

**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 АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ

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:
старший викладач

Підписано КЕП

Ярослава ЛЮТВИЄВА

Завідувач кафедри
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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 ACADEMIC AND PROFESSIONAL
COMMUNICATION**

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:

Senior Lecturer

Digitally signed

Yaroslava LYUTVIYEVA

Head of the Department of
Pedagogy, Foreign Philology
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Inna DYBACH

**Kharkiv
2024**

Introduction

The programme of the course “Foreign Language for Academic and Professional Communication” 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 field of knowledge 07 "Management and Administration", specialty 073 Management, study programme “International Management.”

Studying this course enables students to engage in effective communication in international professional environments; to develop communicative competence and language skills required for global business activities; and to understand and assess diverse international socio-cultural issues in order to act appropriately in various cross-cultural professional situations.

The purpose of the course “Foreign Language for Academic and Professional Communication” is to improve students' general and professionally oriented communicative language competencies (linguistic, sociolinguistic, and pragmatic) to ensure effective communication in international and multicultural professional contexts.

The subject of the course is intercultural communication in a foreign language within the sphere of international management and global business interaction.

The object of the course is the functioning of a foreign language in real-time communication across various international professional situations, aimed at forming a global and culturally aware worldview, developing students' creative activity and autonomy, and fostering understanding of intercultural differences among representatives of diverse linguistic and cultural communities.

The objectives of the course are:

Learning and using terminology applied in international business communication through exercises, glossaries, case studies, and authentic materials.

Improving writing skills by preparing professional emails, business correspondence, analytical reports, proposals, and documentation used in international management.

Developing oral communication skills through presentations, negotiations, meetings, role-plays, and discussions related to international business and management.

Developing knowledge and skills for effective interaction with representatives of different countries by studying cultural dimensions and cross-cultural communication strategies that influence international professional cooperation.

Learning to use the foreign language in real international business environments, developing the ability to solve practical tasks, and responding to challenges typical of international management activities.

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
LO13	GC7, GC14, SC11

Where,

LO13. Communicate in spoken and written form in the native and foreign languages.

GC7. Ability to communicate in a foreign language.

GC14. Ability to work in an international context.

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

COURSE CONTENT

Content Module 1: Global Processes and Markets

Topic 1. International Marketing Activities

1.1. Marketing research.

Development of communicative competence in a foreign language within the framework of the following topics: "Analysis of the international market environment", "Competition in global markets", "Consumers of goods and services". Preparation and drafting of international contracts. Introduction to the basic principles of essay writing.

1.2. Marketing communications complex.

Development of communicative competence in a foreign language on the topics: "Strategies for promoting goods in international markets", "Advertising and advertising campaigns", "Methods of feedback from consumers". Preparation and drafting of international contracts.

1.3. Management of distribution channels for goods and services.

Development of communication skills in a foreign language on the topics: "Strategies for promoting goods in international markets", "Advertising and advertising campaigns", "Methods of feedback with consumers". Preparation and drafting of international contracts.

Topic 2. Innovative processes in international business

2.1. Innovative strategies in management.

Development of communicative competence in a foreign language within the framework of the topics: "Innovations in management", "The impact of innovation on organisational management", "Main directions of scientific and technological progress". Essay writing.

2.2. Research and development (R&D) technologies.

Acquisition of communicative competence in a foreign language on the topics: "Main progressive technologies", "Trends in research and development (R&D)". Essay writing.

2.3. Information technologies in business management.

Development of communicative competence in a foreign language in the context of the following topics: "Print and electronic media", "Multimedia in business", "Internet communication: advantages and disadvantages", "Working online: organisation and efficiency", "Basics of working with web pages".

Topic 3. Globalisation of business activities

3.1. International market relations.

Development of communicative competence in a foreign language on the following topics: "Globalisation processes", "Positive and negative impacts of global business on local markets", "Outsourcing", "Providing justification for conclusions", "Analysis of achievements". Writing minutes.

3.2. International trade and management.

Acquisition of communicative competence in a foreign language on the following topics: "Import and export", "Road transport", "Customs declarations", "Cargo insurance", "Rail transport", "Sea transport", "Air transport", "Transport documents for international trade", "Participation in international fairs and exhibitions", "Filling out documentation for participation in a fair".

3.3. Effective business communication.

Development of communication skills in a foreign language on topics such as: "Types and elements of communication", "Effective communication policy in a company", "The art of negotiating with international partners", "Negotiation techniques", "Contract writing".

The list of practical studies in the course is given in Table 2.

Table 2

The list of practical studies

Name of the topic/task	Content
Topic 1. International marketing activities Task 1. Brainstorming Task 2. Discussion Task 3. Case study Task 4. Presentation Task 5. Essay Task 6. Learning game	Topics of practical tasks: 1.1. Marketing research methods 1.2. Marketing communications complex. 1.3. Management of goods and services distribution channels

<p>Topic 2. Innovative processes in international business</p> <p>Task 1. Brainstorming</p> <p>Task 2. Discussion</p> <p>Task 3. Case study</p> <p>Task 4. Presentation</p> <p>Task 5. Essay</p> <p>Task 6. Learning game</p>	<p>Topics of practical tasks:</p> <p>2.1. Innovative strategies in management</p> <p>2.2. Research and development (R&D) technologies.</p> <p>2.3. Information technologies in business management.</p>
<p>Topic 3. Globalization of business activities</p> <p>Task 1. Brainstorming</p> <p>Task 2. Discussion</p> <p>Task 3. Case study</p> <p>Task 4. Presentation</p> <p>Task 5. Essay</p> <p>Task 6. Learning game</p>	<p>Topics of practical tasks:</p> <p>3.1. International market relations.</p> <p>3.2. International trade and management.</p> <p>3.3. Effective business communication.</p>

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
Topic 1. International marketing activities	<p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Competition in the global market. 2. Consumer purchasing habits. 3. Methods of consumer feedback. 4. Basic principles and rules for working with clients. 5. Preparation of a presentation on the topic.
Topic 2. Innovative processes in international business	<p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Scientific and technological trends and their impact on business. 2. Basic principles of working with web resources and Internet pages. 3. Preparation of a presentation on the topic.
Topic 3. Globalization of business activities	<p>Questions for self-study:</p> <ol style="list-style-type: none"> 1. Benefits and risks of global business impact on local markets. 2. Participation in international fairs and exhibitions. 3. Preparation of a presentation on the topic.

The number of hours of practical studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the educational course using communicative teaching methods for English language activation of students' learning and cognitive activities involves the application of blended learning technology, as well as both active and interactive teaching methods, including: practical problem-based classes (Topics 1.3, 2.3, 3.3), work in small groups (Topic 2.1, 3.2), brainstorming sessions (Topics 1 - 3), case method (Topic 3), presentations (Topics 1, 2, 3), introductory (initial) games (Topics 2.2, 3.3).

The grammatical-transformational method focuses on grammar, language rules, and structures, and teaches business correspondence and documentation (Topics 1-3).

The audio-visual method, through the use of audio and video materials, namely films, songs, and videos, helps students develop the ability to listen and understand the speech of native speakers and is used to prepare for job interviews (Topics 1 - 3).

The general integrated teaching method combines different methods and approaches to language teaching: case studies (Topics 1 - 3), brainstorming (Topics 1 - 3), a combination of lessons and discussions (Topics 1 - 3), and group work and student conferences (Topics 1, 3).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system to assess students' learning outcomes.

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 number 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 student assessment.

Semester control is conducted through 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.

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

Current control: topic-based assignments (50 points), self-study assignments (20 points), written tests (20 points), presentations (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. I.O. Reshetniak English for professional purposes (Organisation management and business administration) / I. O. Reshetniak ; Simon Kuznets Kharkiv National University of Economics. – Kharkiv : Tsyphra print, 2022. 111p. <http://repository.hneu.edu.ua/handle/123456789/29387>

Additional

3. Підприємництво, торгівля, біржі в процесі соціально-економічного розвитку [Електронний ресурс] : монографія / І. В. Гонтарева, Г. Л. Матвієнко- Біляєва, В. І. Ковальова [та ін.] ; за заг. ред. І. В. Гонтаревої. - Електрон. текстові дан. (2,70 МБ). - Х. : ХНЕУ ім. С. Кузнеця, 2018. - 155 с. URL: <http://repository.hneu.edu.ua/handle/123456789/20275>.

4. Practical Work on English Language: text-book [Electronic resource] / O. Mishyna, L. Chernysh, A. Nikishyna; Simon Kuznets Kharkiv National University of economics. — Kharkiv : S. Kuznets KhNUE, 2023. — 114 с. URL: <http://repository.hneu.edu.ua/handle/123456789/30791>

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

6. Evans V. (2018) Career Paths: Management II/ Virginia Evans, Jenny Dooley, Henry Brown. - Express Publishing. 80 p.