



## Syllabus Course Program



# Business English

### Specialty

073 – Management

### Educational program

Business Administration (in English)

### Level of education

Bachelor's level

### Semester

6

### Institute

Institute of International Education

### Department

Department of Cross-Cultural Communication and Foreign Language (276)

### Course type

Optional

### Language of instruction

English,

---

## Lecturers and course developers



### Tatiana Poliakova

[Tetiana.Poliakova@khpi.edu.ua](mailto:Tetiana.Poliakova@khpi.edu.ua)

PhD (Philology, Associate Professor, Associate Professor at the Department of Cross-Cultural Communication and Foreign Language

Work experience of over 25 years. Author and co-author of over 140 scientific and methodological publications.

Courses taught: "Foreign language" (English), "Foreign language for professional purposes", "Foreign language for communication in a scientific and pedagogical environment"

[More about the lecturer on the department's website](https://web.kpi.kharkov.ua/mkia/vykladachi/polyakova-tetyana-leonidivna/)

<https://web.kpi.kharkov.ua/mkia/vykladachi/polyakova-tetyana-leonidivna/>

## General information

### 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. The discipline is aimed at the integrated implementation of practical, educational, developmental and educational goals.

### Course objectives and goals

The purpose of teaching the discipline "Foreign Language for Professional Purposes" 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 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.

## Format of classes

Lectures, workshops, consultations, self-study. Final control in the form of an exam (semester 6).

## Competencies

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.

## Learning outcomes

LO09 Demonstrate skills of interaction, leadership, teamwork.

LO11. Demonstrate the skills of situation analysis and communication in various areas of the organization.

LO13. Communicate orally and in writing in state and foreign languages.

## Student workload

The total volume of the course is 90 hours (3 ECTS credits): lectures - 24 hours, workshops - 12 hours, self-study - 54 hours.

## Course prerequisites

Courses "Foreign Language", "Foreign Language for Professional Purposes".

## Features of the course, teaching and learning methods, and technologies

Interactive work with presentations, discussions, practical works, feedback method, individual tasks.

## Program of the course

### Topics of the lectures

Topic 1. Cross-cultural aspects of business communication.

Topic 2. Business protocol and etiquette. Personnel issues in international companies.

Topic 3. International target markets. Trade development in the modern world.

Topic 4. Entering international markets. Work in international markets.

Topic 5. Professional communication styles. Professional ethics.

Topic 6. Leadership in the business world

### Topics of the workshops

Topic 1. Cultural differences. Cultural shock.

Topic 2. HR department work. Employment procedure (writing a resume, a cover letter). Employment procedure (interview). Gender issues during employment.

Topic 3. Trade agreements between countries.

Topic 4. The importance of knowledge of behavioral patterns with representatives of other cultures. Common mistakes during international contacts.

Topic 5. Moral aspects of business. Resume writing ethics.

Topic 6. Modern leader features. Successful leaders.

### Topics of the laboratory classes

No laboratory classes.

### Self-study

Self-study includes preparation for workshops, independent study of topics and issues that are not taught in workshops, and completion of an individual task.

Topic 1. Tenses. Relative clauses.

Topic 2. Conditionals. The usage of gerund and infinitive.

Topic 3. Active and Passive voice. The construction “used to” and the verb “would”.

Topic 4. Prepositions. Adjectives used with no nouns.

Topic 5. Sequences of tenses.

Topic 8. Direct and indirect speech.

Topics of individual tasks (project work):

1. Employment.
2. Presentation of the company (chosen by the student).
3. Well-known Internet companies.
4. Modern types of trade.
5. Trade transactions and agreements.
6. Foreign languages for the development of professional contacts.
7. Peculiarities of cross-cultural communications in the context of international business.
8. Means of effective communication.
9. Business development trends.
10. The influence of culture on business.
11. Practical tips for doing business in different cultures.
12. Means of effective communication.
13. Business development trends.
14. Innovations in business.
15. Comparison of professional etiquette in different countries (chosen by the student).
16. Telephone etiquette in business.
17. Small talk in different countries and its impact on business (chosen by the student).
18. Practical tips for doing business in past, present, or future-oriented cultures.
19. Peculiarities of planning in large companies.
20. Peculiarities of planning in small companies.
21. The role of a leader in a team.
22. Leadership in the company.
23. Types of leaders.

## Course materials and recommended reading

Course materials:

1. Bralatan, V. P., Hutsalenko, L. V., Zdyrko N. H. (2011). *Profesiyina etyka: navch. posibnyk [Elektronnyy resurs]*. Kyiv : Tsentr uchbovoyi literatury. 252 s.
2. Bruke, Zach. (2017). *Try typovi pomylyki mizhnarodnykh doslidzhen' rynku (i yak yikh unyknuty). Marketynh v Ukrayini : Naukovyy zhurnal. N 4. S. 66-68.*
3. Voznyuk, N. M. (2008). *Etyka. Ethics : navch. posibnyk [Elektronnyy resurs]*. Per.: M. YE. Lyul'ko, O. A. Lyashchenko. Kyiv : Tsentr uchbovoyi literatury. 212 s.
4. Dakhno, I. I. (2007). *Mizhnarodna torhivlya : navch. posibnyk [Elektronnyy resurs]. 2-he vyd., dop.* Kyiv : Tsentr uchbovoyi literatury. 296 s.
5. *Etyka ta psykholohiya dilovykh vidnosyn : navch. posibnyk. T. YE. Andryeyeva [ta in.]*. Kharkiv : Burun Knyha, 2004. 144 s.
6. Yehorycheva, S. B. (2010). *Bankivs'ki innovatsiyi : navch. posibnyk [Elektronnyy resurs]*. Kyiv : Tsentr uchbovoyi literatury. 208 s.
7. *Kak stat' effektivnym rukovoditelem [Elektronnyy resurs]*. Nauch. red. V. Nikishkin. M. : Al'pina Biznes Buks, 2005. 160 s.
8. Kostyrytsya, N. M., Svystun, V. I., Yahupov, V. V. (2006). *Metodyka navchannya studentiv spilkuvannya v upravlin's'kiy diyal'nosti : navch. posibnyk [Elektronnyy resurs]*. Kyiv : Tsentr navchal'noyi literatury. 272 s.
9. *Na storozhi komunikatsiy: rynek pratsi ta PR-fakhivtsi. Marketynh v Ukrayini : prof. vyd. Ukr. asots. marketynhu. 2018. N 3(108). S. 41-46.*
10. Palekha, YU. I. (2008). *Etyka dilovykh vidnosyn : navch. posibnyk*. Kyiv : Kondor. 356 s.
11. Pentylyuk, M. I., Marunych, I. I., Haydayenko I. V. (2011). *Dilove spilkuvannya ta kul'tura movlennya. Navch. posibnyk. [Elektronnyy resurs]*. Kyiv : Tsentr uchbovoyi literatury. 224 s.
12. *Upravlinnya suchasnym ofisom (ofis-menedzhment): navch. posibnyk [Elektronnyy resurs]*. S. P. Shevchuk [ta in.]. Kyiv : Profesional : Tsentr uchbovoyi literatury, 2010. 184 s.

13. Fedorova, V. A., Solovyova O. A. (2008). *Ekonomika pidpryyemstv ta mizhnarodnykh kompaniy : navch. posibnyk [Élektronnyy resurs]*. Kyiv : Tsentr uchbovoyi literatury. 232 s.
14. Yager, Dzhon (1994). *Delovoy etiket. Kak vyzhit' i preuspet' v mire biznesa=Business protocol. How to survive & succeed in business*. Moskva : Dzhon Uayli end Sanz. 288 s.
15. *Business Ethics*. 96/97. Sluice Dock, Guilford, Connecticut : The Dushkin Publishing Group, Inc., 1996. 240 p.
16. *The DC Gardner Guide to International Capital Markets* (1993). DC Gardner Group PLC. New York-Chichester-Brisbane-Toronto-Singapore : John Wiley & Sons, Inc. 408 p.
17. Dolnicar, S., Grün B., and Leisch, F. (2018). *Market Segmentation Analysis. Understanding it, Doing it, and Making It Useful. Management for Professionals*. Springer Open. <https://play.google.com/books/reader?id=b-1IDwAAQBAJ&pg=GBS.PA3&hl=ru>
18. *Human Rights in Business. Removal of Barriers to Access to Justice in the European Union*. Ed. by Juan Jose Alvares Rubio and Katerina Yiannibas. Routledge. [https://play.google.com/books/reader?id=M9HzDQAAQBAJ&pg=GBS.PT19.w.0.0.288\\_96&hl=ru](https://play.google.com/books/reader?id=M9HzDQAAQBAJ&pg=GBS.PT19.w.0.0.288_96&hl=ru)
19. *Leadership and Education, Science and Business Management Efficiency [Electronic resource] : monograph / S. M. Radu [et al.]*. Bucharest : Editura AGIR, 2020. 200 p.
20. Peterson, Ch. (2020). *Lead to Leadership: the Essence of Positive Leadership*. [https://play.google.com/books/reader?id=UgPzDwAAQBAJ&pg=GBS.PA48.w.4.0.2\\_285&hl=ru](https://play.google.com/books/reader?id=UgPzDwAAQBAJ&pg=GBS.PA48.w.4.0.2_285&hl=ru)

*Recommended reading:*

1. Goroshko O.I. (2011) *Anotuvannia ta referuvannia anhliiskoiu movoiu zahalnonaukovoi ta fakhovoi literatury Navchalnyi posibnyk, , Grebinnyk, H.Iu., Didovych, H.I. Komova, H.V. NTU «KhPI».*
2. Larchenko, V.V. (2011) *Metodychni vkazivky do praktychnykh zaniat z anhliiskoi movy dlia studentiv ekonomichnykh spetsialnostei za temoiu «BRANDING»*. Kharkiv:NTU «KhPI».
3. Zemlyakova O.O., Kolyada V.V, Neustroyeva H.O., Tarasova H.S. *Vyvchayemo profesiynu anhliys'ku movu . Navchal'nyy posibnyk dlya audytornoyi ta samostiynoyi roboty dlya studentiv ekonomichnykh spetsial'nostey z dystsypliny «Inozemna mova»*. Kharkiv : NTU "KHPI". 2019.
4. Tarasova, H.S. (2009). *Metodychni vkazivky do praktychnykh zanyat' ta samostiynoyi roboty z kursu anhliys'koyi movy za temoyu «Telefoni rozmovy ta elektronne spilkuvannya» dlya studentiv ekonomichnykh spetsial'nostey ta fakul'tetu komp'yuternykh ta informatsiynykh tekhnolohiy*. H.S. Tarasova, N.V. Polousova. Kharkiv: NTU «KHPI».
5. *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>
6. Cotton, D. (2013) *Market Leader (pre)*. Longman.
7. Cotton, D. (2014) *Market Leader (inter)*. Longman.
8. Cotton, D. (2014) *Market Leader (intermediate)*. Course Book. Longman.
9. Cotton, D. (2014) *Market Leader (intermediate)*. Practice File. Longman.
10. Eastwood, J. (2010) *Oxford Practice Grammar (inter)*. OUP.
11. *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>.
12. [Index of Economic Freedom: Promoting Economic Opportunity and Prosperity by Country \(heritage.org\)](https://www.heritage.org).
13. Jenny Dooley & Virginia Evans (1999) *Grammarway 3*. Express Publishing.
14. Jenny Dooley & Virginia Evans (1999) *Grammarway 4*. Express Publishing.
15. Murphy, R. (2011) *English Grammar in Use*. CUP.
16. 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>
17. Susan V. ScottMarkos Zachariadis (2013). *The Society for Worldwide Interbank Financial Telecommunication (SWIFT): Cooperative governance for network innovation, standards, and community*. Routledge.
18. *Periodicals*.

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

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

### Grading scale

<i>Total points</i>	<i>National</i>	<i>ECTS</i>
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

*Head of the department*  
Tetyana Sergeyeva

Date, signature

*Guarantor of the educational program*  
Olena PROKHORENKO