

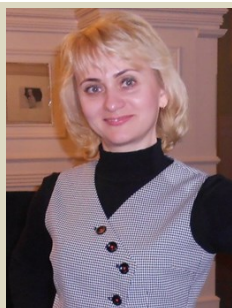
FOREIGN LANGUAGE

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Management of Organizations and Administration / Business Administration (in English)	Department	Cross-Cultural Communication and Foreign Language
Type of program	Educational and Professional	Language of instruction	English

LECTURER

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Associate Professor, Cross-Cultural Communication and Foreign Language Department, National Technical University “Kharkiv Polytechnic Institute”. Author of more than 120 research papers, 5 tutorials and 1 chapter of monograph Courses taught: Language of Vocational Training, Professional English, English for Professional Purposes.

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 "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 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	1-8

Student workload (credits) / Type of course	16 / Mandatory	Lectures (hours)	Workshops (hours)	244	Self-study (hours)	236
Program competences	GC07. The ability to communicate in a foreign language. GC08. Skills of information and communication technology usage. 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)
LO13. Communicate orally and in writing in state and foreign languages.	Interactive work with presentations, discussions, practical work, feedback method, individual tasks	Written individual tasks (CAS), assessment of knowledge in practical classes (CAS), analysis and visualization of information (CAS), project work (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 tasks (CAS), assessment of knowledge in practical classes (CAS), analysis and visualization of information (CAS), project work (FAS).

ASSESSMENT AND GRADING

Ranges of points corresponding to grades	Total score (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%). 40% Final exam: 60% Continuous assessment: • 40% practical assessment (including tasks, reporting on work, and case-studies); • 20% individual assignment
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	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:

60% Continuous assessment:

- 40% practical assessment (including tasks, reporting on work, and case-studies);
- 20% individual assignment

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

Workshops 1-8	Career The company and its employees. Structure (construction) of sentences. Career planning. Verb Personnel policy of the company. Employment interview.	Self - study	The structure of a simple sentence (narrative); verb (Present Simple Active); pronouns (personal, possessive, inverse and amplifying). (Present Simple Passive); interrogative sentences; pronouns (interrogative, indicative, mutual).
Workshops 9-16	Company Company structure. Types of companies. Interview with a real estate manager. Professional communication skills are required. Phone conversations. Useful telephone conversational clichés. History of the company's development.		Verb (Present Continuous Active); construction there (be); pronouns (quantitative): much, many, few, little; pronouns (indefinite): some, any, no. Verb (Present Continuous Passive), noun (plural, genitive case, chains of nouns).

Workshops 17-24	Organization of meetings and conferences. Solving problems in the work environment. Presentation of the organization. Organization and structure of the company. Status in the work environment.	Construction to be going to; pronouns all, both, every, each, other. Motivational sentences; numerals.
Workshops 25-32	Socializing. Communication after work. Cultural communication mistakes due to changes of employee's position/location.	Functions of polysemous words it, that, one, verbs do; construction it... that / who
Workshops 33-40	Interview with the head of marketing communications. Discussion on advertising. Presentation of the commercial. Money. Discussions on attitudes towards finances. Interview with the Investment Director. Advertising. Authentic advertisements. New format of advertising campaign. Trends in financial development of companies.	Development of written communication skills. Verb (Future Simple Active); interrogative sentences. Verb (Future Perfect); word formation (conversion, reduction, word formation).
Workshops 41-48	Brands. Attitude to brands. Interview with a brand manager. Work with luxury brands. Interview for employment in the office of a well-known brand. Participation in meetings. Branding tips. Presentation of a famous brand. Travel. Travel experience.	Verb (Future Perfect Continious); word formation (suffix). Verb (Present Perfect). Verb (Present Perfect Continuous); word formation (prefixation).
Workshops 49-56	Interview with a hotel manager. Organization of business trips. Attitude to changes in the work environment. Interview with a consulting manager. Organization of meetings and conferences. Solving problems in the work environment Goods and services. Modern types of trade. Sales staff: professional skills required. Trade transactions and transactions.	Communication on social networks.
Workshops 57-64	Foreign languages for the development of professional contacts. Social contacts. Useful conversational formulas: how to politely accept or reject Means of effective communication. Business development trends. The work of the PR department. Innovations in business.	Use words to connect sentences. Verb (Past Perfect) Speech tools for structuring a presentation. Verbs (Reporting Verbs) to express one's opinion.
Workshops 65-72	Innovations in business. Inventions and inventors	Adjective (degrees of comparison). Adverb (degrees of comparison).
Workshops 73-80	The latest technologies in personnel management.	Verb (Past Simple, Present Perfect) in comparison. Verb (Perfect Passive). Passive constructions in sentences with two objects

Workshops 81-88	Stress in today's work environment Innovative techniques to help reduce stress in the workplace The organization of rest of employees of the company.	Written communication skills. Use of contrasting subordinate clauses with but and although Indirect questions (general, special), indirect requests, invitations
Workshops 89-96	Corporate events. Reception and entertainment of visitors. Secular conversation.	Indirect motivational sentences. Consequence of tenses, indirect narrative sentences.. Types of conditional sentences (I, II, III).
Workshops 97-102	Etiquette of professional communication in the field of international business.	Mixed conditionals. Sentence with the verb 'wish'. Articles, (Articles and Quantifiers).
Workshops 103-108	Features of doing business in a foreign business environment. There may be cultural errors related to the business culture of another country.	Functions of verbs should and would. Participle I; forms and functions. Participle II; forms and functions
Workshops 109-112	Economic profile of the country Start-ups. Compilation of questionnaires for focus groups.	Infinitive. Gerund; forms and functions; verbs after infinitive/gerund.
Workshops 113-118	Company marketing policy. Marketing mix.	Inversion.

RECOMMENDED READING

C o m p u l s o r y	<ol style="list-style-type: none"> 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. 	A d d i t i o n a l	<ol style="list-style-type: none"> 1. Goroshko O.I. (2011) Anotuvannia ta referuvannia anhliiskoiu movoiu zahalnonaukovoi ta fakhovoi literatury Navchalnyi posibnyk, , Grebinnyk, H.lu., Didovych, H.I. Komova, H.V. NTU «KhPI». 2. Larchenko, V.V. (2011) Metodichni vkazivky do praktychnykh zaniat z anhliiskoi movy dlia studentiv ekonomichnykh spetsialnostei za temoiu «BRANDING». Kharkiv:NTU «KhPI». 3. Tarasova, H.S. (2009). Metodichni vkazivky do praktychnykh zaniat ta samostiinoi roboty z kursu anhliiskoi movy za temoiu «Telefonni rozmovy ta elektronne spilkuвання» dlia studentiv ekonomichnykh spetsialnostei ta fakultetu kompiuternykh ta informatsiinykh tekhnolohii. Tarasova H.S., Polousova, N.V. Kharkiv:NTU «KhPI». 4. 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 5. 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
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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 “Foreign language” course program.