Information Technologies.
Topic 3. Assignment 3	Topics of practical classes: International Market Relations; International Trade and Management; The Art of Business Communication.

The list of independent (self-study) work for the academic discipline is presented in Table 3.

Table 3

List of self-study work

Topic Title	Contents
Topic 1. International Marketing Activities in Business Administration	Review of theoretical material on the topic. Completion of lexical and grammatical tasks. Completion of an individual assignment

Topic 2. Innovation Processes in International Business	Review of theoretical material on the topic. Completion of lexical and grammatical tasks. Completion of an individual assignment.
Topic 3. Globalization of Business Activity	Review of theoretical material on the topic. Completion of lexical and grammatical tasks. Completion of an individual assignment

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 academic discipline, communicative methods of English language instruction are applied in order to enhance students' learning and cognitive activity. The use of blended learning technology as well as active and interactive teaching methods is envisaged, including: problem-based practical classes (Topics 1–3), small group work (Topics 1–3), brainstorming sessions (Topics 1 and 3), the case method (Topic 3), presentations (Topics 1–3), introductory (ice-breaking) games (Topic 3), and 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 lectures, practical and seminar classes and is aimed at checking the level of readiness of the students to perform a specific job and is evaluated by the amount of 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.

The final grade in the course is determined:

- for the disciplines with the 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: completion of practical tasks on topics - 50 points, written tests - 20 points, independent work - 20 points, presentation (project work) - 10 points.

Semester control: Grading.

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

RECOMMENDED READING

Main Reading

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>

Additional Reading

2. Corballis T. (2009) English for Management Studies in Higher Education Studies. Course Book/ T. Corballis, W. Jennings Garnet Education. 140 p

3. 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>

4. 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>

5. Foreign Language of Academic and Professional Communication. Guidelines to practical tasks and self-study for Bachelor's (first) level higher education students of speciality 073 "Management" of the study programme "Logistics" [Electronic resource] / compiled by R. Agadzhanova ; Simon Kuznets Kharkiv national university of economics. — E-text data (794 КБ). — Kharkiv : S. Kuznets KhNUE, 2025. — 51 p.— The title screen. Режим доступу: <https://repository.hneu.edu.ua/handle/123456789/36936>

Information Resources

6. Сайт ПНС ХНЕУ ім. С. Кузнеця Дисципліна : Іноземна мова академічної та професійної комунікації (англ.) 4курс 1 семестр фак-т МіМ спец. 073.040 «Бізнес-адміністрування» доц. Дубцова О.В, ст.вкл. Тарасенко С.Є. [Electronic resource]. - Access mode

<https://pns.hneu.edu.ua/course/view.php?id=7947>

7. BBC World Service. Learning English [Electronic resource]. Access mode: <http://www.bbc.co.uk/worldservice/learningenglish/grammar/learnit/learnitv65.shtml>

8. The Economist. Journal [Electronic resource]. Access mode : <https://www.economist.com/weeklyedition/archive>