



## Syllabus Course Program



# Foreign Language for Professional Purposes

### Specialty

073 – Management

### Educational program

Business Administration (in English)

### Level of education

Bachelor's level

### Semester

7

### 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

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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**

*Workshops, consultations, self-study. Final control in the form of an exam (semester 7).*

## **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 120 hours (4 ECTS credits): lectures - 32 hours, workshops - 16 hours, self-study - 72 hours.*

## **Course prerequisites**

*To successfully complete the course, it is necessary to have knowledge and practical skills acquired when getting secondary education; courses "Foreign Language", "Business English".*

## **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. Cultural shock.*

*Topic 2. HR department work. Hiring and firing.*

*Topic 3. Working at the international market.*

*Topic 4. Moral aspects of business.*

*Topic 5. Communication styles.*

*Topic 6. Corporate ethics.*

*Topic 7. Professional ethics.*

*Topic 8. Professional communication in multicultural environment.*

### **Topics of the workshops**

*Topic 1. Cultural differences of business communication in multinationals.*

*Topic 2. Hiring to a multinational company.*

*Topic 3. Written communication in international companies.*

*Topic 4. Conflicts in the working environment.*

*Topic 5. Management style vs communication style.*

*Topic 6. Corporate culture in the international company*

*Topic 7. Dress code.*

*Topic 8. Multicultural environment.*

### **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.*

*Topic 4. The construction "used to" and the verb "would".*

*Topic 5. Prepositions.*

*Topic 6. Adjectives used with no nouns.*

*Topic 7. Sequences of tenses.*

*Topic 8. Direct and indirect speech.*

*Topics of individual tasks (project work):*

*1. Employment.*

*2. Recruiting agencies and features of their work.*

*3. Presentation of the company (chosen by the student).*

*4. History of the company's development.*

*5. Types of companies.*

*6. Structure of companies.*

*7. Business development trends.*

*8. Foreign languages for the development of professional contacts.*

*9. Peculiarities of cross-cultural communications in the context of international business.*

*10. Means of effective communication.*

*11. Practical tips for doing business in different cultures.*

*12. Comparison of professional etiquette of different countries (by the student's choice).*

*13. Small talk in different countries and its impact on business (as chosen by the student).*

*14. Stress at the workplace, causes and consequences.*

*15. How to avoid stress in the work of a manager?*

*16. Causes of stress in top managers of different countries.*

*17. Countries with best conditions for starting a company.*

*18. Economic profile of the country (chosen by the student).*

*19. The role of a leader in a team.*

*20. Types of leaders.*

*21. Are leaders born or made?*

*22. The ideal head of the company for me.*

*23. Delegation of powers by the manager. Is it necessary to do this?*

*24. Staff motivation.*

*25. What is crisis management?*

*26. Peculiarities of management of financial institutions (banks) during the economic crisis.*

*27. Features of production management during the economic crisis.*

## Course materials and recommended reading

*Course materials:*

*1. Antonenko, I., Mel'nyk I. (2016). Kruyiznyy turizm v Ukraini: tendentsiyi ta perspektyvy rozvytku. Ekonomist : naukovo-praktychnyy zhurnal. № 3. S. 3-8.*

*Bralatan, V. P., Hutsalenko, L. V., Zdyrko N. H. (2011). Profesiynna etyka: navch. posibnyk [Elektronnyy 2. resurs]. Kyiv : Tsentr uchbovoyi literatury. 252 s.*

*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. Etyka dilovoho spilkuvannya : navch. posibnyk. T. B. Hrytsenko [ta in.] [Elektronnyy resurs]. Kyiv : Tsentr uchbovoyi literatury, 2007. 344 s*

*5. Etyka ta psykholohiya dilovykh vidnosyn : navch. posibnyk. T. YE. Andryeyeva [ta in.]. Kharkiv : Burun Knyha, 2004. 144 s.*

*6. Kak stat' effektivnym rukovoditelem [Elektronnyy resurs]. Nauch. red. V. Nikishkin. M. : Al'pina Biznes Buks, 2005. 160 s.*

7. Kostrytsya, N. M., Svystun, V. I., Yahupov, V. V. (2006). *Metodyka navchannya studentiv spilkuvannya v upravlin's'kiy diyal'nosti : navch. posibnyk [Elektronnyy resurs].* Kyiv : Tsentri navchal'noyi literatury. 272 s.
8. Na storozhi komunikatsiy: rynek pratsi ta PR-fakhivtsi. *Marketynh v Ukraini : prof. vyd. Ukr. asots. marketynhu.* 2018. N 3(108). S. 41-46.
9. Osnach, O. F., Pylypchuk, V. P., Kovalenko, L. P. (2011). *Promyslovyy marketynh : pidruchnyk [Elektronnyy resurs].* 2-he vyd. Kyiv : Tsentri uchbovoyi literatury. 364 s.
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 : Tsentri uchbovoyi literatury. 224 s.
12. Poplav'ka, ZH. V., Poplavs'kyy, V. H. (2006). *Finansovo-orhanizatsiyni aspekty turystychnoho biznesu.* *Finansy Ukrainy.* N1. S. 121-129.
13. Syedova, L. (2010). *Formuvannya y rozvytok osnovnykh moral'nykh oriyentyriv KHNEU.* *Vyshcha shkola.* № 10. S. 25-30.
14. Uvarova, YU. V. (2014). *Osoblyvosti usvidomlennya styl'ovykh kharakterystyk spilkuvannya maybutnikh menedzheriv.* *Praktychna psykholohiya ta sotsial'na robota.* № 9. S. 75-80.
15. *Upravlinnya suchasnym ofisom (ofis-menedzhment): navch. posibnyk [Elektronnyy resurs].* S. P. Shevchuk [ta in.]. Kyiv : Profesional : Tsentri uchbovoyi literatury, 2010. 184 s.
16. 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
17. Yakhno, T. P., Kurevina, I. O. (2012). *Konfliktolohiya ta teoriya perehovoriv : navch. posibnyk.* [Elektronnyy resurs]. Kyiv : Tsentri uchbovoyi literatury. 168 s.
18. Berlovskaya, V. (2004). *Methodology for teaching foreign-language professional communication under time shortage.* *Проблеми та перспективи формування національної гуманітарно-технічної еліти : зб. наук. праць / НТУ "ХПІ"; ред.: Л. Л. Товажнянський, О. Г. Романовський.* Харків : НТУ "ХПІ". Вип. 6(10). С. 310-315.
19. *Business Ethics.* 96/97. Sluice Dock, Guilford, Connecticut : The Dushkin Publishing Group, Inc., 1996. 240 p.
20. 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-1lDwAAQBAJ&pg=GBS.PA3&hl=ru>
21. *Environment and the OECD Guidelines for Multinational Enterprises. Corporate Tools and Approaches.* OECD, OECD Publishing, 2005. <https://play.google.com/books/reader?id=Y-hb1TWQLlwC&pg=GBS.PA2.w.2.0.0&hl=ru>
22. *Environmental Ethics: Cross-Cultural Explorations.* Eds. Monica Kirloskar-Steinbach, Madalina Diaconu. Verlag Karl Alber, Munchen, 2020. <https://play.google.com/books/reader?id=pODnDwAAQBAJ&pg=GBS.PA9&hl=ru>
23. Gamble, T. K., Gamble, M. (1993). *Communication Works.* New York- St.Louis-San Francisco : McGraw-Hill, Inc, 1993. 503 p.
24. *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)
25. *IEEE Transactions on Professional Communication.* New York : Institute of Electrical and Electronics Engineers, 1972.
26. Kazuyuki Motohashi (2015). *Global Business Strategy. Multinational Corporations Venturing into Emerging Markets.* Springer Open. <https://play.google.com/books/reader?id=86a1BwAAQBAJ&pg=GBS.PP1&hl=ru>
27. Mascarenhas, O. (2019). *Executive Response to Market Challenges. Corporate ethics for turbulent markets.* Emerald Publishing. <https://play.google.com/books/reader?id=IBOUDwAAQBAJ&pg=GBS.PP1&hl=ru>

**Recommended reading:**

1. Goroshko O.I. (2011) *Anotuvannya ta referuvannya anhliiskoiu movoiu zahalnonaukovoii ta fakhovoii literatury Navchalnyi posibnyk, Grebinnyk, H.Iu., Didovych, H.I. Komova, H.V. NTU «KhPI».*
2. Larchenko, V.V. (2011) *Metodychni vказivky do praktychnykh zaniat z anhliiskoi movy dlia studentiv ekonomichnykh spetsial'nostei 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 samostynoyi 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 samostynoyi roboty z kursu anhliys'koyi movy za temoyu «Telefonni 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

Total points	National	ECTS
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*

