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

ЗАТВЕРДЖЕНО
на засіданні кафедри
педагогіки, іноземної
філології та перекладу
Протокол № 23 від 27.06.2024 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

_____ Каріна НЕМАШКАЛО

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

Галузь знань   **07 "Управління та адміністрування"**
Спеціальність   **073 "Менеджмент"**
Освітній рівень   **третій (освітньо-науковий)**
Освітня програма   **"Менеджмент"**

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

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Харків
2024

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 № 23 of 27.06.2024

AGREED
Vice-rector for educational and
methodical work

_____ Karina NEMASHKALO

ACADEMIC ENGLISH FOR SCIENTISTS
Program of the course

Field of knowledge	**07 Management and administration**
Specialty	**073 "Management"**
Study cycle	**third (educational and scientific)**
Study programme	**"Management"**

Course status	**mandatory**
Language	**English**

Developers:

Ph.D, Associate Professor	/digitally signed/	Viktoriia PETRENKO
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Kharkiv
2024

INTRODUCTION

The program of the course is developed for PhD students in specialty 073 "Management" of the third (educational and scientific) level of the study program "Management."

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
LO02	GC01, GC03, SC02
LO04	GC03
LO05	SC02
LO06	SC02
LO09	GC01, GC03, SC02

Whereas,

LO02. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied management problems in the national and English languages, competently reflect the results of research in scientific publications in leading international scientific publications; critically analyze foreign language scientific literature on the specialty.

LO04. Develop and implement scientific and applied projects that provide an opportunity to rethink the existing and create new holistic knowledge and/or professional practice in the field of management and administration and to solve significant scientific and technological problems in management in compliance with the norms of academic ethics and based on social, ethical, economic, environmental and legal aspects.

LO05. Deeply understand the general principles and methods of management sciences, as well as the methodology of scientific research, apply them in one's own research in the field of management and in teaching practice; to know the content and functions of science as a social institution, the general laws of the development of science, the structure and levels of scientific knowledge; consciously formulate the problems and tasks of specific scientific research in the professional field; to have methodological techniques for proposing scientific hypotheses, their verification and building a scientific theory.

LO06. Plan and carry out scientific and applied research in management and related interdisciplinary areas using modern tools, critically analyze the results of own research and the results of other researchers in the context of the entire complex of modern knowledge regarding the problem under study; make proposals for financing research and/or projects; to know the main characteristics of project forms of scientific research, technology of work on research, principles of organization of scientific work and implementation of the results of scientific research taking into account the norms of academic ethics.

LO09. Know, understand and use professional terminology, scientific writing style, grammatical structures of a professional foreign language; text analysis models, translation strategies, translation procedures and transformations; methods of compression of text content; peculiarities of the process of scientific communication in an intercultural context; peculiarities of construction of a foreign language article, citation, graphic design; speech clichés for monologic and dialogic communication.

GC01. The ability to identify, pose and solve problems; formulate and experimentally test scientific hypotheses, apply acquired knowledge in practice; continuous self-development and self-improvement in professional and/or scientific-pedagogical activities.

GC03. The ability to work in an international context, to understand foreign language professional texts, to use foreign languages to present scientific results in oral and written form and for intercultural communication in a general, scientific and professional environment.

SC02. The ability to orally and in writing present and discuss the results of scientific research and/or innovative developments in Ukrainian and English, to study scientific literature on management and administration, effectively use new information from various sources.

COURSE CONTENT

Topic 1. **Language Tools of Academic English.**

Acquisition of communicative competence in a foreign language on the subject: "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 subject: "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 subject: "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. 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 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 course's technological card.

An example of an exam card and assessment criteria.

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 073 "Management"
Study programme "Management"
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.

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   Viktoriia Petrenko
Head of the Department   Tetiana 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 four tasks, three of which correspond to the level of heuristic productive activity and the fourth 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 passage by correcting grammatical, lexical, and stylistic mistakes (10).	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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2. McCarthy M., O'Dell F. Academic Vocabulary in Use. Edition with Answers/ M. McCarthy, F. O'Dell. – Cambridge, Cambridge University Press, 2016. – 174 p.

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4. Wallwork, Adrian. *English for Academic Research: Grammar, Usage and Style*. 2nd ed., Springer Cham, 2023. https://link.springer.com/book/10.1007/978-3-031-31517-6

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Information resources

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