

BUSINESS ENGLISH

COURSE SYLLABUS

Code and name of specialty	All specialities	Institute	Educational and Scientific institute of Economics, Management and International Business
Program name	Business field	Department	Cross-Cultural Communication and Foreign Languages
Type of program	Educational and Professional	Language of instruction	English / Ukrainian

LECTURER

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Senior lecturer of Cross-Cultural Communication and Foreign Language department, National Technical University “Kharkiv Polytechnic Institute” Author of 12 research papers, 1 textbook, 1 multi-authored monograph. Experience in business field is more than 15 years.

Courses taught: Foreign Language (English), International Communications Management, Public Relations and Advertising Communications

GENERAL DESCRIPTION OF THE COURSE

Summary	The study of foreign languages is a necessary and integral part of general educational professional training of bachelors. This is due to the internationalization of communication, the development of cooperation of specialists at the global level. Therefore, when learning a foreign language, the priority is to know the structures and strategies of professional discourse, forms and means of communication, as well as the skill to operate them. The course of learning a foreign language is, therefore, professionally oriented and communicative in nature, and the discipline is aimed at the integrated implementation of practical, educational, developmental and educational goals.
Course objectives	The purpose of teaching the discipline "Business English" is to prepare students for effective communication in their academic and professional environment. The main tasks of studying the discipline are mastering at the appropriate level the four types of speech activity in oral (listening and speaking) and written (reading and writing) forms; the use of sociocultural knowledge and skills in foreign language communication; assessment and analysis of their own educational experience and improvement of their educational strategies.
Types of classes and control	Workshops, consultations. The course ends with a final exam
Term	6

Student workload (credits) / Type of course	4 / Mandatory	Lectures (hours)	-	Workshops (hours)	48	Self-study (hours)	72
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Program competences

GC07. The ability to communicate in a foreign language.
GC08. Skills in the use of information and communication technologies.

GC09. The ability to learn and master modern knowledge.
 GC13. Appreciation and respect for diversity and multiculturalism.
 GC14. The ability to work in an international context.

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO 13. Communicate orally and in writing in the state and foreign languages.	Interactive work with presentations, discussions, practical work, feedback method, individual tasks	Written individual assignments (CAS), practical assessment (CAS), problem sheets (CAS), online tests (CAS), exam in the form of course paper (FAS)
LO16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical	Interactive work with presentations, discussions, case-study, feedback method, individual tasks	Written individual assignments (CAS), practical assessment (CAS), peer small group presentations (CAS), online tests (CAS), exam in the form of course paper (FAS)
	Interactive work with presentations, discussions, practical work, feedback method, individual tasks	Written individual assignments (CAS), practical assessment (CAS), data collection and reporting on fieldwork (CAS), exam in the form of course paper (FAS)
		Written individual assignments (CAS), peer small group presentations (CAS), online tests (CAS), oral presentation of the project (FAS), exam in the form of course paper (FAS)
		Written individual assignments (CAS), reporting on fieldwork (CAS)

ASSESSMENT AND GRADING

Ranges of points corresponding to grades	Score (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	
	82-89	B	good	
	74-81	C		
	64-73	D	satisfactory	
	60-63	E		
	35-59	FX		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%).
 40% Final exam: project work and its oral presentation
 60% Continuous assessment:
 • 40% practical assessment (including tasks, reporting on work, and case-studies);
 • 20% individual assignment tests)

Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

COURSE STRUCTURE AND CONTENT

Lecture 1	Introduction to Business Planning	Workshop 1-2	Design thinking and Screening Business Ideas	Self-study	Generating and Screening Business Ideas (use problem sheets)
Lecture 2	Market Analysis	Workshop 3-5	Target Audience Survey and Market Research		Creating a target audience survey, conducting industry analysis, identifying and assessing competitors, developing business model and sales plan
Lecture 3	Business Model Canvas	Workshop 6-7	Business Model Canvas and its Reviewing		Creating a Business Model Canvas and Strategic Canvas for the business idea with the help of special free online service canvanizer.com , reviewing this model and creating a story
Lecture 4	Operations Plan opment Plan	Workshop 8-9	Planning Physical Resources and Support Systems		Selecting a location, identifying space requirements, planning equipment, furniture and machinery, IT services
Lecture 5	Management Team & Company Structure	Workshop 10-11	Planning and Organizing Staff Resources		Writing a staffing schedule and organizational chart, preparing a cap table
Lecture 6	Financial Plan and Appraisal	Workshop 12-13	Planning and Managing Business Finance		This task covers all things financial, including the 3-5 years financial projections, the breakeven analysis, the unit economics, and the capital required to start up
Lecture 7	Legal and Social Compliance	Workshop 14-15	Preparing Legal Framework		Studying an intellectual property law-patents; copyrights; trademarks; major hidden tax traps in starting a business; general questions and answers on legal issues for the entrepreneur
Lecture 8	Executive Summary and Tips for Pitching	Workshop 16	Preparing a Brief Overview and Final Business Plan Presentations		Preparing 2-3-pages executive summary of the business plan, which briefly gives a holistic perspective of the business and why you'll be successful. Preparing final presentation and pitch

RECOMMENDED READING

Compulsory

1. Cotton, D. (2013) Market Leader (pre). Longman.
2. Cotton, D. (2014) Market Leader (inter). Longman.
3. Cotton, D. (2014) Market Leader (intermediate). Course Book. Longman.
4. Cotton, D. (2014) Market Leader (intermediate). Practice File. Longman.
5. Murphy, R. (2011) English Grammar in Use. CUP.
6. Eastwood, J. (2010) Oxford Practice Grammar (inter). OUP.
7. Jenny Dooley & Virginia Evans (1999) Grammarway 3. Express Publishing.
8. Jenny Dooley & Virginia Evans (1999) Grammarway 4. Express Publishing.
9. Susan V. Scott, Markos Zachariadis (2013) The Society for Worldwide Interbank Financial Telecommunication (SWIFT): Cooperative governance for network innovation, standards, and community. Routledge.
["The Society for Worldwide Interbank Financial Telecommunication \(SWIFT\): Cooperative governance for network innovation, standards, and community", автори: Susan V. Scott, Markos Zachariadis – Книги в Google Play\](#)

Recommended

1. Zemljakova O., Netetska T., Neustroeva G., Salionovych L. *Extracurricular reading of professional literature*. Kharkov: NUT «KhPI». 2020.
2. Larchenko V. (2011) Methodical instructions for practical classes in English for students of economic specialties on the topic «BRANDING». Kharkiv: NTU «KhPI».
3. Zemljakova O., Koljada O., Neustroeva G., Tarasova G. Learn professional English .Study guide for classroom and independent work for students of economic specialties in the discipline "Foreign language". Kharkiv : NTU "KhPI". 2019.
4. Netetska T., Neustroeva G., Salionovych L. Guidelines for practical classes "Solving problem situations in business". Kharkiv: NTU "KhPI". 2021.
5. Peterson Ch. (2020) Lead to Leadership: The Essence of Positive Leadership. Rafael Cardoso.
https://play.google.com/store/books/details/Chris_Peterson_Lead_to_Leadership?id=UgPzDwAAQBAJ
6. Five Steps to Building a Brand (2014). Harriman House Limited.
https://play.google.com/store/books/details/Enterprise_Nation_Five_Steps_to_Building_a_Brand?id=T53bBQAAQBAJ.
7. [Index of Economic Freedom: Promoting Economic Opportunity and Prosperity by Country \(heritage.org\)](#)
8. Chambers David, Dimson Elroy (2016) Financial Market History: Reflections on the Past for Investors Today. CFA Institute Research Foundation.
https://play.google.com/store/books/details/David_Chambers_Financial_Market_History_Reflection?id=RC0dDgAAQBAJ
9. Periodicals.

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”.

The content of this syllabus is consistent with the Business English course program.