

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
педагогіки, іноземної
філології та перекладу
Протокол № 1 від 02.09.2024 р.



ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Маріна НЕМАШКАЛО

АКАДЕМІЧНА АНГЛІЙСЬКА МОВА ДЛЯ НАУКОВЦІВ
робоча програма навчальної дисципліни (РПНД)

Галузь знань 07 "Управління та адміністрування"
Спеціальність 075 "Маркетинг"
Освітній рівень третій (освітньо-науковий)
Освітня програма "Маркетинг"

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

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Харків
2025

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

APPROVED

at the meeting of pedagogy,
foreign philology and
translation department
Protocol № 1 of 02.09.2024

AGREED

Vice-rector for educational and methodical work



Karina NEMASHKALO

ACADEMIC ENGLISH FOR SCIENTISTS
Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

07 Management and administration
075 "Marketing"
third (educational and scientific)
"Marketing"

Course status
Language

mandatory
English

Developers:

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2025

INTRODUCTION

The work program of the course is developed for PhD students in specialty 075 "Marketing" of the third (educational and scientific) level of the study program "Marketing."

The course aims to improve foreign language communicative competence, allowing young scientists to freely communicate with the international academic community and successfully present the results of scientific activities in written and oral form.

The course object is to improve foreign language communicative competence in the context of academic communication.

The course subject is intercultural communication at the academic level, which involves interaction with representatives of other cultures, considering the main external socio-cultural and internal situational factors. This is carried out to form a global (conceptual) picture of the world of a linguistic personality.

Objectives of the course:

- to deepen knowledge of the scientific style of the English language;
- to improve the technologies of working with an English-language scientific text;
- formation of critical thinking skills;
- to improve behavioral strategies when participating in scientific conferences, discussions, and debates;
- to form the ability to reasonably assess the presentation of scientific creativity in general and the presentation of one's scientific achievements in particular.

The content of the course "Academic English for Scientists" for students of the third educational and scientific level is determined by the conceptual interdisciplinary relationship between the courses "Philosophy of Science," "Methodology and Organization of Scientific Research," and "Academic Ukrainian for Scientists."

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
LO01	GC02, GC04, SC01, SC08
LO03	GC01
LO05	SC02
LO06	SC02
LO07	GC04, SC04

Whereonon, LO01 Have advanced conceptual and methodological knowledge of marketing and related subject areas, as well as research skills, sufficient to conduct scientific and applied

research at the level of the latest world's latest achievements in the relevant field, obtaining new knowledge and/or implementing innovations.

LO03 Formulate and test hypotheses; use appropriate evidence, including the results of theoretical analysis, experimental studies and mathematical and/or computer modelling, and available literature to support conclusions.

LO05 To present and publish the results of independent original research that have scientific novelty, theoretical and practical significance in compliance with proper academic integrity, as well as to demonstrate mastery of the methodology of teaching professionally oriented disciplines and to be responsible for the training of others.

LO06. Plan and use empirical and/or theoretical research in marketing and related interdisciplinary areas using modern tools and in compliance with professional and academic ethics, critically analyse the results of own research and the results of other researchers in the context of the whole range of modern knowledge in the context of the whole complex of modern knowledge about the problem under study.

LO07 Freely present and discuss with experts and non-experts research results, scientific and applied problems of marketing in the national and foreign languages, publish research results in scientific publications in leading international scientific journals.

GC01 Ability to think abstractly, analyse and synthesise.

GC02 Ability to search, process and analyse information from various sources.

GC04 Ability to solve complex problems in the field of marketing on the basis of a systematic scientific outlook and general cultural outlook in compliance with the principles of professional ethics and academic integrity.

SC01 Ability to plan and perform original research, achieve scientific results that create new ones knowledge in the theory, methodology and practice of modern marketing and interdisciplinary areas related to it.

SC02 Ability to present and discuss orally and in writing the results of scientific research and innovative developments in Ukrainian and foreign languages, deep understanding of foreign scientific texts in the field of study

SC04 Ability to carry out research and teaching activities in higher education.

SC08 Ability to identify, formulate and solve research problems in the field of marketing, evaluate and ensure the quality of research and publication of their results in specialised professional domestic and foreign publications included in international scientometric databases.

COURSE CONTENT

Content module 1.

Features of Academic English for Scientists.

Topic 1. Language Tools of Academic English.

Acquisition of communicative competence in a foreign language on the topics: "Lexical features of academic English," "Scientific terminology," "Typical lexical errors," "Phraseological terminology and clichés."

Topic 2. Grammatical features of academic English.

Acquisition of communicative competence in a foreign language on the topics: "Morphological features of academic English," "Syntax of a scientific text," "Active and passive constructions to determine effectiveness," "Forms of transmission of a foreign language in an English-language scientific text," "Typical grammatical errors."

Topic 3. Editing of scientific texts.

Acquisition of communicative competence in a foreign language on the topics: "Operational processing of an English-language scientific text," "Rubrication, abbreviations in an English-language scientific text," "Editing of English-language scientific texts."

Topic 4. Preparation of an oral scientific report.

Acquisition of communicative competence in a foreign language on the topics: "Structure of an oral scientific report, message, speech," "Stages of preparation of an oral scientific report," "Communicative-behavioral strategies during participation in international scientific conferences, discussions, disputes."

The list of practical (seminar) classes/tasks by the course is given in Table. 2.

Table 2

List of practical (seminar) classes/tasks

Topics and tasks	Content
Topic 1. Task 1	Topics of practical classes: "Lexical features of academic English," "Scientific terminology," "Typical lexical errors," and "Phraseological terminology and clichés."
Topic 2. Task 2	Topics of practical classes: "Morphological features of academic English," "Syntax of a scientific text," "Active and passive constructions to determine effectiveness," "Forms of transmission of a foreign language in an English-language scientific text," "Typical grammatical errors."
Topic 3. Task 3	Topics of practical classes: "Operational processing of an English-language scientific text," "Rubrication, abbreviations, abbreviations in an English-language scientific text," "Editing of English-language scientific texts."
Topic 4. Task 4.	Topics of practical classes: "Structure of an oral scientific report, message, speech," "Stages of preparation of an oral scientific report," "Communicative-behavioral strategies during participation in international scientific conferences, discussions, disputes."

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

Table 3

List of self-studies

Topic	Content
Topic 1.	Review of theoretical material on the topic. Performing lexical and grammatical tasks on the topic. Completing an individual task
Topic 2.	Review of theoretical material on the topic. Performing lexical and grammatical tasks on the topic. Completing an individual task
Topic 3.	Review of theoretical material on the topic. Performing lexical and grammatical tasks on the topic. Completing an individual task
Topic 4.	Review of theoretical material on the topic. Performing lexical and grammatical tasks on the topic. Completing 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 on communicative methods of teaching English, the use of blended learning technology is envisaged to activate the educational and cognitive activities of PhD students, namely the following methods and forms of learning and teaching: individual or pair work (on each topic), work in triads or small groups (on each topic), language role-playing games (on topic 4), presentations (on topic 4), debate (on topic 4), implementation of an individual research project on the topic of their research (on topics 1-4), student conferences (on topics 1-4).

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 an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam.

The final grade in the course is determined for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

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

Current control: competence-oriented tasks on topics (total maximum number of points – 20 points), self-study work (total maximum number of points - 20 points), an individual research task (project) related to the PhD student's research (maximum score – 10 points), the presentation of the individual research task (project) (maximum score – 10 points).

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

Simon Kuznets Kharkiv National University of Economics
Third (educational and scientific) cycle of higher education
Specialty 075 “Marketing”
Study programme “Marketing”
Study course ACADEMIC ENGLISH FOR SCIENTISTS
EXAMINATION CARD № 1

Task 1. Choose the correct option and fill in the blanks in the sentences (5 points):

1. The research paper ____ (was/were/has been) published in a peer-reviewed journal.
2. One of the most significant ____ (finding/findings/find) of the study is the correlation between sleep and productivity.

3. The experiment was conducted ___ (by/with/through) a double-blind method.
4. The results of the study ___ (suggest/suggests/suggested) a strong link between diet and cognitive performance.
5. Before submitting the paper, the author ___ (reviewed/had reviewed/has reviewed) the sources carefully.
6. Academic writing ___ (requires/require/required) clarity and precision.
7. The study focuses ___ (in/on/at) the impact of climate change on agriculture.
8. Proper citation prevents ___ (plagiarism/plagiarise/plagiarising).
9. The professor emphasized the importance of ___ (critical/critically/criticism) thinking in research.
10. The conclusion of the paper ___ (summarizes/summarize/summarized) the key findings.

Task 2. Match the terms with the given definitions (5 points).

Term	Definition
1. Consumer Behavior	a) The process of dividing a broad consumer or business market into sub-groups based on shared characteristics, such as demographics, behavior, or psychographics.
2. Corporate Social Responsibility (CSR)	b) The value a brand adds to a product or service, derived from consumer perceptions, brand loyalty, and awareness.
3. Market Segmentation	c) The process of consumers sharing information and recommendations about a brand or product, influencing potential buyers
4. Neuromarketing	d) A metric that represents the total revenue a business can expect from a single customer over their entire relationship.
5. Data-Driven Marketing	e) A field that applies neuroscience techniques to study consumer decision-making, emotions, and brand interactions.
6. Positioning Strategy	f) Business practices that incorporate social, environmental, and ethical considerations into company operations and branding.
7. Customer Lifetime Value (CLV)	g) The customer's evaluation of the benefits and costs of a product or service relative to competing offerings.
8. Brand Equity	h) The use of analytics, customer insights, and empirical evidence to guide marketing strategies and decision-making.
9. Perceived Value	i) A company's plan for differentiating its brand or product in the market and establishing a unique identity in consumers' minds.
10. Word-of-Mouth Marketing (WOM)	j) The study of how individuals or groups select, purchase, use, and dispose of products, services, and ideas to satisfy their needs and desires.

Task 3. Write a short abstract (10 sentences) for a research paper on one of the topics (10 points):

- The role of artificial intelligence in academic writing.
- The impact of multilingualism on scientific communication.

- Ethical considerations in modern scientific research.
- The influence of open-access journals on global research dissemination.
- The challenges of translating scientific texts across different languages.
- The role of peer review in ensuring research quality.
- The importance of academic integrity in higher education.

Task 4. Edit the following passage by correcting grammatical, lexical, and stylistic mistakes (10 points):

In the modern days, scientist are much more relying on technology to analyse datas. It is highly important that they does not ignore ethical consideration, since it might causes serious issues in credibility of they researches. Nowadays, with the development of artificial intelligences and big datas, the researches becoming more and more depend on computational tools. However, when scientist use such technology without critically evaluating it, they risks to make biases in they findings. Ethical compliance must not be underestimated, because it can lead to misleading conclusion and also affect public trust in scientific work. Furthermore, transparency in methodology and accountability in datas collection is necessary to keep the quality of researches. When ethical standards is followed, it ensures that scientist contributing to knowledges in responsible way and advancing they field with credibility. The examination work consists of 4 tasks, of which 5 tasks correspond to the level of heuristic productive activity, the 6th task has a creative nature. Evaluation is carried out according to the 40-point system.

Task 5. Write a formal academic email to a journal editor requesting a revision of your submitted manuscript. Your email should include (10 points):

- A proper subject line and greeting.
- A brief introduction mentioning the title of your manuscript.
- A request for a revision and a polite acknowledgment of the reviewers' feedback.
- A closing statement and a professional sign-off.

Approved at the Department of Pedagogy, Foreign Philology and Translation meeting, protocol № , dated « » 202_ .

Examiner
Head of the Department

Viktoriiia Petrenko
Tetyana Pohorielova

The assessment criteria

The final score for the exam consists of the sum of the points for all the tasks, rounded to the nearest whole number according to the rules of mathematics. The examination paper consists of 4 tasks, 3 of which correspond to the level of heuristic productive activity, the 4th task is creative. The assessment is based on a 40-point system and is given in table 4.

Table 4

Tasks	Points	Assessment criteria
1. Choose the correct option and fill in the blanks in the sentences (10 sentences).	5	One correct sentence is worth 0.5 points.
2. Match the terms with the given definitions (10 terms and 10 definitions).	5	One correct sentence is worth 0.5 points.

3. Write a short abstract (10 sentences) for a research paper on one of the topics below.	10	One correct sentence is worth 1 point.
4. Edit the following passage by correcting grammatical, lexical, and stylistic mistakes (10 mistakes).	10	One correct sentence is worth 1 point.
5. Write a formal academic email to a journal editor requesting a revision of your submitted manuscript.	10	Points are allocated according to the following criteria: meaningful content (elaboration of all conditions specified in communicative situations) – 5 points, the structure of the text and its coherence - 3 points, absence of lexical and spelling errors - 1 point, grammatical correctness - 1 point.

RECOMMENDED LITERATURE

Main

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3. Powell M. *Dynamic Presentations.* / M. Powell. – Cambridge, Cambridge University Press, 2016. – 96 p.
4. Wallwork, Adrian. *English for Academic Research: Grammar Exercises.* 2nd ed., Springer Cham, 2024. <https://link.springer.com/book/10.1007/978-3-031-53168-2>
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11. Pohorielova T. The definition of university students` soft skills: a modern Chinese perspective / T. Pohorielova, Z. Lei // Higher Education of Ukraine. – 2024. - Issue 1 (92). Access mode : <http://repository.hneu.edu.ua/handle/123456789/34111>
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13. Chekhratova O. Ethical research in the age of artificial intelligence / O. Chekhratova, T. Pohorielova // Вісник Сковородинівської академії молодих учених: ХНПУ імені Г. С. Сковороди, 2024. - С. 164-170. Access mode : <http://repository.hneu.edu.ua/handle/123456789/34110>

Information resources

14. S. Kuznets KhNUE PNS Website Course: Academic English for Scientists (mandatory)_ PhD_students_Assoc. prof. Viktoriia Petrenko . [Electronic resource]. - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=9185>
15. The Economist. Journal [Electronic resource]. Access mode : <https://www.economist.com/weeklyedition/archive>