

**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



Каріна НЕМАШКАЛО

ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)

робоча програма навчальної дисципліни (РПНД)

Галузь знань: 07 Управління та адміністрування
Спеціальність 073 Менеджмент
Освітній рівень перший (бакалаврський)
Освітня програма Міжнародний менеджмент

Статус дисципліни

обов'язкова

Мова викладання, навчання та оцінювання

англійська

Розробник:

д.ф., доц.

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Тетяна ПОГОРЕЛОВА

Тетяна ПОГОРЕЛОВА

Гарант програми

Інна ДИБАЧ

**Харків
2024**

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

APPROVED

at the meeting of the department
Pedagogy, Foreign Philology
and Translation
Protocol № 1 of 02.09.2024



AGREED

Vice-rector for educational and
methodological work

Karina NEMASHKALO

**FOREIGN LANGUAGE (FOR PROFESSIONAL PURPOSES)
Program of the course**

Field of Knowledge 07 "Management and Administration"
Specialty 073 "Management"
Study cycle First (bachelor's)
Study programme "International Management"

Course status
Language

**mandatory
english**

Developers:
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**Kharkiv
2024**

INTRODUCTION

In line with modern labor market requirements, the training of qualified specialists involves active participation in communication processes and the development of the necessary communicative competencies for effective interaction in the professional environment, both orally and in writing. Thus, the study of the course "Foreign Language (for professional purposes)" is a key element in the training of future specialists, contributing to increased international mobility and competitiveness in the labor market in the context of globalization and integration into the international environment.

The study programme of the course "Foreign Language (for professional purposes)" for Bachelor's degree students is compiled in accordance with the study programme for the preparation of students of the first educational level in the study programme "International Management".

The purpose of the course "Foreign Language (for professional purposes)" is to develop general and professionally oriented communicative competencies in higher education students (linguistic, sociolinguistic, and pragmatic), ensuring effective communication in professional environments and contributing to successful integration into international professional practice.

Objectives of the course:

formation of communicative competence and speech skills in a professional context;

preparation of students for effective communication in the professional environment;

familiarization of students with international socio-cultural aspects to ensure their readiness for effective communication in various professional situations.

The course's object is intercultural communication in a foreign language in a professional context.

The subject of the course is the practical use of a foreign language in real professional situations, which contributes to the formation of a holistic and personalized image of the world, the development of creative activity and autonomy of a higher education student, and awareness of intercultural features 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
LO8	SC11

LO13	GC7, GC14, SC11
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Where,
 LO8 – Apply management methods to ensure the effectiveness of the organization;
 LO13 – Communicate orally and in writing in state and foreign languages;
 SC11 – Ability to evaluate the work performed, ensure its quality, and motivate the personnel of the organization;
 GC7 – Ability to communicate in a foreign language;
 GC14 – Ability to work in an international context.

COURSE CONTENT

Content module 1. Foreign language as a tool for professional communication.

Topic 1.1. The role of a foreign language in the professional activities of management specialists and international business.

Topic 1.2. Professional business correspondence and electronic communication in a foreign language in an international environment.

Topic 1.3. Academic written speech in a foreign language in the field of management and business research.

Content module 2. Intercultural Communication and Interpersonal Interaction in a Professional Foreign Language Environment

Topic 2.1. Corporate culture and business etiquette of different countries in the context of foreign language communication.

Topic 2.2. Communicative strategies for conducting negotiations in a foreign language, taking into account intercultural differences.

Topic 2.3. Features of foreign language interaction in intercultural teams and ways to resolve professional conflicts.

Content module 3. Professional vocabulary and speech practices in the field of international management

Topic 3.1. Language Means and Terminology of International Marketing and Branding Communication.

Topic 3.2. Lexical and grammatical features of foreign language communication in the field of international trade and economic cooperation.

Topic 3.3. Professional communication in a foreign language in project management and the work of multinational teams.

Content module 4. Development of strategic thinking and professional self-presentation by means of a foreign language

Topic 4.1. Discussion of business strategies, planning, and management decision-making in a foreign language.

Topic 4.2. Professional self-presentation, resume writing, and interviewing in a foreign language in an international business environment.

Topic 4.3. Digital foreign language communication and virtual cooperation in

international business.

Content module 5. Modern Trends in International Business and Analytical Foreign Language Communication

Topic 5.1. Discussion of global economic trends and their impact on international business in a foreign language.

Topic 5.2. Ethical aspects and corporate social responsibility in international professional communication.

Topic 5.3. Innovation and sustainable development in international management through the prism of foreign language professional discourse.

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. Foreign language as a tool for professional communication in management and international business.	Topic 1. Foreign language as a tool for professional communication in management and international business. Questions for self-study: 1. The importance of a foreign language in the professional activity of a manager in the context of globalization. 2. Features of business correspondence in a foreign language in the international environment. 3. Structure and language clichés of professional electronic messages. 4. Academic Writing Requirements in Management and Business.

<p>Topic 2. Intercultural communication and interpersonal interaction in a professional foreign language environment.</p>	<p>Topic 2. Intercultural communication and interpersonal interaction in a professional foreign language environment.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. The concept of intercultural communication and its role in international business. 2. Features of corporate culture and business etiquette of different countries. 3. Communicative barriers in intercultural foreign language communication.
<p>Topic 3. Professional vocabulary and speech practices of international management.</p>	<p>Topic 3. Professional vocabulary and speech practices of international management.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Basic terminology of international marketing and branding. 2. Lexical features of foreign language communication in the field of international trade. 3. Linguistic means of professional communication in the management of international projects. 4. Features of business communication in multinational teams.

<p>Topic 4. Strategic thinking and professional self-presentation by means of a foreign language.</p>	<p>Topic 4. Strategic thinking and professional self-presentation by means of a foreign language.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Discussion of business strategies and management decisions in a foreign language. 2. Structure and linguistic features of professional self-presentation. 3. Writing a resume and cover letter in a foreign language. 4. Communicative Interview Strategies in an International Environment.
<p>Topic 5. Modern trends in international business and analytical foreign language communication.</p>	<p>Topic 5. Modern trends in international business and analytical foreign language communication.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Global economic trends and their impact on international business. 2. Ethical aspects of professional communication in the international environment. 3. Corporate Social Responsibility in Global Business. 4. Innovation and Sustainable Development in Modern International Management.

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

Table 3

List of self-studies

Name of the topic and/or task	Content
<p>Topic1. Foreign language as a tool for professional communication in management and international business.</p> <p>Topic 2. Intercultural communication and interpersonal interaction in a professional foreign language environment.</p>	<p>Topic 1. Foreign language as a tool for professional communication in management and international business.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. The importance of a foreign language in the professional activity of a manager in the context of globalization. 2. Features of business correspondence in a foreign language in the international environment. 3. Structure and language clichés of professional electronic messages. 4. Academic Writing Requirements in Management and Business. <p>Topic 2. Intercultural communication and interpersonal interaction in a professional foreign language environment.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. The concept of intercultural communication and its role in international business. 2. Features of corporate culture and business etiquette of different countries. 3. Communicative barriers in intercultural foreign language communication.
<p>Topic 3. Professional vocabulary and speech practices of international management.</p>	<p>Topic 3. Professional vocabulary and speech practices of international management.</p> <p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Basic terminology of international marketing and branding. 2. Lexical features of foreign language communication in the field of international trade. 3. Linguistic means of professional communication in the management of international projects. 4. Features of business communication in multinational teams.

<p>Topic4. Strategic thinking and professional self-presentation by means of a foreign language.</p>	<p>Topic 4. Strategic thinking and professional self-presentation by means of a foreign language. Questions for self-study: 1. Discussion of business strategies and management decisions in a foreign language. 2. Structure and linguistic features of professional self-presentation. 3. Writing a resume and cover letter in a foreign language. 4. Communicative Interview Strategies in an International Environment.</p>
<p>Topic 5. Modern trends in international business and analytical foreign language communication.</p>	<p>Topic 5. Modern trends in international business and analytical foreign language communication. Questions for self-study: 1. Global economic trends and their impact on international business. 2. Ethical aspects of professional communication in the international environment. 3. Corporate Social Responsibility in Global Business. 4. Innovation and Sustainable Development in Modern International Management.</p>

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 "Foreign Language (for professional purposes)" to achieve certain learning outcomes and intensify the educational process, the following teaching methods are provided:

Verbal: (*Topic 1.* Foreign Language as a Tool for Professional Communication in the Field of Management and International Business (*Explanation, Conversation, Discussion*); *Topic 2.* Intercultural communication and interpersonal interaction in a professional foreign language environment (*explanation, brainstorming, conversation, discussion*); *Topic 3.* Professional vocabulary and speech practices of international management (*explanation, conversation, discussion*); *Topic 4.* Strategic thinking and professional self-presentation by means of a foreign language (*explanation, brainstorming,*

conversation, debate); *Topic 5*. Modern trends in international business and analytical foreign-language communication (explanations, conversations, discussions).

Practical: (*Topic 1*. Foreign language as a tool for professional communication in the field of management and international business (*exercises, writing business letters, essays*); *Topic 2*. Intercultural communication and interpersonal interaction in a professional foreign language environment (*exercises, role-playing, case method*); *Topic 3*. Professional vocabulary and speech practices of international management (*exercises, didactic game, case method*); *Topic 4*. Strategic thinking and professional self-presentation by means of a foreign language (*exercises, essays, role-playing, case method*); *Topic 5*. Modern trends in international business and analytical foreign language communication (*exercises, analytical essay, case method*).

Visual: (*multimedia presentations* (*Topic 1*. Foreign language as a tool for professional communication in the field of management and international business; *Topic 2*. Intercultural communication and interpersonal interaction in a professional foreign language environment; *Topic 3*. Professional vocabulary and speech practices of international management; *Topic 4*. Strategic thinking and professional self-presentation by means of a foreign language; *Topic 5*. Modern trends in international business and analytical foreign language communication.

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, laboratory and seminar 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: maximum amount is 100 points; minimum amount required is 60 points.

– 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 assessment of the student.

The final control includes current control and an exam.

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

– 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: practical lessons on the topics (50 points), Presentation of the topical material (10 points), Self-study work (20 points), Current tests (20 points),

Current control: practical lessons on the topics (20 points), Presentation of the topical material (10 points), Self-study work (10 points), Current tests (20 points),

Semester control: Grading / Grading including Exam (40 points).
More detailed information on the assessment system is provided in
technological card of the course.
An example of an exam card and assessment criteria.

An example of an examination card

Simon Kuznets Kharkiv National University of Economics
First (Bachelor) cycle of higher education
Specialty D3 “Management”
Study programme “International Management”
Semester II
Study course "Foreign language (for professional purposes)

EXAMINANCE CARD No. 1

Task 1. Choose the correct form of the verb to fill each of the gaps. (5 points).

- Last week, everybody in the department ... to work overtime.
A. has had B. had C. had had
- I ... in a hotel for the last ten days, but I hope to find an apartment of my own soon.
A. have been staying B. stayed C. has been staying
- Our Sales Director ... abroad three or four times a year.
A. will go B. go C. goes
- At the moment we ... a survey to find what sort of after-sales service our customers want.
A. carry out B. are carrying out C. will be carrying out
- By the middle of April, we ... golf course and other sporting facilities.
A. will have finished B. will finish C. finish
- This report is a nightmare. I ... it for two weeks, and it still isn't finished.
A. have written B. has been written C. have been writing
- If the shipment ... tomorrow, I will collect it.
A. will arrive B. arrives C. arrive
- Sales are low this spring, but they will improve when the summer
A. will start B. start C. starts
- We ... more and more graduates.
A. recruit B. is recruiting C. are recruiting.
- I'm feeling rather nervous. I never ... a presentation to so many people.
A. gave B. have never given C. has never given

Task 2. Put a question to the underlined words in each sentences (1-5). Use the question word given in brackets. (5 points).

- Unemployed people often find themselves viewed by others as failures. (Who?)
- Professional employees value work as a way of life. (What?)

3. In some companies, employers have been given pay rises for good work this month (Where?)
4. The migration to large cities occurred because high wages paid to workers. (Why?)
5. The black economy is growing fast, encouraged by the high rate of unemployment. (How...?)

Task 3. Fill in the gaps (1-10) with appropriate words (5 points):

entrepreneur, multinational, family firm / business, self-employed, state-owned, child labour, charities, equal opportunities, shareholders, made redundant

1. I am I had my own company for a while, but I did not enjoy managing other people.

2. What I like about working for a ... company is the chance to work abroad. I spent three years in France and am now back at our head office in China.

3. The company I work for belongs to the country. People often say that ... companies are badly run, but we are working hard to make the company as efficient as we can.

4. I like starting companies, but when everything is going well, I sell them, move on and start another one. I am much better at being an ... than a manager.

5. My grandfather started the company, and now my father runs it. I am studying management at a business college, and when I finish my course, I will join the

6. When I went out to visit our factory there, I discovered they were using: some of the workers were as young as ten years old!

7. The company believes in ..., and I think it's done well in that area – when I joined ten years ago, only two of the managers were women, and now we have eight female managers.

8. I work for a construction company. Most of our work involves building houses, so I think it's appropriate that we give some of our profits to ... for homeless people.

9. The company was hoping to win a big contract in Saudi Arabia, but they didn't get it, so that was it – all of the factory workers were ..., even the ones who'd worked there for twenty years or more.

10. My boss persuaded a lot of her friends to invest their money in her company when she set it up, so I don't think she should spend so much on entertaining potential customers. After all, they're the ..., so they should be consulted about the money that she's spending.

Task 4. Read the article about flexible working in the information age. Choose the best sentence from the provided variants to fill each of the gaps. For each gap 1- 5, mark one letter (A - G). Do not use any letter more than once. There is an example at the beginning (0). (10 points).

Flexible working

Yesterday's buildings and yesterday's office environments are increasingly difficult to use efficiently. **(0) ... G...** Staff work where they happen to be, not where the work is best done. Time and productivity are wasted through unnecessary travelling.

Although many management "gurus" would have us believe otherwise, the office is not dead. Instead, information age technology is altering our concept of what the "office" actually is. **(1) ...** With the right information and communication technology solution, the office can be anywhere. In particular, with the arrival of desktop video-conferencing, the notion of the "virtual" or "follow me" office will certainly become even more powerful.

In the search for more productive working methods and lower premises costs, companies are using a range of options. One example is enabling mobile workers, such as salespeople or travelling professionals, to work effectively from any location using their homes or local offices as bases. **(2) ...** Instead, staff are more likely to have "touch-down" space or meeting rooms tailored to suit individual work tasks.

The conflicting demands of work and home create tension and stress that affect both work performance and family life. How we organise work, and where and when it takes place, is central to these conflicts. Commuting to work simply to use a computer and a telephone is pointless and expensive if the same tasks can be performed at or near home. **(3) ...** Clearly, digital technologies enable work to take place at more convenient times and locations.

To take full advantage of flexible working, staff must be trained to use the new technology and to manage or be managed at a distance. Flexible working schemes fail when technology is thrown at staff, and they are left to just get on with it. **(4) ...** In most cases, flexible working does not mean never seeing your colleagues! It means being in the best place to carry out a particular task. In the future, we may visit the office only when we need to.

Work in principle can take place at any time and anywhere. To make this happen, however, the right technologies and systems have to be in place. Quality equipment is a key consideration, particularly desktops and laptop PCs with high-speed access, using fixed or mobile telephony. **(5) ...** They need to be able to access their e-mail, corporate intranet, and other systems at any point.

- A. And travelling in the rush hour or just at the time when the children have to go to school adds to the strain.
- A. It is changing the physical nature of offices and giving them flexible boundaries.
- B. In addition, the right policies must be in place to ensure good communication and to avoid feelings of isolation.
- C. This change means companies will have to invest in advanced communication technology.
- D. This move to more flexible, location-independent working makes a dedicated office space for each person hard to justify.
- E. Equally important, people need to be able to get into the same corporate networks whether they are in or away from the office.

- F. Not only are they expensive to run, but they also lead to inefficient working practices.

Task 5. Match the terms with their definitions. (5 points).

- | | |
|--------------------------------|--|
| 1. Authority | a) specialists in planning and handling mass selling details for advertisers. |
| 2. Shareholders / Stockholders | b) a business system in which a company (or franchiser) sells an individual (or franchisee) the right to operate a business using the franchiser's established system or format. |
| 3. Hierarchy | c) someone whose job is to manage all or part of a company or organization, or a particular activity. |
| 4. Discounts | d) payment from a company's profits to its shareholders. |
| 5. Retailing | e) people who own shares in a company, they provide the capital. |
| 6. Dividend | f) the money that a franchisee will use to buy the stock and to pay for the labour and services that the business will need. |
| 7. Manager | g) reductions from list price that are given by a seller to a buyer who either gives up some marketing function or provides the function himself. |
| 8. Advertising agencies | h) the power that a person or organization has because of their official or legal position. |
| 9. Working capital | i) all of the activities involved in the sale of products to final consumers. |
| 10. Franchising | j) an organization or structure in which the staff are organized in levels, and the people at one level have authority over those below them. |

Task 6. Write a letter of complaint. (10 points).

Patrick Kelly, Managing Director of "Irish Publishers" (56, Green Street, Dublin, Ireland) spent 5 days in the hotel "The George Inn" (23, Southwalk Street, Brighton, England). He sends this letter to the hotel's administration to complain about the service.

Approved at the meeting of pedagogy, foreign philology and translation chair № _____
from «___» _____ 20__ .

Examiner Tetiana Pohorielova

Head of the chair, Tetiana Pohorielova

The assessment criteria

The final marks for the exam consist of the sum of the marks for all the tasks, rounded to the nearest whole number according to the rules of mathematics.

The examination paper consists of 6 tasks, 5 of which correspond to the level

of heuristic productive activity, the 6th task is creative. The assessment is based on a 40-point system.

Tasks	Points	Assessment criteria
1. Choose the correct verb form in each sentence (10 sentences).	5	One correct sentence is worth 0.5 points.
2. Formulate questions to the words underlined in the sentence (5 questions).	5	One correct sentence is worth 0.5 points.
3. Complete the sentences with one of the given economic terms (10 sentences and 10 terms).	5	One correctly added sentence is worth 0.5 points.
4. Read the text of general economic content with 2000 printed characters, fill in the blanks with the given sentences (5 sentences).	10	One correctly filled gap is worth 0.5 points.
5. Match the economic terms with the given definitions (10 terms and 10 definitions).	5	One correct match is worth 0.5 points.
6. Write a business letter on the given topic.	10	The maximum score of 10 points is given for a business letter that is written in the correct format, without vocabulary and grammatical errors and in accordance with the stylistic norms of business documents. Points are allocated according to the following criteria:
	3,25	content (working out all the conditions specified in the communicative situations);
	3,25	text structure and coherence

	3,5	use of vocabulary (knowledge of lexical material) and grammatical correctness of the created document (morphology, syntax, spelling)
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RECOMMENDED LITERATURE

Main

1. Борова, Т. А. Іноземна мова (за професійним спрямуванням): основи бізнесу та підприємництва [Електронний ресурс] : навч. посіб. / Т. А. Борова, Н. О. Бутковська ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (444 КБ). - Харків : ХНЕУ ім. С. Кузнеця, 2019. - 196 с. <http://repository.hneu.edu.ua/handle/123456789/22764>
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4. Raymond Murphy English Grammar in Use Book with Answers: A Self-study Reference and Practice Book for Intermediate Learners of English the fifth edition Cambridge University Press, 2019. 380p

Additional

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6. A.O.Shevchuk Formation of students' foreign language professional and communicative competence by means of Internet technologies / A.O.Shevchuk // Pedagogy of XXI century: current state and development trends: a collective monograph: in 2 p. – Lviv-Torun: Liga-Pres, 2021. – P. 2. – P. 831-857.
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Information resources

11. KNEU after S. Kuznets site of PES Foreign language (for professional purposes). O.V.Dubtsova, I.O.Reshetniak - [Electronic resource] – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7907>

12. TED Talks. - [Electronic resource] – Access mode: https://www.ted.com/podcasts/ted_business

13. Business English Pod. - [Electronic resource] – Access mode: <https://www.businessenglishpod.com/2023/11/26/bep-403-recruiting-2-developing-the-job-description/>

14. EnglishClass101. - [Electronic resource] – Access mode: <https://www.englishclass101.com/app/>

15. BBC World Service. - [Electronic resource] – Access mode: https://www.bbc.co.uk/sounds/play/live:bbc_world_service

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