

Syllabus Course Program



Foreign Language

Specialty

073 – Management

Educational program

Business Administration (in English)

Level of education

Bachelor's level

Semester

1-8

Institute

Institute of International Education

Department

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

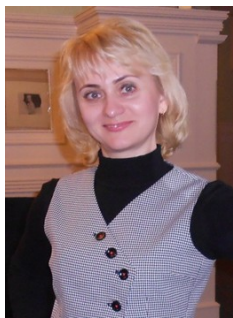
Course type

General Training, Mandatory

Language of instruction

English,

Lecturers and course developers



Tatiana Poliakova

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

Work experience is over 25 years. Authored and co-authored over 140 scientific and methodological publications.

Senior lecturer of courses "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/>



Nataliia Mechenkova

Nataliia.Mechenkova@khpi.edu.ua

Senior lecturer at the Department of Cross-Cultural Communication and Foreign Languages

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

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

<https://web.kpi.kharkov.ua/mkia/vykladachi/mechenkova-nataliya-myhajlivna/>

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" 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

Workshops, consultations, self-study. Final control in the form of a test (semesters 1-7) and an exam (semester 8).

Competencies

GC07. The ability to communicate in a foreign language.

GC09. The ability to learn and to master modern knowledge.

GC13. Appreciation and respect for diversity and multiculturalism.

GC14. The ability to work in an international context.

Learning outcomes

LO 13. To communicate in oral and written forms in the official language of Ukraine and foreign languages.

LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

Student workload

The total volume of the course is 480 hours (16 ECTS credits): workshops - 236 hours, self-study - 244 hours.

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills acquired when getting secondary education.

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

In order to activate the educational and cognitive activity of students, the use of both active and interactive educational technologies is provided, including individual and team work, issue-oriented lectures, mini-lectures, work in small groups, seminars-discussions, brainstorming, case studies, presentations, gamification, project works, scenario method, etc.

Program of the course

Topics of the lectures

No lectures.

Topics of the workshops

Semester 1

Topic 1. The company and its employees. English Tenses, Active Voice.

Topic 2. Career planning. English Tenses, Active Voice.

Topic 3. Personnel policy of the company. English Tenses, Active Voice.

Topic 4. Job interview. English Tenses, Active Voice.

Topic 5. Company structure. Types of companies. English Tenses, Active Voice.

Topic 6. Interview with a real estate sales manager. English Tenses, Active Voice.

Topic 7 Professional communication skills. Telephone conversations. Useful telephone conversational clichés. English Tenses, Active Voice.

Topic 8. History of the company's development. English Tenses, Active Voice.

Topic 9. Organization of meetings. Solving problems in the work environment. English Tenses, Active Voice. Semester 2

Topic 10. Presentation of the organization. English Tenses, Passive Voice.

Topic 11 Organization and structure of the company. Status in the working environment. English Tenses, Passive Voice.

Topic 13. Communication outside work. Communication in social networks. English Tenses, Passive Voice.

Topic 14. Possible cultural communication errors associated with changes in the manufacturer's location. English Tenses, Passive Voice.

Semester 3

Topic 15. Interview with the head of marketing communications. Linguistic means to make a presentation. Degrees of Comparison of Adverbs and Adjectives.

Topic 16. Colloquial clichés for discussing advertising. Presentation of the commercial. Degrees of Comparison of Adverbs and Adjectives.

Topic 17. Money. Discussion of Attitudes to Finance. Interview with the Director of Investments. Degrees of Comparison of Adverbs and Adjectives.

Topic 18. Trends in the financial development of companies. Development of written communication skills. Degrees of Comparison of Adverbs and Adjectives.

Topic 19. Discussion of finance. Telephone conversations. Degrees of Comparison of Adverbs and Adjectives.

Topic 20. Presentation of a new idea to investors. Degrees of Comparison of Adverbs and Adjectives.

Semester 4

Topic 21. Advertising. Authentic advertisements. Modal Verbs.

Topic 22. New advertising campaign format. Peculiarities of written communication. Modal Verbs.

Topic 23 Brands. Attitudes to brands. Interview with a brand manager. Modal Verbs.

Topic 24. Work with luxury brands. Interview for employment in the office of a well-known brand. Modal Verbs.

Topic 25. Participation in meetings. Tips for protecting brands. Modal Verbs.

Topic 26. Presentation of a well-known brand. Modal Verbs.

Topic 27. Trips. Experience while traveling. Development of written communication skills. Modal Verbs.

Semester 5

Topic 28. Interview with a hotel chain sales manager. Organization of business trips. Direct/Indirect speech. Sequence of Tenses.

Topic 29. Attitude to changes in the working environment. Interview with a manager-consultant. Direct/Indirect speech. Sequence of Tenses.

Topic 30. Organization of meetings. Solving problems in the work environment. Development of written communication skills. Direct/Indirect speech. Sequence of Tenses.

Topic 31. Goods and services. Conditionals.

Topic 32. Modern types of trade. Conditionals.

Topic 33. Employees of the sales department: necessary professional skills. Conditionals.

Topic 34. Trade transactions and agreements. Conditionals.

Semester 6

Topic 35. Foreign languages for the development of professional contacts. Infinitive, Gerund, Participle I, Participle II: forms and use.

Topic 36. Social contacts. Useful conversational formulas: how to politely accept or decline. Infinitive, Gerund, Participle I, Participle II: forms and use.

Topic 37 Means of effective communication. Development of written communication skills. Infinitive, Gerund, Participle I, Participle II: forms and use.

Topic 38. Business development trends. Infinitive, Gerund, Participle I, Participle II: forms and use.

Topic 39. Work of the PR department. Infinitive, Gerund, Participle I, Participle II: forms and use.

Topic 40. Innovations in business. Development of written communication skills. Infinitive, Gerund, Participle I, Participle II: forms and use.

Topic 41 Inventions and inventors. Infinitive, Gerund, Participle I, Participle II: forms and use.

Semester 7

Topic 42. Personality. Publicity. Media. Digital media. Grammar review.

Topic 43. Problems. Personal problems. Feeling. Crimes. Grammar review.

Topic 44. Traditions and customs. Culture. Verbal and non-verbal communication. Grammar review.
Topic 45. American English and British English. Distinctive and common features. Grammar review.
Semester 8
Topic 46. Vacation and tourism. Types of active recreation. Trips. Grammar review.
Topic 47. Relations. Relationships. Grammar review.
Topic 48. Health. Food. Diseases Treatment. Grammar review.
Topic 49. Healthy lifestyle. Healthy Eating. Eco-cities. Grammar review.

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.

Topics of individual tasks (project work):

Semester 1

- 1. Career in business*
- 2. Career planning*
- 3. Job search*
- 4. Employment*
- 5. Recruiting agencies and features of their work*
- 6. "Headhunters"*
- 7. How to prepare for an interview with an employer*
- 8. Interview with the employer*
- 9. Presentation of the company (chosen by the student)*
- 10. History of the company's development*
- 11. Types of companies*
- 12. Structure of companies*
- 13. Well-known Internet companies*

Semester 2

- 14. Modern types of trade*
- 15. Commercial transactions and agreements*
- 16. Online trading*
- 17. The most famous online stores*
- 18. History of creation and development of Amazon*
- 19. History of creation and development of eBay*
- 20. Foreign languages for the development of professional contacts*
- 21. Peculiarities of cross-cultural communications in the context of international business*
- 22. Means of effective communication*
- 23. Business development trends*
- 24. The influence of culture on business*
- 25. Practical tips for doing business in different cultures*

Semester 3

- 26. The most significant inventions of the 19th century*
- 27. The most famous inventions of the 20th century*
- 28. Revolutionary inventions of the 21st century*
- 29. Inventions in the field of information technologies*
- 30. Discoveries made by chance*
- 31. Inventions and inventors*
- 32. Innovations in business*
- 33. Innovations and competition*
- 34. Innovative products and their impact on people (positive and negative)*
- 35. Innovations and inventions that influenced my life*
- 36. Discovery and its consequences (positive and negative)*
- 37. Inventions made by Leonardo da Vinci*
- 38. How did the world benefit from the invention of computers?*

39. *The latest discoveries in the field of medicine that save lives*
 40. *Inventions and weapons: history and moral aspect*
 Semester 4
 41. *The work of the company's R&D department*
 42. *Comparison of professional etiquette in different countries*
 43. *Telephone etiquette in business*
 44. *Small talk in different countries and its impact on business*
 45. *The importance of corporate vacation in the company*
 46. *Stress at the workplace, causes and consequences*
 47. *How to avoid stress in the work of a manager?*
 48. *Causes of stress of top managers of different countries*
 49. *How do large companies solve the problem of combating stress among their employees?*
 50. *What should be the balance between work and rest?*
 Semester 5
 51. *Successful start-ups*
 52. *Countries most favorable for starting a company*
 53. *Practical tips for doing business in past, present, or future-oriented cultures*
 54. *Marketing mix*
 55. *Marketing strategy of the company*
 56. *Marketing research*
 57. *Career in the field of marketing*
 58. *Formation of focus groups*
 59. *Compilation of questionnaires for focus groups*
 60. *Economic profile of the country*
 61. *Search for sales markets for the company's products*
 62. *The most impressive marketing campaigns*
 Semester 6
 63. *What is the success of global brands?*
 64. *Methods of conducting marketing research*
 65. *How to create a successful marketing slogan?*
 66. *Marketing and advertising*
 67. *Work of advertising agencies*
 68. *Planning and conducting an advertising campaign*
 69. *The most impressive advertising campaigns*
 70. *Types of advertising*
 71. *Long-term planning in the company*
 72. *Short-term planning in the company*
 73. *Drawing up a business plan*
 74. *Peculiarities of planning in large companies*
 75. *Peculiarities of planning in small companies*
 Semester 7
 76. *Latest technologies in personnel management*
 77. *Types of leaders*
 78. *The role of a leader in a team*
 79. *Are leaders born or made?*
 80. *Leadership in the company*
 81. *What is the success of Steve Jobs?*
 82. *What enabled Bill Gates to become a successful leader?*
 83. *The ideal head of the company for me is...*
 84. *Delegation of powers by the manager. Is it necessary to do this?*
 85. *Staff motivation*
 86. *What is crisis management?*
 87. *Peculiarities of management of financial institutions (banks) during the economic crisis*
 88. *Features of production management during the economic crisis*
 Semester 8
 89. *Public relations and their importance for the company in times of crisis*
 90. *Functions of the PR department in the company during the crisis period*

91. What is "black PR"?
92. Presentation of the company's new product
93. Presentation of the 'upmarket' product
94. Presentation of the product of a little-known company
95. Presentation of branded goods
96. Presentation of household appliances
97. Presentation of cars
98. Presentation of computer equipment

Course materials and recommended reading

Course materials:

1. Cotton, D. (2014) *Market Leader (inter)*. Longman.
2. Cotton, D (2012) *Market Leader (pre-inter)*. Longman.
3. *Solutions. Upper-intermediate. Student's Book/ Workbook. 3rd Edition. Tim Falla, Paul A Davies. Oxford University Press, 2017*
4. Murphy, R. (2011) *English Grammar in Use. CUP.*
5. Eastwood, J. (2010) *Oxford Practice Grammar (inter)*. OUP.
6. Jenny Dooley & Virginia Evans (1999) *Grammarway 3. Express Publishing.*
7. Jenny Dooley & Virginia Evans (1999) *Grammarway 4. Express Publishing.*
8. *Exam Booster. Preparation for B2+ Level Exams. Virginia Evans, Jenny Dooley. Express Publishing, 2020.*
9. Землякова О. О., Коляда В.В., Неустроєва Г.О., Тарасова Г.С. *Вивчаємо професійну англійську мову. Навчальний посібник для аудиторної та самостійної роботи для студентів економічних спеціальностей з дисципліни «Іноземна мова». Харків : НТУ «ХПІ». 2019.*

Recommended reading:

1. Полякова Т.Л. *Методичні вказівки «ENGLISH FOR SPECIFIC PURPOSE: PROFESSIONAL TOPICS» для аудиторної та самостійної роботи з формування навичок монологічного мовлення з курсу англійської мови для студентів першого (бакалаврського) рівня вищої освіти денної та заочної форм навчання, спеціальності: 073 Менеджмент. / Уклад. Т. Л. Полякова. Х.: НТУ «ХПІ», 2023. 52 с.*
2. Нетецька, Т. М., Неустроєва, Г.О., Саліонович, Л.М. *Методичні вказівки до практичних занять "Вирішення проблемних ситуацій у бізнесі". Харків: НТУ «ХПІ». 2021.*
3. Землякова, О.О., Нетецька, Т.М., Неустроєва Г.О., Саліонович Л.М. *Позааудиторне читання фахової літератури. Харків: НТУ «ХПІ». 2020.*
4. *Анотування та реферування англійською мовою загальнонаукової та фахової літератури Навчальний посібник, авт. авт. О.І. Горошко, Г.Ю. Гребінник, Г.І. Дідович, Г.В. Комова, НТУ «ХПІ»; 2011.*
5. Дідович Г.І., Комова Г.В., Корнет Н.І., Науменко О.О. *Методичні вказівки для підсумкового контролю та самоконтролю знань з граматики англ. мови. Харків: НТУ «ХПІ». 2005.*
6. Ларченко В.В. *Методичні вказівки до практичних занять з англійської мови для студентів економічних спеціальностей за темою «BRANDING». Харків: НТУ «ХПІ». 2011.*
7. Тарасова Г.С., Полоусова Н.В. *Методичні вказівки до практичних занять та самостійної роботи з курсу англійської мови за темою «Телефонні розмови та 24 електронне спілкування» для студентів економічних спеціальностей та факультету комп'ютерних та інформаційних технологій. Харків: НТУ «ХПІ». 2009.*
8. Ніконоров С.І. *Методичні вказівки до практичних занять та самостійної роботи з англійської мови за темою «Телефонні розмови у бізнесі» для студентів економічних спеціальностей БФ факультету і факультету комп'ютерних та інформаційних технологій. Харків, НТУ «ХПІ». 2011.*
9. *Періодичні видання.*

Internet-resources:

1. www.oup.com
2. www.pearsonlongman.com
3. www.cambridge.org
4. <http://www.bbc.co.uk/worldservice/learningenglish/>
5. <http://learningenglish.voanews.com/>

Assessment and grading

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

100% Final assessment as a result of a test (20%) and continuous assessment (80%).

20% test: project work and its oral presentation

80% Continuous assessment:

20% test papers

30% workshops;

20% self-study

10% individual tasks

100% Final assessment as a result of an exam (20%) and continuous assessment (80%).

20% exam: project work and its oral presentation

80% continuous assessment:

20% test papers

30% workshops;

20% self-study

10% individual tasks

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